

LAMPIRAN

Lampiran 1. Kuesioner Penelitian

Identitas Responden

Nama :

TTL/Umur :

Jenis Kelamin :

Pendidikan Terakhir :

Lama Menjadi Nasabah :

Petunjuk Pengisian

Pilihlah salah satu jawaban yang menurut anda paling tepat dengan memberi tanda. Tidak ada ada jawaban yang benar atau salah, sehingga memungkinkan Anda untuk secara bebas memilih alternatif jawaban sesuai dengan harapan atau pandangan dan pengalaman yang Anda rasakan selama menjadi Nasabah

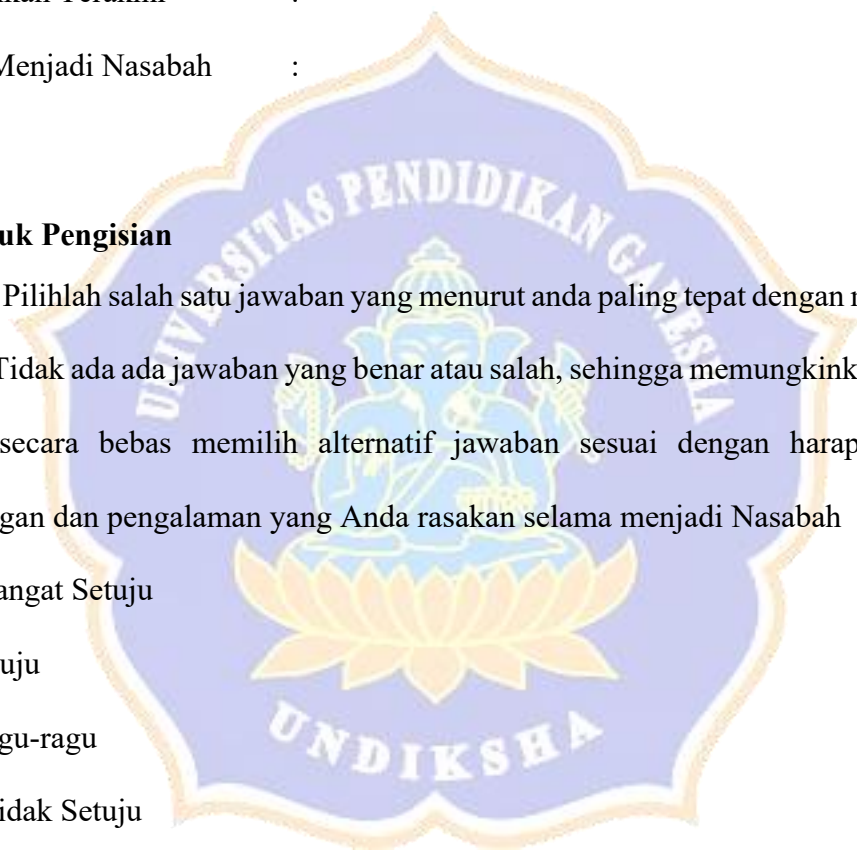
SS = Sangat Setuju

S = Setuju

R = Ragu-ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju



A. Kuesioner Kualitas Pelayanan

No	Pertanyaan	SS	S	R	TS	STS
	Kehandalan (Reliability)					
1	Karyawan PT. Adira cabang Singaraja selalu tanggap dalam membantu nasabah yang mengalami kesulitan dalam melakukan transaksi					
2	Karyawan PT. Adira cabang Singaraja selalu tanggap dalam membantu nasabah yang mengalami kesulitan tanpa dimintai bantuan.					
3	Karyawan PT. Adira cabang Singaraja memberikan pelayanan yang cepat kepada nasabah ketika melakukan transaksi					
4	Karyawan PT. Adira cabang Singaraja menyampaikan informasi mengenai perbankan secara jelas					
5	Karyawan PT. Adira cabang Singaraja menyampaikan informasi mengenai perbankan secara terperinci					
	Ketanggapan (Responsiveness)					
6	Karyawan PT. Adira cabang Singaraja selalu memberikan pelayanan kepada nasabah secara akurat/ tepat					
7	Karyawan PT. Adira cabang Singaraja memberikan pelayanan yang sama kepada semua nasabah tanpa membedakan status atau latar belakang nasabah					
8	Karyawan PT. Adira cabang Singaraja tidak melakukan kesalahan dalam pelayanan					
9	Karyawan PT. Adira cabang Singaraja bersikap penuh simpatik kepada nasabah					
10	Karyawan PT. Adira cabang Singaraja tanggap dalam memenuhi kebutuhan nasabah dalam bertransaksi					
	Jaminan (Assurance)					
11	Karyawan PT. Adira cabang Singaraja memiliki pengetahuan yang baik terhadap jenis layanan dan produk perbankan					
12	Karyawan PT. Adira cabang Singaraja selalu mengedepankan keramah tamahan dalam memberikan pelayanan kepada nasabah					
13	Karyawan PT. Adira cabang Singaraja selalu mengedepankan kesopanan dalam memberikan pelayanan kepada nasabah					
14	Karyawan PT. Adira cabang Singaraja terampil dalam memberikan informasi kepada nasabah					
15	PT. Adira cabang Singaraja menjadi tempat yang terpercaya dalam menyimpan uang					
	Empati (Empathy)					
16	Karyawan PT. Adira cabang Singaraja selalu memberikan perhatian kepada nasabah yang bertransaksi					
17	Karyawan PT. Adira cabang Singaraja mampu memahami kebutuhan nasabah					
18	Karyawan PT. Adira cabang Singaraja selalu menyampaikan informasi kepada nasabah sampai nasabah benar-benar mengerti					
19	Karyawan PT. Adira cabang Singaraja mampu memberikan pelayanan dengan sabar kepada nasabah					
	Wujud Fisik (Tangible)					

20	Ruangan PT. Adira cabang Singaraja selalu terjaga kebersihan dan kenyamanannya					
21	Karyawan PT. Adira cabang Singaraja selalu berpakaian dan berpenampilan rapih dan pantas/sopan					
22	Karyawan PT. Adira cabang Singaraja mampu memberikan layanan secara profesional					

B. Kuesioner Strategi Promosi

No	Pertanyaan	SS	S	R	TS	STS
	<i>Advertising (periklanan)</i>					
1	PT. Adira cabang Singaraja secara giat melakukan iklan melalui social media dan media cetak					
2	Iklan yang ditampilkan menggambarkan pelayanan dengan metode baru yang belum pernah ada					
3	Iklan yang disajikan PT. Adira cabang Singaraja sangat kuno dan tidak menarik					
	<i>Sales Promotion (Promosi Penjualan)</i>					
4	PT. Adira cabang Singaraja memanfaatkan media social untuk mempromosikan produk yang dijualnya					
5	PT. Adira cabang Singaraja rutin mengunggah info produk yang sedang promosi setiap Bulannya melalui website.					
	<i>Event & Experiences</i>					
6	Memberikan promosi pada event-event tahunan tertentu. (Ulangtahun, IdulFitri, Natal, Tahunbaru, dll)					
7	Menawarkan promosi pembelian dengan harga murah.					
	<i>Public Relation & Publicity</i>					
8	PT. Adira cabang Singaraja memberikan pelayanan yang sangat baik terhadap nasabah					
9	Karyawan yang melayani nasabah dengan cepat dan tepat					
10	Karyawan yang melayani PT. Adira cabang Singaraja dapat menjawab pertanyaan nasabah dengansabar dan ramah					
	<i>Direct Marketing (Pemasaran langsung)</i>					
11	Karyawan PT. Adira cabang Singaraja tidak hanya melayani nasabah tapi juga memasarkan produk yang ada terhadap nasabah					
12	Saat nasabah melakukan transaksi, karyawan juga menawarkan produk yang sedang promo.					
	<i>Interactive Marketing Word of Mouth</i>					
13	Saya melakukan transaksi di PT. Adira cabang Singaraja setelah teman saya bercerita mengenai pengalamannya di PT. Adira cabang Singaraja					
14	Rekan saya mengatakan PT. Adira cabang Singaraja sangat praktis dan efisien.					
15	Citra positif Adira membuat saya merekomendasikannya ke orang lain.					
	<i>Personal Selling (Penjualan Perseorangan)</i>					
16	Karyawan yang bertugas membantu nasabah mengetahui harga suatu produk yang tersedia.					
17	Karyawan membantu memberikan informasi ketersediaan produk dan variasinya.					
18	Saya merasa dihargai saat menerima penawaran langsung dari staf Adira.					

