



## Lampiran 1. Surat Ijin Penelitian



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

Jalan Udayana No. 11 Singaraja-Bali. Telepon : (0362) 26830  
Website : <http://www.fe.undiksha.ac.id/>

Nomor : 2598/UN48.13.1/DL/2024

Singaraja, 09 December 2024

Lamp. : -

Hal : *Permohonan Observasi Awal/Wawancara/Data dan Penelitian*

Kepada Yth. Ibu Komang Ayu Sutarini (Resort Manager) Lovina Beach Club & Resort  
di-  
Tempat

Dengan Hormat,

Wakil Dekan I Fakultas Ekonomi Universitas Pendidikan Ganesha menerangkan bahwa mahasiswa/i tersebut dibawah ini :

Nama : Gede Dedy Prasetya  
NIM. : 2117041140  
Prodi. : SI Manajemen  
Kontak : 0895331184472

Bermaksud mengadakan observasi awal/penelitian lapangan untuk menempuh atau menyusun tugas akhir, skripsi dan melengkapi tugas lainnya. Sehubungan dengan hal tersebut, kami mohon izin agar mahasiswa kami dapat diterima dan diberikan data di tempat yang Bapak/Ibu/Sdr. 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,

  **LOVINA**  
BEACH CLUB & RESORT  
by T&M

Dr yudi Sudarmawan



Ni Made Suci  
NIP. 196810291993032001

Balai  
Sertifikasi  
Elektronik

Catatan :

- 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 BSR
  - Surat ini dapat dibuktikan keasliannya dengan menggunakan qr code yang telah tersedia

## Lampiran 2. Guest Comment



Anastasia Cathelyn

4/5

2 bulan lalu di Google

Pesan kamar yang ocean view, tapi ternyata tidak benar2 ocean view ya. Hadapnya ke samping, bukan direct ke laut.

Kamar juga biasa saja. **Service sangat lambat, tunggu makanan sampai 1 jam**

Kamar 3,0 Layanan 3,0 Lokasi 4,0 ...



Greg Cram

4/5

sebulan lalu di Google

(Diterjemahkan oleh Google) Saya tidak dapat mengingat kembali akomodasi tersebut karena kami hanya mampir untuk menikmati minuman dan berkeliling dengan skuter sewaan, namun pemandangannya bagus meskipun bir saya tidak cukup dingin (Asli)

**I can't recommend the accommodation as we only called in for a refreshment cruising around on a hired scooter but it had a nice outlook although my beer was not cold enough**

...



eka richnawan

1/5

a month ago on Google

This place brought us into an anger. We came for a lovely sunset dinner. First, no one welcoming us, i suspected due to we are local, but it's okay. Then we choosed our own seat, and we started to waving hand to the waiter to get a menu. Okay then we start ordered our dishes. Third, the food out about an hour... it's only a dish served ONE DISH, we were having for couple dinner!!!! Then we waited another 15 minutes to having all dishes out. What the final of the experience, the last dishes served COLD!!! What a messy dinner experience, got mad and never recommend this place to anyone in the world. We spend about IDR 500,000 for a couple worse dinner 🙄

Trip type Couple

Service 1.0 ...



**Guest Feedback Form**  
Getting things right for you is an important part of what we do and we really do like to hear your feedback about your stay with us.

|                         | Excellent                | Good                                | Fair                     | Poor                     |
|-------------------------|--------------------------|-------------------------------------|--------------------------|--------------------------|
| 1. Room                 | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cleanliness and Hygiene | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Housekeeping service    | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Room ambience           | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Restaurant           | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Food & Beverage         | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Waiters service         | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Restaurant ambience     | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Resort facilities    | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Parking area            | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Reception               | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Swimming Pool           | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Water Activities        | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Gym                     | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| SPA                     | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Meeting Room            | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Beach Club              | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Any other comments? *bedsheet bau. Makanan kurang enak & lama datang padahal cuma pesan pizza.*

Room No. *311*  
Name *Prasetyo A.*

**LOVINA**  
BEACH CLUB & RESORT  
Jl. Seririt, Singaraja, Tukadungga, Kec. Buleleng, Kabupaten Buleleng, Bali.  
Phone: (081) 3812-658  
lovinaresort@ptmhospitality.com

*Permalda 14-15 Nov*

[www.lovinabeachclubandresort.com](http://www.lovinabeachclubandresort.com)

**Guest Feedback Form**  
Getting things right for you is an important part of what we do and we really do like to hear your feedback about your stay with us.

|                         | Excellent                           | Good                                | Fair                     | Poor                     |
|-------------------------|-------------------------------------|-------------------------------------|--------------------------|--------------------------|
| 1. Room                 | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cleanliness and Hygiene | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| Housekeeping service    | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| Room ambience           | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Restaurant           | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| Food & Beverage         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| Waiters service         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| Restaurant ambience     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Resort facilities    | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| Parking area            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| Reception               | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| Swimming Pool           | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| Water Activities        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| Gym                     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| SPA                     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Meeting Room            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Beach Club              | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |

Any other comments? *The waiter & waitress not keep attention to the guest. Very busy talking each other.*

Room No. *326*  
Name *Don Tui!*

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Phone: (081) 3812-658  
lovinaresort@ptmhospitality.com

