

LAMPIRAN



Lampiran 1. Surat Izin Penelitian



**KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET,
DAN TEKNOLOGI**
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI

Jalan Udayana No. 11 Singaraja-Bali. Telepon : (0362) 26830
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8 November 2023

Nomor : 2077/UN48.13.1/DL/2023
Lamp. :
Hal : *Permohonan Data Penelitian*

Kepada Yth. **Villa Abinawa Hill**
di tempat.

Dengan hormat, yang bertanda tangan dibawah ini Wakil Dekan I Fakultas Ekonomi Universitas Pendidikan Ganesha menerangkan bahwa mahasiswa/i tersebut dibawah ini :

Nama : Kadek Nico Wedastra
NIM. : 2017041186
Fakultas : Ekonomi
Program Studi : Manajemen

bermaksud mengadakan penelitian lapangan untuk menempuh atau menyusun tugas akhir, skripsi dan melengkapi tugas lainnya. Sehubungan dengan hal tersebut, kami mohon ijin agar mahasiswa kami dapat diterima dan diberikan data ditempat yang Bapak / Ibu pimpin.

Demikian surat ini kami buat agar bisa digunakan sebagaimana mestinya. Atas perhatian dan kerjasamanya, kami sampaikan terima kasih.

a.n Dekan,
Wakil Dekan I
Fakultas Ekonomi Undiksha,



Dr. Dra. Ni Made Suci, M.Si.
NIP. 196810291993032001



**Balai
Sertifikasi
Elektronik**

- Catatan :
- UU ITE No. 11 Tahun 2008 Pasal 5 ayat 1 "Informasi Elektronik dan/atau Dokumen Elektronik dan/atau hasil cetaknya merupakan alat bukti hukum yang sah"
 - Dokumen ini tertanda ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan BsrE
 - Surat ini dapat dibuktikan keasliannya dengan menggunakan *qr code* yang telah tersedia

Lampiran 2. Kuesioner

UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN
PROGRAM STUDI S1 MANAJEMEN

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal: Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha, Fakultas Ekonomi, Program Studi S1 Manajemen, dengan ini Saya bermaksud untuk mengajukan kuesioner dalam rangka pengumpulan data yang selanjutnya akan dianalisis untuk kepentingan penyusunan skripsi dengan judul **“Pengaruh Kualitas Pelayanan Dan Persepsi Harga Terhadap Kepuasan Pelanggan Pada Villa Abinawa Hill”**. Kuesioner dalam penelitian ini bersifat akademik dan bukan untuk dipublikasikan. Data identitas akan saya jaga kerahasiaannya dan tidak akan mempengaruhi pekerjaan yang dilakukan di tempat kerja. Mohon kesediaan Bapak/Ibu, Saudara/i untuk bisa meluangkan waktu dalam pengisian kuesioner ini. Atas perhatian dan kesediaan Bapak/Ibu, Saudara/i mengisi kuesioner ini, saya ucapkan terimakasih.

Singaraja, 2 Februari 2024
Peneliti,

Kadek Nico Wedastra

NIM. 2017041186

A. Identitas Responden

Nama :
 Jenis Kelamin :
 Usia :

B. Petunjuk Pengisian Kuesioner

1. Dibawah ini disajikan beberapa pernyataan, dimohonkan kepada Bapak/Ibu responden untuk menanggapi setiap butir pernyataan tersebut.
2. Pernyataan-pernyataan dibawah ini mohon diisi dengan jujur dan sesuai dengan keadaan dan kenyataan yang sebenarnya.
3. Berilah tanda (√) pada kolom jawaban yang sesuai dengan setiap pernyataan di bawah ini, terdapat 5 (lima) pilihan jawaban sebagai berikut:
 - 1) Sangat Tida Setuju (STS)
 - 2) Tidak Setuju (TS)
 - 3) Ragu – Ragu (R)
 - 4) Setuju (S)
 - 5) Sangat Setuju (SS)

C. Draft Pernyataan

Pernyataan Berikut Berhubungan Dengan Variabel Kualitas Pelayanan

| No | Pernyataan | SS | S | R | TS | STS |
|----|--|----|---|---|----|-----|
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | Fasilitas yang diberikan Abinawa Hill Villa seperti televisi, dapur dan private pool dalam keadaan baik dan bagus. | | | | | |
| 2 | Karyawan Abinawa Hill Villa handal, dan profesional dalam hal pelayanan. | | | | | |
| 3 | Karyawan Abinawa Hill Villa cepat dan tanggap dan tentunya ramah dalam melayani kebutuhan pelanggan. | | | | | |
| 4 | Pihak Abinawa Hill Villa mampu memberi jaminan dan keamanan atas jasa yang diberikan kepada pelanggan. | | | | | |
| 5 | Pihak Abinawa Hill Villa memberikan pelayanan tanpa memandang status | | | | | |

| | | | | | | |
|--|--|--|--|--|--|--|
| | sosial serta selalu menanyakan kenyamanan pelanggan. | | | | | |
|--|--|--|--|--|--|--|