C. Kuesioner Persepsi Harga

No	Pertanyaan	SS	S	R	TS	STS
	Keterjangkauan Harga					
1	Saya merasa bahwa harga cicilan yang ditawarkan cukup fleksibel					
2	Harga pada PT. Adira cabang Singaraja dan di tempat lain tidak jauh berbeda.					
	Harga Sesuai Kemampuan					
3	Harga yang ditawarkan oleh PT. Adira cabang Singaraja dapat dijangkau oleh semua kalangan.					
	Kesamaan Harga dengan Kualitas Produk					
4	Harga yang ditawarkan oleh Adira Finance sesuai dengan kualitas layanan yang diberikan.					
5	Produk pembiayaan yang ditawarkan Adira Finance memiliki harga yang wajar dibandingkan dengan kualitasnya.					
	Kesamaan Harga dengan Manfaat Produk					
6	Saya merasa mendapatkan nilai yang sebanding antara harga yang saya bayar dan manfaat yang saya peroleh.					
7	Saya merasa bahwa layanan yang saya terima sepadan dengan harga yang saya bayarkan.					

D. Kuesioner Kepuasan Pelanggan

No	Pertanyaan	SS	S	R	TS	STS
	Kesesuaian Harapan					
1	Karyawan memberikan pelayanan yang baik					
2	Jasa yang disediakan sesuai dengan harapan					
3	Fasilitas yang disediakan memadai misalnya					
	Minat berkunjung kembali					
4	Nasabah berminat untuk melanjutkan transaksi di PT. Adira cabang Singaraja karena pelayanan yang diberikan memuaskan					
5	Nasabah berminat untuk melanjutkan transaksi di PT. Adira cabang Singaraja karena fasilitas yang diberikan memuaskan					
	Kesediaan merekomendasikan					
6	Saya akan merekomendasikan PT. Adira cabang Singaraja kepada rekan karena pelayanan yang baik					
7	Saya akan merekomendasikan PT. Adira cabang Singaraja kepada rekan karena jasa yang diberikan memuaskan					
8	Saya akan merekomendasikan PT. Adira cabang Singaraja kepada rekan karena fasilitas yang memadai					

Lampiran 2. Hasil Uji Validitas dan Reliabilitas Instrumen

1. Data Uji Instrumen

a. Kualitas Pelayanan (X₁)

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15	X1.16	X1.17	X1.18	X1.19	X1.20	X1.21	X1.22	Total X1
1	4	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	3	4	83
2	4	4	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	3	4	4	3	3	82
3	3	3	2	3	3	2	3	3	3	2	3	3	3	3	2	3	3	3	2	3	3	3	61
4	4	4	4	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	3	4	3	4	83
5	4	4	4	4	4	4	4	3	3	4	4	3	3	4	4	3	3	4	4	3	3	3	79
6	4	4	3	3	4	4	3	3	4	4	3	3	4	4	3	3	4	4	3	3	4	4	78
7	3	4	4	3	3	4	4	3	3	4	4	3	3	4	4	3	3	4	4	3	3	4	77
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9	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	3	84
10	4	4	3	3	4	4	3	3	4	4	3	3	4	4	3	3	4	4	3	3	4	4	78
11	3	2	3	2	3	2	3	2	3	2	3	2	3	3	3	2	3	3	3	2	3	3	58
12	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	4	3	4	3	4	3	4	82
13	4	3	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	3	4	3	4	3	81
14	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	4	3	4	3	4	82
15	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	55
16	4	4	3	3	4	3	3	3	3	4	3	3	4	3	3	3	4	3	3	3	4	3	73
17	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	67
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19	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	77
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21	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	4	3	4	84
22	4	3	4	3	4	3	3	3	3	4	3	3	3	3	3	3	4	3	3	3	3	3	73
23	3	3	3	2	3	3	3	2	3	3	3	2	3	3	3	3	3	3	3	3	3	3	63
24	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	4	3	4	4	3	4	3	83
25	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	4	3	84
26	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	87
27	4	3	3	4	4	3	3	4	4	3	3	4	4	3	3	4	4	3	3	4	4	3	77
28	3	3	3	2	3	3	3	2	3	3	3	2	3	3	3	2	3	3	3	3	3	3	62
29	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	3	3	3	2	3	2	56
30	2	3	3	2	2	3	3	2	2	3	3	2	2	3	3	2	2	3	3	2	2	2	54

b. Strategi Promosi (X₂)

No.	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	X2.14	X2.15	X2.16	X2.17	X2.18	Total X2	
1	3	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	62
2	4	4	3	4	3	4	3	4	3	4	4	4	3	4	4	4	3	4	66	
3	2	3	2	2	2	3	2	2	3	3	3	3	3	3	3	3	3	3	48	
4	4	4	3	4	3	3	4	4	4	3	4	4	3	3	4	4	3	3	64	
5	3	3	4	3	4	4	3	4	4	4	3	4	4	3	3	3	4	4	64	
6	3	3	4	3	4	4	4	3	4	4	4	3	4	4	3	3	4	4	65	
7	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54	
8	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	53	
9	4	4	3	4	3	4	4	4	3	4	4	4	3	4	4	3	3	4	66	
10	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	53	
11	2	3	2	2	2	3	2	2	2	3	2	2	3	3	3	3	3	3	45	
12	3	3	4	3	4	3	4	4	4	3	4	4	4	3	4	4	4	3	65	
13	4	3	4	3	4	3	4	3	4	3	3	3	4	3	3	4	3	4	62	
14	4	4	3	4	3	4	3	4	3	4	3	3	3	4	3	3	4	3	62	
15	2	2	2	3	2	2	2	3	2	2	2	3	2	3	2	3	3	3	43	
16	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54	
17	3	4	3	3	3	4	3	3	3	4	3	3	3	4	3	3	3	4	59	
18	2	2	2	3	2	2	2	2	2	2	2	3	2	2	2	3	2	3	41	
19	3	2	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	52	
20	2	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	52	
21	3	3	3	4	3	3	3	4	3	3	3	4	3	3	3	4	3	3	58	
22	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54	
23	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	36	
24	3	4	3	3	3	4	3	3	3	4	3	3	3	4	3	3	3	3	58	
25	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	63	
26	4	3	3	3	4	3	3	3	4	3	3	3	4	3	3	3	3	3	58	
27	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54	
28	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	36	
29	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	36	
30	2	2	2	2	3	2	2	2	3	2	2	2	2	2	2	3	2	2	40	

c. Persepsi Harga (X₃)

No.	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	Total X3
1	4	4	3	3	4	3	3	24
2	3	4	4	3	3	4	4	25
3	3	3	3	2	3	3	3	20
4	4	3	4	3	4	3	4	25
5	4	3	3	3	4	3	3	23
6	2	3	2	2	2	3	2	16
7	3	3	3	3	3	3	3	21
8	3	2	3	2	3	3	3	19
9	3	4	3	3	3	4	3	23
10	3	3	2	3	3	3	2	19
11	3	3	2	3	3	3	3	20
12	4	3	3	3	4	3	3	23
13	3	2	3	2	3	2	3	18
14	4	4	3	4	3	4	3	25
15	2	2	2	3	2	2	2	15
16	3	3	3	3	3	3	3	21
17	2	2	2	2	2	2	2	14
18	3	3	2	3	3	3	2	19
19	2	3	2	3	3	3	2	18
20	2	3	2	2	2	3	2	16
21	2	3	2	3	2	3	2	17
22	3	3	3	3	3	3	3	21
23	3	2	3	2	3	2	3	18
24	3	3	3	2	3	3	3	20
25	3	3	4	3	3	3	4	23
26	4	3	4	3	4	3	3	24
27	4	3	4	3	4	3	4	25
28	2	2	2	2	2	2	2	14
29	2	2	2	2	2	2	2	14
30	2	3	2	3	2	3	2	17

d. Kepuasan Pelanggan (Y)

