



## Lampiran 1 Kusioner Penelitian



**KUSIONER PENELITIAN  
UNIVERSITAS PENDIDIKAN GANESHA  
FAKULTAS EKONOMI  
JURUSAN MANAJEMEN**

Kepada

Yth. Saudara/I Masyarakat Kabupaten Buleleng

Hal: Pengisian Kusioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha Program Studi S1 Manajemen dengan ini saya mengadakan penelitian dengan judul **“Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Pembelian Ulang pada Kopi Kenangan Singaraja”**

Maka saya harapkan kesediaan bapak/ibu/saudara/I untuk berkenan berpartisipasi dalam penelitian ini dengan mengisi kusioner terlampir. Data yang saya kumpulkan merupakan murni untuk tujuan penelitian dan diperlakukan secara konfidensial. Demikian saya sampaikan, atas perhatian dan kesediaan bapak/ibu/saudara/I mengisi kusioner ini saya ucapkan terima kasih.

Singaraja, 28 Februari 2026

Peneliti

Kadek Feby Sukmawati  
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## KUSIONER PENELITIAN

### Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Pembelian Ulang pada Kopi Kenangan Singaraja

Responden diharapkan menjawab pertanyaan-pertanyaan berikut dengan mengisi bagian kosong atau memberi tanda (✓) pada jawaban yang tersedia.

1. Nama :
2. Jenis Kelamin :
3. Usia :
4. Pekerjaan :

#### 1. Petunjuk Pengisian Kusioner

Silakan Anda pilih jawaban yang menurut Anda sesuai dengan kondisi yang ada dengan memberikan tanda centang (✓) pada pilihan jawaban yang tersedia.

Keterangan:

1. SS :
2. S :
3. CS :
4. TS :
5. STS :



#### 2. Daftar Pernyataan

##### Kualitas Produk

| No | Pernyataan                                                                     | Jawaban |   |    |    |     |
|----|--------------------------------------------------------------------------------|---------|---|----|----|-----|
|    |                                                                                | SS      | S | CS | TS | STS |
|    |                                                                                | 5       | 4 | 3  | 2  | 1   |
| 1. | Rasa kopi yang disajikan Kopi Kenangan Singaraja sesuai dengan harapan saya.   |         |   |    |    |     |
| 2. | Variasi menu yang ditawarkan Kopi Kenangan Singaraja sangat beragam.           |         |   |    |    |     |
| 3. | Rasa Kopi Kenangan Singaraja tetap terjaga meskipun tidak langsung dikonsumsi. |         |   |    |    |     |

| No | Pernyataan<br><br>Kualitas Produk (X <sub>1</sub> )                                   | Jawaban |   |    |    |     |
|----|---------------------------------------------------------------------------------------|---------|---|----|----|-----|
|    |                                                                                       | SS      | S | CS | TS | STS |
|    |                                                                                       | 5       | 4 | 3  | 2  | 1   |
| 4  | Produk Kopi Kenangan Singaraja yang saya terima sesuai dengan pesanan yang saya buat. |         |   |    |    |     |
| 5  | Kombinasi penyajian produk Kopi Kenangan Singaraja menambah daya tarik untuk membeli. |         |   |    |    |     |

### Kualitas Pelayanan

| No | Pernyataan<br><br>Kualitas Pelayanan (X <sub>2</sub> )                | Jawaban |   |    |    |     |
|----|-----------------------------------------------------------------------|---------|---|----|----|-----|
|    |                                                                       | SS      | S | CS | TS | STS |
|    |                                                                       | 5       | 4 | 3  | 2  | 1   |
| 1. | Fasilitas di Kopi Kenangan Singaraja terlihat bersih.                 |         |   |    |    |     |
| 2. | Kopi Kenangan Singaraja memberikan pelayanan yang memuaskan.          |         |   |    |    |     |
| 3. | Karyawan Kopi Kenangan Singaraja sigap dalam melayani setiap pesanan. |         |   |    |    |     |
| 4. | Karyawan Kopi Kenangan Singaraja bersikap sopan pelanggan.            |         |   |    |    |     |
| 5. | Karyawan Kopi Kenangan Singaraja melayani pelanggan dengan ramah.     |         |   |    |    |     |