*Booking.com*  
*19-21 Sept 24*



**Lampiran 3. Kisi – Kisi Instrumen Penelitian di Tempat Penelitian**

| <b>Variabel Penelitian</b>               | <b>Indikator Variabel</b>                                                                                                                                                                                               | <b>Skala Pengukuran</b> | <b>Nomor Butir</b>          | <b>Jumlah Butir</b>        |
|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------------|----------------------------|
| <i>Responsiveness</i> (X <sub>1</sub> )  | 1. Kecepatan karyawan dalam melayani pelanggan<br>2. Ketanggapan Karyawan dalam Membantu Kesulitan Pelanggan<br>3. Kesiediaan Karyawan Memberikan Informasi<br>4. Kesiapan Karyawan dalam Merespon Permintaan Pelanggan | Skala Likert            | 1<br>2<br>3<br>4            | 1<br>1<br>1<br>1           |
| <i>Quality Product</i> (X <sub>2</sub> ) | 1. Kesesuaian<br>2. Daya Tahan<br>3. Keandalan<br>4. Kemudahan Perbaikan<br>5. Estetika<br>6. Kualitas yang Dipersepsikan                                                                                               | Skala Likert            | 5<br>6<br>7<br>8<br>9<br>10 | 1<br>1<br>1<br>1<br>1<br>1 |
| <i>Costumer Satisfaction</i> (Y)         | 1. Kesesuaian Harapan<br>2. Minat Berkunjung Kembali<br>3. Kesiediaan Merekomendasikan                                                                                                                                  | Skala Likert            | 11<br>12<br>13              | 1<br>1<br>1                |

#### Lampiran 4. Instrumen Pengumpulan Data di Tempat Penelitian



### KUESIONER PENGARUH *RESPONSIVENESS* DAN *QUALITY PRODUCT* TERHADAP *CUSTOMER* *SATISFACTION* PADA RESTORAN SEA SKY LOVINA BEACH CLUB

#### KATA PENGANTAR

Hal : Permohonan Pengisian Kuesioner  
Kepada : Yth. Bapak/Ibu

Sehubung dengan penelitian yang berjudul "**Pengaruh *Responsiveness* dan *Quality Product* Terhadap *Costumer Satisfaction***". Saya Gede Dedy Prasetya, bermaksud untuk menyebar kuesioner/angket penelitian dalam rangka menyelesaikan pendidikan di Program Studi S1 Manajemen Universitas Pendidikan Ganesha.

Mengingat kualitas penelitian ini tergantung dari jawaban kuesioner Bapak/Ibu, sehingga peneliti berharap kepada Bapak/Ibu dimohon dengan segala hormat untuk berkenan memberikan jawaban secara jujur, sesuai dengan keadaan yang sebenarnya. Data yang diperoleh akan kami rahasiakan dan tidak akan kami sebarluaskan karena hanya akan digunakan untuk penelitian ini saja.

Atas kesediaan dan kerjasama Bapak/Ibu yang telah meluangkan waktu untuk mengisi kuesioner ini, saya mengucapkan terima kasih.

#### A. IDENTITAS RESPONDEN

Nama : .....  
Usia : .....  
Nomer Telephone : .....  
Jenis Kelamin : Laki-laki ☐ Perempuan ☐

Pekerjaan : Pelajar/Mahasiswa ☐

Guru ☐

Pegawai Kantor ☐

Wiraswasta ☐

Ibu Rumah Tangga ☐

Tidak Bekerja ☐

(Ket: Harap mengisi tanda *check list* (✓) pada salah satu jawaban yang bertanda ☐)

## B. DAFTAR PERNYATAAN

### Petunjuk Pengisian Kuesioner

Mohon Bapak/Ibu memberi tanda *check list* (✓) pada salah satu kriteria yang merupakan jawaban paling sesuai dengan keadaan yang sebenarnya Bapak/Ibu alami di Restoran Sea Sky. Skor atau jawaban yang tersedia adalah sebagai berikut:

- a. STS = Sangat Tidak Setuju
- b. TS = Tidak Setuju
- c. CS = Cukup Setuju
- d. S = Setuju
- e. SS = Sangat Setuju

Responsiveness ( $X_1$ )

| No. | Pernyataan                                                               | Pilihan Jawaban |    |    |   |    |
|-----|--------------------------------------------------------------------------|-----------------|----|----|---|----|
|     |                                                                          | STS             | TS | CS | S | SS |
| 1.  | Kecepatan karyawan Restoran Sea Sky dalam melayani pelanggan             |                 |    |    |   |    |
| 2.  | Ketanggapan karyawan Restoran Sea Sky dalam membantu kesulitan pelanggan |                 |    |    |   |    |
| 3.  | Kesediaan karyawan Restoran Sea Sky dalam memberikan informasi           |                 |    |    |   |    |

|    |                                                                        |  |  |  |  |  |
|----|------------------------------------------------------------------------|--|--|--|--|--|
| 4. | Kesiapan karyawan Restoran Sea Sky dalam merespon permintaan pelanggan |  |  |  |  |  |
|----|------------------------------------------------------------------------|--|--|--|--|--|

*Quality Product (X<sub>2</sub>)*

| No. | Pernyataan                                                                      | Pilihan Jawaban |    |    |   |    |
|-----|---------------------------------------------------------------------------------|-----------------|----|----|---|----|
|     |                                                                                 | STS             | TS | CS | S | SS |
| 1.  | Menu yang ditawarkan oleh karyawan sesuai atau memenuhi selera yang ditetapkan  |                 |    |    |   |    |
| 2.  | Menu yang ditawarkan tahan lama dan tidak cepat basi                            |                 |    |    |   |    |
| 3.  | Menu yang diberikan selalu dalam kondisi baik dan tidak pernah salah saji       |                 |    |    |   |    |
| 4.  | Apabila terdapat keluhan, menu mudah diganti atau ditangani oleh pihak restoran |                 |    |    |   |    |
| 5.  | Penampilan menu sangat menarik dan menggugah selera                             |                 |    |    |   |    |
| 6.  | Reputasi restoran Sea Sky mencerminkan kualitas makanan dan pelayanan yang baik |                 |    |    |   |    |