No.	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Total Y
1	3	3	3	4	3	3	3	4	26
2	3	3	3	4	3	3	3	4	26
3	3	2	3	2	3	2	3	3	21
4	4	3	3	3	4	3	3	3	26
5	3	3	3	4	3	3	3	3	25
6	3	2	3	3	3	2	3	3	22
7	2	3	3	3	3	3	3	3	23
8	3	3	3	3	3	3	3	3	24
9	3	4	3	3	3	4	3	3	26
10	3	3	3	3	3	3	3	3	24
11	2	3	2	3	2	3	2	3	20
12	3	3	3	4	3	3	3	4	26
13	4	3	3	3	3	3	3	3	25
14	3	3	3	4	3	3	3	4	26
15	3	2	3	2	3	2	3	2	20
16	3	3	4	3	3	3	4	3	26
17	3	3	3	4	3	3	3	4	26
18	2	3	2	3	2	3	2	3	20
19	3	3	3	3	3	3	3	3	24
20	3	2	3	3	3	3	3	3	23
21	3	4	3	3	3	4	3	3	26
22	3	4	3	3	3	3	3	3	25
23	3	2	3	2	3	2	3	2	20
24	3	4	3	3	3	4	3	3	26
25	3	4	3	4	3	4	3	4	28
26	3	4	3	4	3	4	3	4	28
27	3	3	3	4	3	3	3	4	26
28	2	3	3	2	2	3	3	2	20
29	2	2	2	3	2	2	2	3	18
30	3	3	2	3	3	3	3	3	23

2. Hasil Uji Validitas

a. Kualitas Pelayanan (X₁)

		Correlations																						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15	X1.16	X1.17	X1.18	X1.19	X1.20	X1.21	X1.22	total_X
X1.1	Pearson Correlation	1	.559	.671	.631	.918	.504	.607	.669	.881	.477	.577	.653	.847	.428	.549	.619	.738	.400	.521	.582	.758	.491	.851
	Sig. (2-tailed)		0.001	0.000	0.000	0.000	0.005	0.000	0.000	0.000	0.008	0.001	0.000	0.000	0.018	0.002	0.000	0.000	0.029	0.003	0.001	0.000	0.006	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.559	1	.520	.674	.536	.928	.510	.685	.487	.895	.465	.658	.439	.806	.421	.630	.394	.771	.377	.683	.299	.720	.819
	Sig. (2-tailed)	0.001		0.003	0.000	0.002	0.000	0.004	0.000	0.006	0.000	0.010	0.000	0.015	0.000	0.020	0.000	0.031	0.000	0.040	0.000	0.108	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.671	.520	1	.548	.657	.526	.918	.563	.610	.488	.880	.536	.564	.442	.844	.494	.429	.401	.810	.448	.434	.377	.792
	Sig. (2-tailed)	0.000	0.003		0.002	0.000	0.003	0.000	0.001	0.000	0.006	0.000	0.002	0.001	0.015	0.000	0.006	0.018	0.028	0.000	0.013	0.017	0.040	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.631	.674	.548	1	.586	.652	.516	.945	.531	.609	.466	.919	.477	.516	.416	.854	.447	.469	.366	.784	.321	.482	.815
	Sig. (2-tailed)	0.000	0.000	0.002		0.001	0.000	0.003	0.000	0.003	0.000	0.009	0.000	0.008	0.004	0.022	0.000	0.013	0.009	0.046	0.000	0.083	0.007	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.918	.536	.657	.586	1	.470	.582	.612	.958	.438	.547	.591	.919	.386	.512	.553	.819	.351	.478	.512	.814	.431	.824
	Sig. (2-tailed)	0.000	0.002	0.000	0.001		0.009	0.001	0.000	0.000	0.016	0.002	0.001	0.000	0.035	0.004	0.002	0.000	0.057	0.007	0.004	0.000	0.017	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.504	.928	.526	.652	.470	1	.504	.652	.414	.961	.453	.619	.360	.875	.401	.587	.304	.835	.350	.636	.283	.769	.796
	Sig. (2-tailed)	0.005	0.000	0.003	0.000	0.009		0.005	0.000	0.023	0.000	0.012	0.000	0.051	0.000	0.028	0.001	0.102	0.000	0.058	0.000	0.130	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.607	.510	.918	.516	.582	.504	1	.520	.529	.460	.956	.486	.477	.410	.915	.440	.330	.361	.875	.388	.415	.327	.753
	Sig. (2-tailed)	0.000	0.004	0.000	0.003	0.001	0.005		0.003	0.003	0.011	0.000	0.006	0.008	0.025	0.000	0.015	0.075	0.050	0.000	0.034	0.023	0.077	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	.669	.685	.563	.945	.612	.652	.520	1	.623	.603	.463	.970	.563	.504	.406	.904	.539	.449	.349	.832	.388	.530	.848
	Sig. (2-tailed)	0.000	0.000	0.001	0.000	0.000	0.003	0.000	0.003	0.000	0.000	0.010	0.000	0.001	0.005	0.026	0.000	0.002	0.013	0.059	0.000	0.034	0.003	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	.881	.487	.610	.531	.958	.414	.529	.623	1	.378	.490	.600	.958	.322	.451	.562	.863	.282	.413	.522	.846	.449	.794
	Sig. (2-tailed)	0.000	0.006	0.000	0.003	0.000	0.023	0.003	0.000		0.039	0.006	0.000	0.000	0.083	0.012	0.001	0.000	0.132	0.023	0.003	0.000	0.013	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.10	Pearson Correlation	.477	.895	.488	.609	.438	.961	.460	.603	.378	1	.405	.566	.320	.915	.349	.528	.259	.871	.293	.573	.232	.798	.755
	Sig. (2-tailed)	0.008	0.000	0.006	0.000	0.016	0.000	0.011	0.000	0.009		0.027	0.001	0.085	0.000	0.059	0.003	0.166	0.000	0.116	0.001	0.216	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.11	Pearson Correlation	.577	.465	.880	.466	.547	.453	.956	.463	.490	.405	1	.425	.523	.348	.955	.373	.379	.295	.913	.315	.453	.257	.716
	Sig. (2-tailed)	0.001	0.010	0.000	0.009	0.002	0.012	0.000	0.010	0.006	0.027		0.019	0.003	0.059	0.000	0.042	0.039	0.114	0.000	0.090	0.012	0.170	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.12	Pearson Correlation	.653	.658	.536	.919	.591	.619	.486	.970	.600	.566	.425	1	.536	.539	.363	.933	.507	.480	.301	.861	.348	.557	.829
	Sig. (2-tailed)	0.000	0.000	0.002	0.000	0.001	0.000	0.006	0.000	0.000	0.001	0.019		0.002	0.002	0.048	0.000	0.004	0.007	0.106	0.000	0.059	0.001	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.13	Pearson Correlation	.847	.439	.564	.477	.919	.360	.477	.563	.958	.320	.523	.536	1	.258	.482	.494	.909	.213	.442	.448	.880	.377	.751
	Sig. (2-tailed)	0.000	0.015	0.001	0.008	0.000	0.051	0.008	0.001	0.000	0.085	0.003	0.002		0.169	0.007	0.006	0.000	0.258	0.015	0.013	0.000	0.040	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.14	Pearson Correlation	.428	.806	.442	.516	.386	.875	.410	.504	.322	.915	.348	.539	.258	1	.286	.492	.182	.952	.223	.534	.160	.872	.694
	Sig. (2-tailed)	0.018	0.000	0.015	0.004	0.035	0.000	0.025	0.005	0.083	0.000	0.059	0.002	0.169		0.125	0.006	0.335	0.000	0.236	0.002	0.398	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.15	Pearson Correlation	.549	.421	.844	.416	.512	.401	.915	.406	.451	.349	.955	.363	.482	.286	1	.306	.431	.027	.954	.0241	.493	.0166	.669
	Sig. (2-tailed)	0.002	0.020	0.000	0.022	0.004	0.028	0.000	0.026	0.012	0.059	0.000	0.048	0.007	0.125		0.100	0.017	0.227	0.000	0.199	0.006	0.324	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.16	Pearson Correlation	.619	.630	.494	.854	.553	.587	.440	.904	.562	.528	.373	.933	.494	.492	.306	1	.455	.515	.238	.923	.291	.597	.788
	Sig. (2-tailed)	0.000	0.000	0.006	0.000	0.002	0.001	0.015	0.000	0.001	0.003	0.042	0.000	0.006	0.006	0.100		0.012	0.004	0.206	0.000	0.119	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.17	Pearson Correlation	.738	.394	.429	.447	.819	.304	.330	.539	.863	.259	.379	.507	.909	.182	.431	.455	1	.131	.385	.397	.870	.316	.667
	Sig. (2-tailed)	0.000	0.031	0.018	0.013	0.000	0.102	0.075	0.002	0.000	0.166	0.039	0.004	0.000	0.335	0.017	0.012		0.490	0.036	0.030	0.000	0.088	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.18	Pearson Correlation	.400	.771	.401	.469	.351	.835	.361	.449	.282	.871	.295	.480	.213	.952	.227	.515	.131	1	.159	.558	.103	.911	.650
	Sig. (2-tailed)	0.029	0.000	0.028	0.009	0.057	0.000	0.050	0.013	0.132	0.000	0.114	0.007	0.258	0.000	0.227	0.004	0.490		.402	0.001	.590	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.19	Pearson Correlation	.521	.377	.810	.366	.478	.350	.875	.349	.413	.293	.913	.301	.442	.223	.954	.2							

b. Strategi Promosi (X₂)