### Pembelian Ulang

| No | Pernyataan<br><br>Pembelian Ulang (Y)                                                         | Jawaban |   |    |    |     |
|----|-----------------------------------------------------------------------------------------------|---------|---|----|----|-----|
|    |                                                                                               | SS      | S | CS | TS | STS |
|    |                                                                                               | 5       | 4 | 3  | 2  | 1   |
| 1. | Saya berniat untuk membeli kembali produk Kopi Kenangan Singaraja di masa mendatang.          |         |   |    |    |     |
| 2. | Saya akan merekomendasikan produk Kopi Kenangan Singaraja kepada teman dan keluarga.          |         |   |    |    |     |
| 3. | Produk Kopi Kenangan Singaraja adalah pilihan utama saya dibandingkan produk sejenis lainnya. |         |   |    |    |     |

| No | Pernyataan<br><br>Pembelian Ulang (Y)                                                    | Jawaban |   |    |    |     |
|----|------------------------------------------------------------------------------------------|---------|---|----|----|-----|
|    |                                                                                          | SS      | S | CS | TS | STS |
|    |                                                                                          | 5       | 4 | 3  | 2  | 1   |
| 4. | Saya selalau mencari informasi mengenai produk Kopi Kenangan Singaraja yang saya minati. |         |   |    |    |     |



## Lampiran 2 Data Tabulasi

## 1. Pembelian Ulang (Y)

| No Res | Y1 1 | Y2 2 | Y3 3 | Y4 4 | TOTAL |
|--------|------|------|------|------|-------|
| 1      | 4    | 4    | 4    | 4    | 16    |
| 2      | 4    | 4    | 4    | 4    | 16    |
| 3      | 3    | 4    | 4    | 4    | 15    |
| 4      | 3    | 4    | 4    | 3    | 14    |
| 5      | 4    | 4    | 4    | 4    | 16    |
| 6      | 4    | 4    | 4    | 4    | 16    |
| 7      | 4    | 4    | 4    | 4    | 16    |
| 8      | 5    | 4    | 5    | 5    | 19    |
| 9      | 3    | 4    | 4    | 3    | 14    |
| 10     | 4    | 4    | 4    | 4    | 16    |
| 11     | 4    | 5    | 4    | 4    | 17    |
| 12     | 4    | 4    | 5    | 4    | 17    |
| 13     | 3    | 4    | 4    | 3    | 14    |
| 14     | 3    | 4    | 3    | 3    | 13    |
| 15     | 4    | 4    | 4    | 4    | 16    |
| 16     | 4    | 5    | 4    | 4    | 17    |
| 17     | 4    | 4    | 3    | 4    | 15    |
| 18     | 4    | 4    | 3    | 4    | 15    |
| 19     | 4    | 3    | 4    | 4    | 15    |
| 20     | 3    | 3    | 3    | 3    | 12    |
| 21     | 4    | 4    | 4    | 4    | 16    |
| 22     | 5    | 4    | 4    | 5    | 18    |
| 23     | 4    | 4    | 5    | 4    | 17    |
| 24     | 4    | 4    | 4    | 4    | 16    |
| 25     | 3    | 3    | 3    | 3    | 12    |
| 26     | 4    | 4    | 4    | 4    | 16    |
| 27     | 3    | 4    | 3    | 3    | 13    |
| 28     | 3    | 4    | 4    | 3    | 14    |
| 29     | 3    | 4    | 4    | 3    | 14    |
| 30     | 3    | 3    | 4    | 3    | 13    |
| 31     | 3    | 3    | 4    | 3    | 13    |
| 32     | 3    | 4    | 4    | 3    | 14    |
| 33     | 3    | 3    | 3    | 3    | 12    |
| 34     | 3    | 4    | 3    | 3    | 13    |