Pernyataan Berikut Berhubungan Dengan Variabel Persepsi Harga

| No | Pernyataan | SS | S | R | TS | STS |
|----|--|----|---|---|----|-----|
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | Harga yang ditawarkan Abinawa Hill Villa relatif terjangkau dan masih bisa dijangkau semua kalangan palanggan. | | | | | |
| 2 | Harga yang ditawarkan Abinawa Hill Villa sesuai dengan kualitas jasa yang di dapat pelanggan. | | | | | |
| 3 | Harga yang di tawarkan Abinawa Hill Villa dapat bersaing dengan bisnis jasa villa serupa. | | | | | |
| 4 | Harga yang ditawarkan Abinawa Hill Villa sesuai dengan manfaat hati dan pikiran yang saya inginkan | | | | | |

Pernyataan Berikut Berhubungan Dengan Variabel Kepuasan Pelanggan

| No | Pernyataan | SS | S | R | TS | STS |
|----|---|----|---|---|----|-----|
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | Jika saya ingin menggunakan jasa villa saya akan menggunakan jasa dari Abinawa Hill Villa | | | | | |
| 2 | Saya akan menceritakan pengalaman jasa yang sudah saya dapatkan dari Abinawa Hill Villa ke pada kjabat-kjabat saya. | | | | | |
| 3 | Saya ingin mencoba kamar-kamar lain yang belum saya coba di Abinawa Hill Villa | | | | | |
| 4 | Saya akan merekomendasikan jasa Abinawa Hill Villa kepada kjabat-kjabat saya. | | | | | |

Lampiran 3. Kuesioner Bahasa Inggris



UNIVERSITAS PENDIDIKAN GANESHA
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JURUSAN MANAJEMEN
PROGRAM STUDI S1 MANAJEMEN

To

Yth. Sir/Madam

Matter : Filling Out The Questionnaire

Your faithully,

In order to complete studies at Ganesha Education University, Faculty of Economics, Bachelor of Management Study Program, I hereby intend to submit a questionnaire in order to collect data which will then be analyzed for the purposes of preparing a thesis with a title **“The Influence of Service Quality and Price Perception on Customer Satisfaction at Abinawa Hill Villa”**. The questionnaire in this research is academic and not for publication. I will keep my identity data confidential and will not affect the work carried out at work. Please be willing, sir/madam, to take the time to fill out this questionnaire. Thank you for your attention and willingness, sir/madam, to fill out this questionnaire.

Singaraja, 2 Februari 2024
Researcher,

Kadek Nico Wedastra

NIM. 2017041186

A. Respondent Identity

Name :
 Gender :
 Age :

B. Indtructions for Completing the Questionnaire

1. Below are several statements presented, it is requested that the respondent respond to each point of the statement.
2. Please fill in the statements below honestly and in accordance with actual circumstances and reality.
3. Please put a mark (√) in the answer column that corresponds to each statement below, there are 5 (five) answer choices as follows:
 - 1) Strongly Disagree (STS)
 - 2) Don't Agree (TS)
 - 3) Hesitant (R)
 - 4) Agree (S)
 - 5) Strongly Agree (SS)

C. Draft Statment

The following statements relate to service quality variables

| Nu | Statment | SS | S | R | TS | STS |
|----|---|----|---|---|----|-----|
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | The facilities provided by Abinawa Hill Villa such as television, kitchen and private pool are in good condition. | | | | | |
| 2 | Abinawa Hill Villa employees are reliable and professional in terms of service. | | | | | |
| 3 | Abinawa Hill Villa employees are fast and responsive and of course friendly in serving customer needs. | | | | | |
| 4 | Abinawa Hill Villa is able to provide guarantees and security for the services provided to customers. | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| 5 | Abinawa Hill Villa provides services regardless of social status and always asks about customer comfort. | | | | | |
|---|--|--|--|--|--|--|

The following statements relate to the price perception variable

| Nu | Statment | SS | S | R | TS | STS |
|----|---|----|---|---|----|-----|
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | The prices offered by Abinawa Hill Villa are relatively affordable and can still be reached by all levels of customers. | | | | | |
| 2 | The price offered by Abinawa Hill Villa is in accordance with the quality of service that customers receive. | | | | | |
| 3 | The prices offered by Abinawa Hill Villa can compete with similar villa service businesses. | | | | | |
| 4 | The price offered by Abinawa Hill Villa is in accordance with the benefits my heart and mind want | | | | | |

The following statements relate to customer satisfaction variables

| Nu | Statment | SS | S | R | TS | STS |
|----|---|----|---|---|----|-----|
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | If I want to use villa services I will use the services of Abinawa Hill Villa | | | | | |
| 2 | I will tell my friends about the service experience I received from Abinawa Hill Villa. | | | | | |
| 3 | I want to try other rooms that I haven't tried at Abinawa Hill Villa | | | | | |
| 4 | I will recommend Abinawa Hill Villa services to my relatives. | | | | | |