		Correlations																		
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	X2.14	X2.15	X2.16	X2.17	X2.18	Total_X2
X2.1	Pearson Correlation	1	.667 ^{**}	.682 ^{**}	.678 ^{**}	.686 ^{**}	.614 ^{**}	.756 ^{**}	.681 ^{**}	.697 ^{**}	.644 ^{**}	.717 ^{**}	.582 ^{**}	.602 ^{**}	.621 ^{**}	.701 ^{**}	.543 ^{**}	.495 ^{**}	.598 ^{**}	.826 ^{**}
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.001	0.000	0.000	0.000	0.002	0.005	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.667 ^{**}	1	.413 [*]	.597 ^{**}	.412 [*]	.871 ^{**}	.551 ^{**}	.588 ^{**}	.484 ^{**}	.838 ^{**}	.644 ^{**}	.561 ^{**}	.448 ^{**}	.830 ^{**}	.700 ^{**}	.515 ^{**}	.490 ^{**}	.664 ^{**}	.777 ^{**}
	Sig. (2-tailed)	0.000		0.023	0.000	0.024	0.000	0.002	0.001	0.007	0.000	0.000	0.001	0.013	0.000	0.000	0.004	0.006	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.682 ^{**}	.413 [*]	1	.393 [*]	.932 ^{**}	.573 [*]	.859 ^{**}	.566 ^{**}	.874 ^{**}	.605 ^{**}	.747 ^{**}	.533 ^{**}	.865 ^{**}	.496 ^{**}	.647 ^{**}	.579 ^{**}	.776 ^{**}	.544 ^{**}	.832 ^{**}
	Sig. (2-tailed)	0.000	0.023		0.032	0.000	0.001	0.000	0.001	0.000	0.000	0.000	0.002	0.000	0.005	0.000	0.001	0.000	0.002	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.678 ^{**}	.597 ^{**}	.393 [*]	1	.388 [*]	.522 [*]	.543 ^{**}	.891 ^{**}	.386 [*]	.543 ^{**}	.561 ^{**}	.794 ^{**}	0.250	.587 ^{**}	.523 ^{**}	.657 ^{**}	.365 [*]	.551 ^{**}	.700 ^{**}
	Sig. (2-tailed)	0.000	0.000	0.032		0.034	0.003	0.002	0.000	0.035	0.002	0.001	0.000	0.183	0.001	0.003	0.000	0.047	0.002	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.686 ^{**}	.412 [*]	.932 ^{**}	.388 [*]	1	.560 ^{**}	.856 ^{**}	.543 ^{**}	.933 ^{**}	.587 ^{**}	.741 ^{**}	.509 ^{**}	.930 ^{**}	.478 ^{**}	.643 ^{**}	.547 ^{**}	.764 ^{**}	.524 ^{**}	.829 ^{**}
	Sig. (2-tailed)	0.000	0.024	0.000	0.034		0.001	0.000	0.002	0.000	0.001	0.000	0.004	0.000	0.008	0.000	0.002	0.000	0.003	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.614 ^{**}	.871 ^{**}	.573 [*]	.522 [*]	.560 ^{**}	1	.560 ^{**}	.573 [*]	.553 ^{**}	.967 ^{**}	.648 ^{**}	.545 ^{**}	.597 ^{**}	.895 ^{**}	.627 ^{**}	.493 [*]	.654 ^{**}	.735 ^{**}	.826 ^{**}
	Sig. (2-tailed)	0.000	0.000	0.001	0.003	0.001		0.001	0.001	0.002	0.000	0.000	0.002	0.000	0.000	0.000	0.006	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.756 ^{**}	.551 ^{**}	.859 ^{**}	.543 ^{**}	.856 ^{**}	.560 ^{**}	1	.618 ^{**}	.861 ^{**}	.587 ^{**}	.890 ^{**}	.591 ^{**}	.775 ^{**}	.556 ^{**}	.806 ^{**}	.547 ^{**}	.679 ^{**}	.610 ^{**}	.870 ^{**}
	Sig. (2-tailed)	0.000	0.002	0.000	0.002	0.000	0.001		0.000	0.000	0.001	0.000	0.001	0.000	0.001	0.000	0.002	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.681 ^{**}	.588 ^{**}	.566 ^{**}	.891 ^{**}	.543 ^{**}	.573 [*]	.618 ^{**}	1	.525 ^{**}	.588 ^{**}	.631 ^{**}	.918 ^{**}	.405 ^{**}	.554 ^{**}	.602 ^{**}	.784 ^{**}	.532 ^{**}	.518 ^{**}	.787 ^{**}
	Sig. (2-tailed)	0.000	0.001	0.001	0.000	0.002	0.001	0.000		0.003	0.001	0.000	0.000	0.026	0.001	0.000	0.000	0.002	0.003	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	.697 ^{**}	.484 ^{**}	.874 ^{**}	.386 [*]	.933 ^{**}	.553 [*]	.861 ^{**}	.525 ^{**}	1	.574 ^{**}	.816 ^{**}	.572 ^{**}	.926 ^{**}	.466 ^{**}	.726 ^{**}	.608 ^{**}	.761 ^{**}	.511 ^{**}	.845 ^{**}
	Sig. (2-tailed)	0.000	0.007	0.000	0.035	0.000	0.002	0.000	0.003		0.001	0.000	0.001	0.000	0.010	0.000	0.000	0.000	0.004	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.10	Pearson Correlation	.644 ^{**}	.838 ^{**}	.605 ^{**}	.543 ^{**}	.587 ^{**}	.967 ^{**}	.587 ^{**}	.588 ^{**}	.574 ^{**}	1	.676 ^{**}	.558 ^{**}	.620 ^{**}	.925 ^{**}	.654 ^{**}	.500 ^{**}	.679 ^{**}	.758 ^{**}	.848 ^{**}
	Sig. (2-tailed)	0.000	0.000	0.000	0.002	0.001	0.000	0.001	0.001	0.001		0.000	0.001	0.000	0.000	0.000	0.005	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.11	Pearson Correlation	.717 ^{**}	.644 ^{**}	.747 ^{**}	.561 ^{**}	.741 ^{**}	.648 ^{**}	.890 ^{**}	.631 ^{**}	.816 ^{**}	.676 ^{**}	1	.688 ^{**}	.722 ^{**}	.650 ^{**}	.920 ^{**}	.554 ^{**}	.703 ^{**}	.625 ^{**}	.889 ^{**}
	Sig. (2-tailed)	0.000	0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.002	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.12	Pearson Correlation	.582 ^{**}	.561 ^{**}	.533 ^{**}	.794 ^{**}	.509 ^{**}	.545 ^{**}	.591 ^{**}	.918 ^{**}	.572 ^{**}	.558 ^{**}	.688 ^{**}	1	.441 ^{**}	.515 ^{**}	.655 ^{**}	.854 ^{**}	.483 ^{**}	.564 ^{**}	.775 ^{**}
	Sig. (2-tailed)	0.001	0.001	0.002	0.000	0.004	0.002	0.001	0.000	0.001	0.001	0.000		0.015	0.004	0.000	0.000	0.007	0.001	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.13	Pearson Correlation	.602 ^{**}	.448 ^{**}	.865 ^{**}	0.250	.930 ^{**}	.597 ^{**}	.775 ^{**}	.405 ^{**}	.926 ^{**}	.620 ^{**}	.722 ^{**}	.441 ^{**}	1	.503 ^{**}	.697 ^{**}	.563 ^{**}	.822 ^{**}	.551 ^{**}	.806 ^{**}
	Sig. (2-tailed)	0.000	0.013	0.000	0.183	0.000	0.000	0.000	0.026	0.000	0.000	0.000	0.015		0.005	0.000	0.001	0.000	0.002	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.14	Pearson Correlation	.621 ^{**}	.830 ^{**}	.496 ^{**}	.587 ^{**}	.478 ^{**}	.895 ^{**}	.556 ^{**}	.554 ^{**}	.466 ^{**}	.925 ^{**}	.650 ^{**}	.515 ^{**}	.503 ^{**}	1	.619 ^{**}	.447 ^{**}	.643 ^{**}	.819 ^{**}	.798 ^{**}
	Sig. (2-tailed)	0.000	0.000	0.005	0.001	0.008	0.000	0.001	0.001	0.010	0.000	0.000	0.004	0.005		0.000	0.013	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.15	Pearson Correlation	.701 ^{**}	.700 ^{**}	.647 ^{**}	.523 ^{**}	.643 ^{**}	.627 ^{**}	.806 ^{**}	.602 ^{**}	.726 ^{**}	.654 ^{**}	.920 ^{**}	.655 ^{**}	.697 ^{**}	.619 ^{**}	1	.602 ^{**}	.668 ^{**}	.583 ^{**}	.849 ^{**}
	Sig. (2-tailed)	0.000	0.000	0.000	0.003	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.001	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.16	Pearson Correlation	.543 ^{**}	.515 ^{**}	.579 ^{**}	.657 ^{**}	.547 ^{**}	.493 [*]	.547 ^{**}	.784 ^{**}	.608 ^{**}	.500 ^{**}	.554 ^{**}	.854 ^{**}	.563 ^{**}	.447 ^{**}	.602 ^{**}	1	.514 ^{**}	.593 ^{**}	.741 ^{**}
	Sig. (2-tailed)	0.002	0.004	0.001	0.000	0.002	0.006	0.002	0.000	0.000	0.005	0.002	0.000	0.001	0.013	0.000		0.004	0.001	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.17	Pearson Correlation	.495 ^{**}	.490 ^{**}	.776 ^{**}	.365 [*]	.764 ^{**}	.654 ^{**}	.679 ^{**}	.532 ^{**}	.761 ^{**}	.679 ^{**}	.703 ^{**}	.483 ^{**}	.822 ^{**}	.643 ^{**}	.668 ^{**}	.514 ^{**}	1	.503 ^{**}	.791 ^{**}
	Sig. (2-tailed)	0.005	0.006	0.000	0.047	0.000	0.000	0.000	0.002	0.000	0.000	0.000	0.007	0.000	0.000	0.000	0.004		0.005	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.18	Pearson Correlation	.598 ^{**}	.664 ^{**}	.544 ^{**}	.551 ^{**}	.524 ^{**}	.735 ^{**}	.610 ^{**}	.518 ^{**}	.511 ^{**}	.758 ^{**}	.625 ^{**}	.564 ^{**}	.551 ^{**}	.819 ^{**}	.583 ^{**}	.593 ^{**}	.503 ^{**}	1	.770 ^{**}
	Sig. (2-tailed)	0.000	0.000	0.002	0.002	0.003	0.000	0.000	0.003	0.004	0.000	0.000	0.001	0.002	0.000	0.001	0.001	0.005		0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Total_X2	Pearson Correlation	.826 ^{**}	.777 ^{**}	.832 ^{**}	.700 ^{**}	.829 ^{**}	.826 ^{**}	.870 ^{**}	.787 ^{**}	.845 ^{**}	.848 ^{**}	.889 ^{**}	.775 ^{**}	.806 ^{**}	.798 ^{**}	.849 ^{**}	.741 ^{**}	.791 ^{**}	.770 ^{**}	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000			