| No Res | Y1 1 | Y2 2 | Y3 3 | Y4 4 | TOTAL |
|--------|------|------|------|------|-------|
| 35     | 3    | 4    | 4    | 3    | 14    |
| 36     | 3    | 4    | 4    | 3    | 14    |
| 37     | 5    | 4    | 5    | 5    | 19    |
| 38     | 4    | 4    | 4    | 4    | 16    |
| 39     | 4    | 4    | 4    | 4    | 16    |
| 40     | 4    | 4    | 4    | 4    | 16    |
| 41     | 3    | 4    | 4    | 3    | 14    |
| 42     | 4    | 4    | 4    | 4    | 16    |
| 43     | 4    | 3    | 4    | 4    | 15    |
| 44     | 4    | 5    | 3    | 4    | 16    |
| 45     | 4    | 4    | 5    | 4    | 17    |
| 46     | 4    | 4    | 4    | 4    | 16    |
| 47     | 3    | 5    | 5    | 3    | 16    |
| 48     | 3    | 3    | 3    | 3    | 12    |
| 49     | 4    | 4    | 4    | 4    | 16    |
| 50     | 4    | 4    | 5    | 4    | 17    |
| 51     | 4    | 4    | 3    | 4    | 15    |
| 52     | 4    | 3    | 3    | 4    | 14    |
| 53     | 4    | 4    | 5    | 4    | 17    |
| 54     | 4    | 4    | 4    | 4    | 16    |
| 55     | 3    | 3    | 5    | 3    | 14    |
| 56     | 4    | 4    | 5    | 4    | 17    |
| 57     | 2    | 3    | 2    | 3    | 10    |
| 58     | 4    | 3    | 4    | 4    | 15    |
| 59     | 4    | 4    | 4    | 4    | 16    |
| 60     | 3    | 4    | 3    | 3    | 13    |
| 61     | 4    | 5    | 4    | 4    | 17    |
| 62     | 5    | 4    | 4    | 5    | 18    |
| 63     | 4    | 5    | 5    | 4    | 18    |
| 64     | 3    | 3    | 4    | 3    | 13    |
| 65     | 5    | 4    | 5    | 5    | 19    |
| 66     | 5    | 4    | 3    | 5    | 17    |
| 67     | 3    | 2    | 3    | 3    | 11    |
| 68     | 3    | 3    | 3    | 3    | 12    |
| 69     | 5    | 4    | 4    | 5    | 18    |
| 70     | 4    | 4    | 4    | 4    | 16    |
| 71     | 3    | 3    | 3    | 3    | 12    |

| No Res | Y1 1 | Y2 2 | Y3 3 | Y4 4 | TOTAL |
|--------|------|------|------|------|-------|
| 72     | 4    | 4    | 4    | 4    | 16    |
| 73     | 4    | 4    | 3    | 4    | 15    |
| 74     | 3    | 2    | 3    | 3    | 11    |
| 75     | 4    | 4    | 4    | 4    | 16    |
| 76     | 4    | 3    | 3    | 4    | 14    |
| 77     | 4    | 3    | 4    | 4    | 15    |
| 78     | 4    | 3    | 5    | 4    | 16    |
| 79     | 3    | 4    | 3    | 3    | 13    |
| 80     | 4    | 4    | 4    | 4    | 16    |
| 81     | 3    | 3    | 5    | 3    | 14    |
| 82     | 3    | 4    | 4    | 3    | 14    |
| 83     | 4    | 4    | 4    | 4    | 16    |
| 84     | 4    | 4    | 4    | 4    | 16    |
| 85     | 4    | 3    | 4    | 4    | 15    |
| 86     | 5    | 4    | 3    | 5    | 17    |
| 87     | 3    | 4    | 4    | 3    | 14    |
| 88     | 5    | 4    | 3    | 5    | 17    |
| 89     | 3    | 3    | 4    | 3    | 13    |
| 90     | 3    | 3    | 4    | 3    | 13    |
| 91     | 3    | 3    | 3    | 3    | 12    |
| 92     | 4    | 4    | 4    | 4    | 16    |
| 93     | 5    | 4    | 3    | 5    | 17    |
| 94     | 4    | 4    | 5    | 4    | 17    |
| 95     | 5    | 4    | 4    | 5    | 18    |
| 96     | 3    | 3    | 3    | 3    | 12    |
| 97     | 4    | 4    | 4    | 4    | 16    |
| 98     | 5    | 5    | 4    | 5    | 19    |
| 99     | 4    | 3    | 4    | 4    | 15    |
| 100    | 3    | 4    | 4    | 3    | 14    |
| 101    | 4    | 3    | 3    | 4    | 14    |
| 102    | 3    | 4    | 4    | 3    | 14    |
| 103    | 4    | 4    | 4    | 4    | 16    |
| 104    | 3    | 5    | 4    | 4    | 16    |
| 105    | 4    | 5    | 4    | 4    | 17    |
| 106    | 4    | 4    | 5    | 4    | 17    |
| 107    | 5    | 5    | 4    | 5    | 19    |
| 108    | 3    | 4    | 4    | 3    | 14    |