Lampiran 4. Data Kuesioner

| Responden | Kualitas Pelayanan (X1) | | | | | | Harga (X2) | | | | | Kepuasan Pelanggan (Y) | | | | |
|-----------|-------------------------|------|------|------|------|-----|------------|------|------|------|-----|------------------------|-----|-----|-----|----|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TX1 | X2.1 | X2.2 | X2.3 | X2.4 | TX2 | Y.1 | Y.2 | Y.3 | Y.4 | TY |
| 1 | 4 | 3 | 4 | 3 | 3 | 17 | 4 | 3 | 4 | 5 | 16 | 4 | 4 | 4 | 4 | 16 |
| 2 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 4 | 4 | 4 | 17 | 5 | 5 | 4 | 4 | 18 |
| 3 | 2 | 3 | 3 | 2 | 2 | 12 | 2 | 2 | 3 | 4 | 11 | 3 | 2 | 3 | 3 | 11 |
| 4 | 2 | 2 | 3 | 3 | 2 | 12 | 2 | 2 | 3 | 5 | 12 | 3 | 3 | 3 | 3 | 12 |
| 5 | 2 | 3 | 3 | 3 | 2 | 13 | 3 | 2 | 2 | 3 | 10 | 3 | 3 | 3 | 2 | 11 |
| 6 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 3 | 3 | 5 | 15 | 4 | 3 | 4 | 3 | 14 |
| 7 | 3 | 4 | 4 | 3 | 3 | 17 | 4 | 4 | 3 | 5 | 16 | 4 | 3 | 3 | 4 | 14 |
| 8 | 3 | 3 | 3 | 2 | 3 | 14 | 2 | 3 | 2 | 3 | 10 | 3 | 2 | 3 | 3 | 11 |
| 9 | 4 | 3 | 4 | 5 | 4 | 20 | 5 | 4 | 5 | 4 | 18 | 4 | 5 | 4 | 4 | 17 |
| 10 | 5 | 3 | 4 | 5 | 4 | 21 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 20 |
| 11 | 5 | 4 | 4 | 3 | 5 | 21 | 5 | 5 | 4 | 4 | 18 | 5 | 4 | 4 | 4 | 17 |
| 12 | 4 | 4 | 3 | 5 | 4 | 20 | 5 | 5 | 5 | 1 | 16 | 5 | 5 | 5 | 5 | 20 |
| 13 | 3 | 4 | 3 | 2 | 3 | 15 | 2 | 4 | 2 | 4 | 12 | 3 | 2 | 4 | 2 | 11 |
| 14 | 2 | 3 | 3 | 2 | 2 | 12 | 2 | 2 | 3 | 5 | 12 | 3 | 2 | 3 | 3 | 11 |
| 15 | 5 | 4 | 3 | 5 | 3 | 20 | 3 | 4 | 5 | 2 | 14 | 5 | 3 | 4 | 3 | 15 |
| 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 17 | 3 | 4 | 5 | 4 | 3 | 19 | 5 | 4 | 4 | 4 | 17 | 4 | 5 | 4 | 3 | 16 |
| 18 | 3 | 3 | 5 | 3 | 5 | 19 | 4 | 4 | 3 | 4 | 15 | 5 | 4 | 4 | 5 | 18 |
| 19 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 5 | 16 | 4 | 4 | 4 | 4 | 16 |
| 20 | 3 | 4 | 5 | 4 | 3 | 19 | 4 | 4 | 3 | 3 | 14 | 4 | 5 | 4 | 3 | 16 |
| 21 | 2 | 2 | 3 | 3 | 2 | 12 | 2 | 2 | 3 | 2 | 9 | 3 | 3 | 3 | 2 | 11 |