c. Persepsi Harga (X_3)

Correlations									
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	Total_X3
X3.1	Pearson Correlation	1	.445*	.739**	.471**	.935**	.409*	.723**	.886**
	Sig. (2-tailed)		0.014	0.000	0.009	0.000	0.025	0.000	0.000
	N	30	30	30	30	30	30	30	30
X3.2	Pearson Correlation	.445*	1	0.335	.647**	.394*	.902**	0.360	.712**
	Sig. (2-tailed)	0.014		0.070	0.000	0.031	0.000	0.051	0.000
	N	30	30	30	30	30	30	30	30
X3.3	Pearson Correlation	.739**	0.335	1	0.257	.722**	.372*	.933**	.828**
	Sig. (2-tailed)	0.000	0.070		0.171	0.000	0.043	0.000	0.000
	N	30	30	30	30	30	30	30	30
X3.4	Pearson Correlation	.471**	.647**	0.257	1	.410*	.600**	0.275	.634**
	Sig. (2-tailed)	0.009	0.000	0.171		0.024	0.000	0.141	0.000
	N	30	30	30	30	30	30	30	30
X3.5	Pearson Correlation	.935**	.394*	.722**	.410*	1	0.346	.700**	.850**
	Sig. (2-tailed)	0.000	0.031	0.000	0.024		0.061	0.000	0.000
	N	30	30	30	30	30	30	30	30
X3.6	Pearson Correlation	.409*	.902**	.372*	.600**	0.346	1	.399*	.701**
	Sig. (2-tailed)	0.025	0.000	0.043	0.000	0.061		0.029	0.000
	N	30	30	30	30	30	30	30	30
X3.7	Pearson Correlation	.723**	0.360	.933**	0.275	.700**	.399*	1	.830**
	Sig. (2-tailed)	0.000	0.051	0.000	0.141	0.000	0.029		0.000
	N	30	30	30	30	30	30	30	30
Total_X3	Pearson Correlation	.886**	.712**	.828**	.634**	.850**	.701**	.830**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	30	30	30	30	30	30	30	30
*. Correlation is significant at the 0.05 level (2-tailed).									
**. Correlation is significant at the 0.01 level (2-tailed).									

d. Kepuasan Pelanggan (Y)

Correlations										
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Total_Y
Y.1	Pearson Correlation	1	0.112	.481**	0.166	.838**	0.122	.550**	0.182	.583**
	Sig. (2-tailed)		0.557	0.007	0.380	0.000	0.520	0.002	0.336	0.001
	N	30	30	30	30	30	30	30	30	30
Y.2	Pearson Correlation	0.112	1	0.133	.414*	0.133	.913**	0.147	.362*	.696**
	Sig. (2-tailed)	0.557		0.483	0.023	0.483	0.000	0.439	0.049	0.000
	N	30	30	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.481**	0.133	1	0.066	.574**	0.146	.891**	0.072	.537**
	Sig. (2-tailed)	0.007	0.483		0.728	0.001	0.442	0.000	0.704	0.002
	N	30	30	30	30	30	30	30	30	30
Y.4	Pearson Correlation	0.166	.414*	0.066	1	0.198	.453*	0.049	.914**	.714**
	Sig. (2-tailed)	0.380	0.023	0.728		0.293	0.012	0.799	0.000	0.000
	N	30	30	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.838**	0.133	.574**	0.198	1	0.146	.657**	0.217	.632**
	Sig. (2-tailed)	0.000	0.483	0.001	0.293		0.442	0.000	0.249	0.000
	N	30	30	30	30	30	30	30	30	30
Y.6	Pearson Correlation	0.122	.913**	0.146	.453*	0.146	1	0.161	.397*	.718**
	Sig. (2-tailed)	0.520	0.000	0.442	0.012	0.442		0.396	0.030	0.000
	N	30	30	30	30	30	30	30	30	30
Y.7	Pearson Correlation	.550**	0.147	.891**	0.049	.657**	0.161	1	0.053	.558**
	Sig. (2-tailed)	0.002	0.439	0.000	0.799	0.000	0.396		0.780	0.001
	N	30	30	30	30	30	30	30	30	30
Y.8	Pearson Correlation	0.182	.362*	0.072	.914**	0.217	.397*	0.053	1	.695**
	Sig. (2-tailed)	0.336	0.049	0.704	0.000	0.249	0.030	0.780		0.000
	N	30	30	30	30	30	30	30	30	30
Total_Y	Pearson Correlation	.583**	.696**	.537**	.714**	.632**	.718**	.558**	.695**	1
	Sig. (2-tailed)	0.001	0.000	0.002	0.000	0.000	0.000	0.001	0.000	
	N	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

3. Hasil Uji Reliabilitas

a. Kualitas Pelayanan (X₁)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.963	22

b. Strategi Promosi (X₂)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.969	18

c. Persepsi Harga (X₃)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.894	7

d. Kepuasan Pelanggan (Y)

Reliability Statistics

Cronbach's

Alpha	N of Items
.795	8

Lampiran 3. Tabulasi Data Penelitian

1. Kualitas Pelayanan (X₁)

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7
1	4	4	3	3	3	4	4
2	4	4	3	3	3	4	4
3	4	4	3	3	3	4	4
4	3	4	3	3	3	3	4
5	3	3	3	3	3	3	3
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17	3	2	3	3	3	3	3
18	3	4	3	3	3	3	4
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22	4	4	3	3	3	4	4
23	3	3	3	3	3	3	3
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27	4	3	3	3	3	4	3
28	3	3	3	3	3	3	3
29	3	4	3	3	3	3	4
30	4	4	3	3	4	4	4