| No Res | Y1 1 | Y2 2 | Y3 3 | Y4 4 | TOTAL |
|--------|------|------|------|------|-------|
| 109    | 4    | 4    | 4    | 4    | 16    |
| 110    | 4    | 4    | 4    | 4    | 16    |
| 111    | 4    | 5    | 4    | 4    | 17    |
| 112    | 4    | 3    | 3    | 4    | 14    |
| 113    | 4    | 4    | 4    | 4    | 16    |
| 114    | 4    | 5    | 4    | 4    | 17    |
| 115    | 3    | 4    | 4    | 3    | 14    |
| 116    | 4    | 3    | 5    | 4    | 16    |
| 117    | 4    | 4    | 4    | 4    | 16    |
| 118    | 3    | 2    | 3    | 3    | 11    |
| 119    | 3    | 4    | 4    | 3    | 14    |
| 120    | 4    | 4    | 5    | 4    | 17    |
| 121    | 4    | 4    | 4    | 4    | 16    |
| 122    | 5    | 5    | 4    | 5    | 19    |
| 123    | 4    | 5    | 4    | 4    | 17    |
| 124    | 3    | 2    | 3    | 3    | 11    |
| 125    | 3    | 4    | 4    | 3    | 14    |
| 126    | 4    | 4    | 4    | 4    | 16    |
| 127    | 5    | 4    | 4    | 5    | 18    |
| 128    | 4    | 5    | 3    | 4    | 16    |
| 129    | 4    | 5    | 5    | 4    | 18    |
| 130    | 4    | 4    | 4    | 4    | 16    |
| 131    | 3    | 4    | 4    | 3    | 14    |
| 132    | 3    | 3    | 4    | 3    | 13    |
| 133    | 3    | 2    | 3    | 3    | 11    |
| 134    | 4    | 3    | 4    | 4    | 15    |
| 135    | 4    | 4    | 4    | 4    | 16    |
| 136    | 4    | 4    | 4    | 4    | 16    |
| 137    | 2    | 3    | 2    | 3    | 10    |
| 138    | 4    | 5    | 3    | 4    | 16    |
| 139    | 3    | 4    | 4    | 3    | 14    |
| 140    | 4    | 4    | 3    | 4    | 15    |

## 2. Kualitas Produk (X<sub>1</sub>)

| No Res | X1 1 | X1 2 | X1 3 | X1 4 | X1 5 | TOTAL |
|--------|------|------|------|------|------|-------|
| 1      | 4    | 4    | 4    | 4    | 3    | 19    |
| 2      | 3    | 3    | 3    | 4    | 4    | 17    |
| 3      | 5    | 4    | 4    | 5    | 3    | 21    |
| 4      | 3    | 4    | 3    | 4    | 4    | 18    |
| 5      | 4    | 4    | 2    | 5    | 5    | 20    |
| 6      | 4    | 4    | 4    | 4    | 3    | 19    |
| 7      | 4    | 4    | 2    | 5    | 5    | 20    |
| 8      | 4    | 4    | 3    | 4    | 4    | 19    |
| 9      | 3    | 3    | 3    | 4    | 4    | 17    |
| 10     | 3    | 3    | 4    | 4    | 4    | 18    |
| 11     | 3    | 3    | 3    | 5    | 4    | 18    |
| 12     | 4    | 4    | 4    | 4    | 3    | 19    |
| 13     | 4    | 3    | 4    | 4    | 4    | 16    |
| 14     | 3    | 4    | 4    | 4    | 4    | 19    |
| 15     | 4    | 4    | 3    | 4    | 4    | 19    |
| 16     | 4    | 4    | 3    | 5    | 3    | 19    |
| 17     | 4    | 4    | 4    | 4    | 3    | 19    |
| 18     | 4    | 5    | 4    | 4    | 3    | 20    |
| 19     | 4    | 3    | 3    | 3    | 4    | 17    |
| 20     | 2    | 3    | 2    | 2    | 3    | 12    |
| 21     | 4    | 4    | 3    | 5    | 3    | 19    |
| 22     | 4    | 4    | 3    | 4    | 4    | 19    |
| 23     | 3    | 3    | 4    | 5    | 5    | 20    |
| 24     | 4    | 4    | 4    | 4    | 3    | 19    |
| 25     | 3    | 3    | 2    | 4    | 4    | 16    |
| 26     | 4    | 4    | 4    | 4    | 4    | 20    |
| 27     | 4    | 3    | 3    | 4    | 3    | 17    |
| 28     | 3    | 3    | 3    | 3    | 3    | 15    |
| 29     | 3    | 3    | 3    | 3    | 3    | 15    |
| 30     | 4    | 4    | 3    | 4    | 4    | 19    |
| 31     | 3    | 3    | 3    | 4    | 4    | 17    |
| 32     | 3    | 4    | 2    | 3    | 3    | 15    |
| 33     | 3    | 3    | 2    | 4    | 4    | 16    |
| 34     | 3    | 3    | 3    | 3    | 4    | 16    |
| 35     | 4    | 4    | 4    | 4    | 3    | 19    |