| | | | | | | | | | | | | | | | | |
|----|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 22 | 2 | 3 | 3 | 3 | 2 | 13 | 3 | 2 | 2 | 4 | 11 | 3 | 3 | 3 | 3 | 12 |
| 23 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 3 | 3 | 5 | 15 | 4 | 3 | 4 | 3 | 14 |
| 24 | 3 | 4 | 4 | 3 | 3 | 17 | 4 | 4 | 3 | 4 | 15 | 4 | 3 | 3 | 4 | 14 |
| 25 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 2 | 4 | 11 | 3 | 3 | 3 | 4 | 13 |
| 26 | 2 | 3 | 3 | 2 | 2 | 12 | 2 | 2 | 3 | 3 | 10 | 3 | 2 | 3 | 3 | 11 |
| 27 | 5 | 5 | 3 | 4 | 5 | 22 | 4 | 3 | 4 | 5 | 16 | 5 | 3 | 5 | 4 | 17 |
| 28 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 4 | 3 | 4 | 16 | 5 | 4 | 4 | 3 | 16 |
| 29 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 5 | 3 | 16 | 5 | 4 | 4 | 5 | 18 |
| 30 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 5 | 4 | 2 | 15 | 5 | 5 | 4 | 5 | 19 |
| 31 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 4 | 3 | 17 | 4 | 5 | 5 | 4 | 18 |
| 32 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 3 | 16 |
| 33 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 19 | 5 | 4 | 5 | 5 | 19 |
| 34 | 5 | 4 | 4 | 3 | 5 | 21 | 4 | 3 | 3 | 5 | 15 | 5 | 4 | 3 | 4 | 16 |
| 35 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 16 |
| 36 | 3 | 5 | 4 | 5 | 4 | 21 | 3 | 5 | 4 | 4 | 16 | 4 | 5 | 3 | 5 | 17 |
| 37 | 2 | 3 | 3 | 4 | 2 | 14 | 2 | 2 | 3 | 3 | 10 | 3 | 3 | 4 | 3 | 13 |
| 38 | 3 | 4 | 4 | 3 | 3 | 17 | 2 | 3 | 2 | 4 | 11 | 4 | 3 | 4 | 3 | 14 |
| 39 | 4 | 3 | 4 | 3 | 4 | 18 | 3 | 2 | 3 | 4 | 12 | 4 | 4 | 3 | 3 | 14 |
| 40 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 3 | 4 | 3 | 14 | 5 | 3 | 5 | 4 | 17 |
| 41 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 5 | 3 | 18 | 5 | 5 | 4 | 5 | 19 |
| 42 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 4 | 4 | 19 | 5 | 5 | 5 | 5 | 20 |
| 43 | 4 | 4 | 4 | 5 | 4 | 21 | 3 | 3 | 4 | 4 | 14 | 4 | 3 | 4 | 5 | 16 |
| 44 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 2 | 17 | 5 | 5 | 4 | 5 | 19 |
| 45 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 3 | 3 | 3 | 13 | 4 | 4 | 3 | 4 | 15 |
| 46 | 3 | 4 | 3 | 4 | 3 | 17 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 47 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 5 | 4 | 3 | 16 | 4 | 5 | 4 | 5 | 18 |

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|----|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 48 | 2 | 4 | 3 | 3 | 2 | 14 | 3 | 2 | 2 | 3 | 10 | 3 | 4 | 4 | 3 | 14 |
| 49 | 2 | 3 | 3 | 2 | 2 | 12 | 2 | 2 | 3 | 2 | 9 | 3 | 2 | 3 | 3 | 11 |
| 50 | 4 | 5 | 5 | 4 | 5 | 23 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 20 |
| 51 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 4 | 5 | 19 |
| 52 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 5 | 4 | 4 | 18 | 4 | 5 | 5 | 4 | 18 |
| 53 | 2 | 3 | 3 | 3 | 2 | 13 | 2 | 2 | 2 | 2 | 8 | 3 | 3 | 3 | 3 | 12 |
| 54 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 4 | 5 | 18 |
| 55 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 4 | 4 | 3 | 16 | 5 | 4 | 4 | 3 | 16 |
| 56 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 3 | 3 | 5 | 16 | 4 | 3 | 5 | 4 | 16 |
| 57 | 2 | 3 | 3 | 3 | 2 | 13 | 2 | 2 | 2 | 3 | 9 | 3 | 3 | 3 | 2 | 11 |
| 58 | 4 | 4 | 3 | 3 | 4 | 18 | 2 | 2 | 3 | 3 | 10 | 3 | 3 | 2 | 3 | 11 |
| 59 | 3 | 5 | 4 | 5 | 3 | 20 | 3 | 5 | 3 | 4 | 15 | 4 | 5 | 3 | 5 | 17 |
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| 63 | 5 | 5 | 3 | 4 | 5 | 22 | 4 | 3 | 4 | 2 | 13 | 5 | 3 | 5 | 4 | 17 |
| 64 | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 4 | 4 | 2 | 15 | 5 | 4 | 4 | 5 | 18 |
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| 72 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 3 | 5 | 15 | 4 | 4 | 4 | 4 | 16 |
| 73 | 3 | 4 | 3 | 4 | 3 | 17 | 3 | 4 | 3 | 3 | 13 | 4 | 3 | 4 | 4 | 15 |

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|----|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 74 | 2 | 3 | 3 | 2 | 2 | 12 | 2 | 2 | 3 | 5 | 12 | 3 | 4 | 3 | 4 | 14 |
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| 77 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
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| 79 | 3 | 4 | 3 | 4 | 3 | 17 | 3 | 4 | 3 | 2 | 12 | 4 | 3 | 3 | 4 | 14 |
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| 94 | 3 | 3 | 5 | 4 | 3 | 18 | 5 | 4 | 3 | 5 | 17 | 3 | 5 | 4 | 4 | 16 |
| 95 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 4 | 17 |
| 96 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 5 | 4 | 3 | 17 | 5 | 5 | 5 | 4 | 19 |
| 97 | 3 | 3 | 3 | 3 | 2 | 14 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 4 | 3 | 13 |
| 98 | 5 | 4 | 3 | 4 | 5 | 21 | 4 | 3 | 5 | 4 | 16 | 3 | 4 | 5 | 4 | 16 |
| 99 | 5 | 5 | 5 | 4 | 3 | 22 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |

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|-----|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 100 | 5 | 3 | 4 | 5 | 3 | 20 | 4 | 3 | 5 | 3 | 15 | 5 | 3 | 4 | 4 | 16 |
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| 102 | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 |
| 103 | 2 | 3 | 3 | 2 | 2 | 12 | 2 | 2 | 3 | 5 | 12 | 3 | 2 | 2 | 3 | 10 |
| 104 | 2 | 2 | 3 | 3 | 2 | 12 | 2 | 2 | 3 | 5 | 12 | 3 | 3 | 3 | 2 | 11 |
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| 106 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 3 | 3 | 5 | 15 | 4 | 3 | 4 | 3 | 14 |
| 107 | 3 | 4 | 4 | 3 | 3 | 17 | 4 | 4 | 3 | 4 | 15 | 4 | 3 | 3 | 4 | 14 |
| 108 | 3 | 3 | 3 | 2 | 1 | 12 | 2 | 3 | 2 | 3 | 10 | 3 | 2 | 3 | 2 | 10 |
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| 110 | 5 | 3 | 4 | 5 | 4 | 21 | 4 | 5 | 5 | 4 | 18 | 5 | 4 | 5 | 5 | 19 |
| 111 | 5 | 4 | 4 | 3 | 5 | 21 | 5 | 5 | 4 | 4 | 18 | 5 | 4 | 4 | 3 | 16 |
| 112 | 4 | 4 | 3 | 5 | 4 | 20 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 |
| 113 | 3 | 4 | 3 | 2 | 3 | 15 | 2 | 4 | 2 | 4 | 12 | 3 | 2 | 4 | 2 | 11 |
| 114 | 2 | 3 | 3 | 1 | 2 | 11 | 2 | 2 | 3 | 2 | 9 | 3 | 4 | 3 | 3 | 13 |
| 115 | 5 | 4 | 3 | 5 | 3 | 20 | 3 | 4 | 5 | 5 | 17 | 5 | 3 | 4 | 3 | 15 |
| 116 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 117 | 3 | 3 | 5 | 3 | 5 | 19 | 4 | 4 | 3 | 5 | 16 | 5 | 4 | 4 | 5 | 18 |
| 118 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 5 | 16 | 4 | 4 | 4 | 4 | 16 |
| 119 | 3 | 4 | 5 | 4 | 3 | 19 | 4 | 4 | 3 | 5 | 16 | 4 | 5 | 4 | 4 | 17 |
| 120 | 3 | 4 | 5 | 5 | 3 | 20 | 5 | 4 | 3 | 4 | 16 | 4 | 5 | 5 | 3 | 17 |
| 121 | 4 | 4 | 3 | 5 | 4 | 20 | 4 | 4 | 4 | 2 | 14 | 4 | 3 | 5 | 4 | 16 |
| 122 | 3 | 3 | 5 | 4 | 3 | 18 | 5 | 4 | 3 | 4 | 16 | 3 | 5 | 4 | 3 | 15 |
| 123 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 16 |
| 124 | 3 | 4 | 4 | 3 | 3 | 17 | 4 | 4 | 3 | 5 | 16 | 4 | 3 | 4 | 4 | 15 |
| 125 | 3 | 3 | 3 | 2 | 3 | 14 | 2 | 3 | 2 | 5 | 12 | 3 | 3 | 3 | 4 | 13 |

| | | | | | | | | | | | | | | | | |
|------------|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 126 | 2 | 3 | 3 | 2 | 2 | 12 | 2 | 2 | 3 | 4 | 11 | 3 | 4 | 3 | 3 | 13 |
| 127 | 5 | 5 | 3 | 4 | 5 | 22 | 4 | 3 | 4 | 3 | 14 | 5 | 3 | 5 | 4 | 17 |
| 128 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 3 | 16 |
| 129 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 5 | 4 | 17 | 5 | 4 | 4 | 5 | 18 |
| 130 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 5 | 5 | 2 | 16 | 5 | 5 | 5 | 5 | 20 |



Lampiran 5. Output SPSS

1. Hasil Uji Validitas Sampel Besar Variabel Kualitas Pelayanan

| | | Correlations | | | | | |
|------|---------------------|--------------|--------|--------|--------|--------|--------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TX1 |
| X1.1 | Pearson Correlation | 1 | .564** | .445** | .656** | .832** | .894** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X1.2 | Pearson Correlation | .564** | 1 | .403** | .490** | .573** | .732** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X1.3 | Pearson Correlation | .445** | .403** | 1 | .453** | .528** | .675** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X1.4 | Pearson Correlation | .656** | .490** | .453** | 1 | .581** | .806** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X1.5 | Pearson Correlation | .832** | .573** | .528** | .581** | 1 | .891** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| TX1 | Pearson Correlation | .894** | .732** | .675** | .806** | .891** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |

2. Hasil Uji Validitas Sampel Besar Variabel Persepsi Harga

| | | Correlations | | | | |
|------|---------------------|--------------|--------|--------|------|--------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | TX2 |
| X2.1 | Pearson Correlation | 1 | .658** | .592** | .082 | .841** |
| | Sig. (2-tailed) | | .000 | .000 | .352 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| X2.2 | Pearson Correlation | .658** | 1 | .588** | .041 | .821** |
| | Sig. (2-tailed) | .000 | | .000 | .647 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |

| | | | | | | |
|------|---------------------|--------|--------|--------|--------|--------|
| X2.3 | Pearson Correlation | .592** | .588** | 1 | -.013 | .762** |
| | Sig. (2-tailed) | .000 | .000 | | .887 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| X2.4 | Pearson Correlation | .082 | .041 | -.013 | 1 | .384** |
| | Sig. (2-tailed) | .352 | .647 | .887 | | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| TX2 | Pearson Correlation | .841** | .821** | .762** | .384** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 | 130 |

3. Hasil Uji Validitas Sampel Besar Variabel Kepuasan Pelanggan

| Correlations | | | | | | |
|--------------|---------------------|--------|--------|--------|--------|--------|
| | | Y.1 | Y.2 | Y.3 | Y.4 | TY |
| Y.1 | Pearson Correlation | 1 | .538** | .601** | .644** | .843** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| Y.2 | Pearson Correlation | .538** | 1 | .475** | .564** | .811** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| Y.3 | Pearson Correlation | .601** | .475** | 1 | .476** | .766** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| Y.4 | Pearson Correlation | .644** | .564** | .476** | 1 | .832** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| TY | Pearson Correlation | .843** | .811** | .766** | .832** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 | 130 |

4. Hasil Uji Validitas Sampel Kecil Kualitas Pelayanan

| | | Correlations | | | | | |
|------|---------------------|--------------|--------|--------|--------|--------|--------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TX1 |
| X1.1 | Pearson Correlation | 1 | .515** | .413* | .362* | .187 | .686** |
| | Sig. (2-tailed) | | .004 | .023 | .049 | .323 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .515* | 1 | .641** | .690** | .477** | .889** |
| | Sig. (2-tailed) | .004 | | .000 | .000 | .008 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .413* | .641** | 1 | .557** | .531** | .831** |
| | Sig. (2-tailed) | .023 | .000 | | .001 | .003 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .362* | .690** | .557** | 1 | .310 | .760** |
| | Sig. (2-tailed) | .049 | .000 | .001 | | .096 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .187 | .477** | .531** | .310 | 1 | .613** |
| | Sig. (2-tailed) | .323 | .008 | .003 | .096 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| TX1 | Pearson Correlation | .686* | .889** | .831** | .760** | .613** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

5. Uji Validitas Sampel Kecil Persepsi Harga

| | | Correlations | | | | |
|------|---------------------|--------------|--------|--------|--------|--------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | TX2 |
| X2.1 | Pearson Correlation | 1 | .514** | .445* | .367* | .735** |
| | Sig. (2-tailed) | | .004 | .014 | .046 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .514** | 1 | .347 | .590** | .815** |
| | Sig. (2-tailed) | .004 | | .060 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .445* | .347 | 1 | .427* | .743** |
| | Sig. (2-tailed) | .014 | .060 | | .019 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .367* | .590** | .427* | 1 | .764** |
| | Sig. (2-tailed) | .046 | .001 | .019 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| TX2 | Pearson Correlation | .735** | .815** | .743** | .764** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |

| | | | | | |
|---|----|----|----|----|----|
| N | 30 | 30 | 30 | 30 | 30 |
|---|----|----|----|----|----|

6. Hasil Uji Validitas Sampel Kecil Variabel Kepuasan Pelanggan

| Correlations | | | | | | |
|--------------|---------------------|--------|--------|--------|--------|--------|
| | | Y.1 | Y.2 | Y.3 | Y.4 | TY |
| Y.1 | Pearson Correlation | 1 | .269 | .286 | .612** | .653** |
| | Sig. (2-tailed) | | .150 | .125 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .269 | 1 | .757** | .532** | .838** |
| | Sig. (2-tailed) | .150 | | .000 | .002 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .286 | .757** | 1 | .476** | .825** |
| | Sig. (2-tailed) | .125 | .000 | | .008 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | .612** | .532** | .476** | 1 | .820** |
| | Sig. (2-tailed) | .000 | .002 | .008 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| TY | Pearson Correlation | .653** | .838** | .825** | .820** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