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33	3	3	3	3	2	3	3
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35	4	4	3	3	3	4	4
36	4	3	4	4	4	4	3
37	3	4	4	4	4	3	4
38	4	4	3	3	3	4	4
39	3	3	3	3	3	3	3
40	3	4	3	3	3	3	4
41	4	3	4	4	4	4	3
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47	3	3	3	3	3	3	3
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194	3	3	3	3	4	3	3

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196	4	3	4	4	4	4	3
197	3	3	3	3	3	3	3

No.	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15
1	3	3	3	4	4	3	3	3
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8	3	3	3	3	4	3	3	67
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22	4	4	3	3	4	4	4	77
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2. Strategi Promosi (X₂)

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180	2	2	2	3	3	2	2	2	3
181	2	2	2	2	2	2	2	2	2
182	3	3	2	3	3	3	3	2	3
183	4	3	4	4	4	4	3	4	4
184	3	3	4	3	4	3	3	4	3
185	4	4	4	3	3	4	4	4	3
186	4	3	3	4	4	4	3	3	4
187	2	3	3	3	3	2	3	3	3
188	3	3	3	4	4	3	3	3	4
189	3	3	3	3	3	3	3	3	3
190	3	3	3	4	4	3	3	3	4
191	3	3	3	3	3	3	3	3	3
192	3	3	3	3	3	3	3	3	3
193	2	2	2	2	3	2	2	2	2
194	3	2	3	3	3	3	2	3	3
195	3	3	3	4	4	3	3	3	4
196	3	3	3	3	3	3	3	3	3
197	3	3	3	3	3	3	3	3	3

No.	X2.10	X2.11	X2.12	X2.13	X2.14	X2.15	X2.16	X2.17	X2.18	Total X.2
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5	3	3	3	3	3	3	3	3	3	54
6	3	4	3	3	3	3	4	3	3	58
7	3	3	3	3	3	3	3	3	3	54
8	3	3	3	4	3	3	3	3	4	58
9	3	3	4	4	4	3	3	4	4	65
10	4	4	4	4	3	4	4	4	4	69
11	3	3	3	3	3	3	3	3	3	53
12	3	3	3	3	3	3	3	3	3	53
13	3	3	3	3	3	3	3	3	3	54
14	3	4	4	3	4	3	4	4	3	65
15	4	4	4	3	3	4	4	4	3	65
16	3	3	4	4	3	3	3	4	4	62
17	2	3	3	2	2	2	3	3	2	44
18	3	4	3	3	3	3	4	3	3	58
19	3	3	2	3	2	3	3	2	3	47
20	2	3	3	2	3	2	3	3	2	47
21	3	4	3	3	3	3	4	3	3	58
22	3	2	3	3	2	3	2	3	3	47
23	2	3	2	3	3	2	3	2	3	47
24	3	3	4	3	3	3	3	4	3	58
25	4	3	4	3	3	4	3	4	3	61
26	3	3	2	3	2	3	3	2	3	47
27	3	3	4	3	3	3	3	4	3	58
28	3	3	3	3	3	3	3	3	3	54
29	3	4	3	3	4	3	4	3	3	61
30	4	4	3	3	3	4	4	3	3	61
31	2	3	3	2	3	2	3	3	2	47
32	2	2	3	3	2	2	2	3	3	44
33	3	3	3	4	3	3	3	3	4	58
34	3	3	3	3	3	3	3	3	3	54
35	3	3	4	3	3	3	3	4	3	58
36	4	3	4	4	3	4	3	4	4	65
37	3	3	3	3	3	3	3	3	3	54
38	4	4	3	4	3	4	4	3	4	65
39	3	3	3	3	3	3	3	3	3	54
40	3	3	3	4	3	3	3	3	4	58
41	4	4	4	4	3	4	4	4	4	69
42	4	4	3	3	3	4	4	3	3	61
43	4	4	4	4	3	4	4	4	3	68
44	3	3	4	3	4	3	3	4	3	61

[illegible]

86	4	4	4	3	3	4	4	4	3	65
87	3	4	3	3	3	3	4	3	3	58
88	3	3	4	4	4	3	3	4	4	65
89	3	2	2	2	2	3	2	2	2	39
90	3	3	3	3	3	3	3	3	3	54
91	3	3	3	3	3	3	3	3	3	54
92	3	3	3	4	3	3	3	3	4	58
93	3	4	4	3	4	3	4	4	3	65
94	3	3	3	3	3	3	3	3	3	54
95	4	3	4	4	4	4	3	4	4	69
96	3	4	3	3	3	3	4	3	3	58
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99	2	3	3	3	3	3	3	3	3	52
100	3	3	2	2	2	3	3	2	2	43
101	3	3	2	3	3	3	3	3	3	51
102	3	3	3	2	3	3	3	3	3	51
103	3	3	3	3	3	3	3	3	3	54
104	4	3	4	3	3	4	3	4	3	64
105	4	4	3	3	4	4	4	3	3	64
106	3	4	3	3	4	3	4	3	3	61
107	2	2	2	3	3	2	2	2	3	43
108	3	4	3	3	3	3	4	3	3	58
109	3	2	3	3	2	3	2	3	3	47
110	2	3	2	3	3	2	3	2	3	47
111	4	3	3	3	3	4	3	3	3	57
112	3	3	2	3	2	3	3	2	3	47
113	2	3	3	2	3	2	3	3	2	47
114	3	3	3	3	4	3	3	3	3	57
115	4	4	3	3	3	4	4	3	3	61
116	3	2	3	3	2	3	2	3	3	47
117	4	3	3	3	3	4	3	3	3	57
118	3	3	3	3	3	3	3	3	3	54
119	4	3	4	3	3	4	3	4	3	61
120	3	4	3	3	4	3	4	3	3	61
121	2	3	2	3	3	2	3	2	3	47
122	2	2	2	3	3	2	2	2	3	43
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124	3	3	3	3	3	3	3	3	3	54
125	3	3	3	3	4	3	3	3	3	57
126	4	3	3	4	4	4	3	3	4	64

127	3	3	3	3	3	3	3	3	3	54
128	4	3	4	3	4	4	3	4	3	64
129	3	3	3	3	3	3	3	3	3	54
130	4	3	3	3	3	4	3	3	3	57
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132	4	4	4	4	3	4	4	4	4	69
133	3	2	3	3	3	3	3	3	3	51
134	4	4	3	3	4	4	4	3	3	64
135	4	4	3	3	4	4	4	3	3	64
136	3	3	3	3	3	3	3	3	3	54
137	3	3	3	3	4	3	3	3	3	57
138	3	3	3	3	3	3	3	3	3	54
139	4	3	3	3	3	4	3	3	3	57
140	4	3	3	4	4	4	3	3	4	64
141	4	4	3	3	4	4	4	3	3	67
142	3	3	3	3	2	3	3	3	3	51
143	2	3	3	3	3	2	3	3	3	51
144	3	3	3	3	3	3	3	3	3	54
145	4	3	4	3	4	4	3	4	3	64
146	4	4	3	3	4	4	4	3	3	64
147	4	4	3	3	3	4	4	3	3	61
148	2	2	2	3	3	2	2	2	3	43
149	3	3	3	3	4	3	3	3	3	57
150	3	2	3	2	3	3	2	3	2	46
151	3	2	3	2	3	3	2	3	2	46
152	3	3	3	3	4	3	3	3	3	57
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158	3	3	3	3	4	3	3	3	3	57
159	3	3	3	3	3	3	3	3	3	54
160	3	3	4	3	4	3	3	4	3	61
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162	3	2	3	2	3	3	2	3	2	46
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165	3	3	3	3	3	3	3	3	3	54
166	3	3	3	3	4	3	3	3	3	57
167	4	3	3	4	4	4	3	3	4	64

[illegible]