*Costumer Satisfaction (Y)*

| No. | Pernyataan                                                                       | Pilihan Jawaban |    |    |   |    |
|-----|----------------------------------------------------------------------------------|-----------------|----|----|---|----|
|     |                                                                                  | STS             | TS | CS | S | SS |
| 1.  | Pelayanan dan menu yang diberikan di Restoran Sea Sky sesuai dengan harapan saya |                 |    |    |   |    |
| 2.  | Saya berniat untuk kembali mengunjungi Restoran Sea Sky di masa mendatang        |                 |    |    |   |    |
| 3.  | Saya akan selalu membagikan pengalaman positif selama menikmati hidangan di      |                 |    |    |   |    |

|  |                                    |  |  |  |  |  |
|--|------------------------------------|--|--|--|--|--|
|  | Restoran Sea Sky kepada orang lain |  |  |  |  |  |
|--|------------------------------------|--|--|--|--|--|



### Lampiran 5. Data Responden

| No | Jenis Kelamin<br>(Gender) | Pekerjaan (Jobs)               | Umur<br>(Age) |
|----|---------------------------|--------------------------------|---------------|
| 1  | Perempuan (Female)        | Wiraswasta (Self-employed)     | 25            |
| 2  | Perempuan (Female)        | Pegawai Kantor (Office Worker) | 29            |
| 3  | Perempuan (Female)        | Ibu Rumah Tangga (Housewife)   | 36            |
| 4  | Laki - Laki (Male)        | Wiraswasta (Self-employed)     | 36            |
| 5  | Laki - Laki (Male)        | Wiraswasta (Self-employed)     | 27            |
| 6  | Perempuan (Female)        | Pegawai Kantor (Office Worker) | 26            |
| 7  | Laki - Laki (Male)        | Pelajar/Mahasiswa (Student)    | 20            |
| 8  | Perempuan (Female)        | Ibu Rumah Tangga (Housewife)   | 31            |
| 9  | Laki - Laki (Male)        | Wiraswasta (Self-employed)     | 24            |
| 10 | Perempuan (Female)        | Pelajar/Mahasiswa (Student)    | 22            |
| 11 | Perempuan (Female)        | Ibu Rumah Tangga (Housewife)   | 24            |
| 12 | Laki - Laki (Male)        | Wiraswasta (Self-employed)     | 34            |
| 13 | Laki - Laki (Male)        | Pegawai Kantor (Office Worker) | 28            |
| 14 | Perempuan (Female)        | Wiraswasta (Self-employed)     | 24            |
| 15 | Laki - Laki (Male)        | Wiraswasta (Self-employed)     | 34            |
| 16 | Perempuan (Female)        | Pelajar/Mahasiswa (Student)    | 19            |
| 17 | Laki - Laki (Male)        | Wiraswasta (Self-employed)     | 36            |
| 18 | Perempuan (Female)        | Ibu Rumah Tangga (Housewife)   | 31            |
| 19 | Laki - Laki (Male)        | Pegawai Kantor (Office Worker) | 40            |
| 20 | Laki - Laki (Male)        | Pelajar/Mahasiswa (Student)    | 21            |
| 21 | Laki - Laki (Male)        | Wiraswasta (Self-employed)     | 25            |
| 22 | Perempuan (Female)        | Ibu Rumah Tangga (Housewife)   | 46            |
| 23 | Laki - Laki (Male)        | Wiraswasta (Self-employed)     | 22            |
| 24 | Perempuan (Female)        | Wiraswasta (Self-employed)     | 29            |
| 25 | Perempuan (Female)        | Pegawai Kantor (Office Worker) | 40            |
| 26 | Perempuan (Female)        | Pegawai Kantor (Office Worker) | 28            |
| 27 | Laki - Laki (Male)        | Pelajar/Mahasiswa (Student)    | 18            |
| 28 | Perempuan (Female)        | Pegawai Kantor (Office Worker) | 27            |
| 29 | Perempuan (Female)        | Pegawai Kantor (Office Worker) | 38            |
| 30 | Perempuan (Female)        | Pegawai Kantor (Office Worker) | 27            |
| 31 | Perempuan (Female)        | Wiraswasta (Self-employed)     | 30            |
| 32 | Perempuan (Female)        | Ibu Rumah Tangga (Housewife)   | 40            |
| 33 | Perempuan (Female)        | Pegawai Kantor (Office Worker) | 27            |
| 34 | Laki - Laki (Male)        | Wiraswasta (Self-employed)     | 30            |
| 35 | Laki - Laki (Male)        | Pegawai Kantor (Office Worker) | 36            |
| 36 | Laki - Laki (Male)        | Pelajar/Mahasiswa (Student)    | 22            |
| 37 | Laki - Laki (Male)        | Wiraswasta (Self-employed)     | 25            |
| 38 | Perempuan (Female)        | Wiraswasta (Self-employed)     | 25            |
| 39 | Perempuan (Female)        | Wiraswasta (Self-employed)     | 31            |
| 40 | Perempuan (Female)        | Pegawai Kantor (Office Worker) | 26            |
| 41 | Laki - Laki (Male)        | Pegawai Kantor (Office Worker) | 26            |
| 42 | Perempuan (Female)        | Pelajar/Mahasiswa (Student)    | 21            |
| 43 | Perempuan (Female)        | Wiraswasta (Self-employed)     | 28            |