| No Res | X1 1 | X1 2 | X1 3 | X1 4 | X1 5 | TOTAL |
|--------|------|------|------|------|------|-------|
| 36     | 4    | 4    | 4    | 4    | 3    | 19    |
| 37     | 5    | 5    | 5    | 4    | 3    | 22    |
| 38     | 4    | 4    | 2    | 4    | 4    | 18    |
| 39     | 4    | 4    | 3    | 3    | 3    | 17    |
| 40     | 3    | 3    | 4    | 3    | 4    | 17    |
| 41     | 3    | 3    | 3    | 3    | 3    | 15    |
| 42     | 4    | 3    | 3    | 5    | 4    | 19    |
| 43     | 4    | 3    | 3    | 3    | 3    | 16    |
| 44     | 4    | 5    | 5    | 5    | 4    | 23    |
| 45     | 3    | 3    | 4    | 3    | 3    | 16    |
| 46     | 4    | 4    | 4    | 4    | 3    | 19    |
| 47     | 5    | 5    | 5    | 5    | 5    | 25    |
| 48     | 3    | 3    | 3    | 3    | 3    | 15    |
| 49     | 4    | 4    | 3    | 5    | 4    | 20    |
| 50     | 4    | 4    | 4    | 4    | 3    | 19    |
| 51     | 4    | 4    | 3    | 3    | 4    | 18    |
| 52     | 3    | 3    | 2    | 3    | 4    | 15    |
| 53     | 4    | 4    | 3    | 4    | 4    | 19    |
| 54     | 3    | 4    | 4    | 4    | 3    | 18    |
| 55     | 3    | 3    | 3    | 4    | 3    | 16    |
| 56     | 5    | 5    | 5    | 4    | 3    | 22    |
| 57     | 2    | 3    | 2    | 2    | 3    | 12    |
| 58     | 4    | 3    | 3    | 3    | 3    | 16    |
| 59     | 3    | 4    | 4    | 4    | 3    | 18    |
| 60     | 3    | 4    | 4    | 4    | 4    | 19    |
| 61     | 4    | 3    | 5    | 5    | 3    | 20    |
| 62     | 4    | 4    | 3    | 3    | 3    | 17    |
| 63     | 5    | 5    | 5    | 4    | 4    | 23    |
| 64     | 4    | 4    | 4    | 4    | 5    | 21    |
| 65     | 4    | 4    | 3    | 3    | 4    | 18    |
| 66     | 5    | 5    | 4    | 4    | 3    | 21    |
| 67     | 1    | 1    | 2    | 2    | 3    | 9     |
| 68     | 3    | 3    | 2    | 5    | 5    | 18    |
| 69     | 4    | 5    | 4    | 5    | 3    | 21    |
| 70     | 4    | 4    | 4    | 4    | 4    | 20    |
| 71     | 3    | 4    | 3    | 4    | 5    | 19    |