3. Persepsi Harga (X₃)

No.	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	Total X.3
1	3	4	4	3	4	4	4	26
2	3	3	4	3	4	4	3	24
3	4	4	4	4	4	4	3	27
4	3	3	4	3	3	4	4	24
5	3	3	3	3	3	3	3	21
6	3	3	4	4	3	4	3	24
7	2	3	3	3	3	3	3	20
8	3	4	4	3	3	4	3	24
9	4	3	4	4	3	4	4	26
10	4	4	4	4	3	4	4	27
11	3	3	4	4	3	4	3	24
12	3	3	3	3	3	3	3	21
13	3	3	3	3	3	3	3	21
14	3	3	4	4	3	4	3	24
15	4	3	4	4	3	4	3	25
16	4	4	4	3	3	4	3	25
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20	3	3	3	2	3	3	2	19
21	3	3	3	3	3	3	3	21
22	3	3	3	3	3	3	3	21
23	3	3	4	3	4	4	4	25
24	3	3	3	3	3	3	3	21
25	4	4	4	4	3	4	4	27
26	3	3	4	3	4	4	4	25
27	3	3	4	4	3	4	4	25
28	3	3	3	3	3	3	3	21
29	4	4	4	4	4	4	3	27
30	4	3	4	3	4	4	3	25
31	3	3	3	3	3	3	3	21
32	3	2	3	2	3	3	3	19
33	4	4	4	4	2	4	4	26
34	3	3	4	3	3	4	4	24
35	4	3	4	4	3	4	3	25
36	4	4	4	4	4	4	3	27
37	3	3	4	3	4	4	4	25
38	4	4	4	4	3	4	3	26

39	3	4	4	4	3	4	3	25
40	3	3	4	4	4	4	3	25
41	4	4	4	3	4	4	4	27
42	3	4	4	3	4	4	3	25
43	4	4	4	4	2	4	3	25
44	3	3	3	3	3	3	3	21
45	3	2	3	3	3	3	3	20
46	3	3	3	3	3	3	3	21
47	3	3	3	3	3	3	3	21
48	2	2	3	3	2	3	3	18
49	2	2	3	2	3	3	2	17
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51	3	2	3	2	3	3	3	19
52	4	4	4	4	3	4	3	26
53	3	3	2	3	3	3	3	20
54	4	4	4	4	4	4	4	28
55	4	3	4	4	4	4	4	27
56	3	3	3	3	3	3	3	21
57	3	3	4	4	3	4	3	24
58	4	3	4	4	4	4	4	27
59	4	3	4	4	3	4	3	25
60	3	3	3	3	3	3	3	21
61	3	4	4	4	4	4	3	26
62	3	4	4	3	3	4	3	24
63	3	3	3	3	3	3	3	21
64	4	4	4	3	3	4	3	25
65	3	4	4	4	4	4	3	26
66	4	3	4	4	3	4	3	25
67	3	3	3	3	3	3	3	21
68	3	3	3	3	3	3	3	21
69	3	3	3	3	4	3	4	23
70	4	4	4	3	3	4	3	25
71	3	3	3	2	3	3	3	20
72	3	3	3	3	3	3	3	21
73	4	3	4	4	3	4	4	26
74	4	4	4	4	3	4	4	27
75	3	3	3	3	2	3	3	20
76	3	3	4	3	4	4	4	25
77	3	3	4	3	4	4	4	25
78	4	4	4	3	4	4	4	27
79	3	3	3	3	3	3	3	21

80	3	3	4	4	3	4	4	25
81	4	3	4	3	4	4	3	25
82	3	2	3	2	2	3	3	18
83	4	3	4	4	3	4	3	25
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85	3	2	3	3	3	3	3	20
86	4	4	4	4	2	4	4	26
87	4	3	3	4	4	3	3	24
88	3	4	4	3	4	4	4	26
89	2	2	3	3	2	3	3	18
90	4	4	3	3	3	3	4	24
91	3	3	3	4	4	3	3	23
92	3	4	3	3	4	3	4	24
93	4	3	4	4	3	4	4	26
94	4	3	3	3	4	3	3	23
95	4	4	4	4	4	4	3	27
96	4	4	4	4	2	4	4	26
97	4	4	4	4	4	4	4	28
98	4	3	3	3	4	3	4	24
99	3	2	2	3	3	2	2	17
100	2	3	2	2	3	2	3	17
101	4	3	3	3	4	3	3	23
102	3	3	3	3	3	3	3	21
103	3	3	3	3	3	3	3	21
104	4	3	3	3	3	3	4	23
105	4	4	3	2	4	3	4	24
106	3	4	3	4	4	3	3	24
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108	3	4	3	3	3	3	4	23
109	3	3	3	2	3	3	2	19
110	2	3	2	3	3	2	3	18
111	3	3	3	3	3	3	3	21
112	3	3	3	3	3	3	3	21
113	4	3	3	4	4	3	3	24
114	3	3	3	3	3	3	3	21
115	4	4	4	4	4	4	3	27
116	4	4	3	3	3	3	4	24
117	4	2	3	4	4	3	4	24
118	3	3	3	3	3	3	3	21
119	4	4	4	4	3	4	4	27
120	4	2	3	4	4	3	4	24

121	3	3	3	3	3	3	3	21
122	3	3	2	3	2	2	3	18
123	4	4	4	4	3	4	3	26
124	3	3	3	4	4	3	3	23
125	4	4	3	3	4	3	3	24
126	4	4	4	4	3	4	4	27
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128	4	4	3	4	3	3	4	25
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131	4	4	4	3	4	4	4	27
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135	4	3	3	3	4	3	3	23
136	3	3	3	3	3	3	3	21
137	4	3	3	3	4	3	3	23
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139	4	3	3	3	3	3	4	23
140	4	4	3	4	3	3	4	25
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143	3	3	3	3	3	3	3	21
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146	4	4	3	3	3	3	4	24
147	3	4	3	3	4	3	4	24
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149	4	3	3	3	4	3	3	23
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152	3	3	3	3	3	3	3	21
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155	3	3	3	3	3	3	3	21
156	4	4	4	3	4	4	4	27
157	4	4	3	2	4	3	4	24
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159	3	3	3	3	3	3	3	21
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161	4	3	3	4	4	3	3	24

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164	4	3	3	4	4	3	4	25
165	4	3	3	3	3	3	4	23
166	4	4	3	3	3	3	4	24
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177	3	3	3	3	3	3	3	21
178	3	3	3	3	3	3	3	21
179	3	3	2	3	2	2	2	17
180	3	2	2	2	2	2	3	16
181	3	2	2	2	2	2	3	16
182	3	3	2	3	2	2	3	18
183	4	4	3	4	3	3	4	25
184	3	3	2	3	3	2	3	19
185	4	4	4	4	4	4	4	28
186	4	4	3	4	4	3	4	26
187	3	3	3	3	3	3	3	21
188	3	3	4	4	3	3	3	23
189	4	4	3	4	4	3	4	26
190	3	4	3	4	4	3	3	24
191	3	3	3	3	3	3	3	21
192	4	4	3	4	3	3	4	25
193	3	3	3	4	4	3	3	23
194	3	3	3	3	3	3	3	21
195	4	3	3	4	4	3	3	24
196	4	4	3	4	3	3	4	25
197	4	4	3	3	3	3	4	24

4. Kepuasan Pelanggan (Y)

No.	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Total Y
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3	4	4	4	4	3	4	3	4	30
4	3	4	2	4	3	4	3	3	26
5	3	4	2	3	3	4	3	3	25
6	4	3	3	4	3	4	4	3	28
7	4	3	3	4	4	3	4	3	28
8	3	3	3	3	4	3	4	3	26
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10	4	4	4	4	4	4	4	4	32
11	3	4	4	3	3	3	4	4	28
12	4	3	3	3	2	4	4	2	25
13	4	3	4	3	3	3	3	2	25
14	4	3	4	4	3	3	3	2	26
15	4	4	3	4	4	4	4	3	30
16	4	4	3	3	4	4	4	4	30
17	3	4	3	3	4	3	3	3	26
18	3	3	3	3	4	3	4	3	26
19	3	2	3	2	3	3	3	3	22
20	3	3	2	3	2	3	3	3	22
21	3	4	4	2	3	3	3	4	26
22	4	4	3	2	3	4	3	3	26
23	4	4	3	4	3	3	2	2	25
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30	3	4	4	3	4	4	3	3	28
31	3	3	3	3	3	4	3	3	25
32	3	3	3	2	3	2	3	3	22
33	4	3	3	3	3	4	4	2	26
34	4	3	3	4	3	3	3	2	25
35	4	4	4	3	4	4	4	3	30
36	4	4	4	3	4	3	4	4	30
37	4	3	4	3	4	3	4	3	28
38	4	4	4	3	4	4	3	3	29