|    |                    |                                |    |
|----|--------------------|--------------------------------|----|
| 44 | Perempuan (Female) | Pelajar/Mahasiswa (Student)    | 21 |
| 45 | Laki - Laki (Male) | Pelajar/Mahasiswa (Student)    | 22 |
| 46 | Perempuan (Female) | Pelajar/Mahasiswa (Student)    | 21 |
| 47 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 43 |
| 48 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 25 |
| 49 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 26 |
| 50 | Laki - Laki (Male) | Pelajar/Mahasiswa (Student)    | 22 |
| 51 | Laki - Laki (Male) | Pegawai Kantor (Office Worker) | 24 |
| 52 | Laki - Laki (Male) | Pegawai Kantor (Office Worker) | 34 |
| 53 | Laki - Laki (Male) | Pegawai Kantor (Office Worker) | 43 |
| 54 | Perempuan (Female) | Ibu Rumah Tangga (Housewife)   | 35 |
| 55 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 34 |
| 56 | Laki - Laki (Male) | Pelajar/Mahasiswa (Student)    | 21 |
| 57 | Laki - Laki (Male) | Pelajar/Mahasiswa (Student)    | 20 |
| 58 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 28 |
| 59 | Laki - Laki (Male) | Pegawai Kantor (Office Worker) | 23 |
| 60 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 21 |
| 61 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 26 |
| 62 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 23 |
| 63 | Perempuan (Female) | Wiraswasta (Self-employed)     | 29 |
| 64 | Perempuan (Female) | Wiraswasta (Self-employed)     | 30 |
| 65 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 24 |
| 66 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 24 |
| 67 | Laki - Laki (Male) | Pegawai Kantor (Office Worker) | 24 |
| 68 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 21 |
| 69 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 22 |
| 70 | Perempuan (Female) | Pelajar/Mahasiswa (Student)    | 20 |
| 71 | Perempuan (Female) | Wiraswasta (Self-employed)     | 23 |
| 72 | Perempuan (Female) | Wiraswasta (Self-employed)     | 24 |
| 73 | Perempuan (Female) | Pegawai Kantor (Office Worker) | 21 |
| 74 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 21 |
| 75 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 28 |
| 76 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 23 |
| 77 | Laki - Laki (Male) | Pegawai Kantor (Office Worker) | 34 |
| 78 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 26 |
| 79 | Perempuan (Female) | Pegawai Kantor (Office Worker) | 28 |
| 80 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 34 |
| 81 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 21 |
| 82 | Perempuan (Female) | Pegawai Kantor (Office Worker) | 31 |
| 83 | Perempuan (Female) | Pegawai Kantor (Office Worker) | 34 |
| 84 | Perempuan (Female) | Wiraswasta (Self-employed)     | 28 |
| 85 | Laki - Laki (Male) | Pelajar/Mahasiswa (Student)    | 22 |
| 86 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 25 |
| 87 | Laki - Laki (Male) | Pelajar/Mahasiswa (Student)    | 22 |
| 88 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 22 |
| 89 | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 34 |

|     |                    |                                |    |
|-----|--------------------|--------------------------------|----|
| 90  | Laki - Laki (Male) | Pelajar/Mahasiswa (Student)    | 20 |
| 91  | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 27 |
| 92  | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 35 |
| 93  | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 34 |
| 94  | Laki - Laki (Male) | Wiraswasta (Self-employed)     | 26 |
| 95  | Laki - Laki (Male) | Pelajar/Mahasiswa (Student)    | 20 |
| 96  | Perempuan (Female) | Pegawai Kantor (Office Worker) | 22 |
| 97  | Laki - Laki (Male) | Pegawai Kantor (Office Worker) | 30 |
| 98  | Perempuan (Female) | Pelajar/Mahasiswa (Student)    | 22 |
| 99  | Laki - Laki (Male) | Pelajar/Mahasiswa (Student)    | 25 |
| 100 | Perempuan (Female) | Wiraswasta (Self-employed)     | 25 |