| No Res | X1 1 | X1 2 | X1 3 | X1 4 | X1 5 | TOTAL |
|--------|------|------|------|------|------|-------|
| 72     | 4    | 4    | 2    | 5    | 5    | 20    |
| 73     | 4    | 4    | 2    | 4    | 4    | 18    |
| 74     | 3    | 3    | 3    | 3    | 3    | 15    |
| 75     | 4    | 4    | 5    | 4    | 4    | 21    |
| 76     | 3    | 3    | 3    | 3    | 3    | 15    |
| 77     | 4    | 3    | 3    | 3    | 3    | 16    |
| 78     | 4    | 4    | 3    | 3    | 3    | 17    |
| 79     | 4    | 3    | 3    | 4    | 3    | 17    |
| 80     | 4    | 4    | 3    | 3    | 4    | 18    |
| 81     | 3    | 3    | 3    | 4    | 3    | 16    |
| 82     | 3    | 3    | 3    | 3    | 4    | 16    |
| 83     | 4    | 3    | 4    | 3    | 3    | 17    |
| 84     | 3    | 3    | 2    | 5    | 3    | 16    |
| 85     | 4    | 3    | 3    | 3    | 3    | 16    |
| 86     | 4    | 4    | 3    | 4    | 4    | 19    |
| 87     | 4    | 3    | 3    | 3    | 4    | 17    |
| 88     | 5    | 5    | 4    | 4    | 3    | 21    |
| 89     | 3    | 3    | 3    | 3    | 4    | 16    |
| 90     | 4    | 4    | 3    | 4    | 4    | 19    |
| 91     | 4    | 2    | 4    | 4    | 4    | 18    |
| 92     | 3    | 3    | 3    | 5    | 3    | 17    |
| 93     | 3    | 3    | 3    | 4    | 4    | 17    |
| 94     | 4    | 4    | 3    | 4    | 4    | 19    |
| 95     | 4    | 4    | 3    | 4    | 4    | 19    |
| 96     | 4    | 2    | 4    | 4    | 4    | 18    |
| 97     | 3    | 3    | 4    | 2    | 2    | 14    |
| 98     | 4    | 4    | 5    | 4    | 3    | 20    |
| 99     | 3    | 3    | 3    | 2    | 3    | 14    |
| 100    | 3    | 3    | 3    | 3    | 3    | 15    |
| 101    | 3    | 3    | 3    | 3    | 3    | 15    |
| 102    | 3    | 4    | 2    | 3    | 3    | 15    |
| 103    | 3    | 4    | 4    | 4    | 3    | 18    |
| 104    | 4    | 4    | 5    | 5    | 4    | 22    |
| 105    | 4    | 4    | 5    | 5    | 4    | 22    |
| 106    | 3    | 3    | 4    | 5    | 5    | 20    |
| 107    | 4    | 4    | 5    | 4    | 3    | 20    |

| No Res | X1 1 | X1 2 | X1 3 | X1 4 | X1 5 | TOTAL |
|--------|------|------|------|------|------|-------|
| 108    | 5    | 4    | 4    | 5    | 3    | 21    |
| 109    | 4    | 4    | 3    | 5    | 5    | 21    |
| 110    | 4    | 3    | 3    | 4    | 3    | 17    |
| 111    | 4    | 3    | 5    | 5    | 3    | 20    |
| 112    | 3    | 3    | 3    | 3    | 3    | 15    |
| 113    | 3    | 3    | 3    | 5    | 3    | 17    |
| 114    | 3    | 3    | 4    | 3    | 4    | 17    |
| 115    | 3    | 4    | 2    | 3    | 3    | 15    |
| 116    | 4    | 4    | 3    | 3    | 3    | 17    |
| 117    | 3    | 3    | 3    | 4    | 3    | 16    |
| 118    | 4    | 4    | 4    | 3    | 3    | 18    |
| 119    | 3    | 3    | 3    | 3    | 3    | 15    |
| 120    | 3    | 3    | 4    | 5    | 5    | 20    |
| 121    | 4    | 4    | 3    | 5    | 3    | 19    |
| 122    | 4    | 5    | 5    | 4    | 3    | 21    |
| 123    | 4    | 3    | 5    | 5    | 3    | 20    |
| 124    | 4    | 4    | 4    | 3    | 3    | 18    |
| 125    | 4    | 4    | 3    | 4    | 4    | 19    |
| 126    | 3    | 3    | 3    | 4    | 4    | 17    |
| 127    | 4    | 4    | 4    | 3    | 3    | 18    |
| 128    | 3    | 3    | 3    | 4    | 4    | 17    |
| 129    | 5    | 5    | 5    | 4    | 4    | 23    |
| 130    | 4    | 4    | 4    | 4    | 4    | 20    |
| 131    | 4    | 3    | 1    | 4    | 4    | 16    |
| 132    | 4    | 3    | 5    | 4    | 4    | 20    |
| 133    | 4    | 4    | 4    | 3    | 3    | 18    |
| 134    | 3    | 3    | 3    | 4    | 4    | 17    |
| 135    | 4    | 4    | 4    | 4    | 3    | 19    |
| 136    | 3    | 4    | 4    | 4    | 3    | 18    |
| 137    | 2    | 2    | 1    | 2    | 3    | 10    |
| 138    | 4    | 5    | 5    | 5    | 4    | 23    |
| 139    | 3    | 4    | 3    | 4    | 4    | 18    |
| 140    | 4    | 4    | 3    | 3    | 3    | 17    |