39	3	4	3	4	3	4	4	4	29
40	4	3	3	4	3	4	3	4	28
41	3	3	4	4	3	4	4	4	29
42	3	4	3	4	4	4	3	4	29
43	3	4	4	3	4	4	4	3	29
44	2	3	3	3	3	3	2	3	22
45	3	3	3	3	2	3	2	3	22
46	4	3	4	4	3	3	2	3	26
47	4	2	3	4	3	2	4	3	25
48	3	2	3	3	3	3	3	2	22
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50	2	3	2	3	2	2	2	3	19
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55	4	4	4	3	4	3	3	4	29
56	4	4	4	3	3	3	3	3	27
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61	3	3	3	3	4	4	4	3	27
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72	3	3	2	3	3	3	3	3	23
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75	4	4	3	3	3	3	3	4	27
76	4	3	3	3	3	3	4	3	26
77	3	4	4	4	3	3	3	3	27
78	4	4	4	4	4	4	4	3	31
79	3	4	4	3	4	4	3	3	28

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81	3	3	3	2	3	3	3	3	23
82	3	3	3	3	3	3	4	4	26
83	3	3	3	3	2	3	3	3	23
84	3	4	3	4	4	3	4	3	28
85	4	4	4	3	3	3	4	3	28
86	4	4	4	4	3	4	4	4	31
87	4	3	4	3	2	4	3	4	27
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91	3	3	3	3	3	2	3	3	23
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93	3	3	3	3	3	3	4	4	26
94	4	4	3	3	3	3	4	4	28
95	4	4	4	3	4	4	4	4	31
96	4	3	3	3	3	4	3	3	26
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108	3	3	3	3	4	3	4	3	26
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116	3	3	4	3	4	3	3	3	26
117	4	4	4	3	4	3	3	3	28
118	3	4	3	3	3	3	3	3	25
119	4	4	4	4	4	3	3	4	30
120	3	4	4	3	4	4	3	3	28

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123	4	3	3	3	3	4	3	3	26
124	4	3	3	4	3	3	3	2	25
125	4	4	4	3	4	4	4	3	30
126	4	4	4	3	4	3	4	4	30
127	4	3	4	3	4	3	4	3	28
128	4	4	4	3	4	4	3	3	29
129	3	4	3	4	3	4	4	4	29
130	4	3	3	4	3	4	3	4	28
131	3	3	4	4	3	4	4	4	29
132	4	4	4	4	4	4	4	3	31
133	3	3	4	4	4	4	4	4	30
134	4	4	4	4	3	4	3	4	30
135	3	4	2	4	3	4	3	3	26
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139	3	3	3	3	4	3	4	3	26
140	3	4	3	4	4	4	4	4	30
141	4	4	4	4	4	4	4	4	32
142	3	4	4	3	3	3	4	4	28
143	4	3	3	3	2	4	4	2	25
144	4	3	4	3	3	3	3	2	25
145	4	3	4	4	3	3	3	2	26
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157	3	3	4	3	4	3	2	4	26
158	4	4	4	3	4	3	2	4	28
159	3	4	4	3	4	3	2	2	25
160	4	4	4	4	4	3	3	4	30
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164	4	3	3	3	3	4	4	2	26
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166	4	4	4	3	4	4	4	3	30
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169	4	4	4	3	4	4	3	3	29
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178	4	2	3	4	3	2	4	3	25
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184	3	4	4	4	4	3	3	4	29
185	4	4	4	4	4	4	4	4	32
186	4	4	4	3	4	3	3	4	29
187	4	4	4	3	3	3	3	3	27
188	4	4	4	3	3	3	3	3	27
189	3	3	4	4	3	4	3	3	27
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191	4	4	4	4	4	4	4	4	32
192	3	3	3	3	4	4	4	3	27
193	3	3	3	4	2	4	3	4	26
194	2	3	3	3	3	3	3	3	23
195	4	3	4	3	3	3	3	4	27
196	4	3	4	3	3	3	4	3	27
197	4	3	4	3	4	3	4	4	29

Kuesioner Kualitas Pelayanan

Kehandalan (Reliability)

X1.1	X1.2	X1.3	X1.4	X1.5
0	0	0	0	0
24	20	21	21	20
123	125	127	123	127
50	52	49	53	50
0	0	0	0	0
197	197	197	197	197

Ketanggapan (Responsiveness)

X1.6	X1.7	X1.8	X1.9	X1.10
0	0	0	0	0
23	19	20	20	19
125	127	129	125	129
49	51	48	52	49
0	0	0	0	0
197	197	197	197	197

Jaminan (Assurance)

X1.11	X1.12	X1.13	X1.14	X1.15
0	0	0	0	0
22	18	19	19	18
127	129	131	127	131
48	50	47	51	48
0	0	0	0	0
197	197	197	197	197

Empati (Empathy)

X1.16	X1.17	X1.18	X1.19
0	0	0	0
21	17	18	18
129	131	133	129
47	49	46	50
0	0	0	0
197	197	197	197

Wujud Fisik (*Tangible*)

X1.20	X1.21	X1.22
0	0	0
0	20	16
17	132	133
133	45	48
47	0	0
197	197	197

**Kuesioner Strategi Promosi
Advertising (periklanan)**

X2.1	X2.2	X2.3
0	0	0
27	26	26
122	132	135
48	38	35
0	0	0
197	196	196

Sales Promotion (Promosi Penjualan)

X2.4	X2.5
0	0
22	21
127	121
47	54
0	0
196	196

Event & Experiences

X2.6	X2.7
0	0
26	25
124	134
46	37
0	0
196	196

Public Relation & Publicity

X2.8	X2.9	X2.10
0	0	0
25	21	20
137	129	123
34	46	53
0	0	0
196	196	196

Direct Marketing (Pemasaran langsung)

X2.11	X2.12
0	0
25	24
126	136
45	36
0	0
196	196

Interactive Marketing Word of Mouth

X2.13	X2.14	X2.15
0	0	0
24	20	19
139	131	125
33	45	52
0	0	0
196	196	196

Personal Selling (Penjualan Perseorangan)

X2.16	X2.17	X2.18
0	0	0
24	23	23
128	138	141
44	35	32
0	0	0
196	196	196

**Kuesioner Persepsi Harga
Keterjangkauan Harga**

X3.1	X3.2
0	0
10	16
101	112
86	69
0	0
197	197

Harga Sesuai Kemampuan

X3.3
0
13
116
68
0
197

Kesamaan Harga dengan Kualitas Produk

X3.4	X3.5
0	0
15	14
110	110
72	73
0	0
197	197

Kesamaan Harga dengan Manfaat Produk

X3.6	X3.7
0	0
12	7
119	122
66	68
0	0
197	197

**Kuesioner Kepuasan Pelanggan
Kesesuaian Harapan**

Y.1	Y.2	Y.3
0	0	0
9	9	11
91	99	100
97	89	86
0	0	0
197	197	197

Minat berkunjung kembali 2

Y.4	Y.5
0	0
11	16
109	102
77	79
0	0
197	197

Kesediaan merekomendasikan

Y.6	Y.7	Y.8
0	0	0
10	18	21
99	94	103
88	85	73
0	0	0
197	197	197

Lampiran 4. Hasil Uji Asumsi Klasik

1. Hasil Uji Normalitas Data

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		197
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.61844163
Most Extreme Differences	Absolute	.050
	Positive	.032
	Negative	-.050
Test Statistic		.050
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	99% Confidence Interval	
	Lower Bound	
	Upper Bound	
		.266
		.289

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 957002199.

2. Hasil Uji Multikolinieritas

Coefficients^a

		Collinearity Statistics	
Model		Tolerance	VIF
1	X1	.484	2.066
	X2	.445	2.249
	X3	.495	2.019

a. Dependent Variable: Y

3. Hasil Uji Heteroskedastisitas

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.631	.669		.943	.347
	X1	.002	.012	.014	.134	.893
	X2	.028	.015	.204	1.910	.058
	X3	-.047	.038	-.125	-1.242	.216

a. Dependent Variable: ABS_Residual

Lampiran 5. Hasil Analisis Regresi Linier Berganda

Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.811 ^a	.658	.653	1.631

a. Predictors: (Constant), X3, X1, X2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	988.150	3	329.383	123.825	.000 ^b
	Residual	513.393	193	2.660		
	Total	1501.543	196			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6.856	1.055		6.501	.000
	X1	.101	.018	.332	5.485	.000
	X2	.104	.023	.282	4.460	.000
	X3	.308	.060	.310	5.181	.000

a. Dependent Variable: Y

Lampiran 6. Dokumentasi Penelitian