### Lampiran 6. Tabulasi Data Responden

| <i>Responsiveness (X1)</i> |      |      |      | <i>Quality Product (X2)</i> |      |      |      |      |      | <i>Customer Satisfaction (Y)</i> |     |     |
|----------------------------|------|------|------|-----------------------------|------|------|------|------|------|----------------------------------|-----|-----|
| X1.1                       | X1.2 | X1.3 | X1.4 | X2.1                        | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | Y.1                              | Y.2 | Y.3 |
| 4                          | 3    | 5    | 5    | 4                           | 5    | 5    | 4    | 5    | 5    | 5                                | 4   | 5   |
| 4                          | 5    | 4    | 4    | 4                           | 5    | 4    | 4    | 5    | 4    | 3                                | 4   | 4   |
| 4                          | 4    | 5    | 4    | 4                           | 4    | 3    | 4    | 4    | 4    | 4                                | 5   | 4   |
| 5                          | 4    | 5    | 5    | 3                           | 5    | 4    | 5    | 5    | 4    | 5                                | 4   | 5   |
| 4                          | 4    | 3    | 5    | 4                           | 5    | 4    | 4    | 4    | 3    | 4                                | 4   | 5   |
| 5                          | 3    | 4    | 5    | 5                           | 3    | 5    | 5    | 5    | 4    | 5                                | 4   | 4   |
| 4                          | 4    | 5    | 4    | 4                           | 5    | 4    | 4    | 4    | 4    | 4                                | 5   | 4   |
| 4                          | 3    | 5    | 4    | 4                           | 4    | 5    | 4    | 5    | 4    | 4                                | 4   | 4   |
| 5                          | 4    | 5    | 5    | 5                           | 4    | 4    | 3    | 5    | 4    | 5                                | 3   | 4   |
| 5                          | 4    | 4    | 3    | 4                           | 4    | 5    | 4    | 4    | 4    | 4                                | 5   | 4   |
| 5                          | 4    | 4    | 5    | 5                           | 4    | 5    | 4    | 5    | 4    | 5                                | 5   | 4   |
| 4                          | 4    | 3    | 4    | 4                           | 4    | 5    | 4    | 3    | 4    | 4                                | 4   | 4   |
| 4                          | 4    | 5    | 4    | 5                           | 4    | 5    | 4    | 4    | 4    | 4                                | 4   | 5   |
| 4                          | 4    | 5    | 4    | 4                           | 4    | 3    | 4    | 5    | 3    | 4                                | 4   | 4   |
| 4                          | 5    | 5    | 5    | 4                           | 5    | 4    | 5    | 5    | 5    | 4                                | 5   | 5   |
| 4                          | 4    | 4    | 4    | 4                           | 5    | 4    | 4    | 4    | 4    | 4                                | 4   | 5   |
| 4                          | 4    | 5    | 4    | 4                           | 5    | 4    | 4    | 5    | 4    | 4                                | 5   | 4   |
| 5                          | 4    | 4    | 5    | 5                           | 4    | 5    | 4    | 4    | 4    | 5                                | 4   | 4   |
| 4                          | 4    | 5    | 4    | 3                           | 3    | 4    | 5    | 4    | 5    | 5                                | 5   | 5   |
| 4                          | 5    | 4    | 4    | 3                           | 3    | 5    | 4    | 5    | 4    | 5                                | 4   | 5   |
| 5                          | 5    | 5    | 5    | 5                           | 5    | 5    | 5    | 5    | 5    | 5                                | 5   | 5   |
| 4                          | 4    | 5    | 4    | 4                           | 4    | 5    | 4    | 4    | 4    | 4                                | 5   | 5   |
| 5                          | 4    | 3    | 5    | 4                           | 2    | 5    | 4    | 5    | 3    | 5                                | 3   | 4   |
| 5                          | 5    | 4    | 5    | 4                           | 5    | 4    | 5    | 4    | 4    | 4                                | 4   | 4   |
| 4                          | 4    | 5    | 4    | 5                           | 4    | 5    | 4    | 4    | 4    | 4                                | 5   | 5   |
| 4                          | 5    | 4    | 5    | 5                           | 4    | 4    | 5    | 5    | 5    | 5                                | 5   | 5   |
| 5                          | 4    | 5    | 4    | 4                           | 5    | 4    | 4    | 3    | 4    | 5                                | 4   | 4   |
| 5                          | 4    | 5    | 5    | 5                           | 4    | 4    | 4    | 5    | 4    | 4                                | 4   | 4   |
| 4                          | 5    | 4    | 4    | 4                           | 4    | 5    | 4    | 4    | 4    | 4                                | 5   | 4   |
| 5                          | 4    | 5    | 5    | 5                           | 5    | 4    | 5    | 5    | 5    | 5                                | 5   | 5   |
| 4                          | 5    | 4    | 4    | 3                           | 4    | 4    | 4    | 5    | 4    | 4                                | 4   | 5   |
| 4                          | 5    | 5    | 4    | 3                           | 3    | 3    | 4    | 5    | 4    | 4                                | 3   | 5   |
| 5                          | 4    | 5    | 4    | 5                           | 4    | 4    | 2    | 3    | 5    | 5                                | 4   | 4   |
| 5                          | 4    | 5    | 5    | 5                           | 4    | 5    | 4    | 5    | 5    | 5                                | 5   | 5   |
| 5                          | 5    | 4    | 5    | 5                           | 5    | 5    | 4    | 5    | 5    | 5                                | 5   | 5   |
| 4                          | 4    | 5    | 4    | 3                           | 3    | 3    | 5    | 4    | 4    | 5                                | 5   | 4   |
| 5                          | 5    | 4    | 5    | 5                           | 4    | 4    | 4    | 5    | 4    | 5                                | 5   | 5   |
| 4                          | 5    | 3    | 4    | 3                           | 4    | 4    | 5    | 4    | 3    | 4                                | 4   | 3   |
| 4                          | 5    | 5    | 5    | 5                           | 4    | 5    | 5    | 5    | 5    | 5                                | 5   | 5   |
| 4                          | 4    | 5    | 5    | 5                           | 4    | 5    | 4    | 5    | 5    | 5                                | 5   | 4   |
| 5                          | 5    | 4    | 5    | 5                           | 5    | 5    | 5    | 5    | 5    | 5                                | 5   | 5   |
| 5                          | 4    | 5    | 5    | 4                           | 3    | 5    | 4    | 5    | 5    | 4                                | 4   | 4   |
| 5                          | 4    | 5    | 5    | 5                           | 4    | 5    | 5    | 4    | 5    | 5                                | 5   | 5   |
| 5                          | 3    | 4    | 5    | 3                           | 4    | 5    | 3    | 4    | 4    | 5                                | 3   | 2   |
| 5                          | 5    | 5    | 5    | 5                           | 5    | 4    | 4    | 4    | 5    | 4                                | 5   | 5   |
| 5                          | 5    | 4    | 5    | 1                           | 4    | 3    | 5    | 4    | 4    | 5                                | 4   | 3   |

|   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 4 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 5 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 |
| 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 |
| 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 |
| 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 3 | 2 | 3 | 5 | 4 | 4 | 4 | 4 | 5 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 3 | 2 | 3 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 3 | 1 | 4 |
| 4 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 4 |
| 3 | 1 | 3 | 2 | 3 | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 2 |
| 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 5 | 4 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 5 | 5 |
| 5 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 3 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 |
| 4 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |
| 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 |
| 2 | 3 | 2 | 5 | 4 | 3 | 5 | 2 | 1 | 4 | 4 | 5 | 3 |
| 3 | 2 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 5 |
| 4 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 |
| 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 |
| 4 | 3 | 4 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 4 |
| 5 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 4 | 2 | 4 | 4 | 1 | 4 | 3 | 5 | 4 | 2 | 3 | 4 | 4 |
| 5 | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 3 |
| 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 3 | 3 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |
| 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 3 | 4 | 3 | 5 | 4 | 2 | 4 | 5 | 4 |

|   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 4 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 3 |