Lampiran 6. Hasil Uji Reliabilitas Responden

1. Hasil Uji Reliabilitas Sampel Besar Variabel Kualitas Pelayanan

| Case Processing Summary | | | |
|--|-----------------------|-----|-------|
| | | N | % |
| Cases | Valid | 130 | 98.5 |
| | Excluded ^a | 2 | 1.5 |
| | Total | 132 | 100.0 |
| Listwise deletion based on all variables in the procedure. | | | |

| Reliability Statistics | | |
|-------------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .862 | .861 | 5 |

2. Hasil Uji Reliabilitas Sampel Besar Variabel Persepsi Harga

| Case Processing Summary | | | |
|---|-----------------------|-----|-------|
| | | N | % |
| Cases | Valid | 130 | 100.0 |
| | Excluded ^a | | 0.0 |
| | Total | 130 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| Reliability Statistics | | |
|-------------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .664 | .658 | 4 |

3. Hasil Uji Reliabilitas Sampel Besar Variabel Kepuasan Pelanggan

| Case Processing Summary | | | |
|---|-----------------------|-----|-------|
| | | N | % |
| Cases | Valid | 130 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 130 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| Reliability Statistics | | |
|-------------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .826 | .830 | 4 |

4. Hasil Uji Reliabilitas Sampel Kecil Variabel Kualitas Pelayanan

| Case Processing Summary | | | |
|--------------------------------|-----------------------|----|-------|
| | | N | % |
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

| Reliability Statistics | | |
|-------------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .813 | .815 | 5 |

5. Hasil Uji Reliabilitas Sampel Kecil Variabel Persepsi Harga

| Case Processing Summary | | | |
|--------------------------------|-----------------------|----|-------|
| | | N | % |
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

| Reliability Statistics | | |
|-------------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .753 | .765 | 4 |

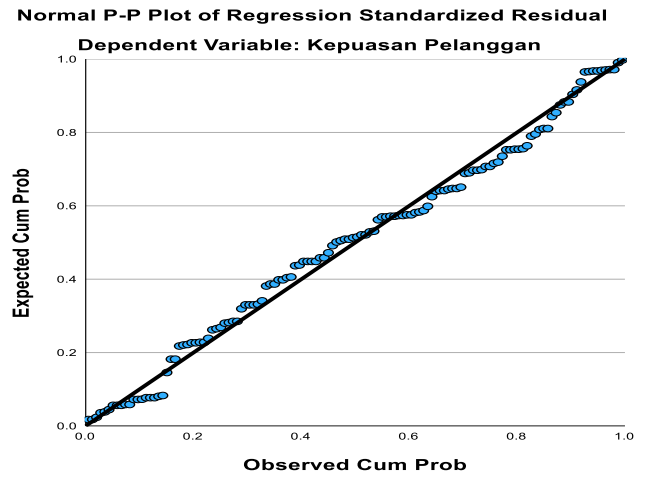
6. Hasil Uji Reliabilitas Sampel Kecil Variabel Kepuasan Pelanggan

| Case Processing Summary | | | |
|--------------------------------|-----------------------|----|-------|
| | | N | % |
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

| Reliability Statistics | | |
|-------------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .795 | .793 | 4 |

Lampiran 7. Hasil Uji Asumsi Klasik

1. Uji Normalitas



a. Uji One Sample Kolmogorov-Smirnov Test

| One-Sample Kolmogorov-Smirnov Test | | | |
|--|-------------------------|-------------------------|------|
| | | Unstandardized Residual | |
| N | | 130 | |
| Normal Parameters ^{a,b} | Mean | .0000000 | |
| | Std. Deviation | 1.21330770 | |
| Most Extreme Differences | Absolute | .065 | |
| | Positive | .065 | |
| | Negative | -.052 | |
| Test Statistic | | .065 | |
| Asymp. Sig. (2-tailed) ^c | | .200 ^d | |
| Monte Carlo Sig. (2-tailed) ^e | Sig. | .195 | |
| | 99% Confidence Interval | Lower Bound | .184 |
| | | Upper Bound | .205 |

a. Test distribution is Normal.

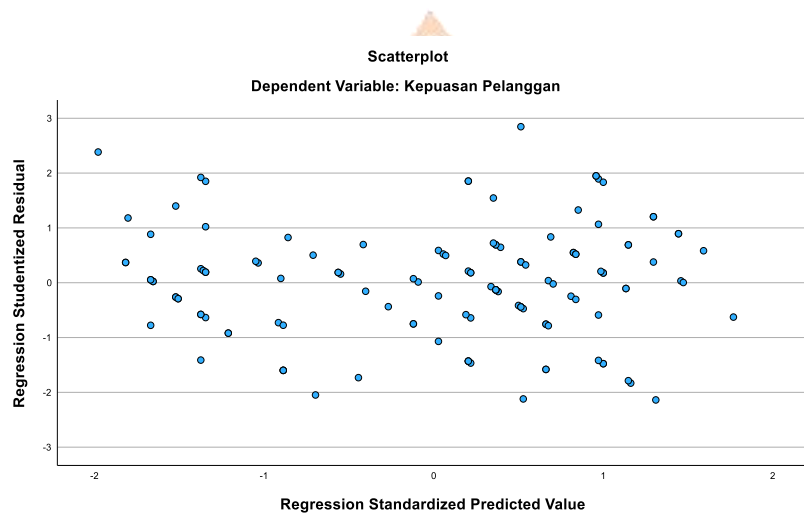
b. Calculated from data.