## Lampiran 7. Hasil Uji SPSS

### 1. Uji Validitas

|      |                     | Correlations |        |        |        |        |        |        |        |        |        |
|------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|      |                     | X1.1         | X1.2   | X1.3   | X1.4   | X2.1   | X2.2   | X2.3   | X2.4   | X2.5   | X2.6   |
| X1.1 | Pearson Correlation | 1            | .605** | .726** | .605** | .702** | .576** | .703** | .793** | .707** | .723** |
|      | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .001   | .000   | .000   | .000   | .000   |
|      | N                   | 30           | 30     | 30     | 30     | 29     | 30     | 30     | 30     | 30     | 30     |
| X1.2 | Pearson Correlation | .605*        | 1      | .680** | .737** | .724** | .576** | .746** | .698** | .664** | .768** |
|      | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   | .001   | .000   | .000   | .000   | .000   |
|      | N                   | 30           | 30     | 30     | 30     | 29     | 30     | 30     | 30     | 30     | 30     |
| X1.3 | Pearson Correlation | .726*        | .680** | 1      | .588** | .780** | .644** | .691** | .831** | .520** | .900** |
|      | Sig. (2-tailed)     | .000         | .000   |        | .001   | .000   | .000   | .000   | .000   | .003   | .000   |
|      | N                   | 30           | 30     | 30     | 30     | 29     | 30     | 30     | 30     | 30     | 30     |
| X1.4 | Pearson Correlation | .605*        | .737** | .588** | 1      | .702** | .498** | .617** | .650** | .664** | .677** |
|      | Sig. (2-tailed)     | .000         | .000   | .001   |        | .000   | .005   | .000   | .000   | .000   | .000   |
|      | N                   | 30           | 30     | 30     | 30     | 29     | 30     | 30     | 30     | 30     | 30     |
| X2.1 | Pearson Correlation | .702*        | .724** | .780** | .702** | 1      | .409*  | .682** | .784** | .550** | .870** |
|      | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        | .028   | .000   | .000   | .002   | .000   |
|      | N                   | 29           | 29     | 29     | 29     | 29     | 29     | 29     | 29     | 29     | 29     |
| X2.2 | Pearson Correlation | .576*        | .576** | .644** | .498** | .409*  | 1      | .408*  | .534** | .515** | .594** |
|      | Sig. (2-tailed)     | .001         | .001   | .000   | .005   | .028   |        | .025   | .002   | .004   | .001   |
|      | N                   | 30           | 30     | 30     | 30     | 29     | 30     | 30     | 30     | 30     | 30     |

|      |                     |       |        |        |        |        |        |        |        |        |        |
|------|---------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X2.3 | Pearson Correlation | .703* | .746** | .691** | .617** | .682** | .408*  | 1      | .645** | .592** | .674** |
|      | Sig. (2-tailed)     | .000  | .000   | .000   | .000   | .000   | .025   |        | .000   | .001   | .000   |
|      | N                   | 30    | 30     | 30     | 30     | 29     | 30     | 30     | 30     | 30     | 30     |
| X2.4 | Pearson Correlation | .793* | .698** | .831** | .650** | .784** | .534** | .645** | 1      | .623** | .827** |
|      | Sig. (2-tailed)     | .000  | .000   | .000   | .000   | .000   | .002   | .000   |        | .000   | .000   |
|      | N                   | 30    | 30     | 30     | 30     | 29     | 30     | 30     | 30     | 30     | 30     |
| X2.5 | Pearson Correlation | .707* | .664** | .520** | .664** | .550** | .515** | .592** | .623** | 1      | .517** |
|      | Sig. (2-tailed)     | .000  | .000   | .003   | .000   | .002   | .004   | .001   | .000   |        | .003   |
|      | N                   | 30    | 30     | 30     | 30     | 29     | 30     | 30     | 30     | 30     | 30     |
| X2.6 | Pearson Correlation | .723* | .768** | .900** | .677** | .870** | .594** | .674** | .827** | .517** | 1      |
|      | Sig. (2-tailed)     | .000  | .000   | .000   | .000   | .000   | .001   | .000   | .000   | .003   |        |
|      | N                   | 30    | 30     | 30     | 30     | 29     | 30     | 30     | 30     | 30     | 30     |
| Y.1  | Pearson Correlation | .690* | .690** | .722** | .690** | .825** | .347   | .607** | .771** | .618** | .797** |
|      | Sig. (2-tailed)     | .000  | .000   | .000   | .000   | .000   | .060   | .000   | .000   | .000   | .000   |
|      | N                   | 30    | 30     | 30     | 30     | 29     | 30     | 30     | 30     | 30     | 30     |
| Y.2  | Pearson Correlation | .710* | .710** | .785** | .592** | .739** | .694** | .643** | .559** | .530** | .789** |
|      | Sig. (2-tailed)     | .000  | .000   | .000   | .001   | .000   | .000   | .000   | .001   | .003   | .000   |
|      | N                   | 30    | 30     | 30     | 30     | 29     | 30     | 30     | 30     | 30     | 30     |
| Y.3  | Pearson Correlation | .707* | .752** | .787** | .526** | .802** | .674** | .670** | .849** | .547** | .776** |
|      | Sig. (2-tailed)     | .000  | .000   | .000   | .003   | .000   | .000   | .000   | .000   | .002   | .000   |
|      | N                   | 30    | 30     | 30     | 30     | 29     | 30     | 30     | 30     | 30     | 30     |

|     |                     |       |        |        |        |        |        |        |        |        |        |
|-----|---------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Y.4 | Pearson Correlation | .856* | .848** | .892** | .792** | .877** | .697** | .787** | .884** | .748** | .900** |
|     | Sig. (2-tailed)     | .000  | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|     | N                   | 30    | 30     | 30     | 30     | 29     | 30     | 30     | 30     | 30     | 30     |

### Correlations

|      |                     | Y.1    | Y.2    | Y.3    | Y.4    |
|------|---------------------|--------|--------|--------|--------|
| X1.1 | Pearson Correlation | .690** | .710** | .707** | .856** |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |
|      | N                   | 30     | 30     | 30     | 30     |
| X1.2 | Pearson Correlation | .690** | .710** | .752** | .848** |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |
|      | N                   | 30     | 30     | 30     | 30     |
| X1.3 | Pearson Correlation | .722** | .785** | .787** | .892** |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |
|      | N                   | 30     | 30     | 30     | 30     |
| X1.4 | Pearson Correlation | .690** | .592** | .526** | .792** |
|      | Sig. (2-tailed)     | .000   | .001   | .003   | .000   |
|      | N                   | 30     | 30     | 30     | 30     |
| X2.1 | Pearson Correlation | .825** | .739** | .802** | .877** |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |
|      | N                   | 29     | 29     | 29     | 29     |
| X2.2 | Pearson Correlation | .347   | .694** | .674** | .697** |
|      | Sig. (2-tailed)     | .060   | .000   | .000   | .000   |
|      | N                   | 30     | 30     | 30     | 30     |
| X2.3 | Pearson Correlation | .607** | .643** | .670** | .787** |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |

|      |                     |        |        |        |        |
|------|---------------------|--------|--------|--------|--------|
|      | N                   | 30     | 30     | 30     | 30     |
| X2.4 | Pearson Correlation | .771** | .559** | .849** | .884** |
|      | Sig. (2-tailed)     | .000   | .001   | .000   | .000   |
|      | N                   | 30     | 30     | 30     | 30     |
| X2.5 | Pearson Correlation | .618** | .530** | .547** | .748** |
|      | Sig. (2-tailed)     | .000   | .003   | .002   | .000   |
|      | N                   | 30     | 30     | 30     | 30     |
| X2.6 | Pearson Correlation | .797** | .789** | .776** | .900** |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |
|      | N                   | 30     | 30     | 30     | 30     |
| Y.1  | Pearson Correlation | 1      | .591** | .654** | .830** |
|      | Sig. (2-tailed)     |        | .001   | .000   | .000   |
|      | N                   | 30     | 30     | 30     | 30     |
| Y.2  | Pearson Correlation | .591** | 1      | .645** | .820** |
|      | Sig. (2-tailed)     | .001   |        | .000   | .000   |
|      | N                   | 30     | 30     | 30     | 30     |
| Y.3  | Pearson Correlation | .654** | .645** | 1      | .868** |
|      | Sig. (2-tailed)     | .000   | .000   |        | .000   |
|      | N                   | 30     | 30     | 30     | 30     |
| Y.4  | Pearson Correlation | .830** | .820** | .868** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|      | N                   | 30     | 30     | 30     | 30     |

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

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

## 2. Uji Reliabilitas

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .778             | 14         |

## 3. Uji Normalitas

### One-Sample Kolmogorov-Smirnov Test

|                                  |                         | Unstandardized Residual |
|----------------------------------|-------------------------|-------------------------|
| N                                |                         | 100                     |
| Normal Parameters <sup>a,b</sup> | Mean                    | .0000000                |
|                                  | Std. Deviation          | .92408601               |
| Most Extreme Differences         | Absolute                | .136                    |
|                                  | Positive                | .060                    |
|                                  | Negative                | -.136                   |
| Test Statistic                   |                         | .136                    |
| Asymp. Sig. (2-tailed)           |                         | .000 <sup>c</sup>       |
| Monte Carlo Sig. (2-tailed)      | Sig.                    | .055 <sup>d</sup>       |
|                                  | 99% Confidence Interval |                         |
|                                  | Lower Bound             | .039                    |
|                                  | Upper Bound             | .050                    |

## 4. Uji Multikolinearitas

| Coefficients <sup>a</sup> |            |                             |            |                           |       |      |                         |       |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|                           |            | Unstandardized Coefficients |            | Standardized Coefficients |       |      | Collinearity Statistics |       |
| Model                     |            | B                           | Std. Error | Beta                      | t     | Sig. | Tolerance               | VIF   |
| 1                         | (Constant) | 1.510                       | .888       |                           | 1.700 | .092 |                         |       |
|                           | X1         | .169                        | .063       | .212                      | 2.705 | .008 | .566                    | 1.768 |
|                           | X2         | .345                        | .041       | .657                      | 8.370 | .000 | .566                    | 1.768 |

## 5. Uji Heteroskedastisitas

| Coefficients <sup>a</sup> |            |                             |            |                           |        |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|------|
|                           |            | Unstandardized Coefficients |            | Standardized Coefficients |        |      |
| Model                     |            | B                           | Std. Error | Beta                      | t      | Sig. |
| 1                         | (Constant) | 3.229                       | 1.569      |                           | 2.058  | .042 |
|                           | LN2        | -.501                       | .604       | -.109                     | -.828  | .409 |
|                           | X1         | -.055                       | .042       | -.175                     | -1.328 | .187 |

## 6. Analisis Regresi Linear Berganda

| Coefficients <sup>a</sup> |                             |            |                           |       |       |                         |       |
|---------------------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  | Collinearity Statistics | VIF   |
|                           | B                           | Std. Error | Beta                      |       |       | Tolerance               |       |
| 1                         | (Constant)                  | 1.510      | .888                      | 1.700 | .092  |                         |       |
|                           | X1                          | .169       | .063                      | .212  | .2705 | .566                    | 1.768 |
|                           | X2                          | .345       | .041                      | .657  | .000  | .566                    | 1.768 |

| ANOVA <sup>a</sup> |            |                |    |             |        |                   |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1                  | Regression | 165.170        | 2  | 82.585      | 94.758 | .000 <sup>b</sup> |
|                    | Residual   | 84.540         | 97 | .872        |        |                   |
|                    | Total      | 249.710        | 99 |             |        |                   |