2. Uji Multikolenieritas

| Coefficients ^a | | | |
|---------------------------|--------------------|-------------------------|-------|
| Model | | Collinearity Statistics | |
| | | Tolerance | VIF |
| 1 | Kualitas Pelayanan | .318 | 3.149 |
| | Persepsi Harga | .318 | 3.149 |

a. Dependent Variable: Kepuasan Pelanggan

3. Uji Heteroskedastisitas



Lampiran 8. Hasil Uji Analisis Regresi Linear Berganda

| Coefficients ^a | | | | | | |
|---------------------------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.153 | .564 | | 3.820 | .000 |
| | Kualitas Pelayanan | .416 | .050 | .562 | 8.342 | .000 |
| | Persepsi Harga | .379 | .067 | .383 | 5.684 | .000 |

a. Dependent Variable: Kepuasan Pelanggan

Lampiran 9. Hasil Uji Koefisien Determinasi

| Model Summary ^b | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .904 ^a | .817 | .814 | 1.223 |
| a. Predictors: (Constant), Persepsi Harga, Kualitas Pelayanan | | | | |
| b. Dependent Variable: Kepuasan Pelanggan | | | | |

Lampiran 10. Hasil Uji Hipotesis (Uji t dan Uji F)

1. Hasil Uji Statistik t Kualitas Pelayanan (X1) Terhadap Kepuasan Pelanggan

| Coefficients ^a | | | | | | |
|---|--------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.153 | .564 | | 3.820 | .000 |
| | Kualitas Pelayanan | .416 | .050 | .562 | 8.342 | .000 |
| | Persepsi Harga | .379 | .067 | .383 | 5.684 | .000 |
| a. Dependent Variable: Kepuasan Pelanggan | | | | | | |

2. Hasil Uji Statistik t Persepi Harga (X2) Terhadap Kepuasan Pelanggan

| Coefficients ^a | | | | | | |
|---|--------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.153 | .564 | | 3.820 | .000 |
| | Kualitas Pelayanan | .416 | .050 | .562 | 8.342 | .000 |
| | Persepsi Harga | .379 | .067 | .383 | 5.684 | .000 |
| a. Dependent Variable: Kepuasan Pelanggan | | | | | | |

3. Hasil Uji F Kualitas Pelayanan dan Persepsi Harga Terhadap Kepuasan Pelanggan

| ANOVA ^a | | | | | | |
|---|------------|----------------|-----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 848.628 | 2 | 424.314 | 283.765 | .000 ^b |
| | Residual | 189.903 | 127 | 1.495 | | |
| | Total | 1038.531 | 129 | | | |
| a. Dependent Variable: Kepuasan Pelanggan | | | | | | |
| b. Predictors: (Constant), Persepsi Harga, Kualitas Pelayanan | | | | | | |



DOKUMENTASI



RIWAYAT HIDUP



Kadek Nico Wedastra, merupakan salah satu mahasiswa Manajemen Universitas Pendidikan Ganesha yang sedang menyelesaikan studi sarjana (S1). Penulis lahir di Sangsit pada tanggal 1 Februari 2002. Penulis memiliki saudara yang bernama Putu Wendy Ariyani, dan Komang Juniarta. Penulis lahir dari pasangan suami istri, Bapak Nyoman Sukastra dan Ibu Ketut Sukarini. Kini penulis beralamat di Banjar Abasan,

Desa Sangsit, Kecamatan Sawan, Kabupaten Buleleng, Provinsi Bali. Penulis menyelesaikan pendidikan dasar di SD Laboratorium (LAB) Undiksha Singaraja dan lulus pada tahun 2014. Kemudian penulis melanjutkan di SMP Negeri 2 Singaraja dan lulus pada tahun 2017. Pada tahun 2020 penulis lulus dari SMA Negeri 2 Singaraja dengan jurusan Ilmu Pengetahuan Alam (IPA) dan melanjutkan ke S1 Manajemen di Universitas Pendidikan Ganesha. Pada tahun 2024 penulis telah menyelesaikan skripsi yang berjudul “Pengaruh Kualitas Pelayanan dan Persepsi Harga Terhadap Kepuasan Pelanggan Pada Villa Abinawa Hill”.