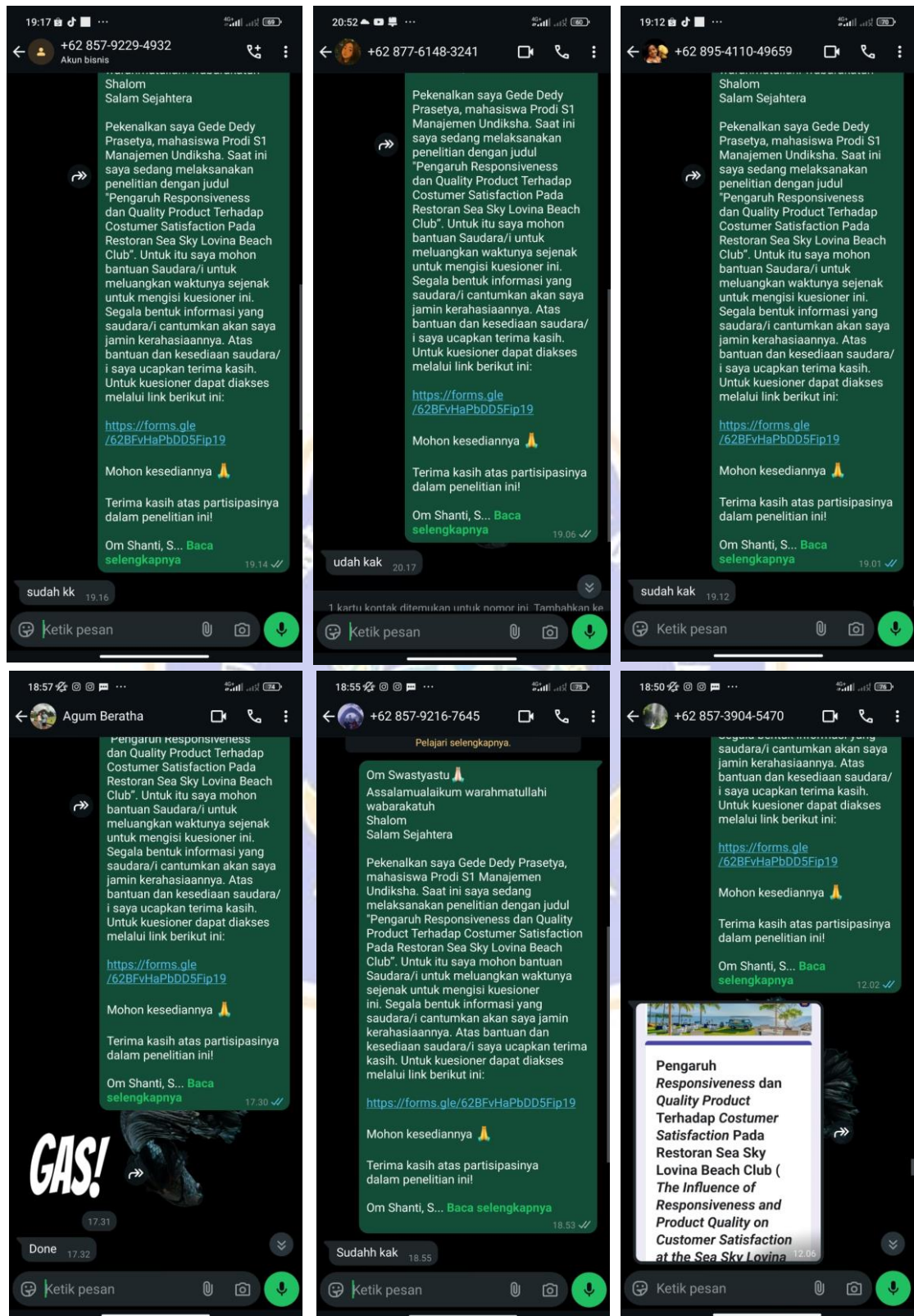
## 7. Uji Koefisien Determinasi

| Model Summary <sup>b</sup> |                   |          |                   |                            |               |
|----------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                          | .813 <sup>a</sup> | .661     | .654              | .93356                     | 1.923         |

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

## Lampiran 8. Dokumentasi



### Riwayat Hidup



Gede Dedy Prasetya lahir di Singaraja pada tanggal 20 Oktober 2003. Penulis merupakan anak pertama dari pasangan suami istri Bapak Ketut Nik Rudita dan Ibu Ketut Santi Adnyani. Penulis berkebangsaan Indonesia dan beragama Hindu. Penulis tinggal di Jalan Jln Pulau Obi Gg Melinjo No 1, Kecamatan Buleleng, Kabupaten Buleleng,

Provinsi Bali. Penulis menyelesaikan pendidikan dasar di SD 1 Tibubeneng dan lulus pada tahun 2015. Kemudian penulis melanjutkan pendidikan di SMP Negeri 3 Mengwi dan lulus pada tahun 2018. Pada tahun 2021, penulis menyelesaikan pendidikan Sekolah Menengah Atas di SMK Wira Harapan mengambil jurusan Akomodasi Perhotelan. Kemudian, penulis melanjutkan pendidikan perguruan tinggi ke Universitas Pendidikan Ganesha dengan mengambil Program Studi S1 Manajemen. Pada tahun 2025 penulis telah menyelesaikan skripsi yang berjudul "Pengaruh Responsiveness dan Quality Product terhadap Customer Satisfaction pada Restoran Sea Sky Lovina Beach Club.