### 3. Pembelian Ulang (X<sub>2</sub>)

| No Res | X2 1 | X2 2 | X3 3 | X3 4 | X3 5 | TOTAL |
|--------|------|------|------|------|------|-------|
| 1      | 5    | 5    | 5    | 5    | 5    | 25    |
| 2      | 3    | 5    | 5    | 3    | 5    | 21    |
| 3      | 4    | 5    | 5    | 4    | 4    | 22    |
| 4      | 3    | 3    | 4    | 3    | 5    | 18    |
| 5      | 5    | 4    | 5    | 4    | 4    | 22    |
| 6      | 5    | 5    | 5    | 5    | 5    | 25    |
| 7      | 5    | 4    | 5    | 5    | 4    | 23    |
| 8      | 5    | 5    | 5    | 5    | 4    | 24    |
| 9      | 5    | 5    | 5    | 5    | 5    | 25    |
| 10     | 3    | 5    | 5    | 3    | 5    | 21    |
| 11     | 5    | 4    | 4    | 5    | 5    | 23    |
| 12     | 4    | 4    | 4    | 4    | 4    | 20    |
| 13     | 3    | 4    | 3    | 3    | 4    | 17    |
| 14     | 3    | 4    | 4    | 3    | 3    | 17    |
| 15     | 5    | 5    | 4    | 5    | 4    | 23    |
| 16     | 4    | 4    | 4    | 4    | 4    | 20    |
| 17     | 5    | 5    | 5    | 5    | 5    | 25    |
| 18     | 5    | 4    | 5    | 5    | 4    | 23    |
| 19     | 5    | 5    | 5    | 5    | 4    | 24    |
| 20     | 2    | 2    | 2    | 3    | 1    | 10    |
| 21     | 4    | 4    | 4    | 4    | 4    | 20    |
| 22     | 5    | 5    | 4    | 5    | 4    | 23    |
| 23     | 5    | 4    | 5    | 5    | 5    | 24    |
| 24     | 5    | 5    | 5    | 5    | 5    | 25    |
| 25     | 5    | 3    | 3    | 5    | 5    | 21    |
| 26     | 5    | 5    | 5    | 5    | 5    | 25    |
| 27     | 5    | 3    | 3    | 5    | 4    | 20    |
| 28     | 3    | 3    | 5    | 3    | 5    | 19    |
| 29     | 3    | 3    | 5    | 3    | 5    | 19    |
| 30     | 5    | 4    | 4    | 4    | 4    | 21    |
| 31     | 3    | 5    | 3    | 3    | 3    | 17    |
| 32     | 5    | 5    | 5    | 4    | 5    | 24    |
| 33     | 5    | 3    | 3    | 5    | 5    | 21    |
| 34     | 5    | 5    | 5    | 5    | 5    | 25    |
| 35     | 5    | 5    | 5    | 5    | 5    | 25    |

| No Res | X2 1 | X2 2 | X3 3 | X3 4 | X3 5 | TOTAL |
|--------|------|------|------|------|------|-------|
| 36     | 5    | 5    | 5    | 5    | 5    | 25    |
| 37     | 4    | 4    | 3    | 4    | 4    | 19    |
| 38     | 4    | 4    | 5    | 4    | 3    | 20    |
| 39     | 4    | 4    | 3    | 4    | 4    | 19    |
| 40     | 5    | 5    | 5    | 5    | 5    | 25    |
| 41     | 3    | 3    | 5    | 3    | 5    | 19    |
| 42     | 5    | 5    | 5    | 5    | 4    | 24    |
| 43     | 3    | 3    | 3    | 3    | 3    | 15    |
| 44     | 5    | 4    | 4    | 5    | 4    | 22    |
| 45     | 4    | 5    | 5    | 4    | 5    | 23    |
| 46     | 5    | 5    | 5    | 5    | 5    | 25    |
| 47     | 2    | 3    | 3    | 2    | 3    | 13    |
| 48     | 3    | 3    | 3    | 3    | 3    | 15    |
| 49     | 5    | 5    | 5    | 5    | 5    | 25    |
| 50     | 4    | 4    | 4    | 4    | 4    | 20    |
| 51     | 5    | 5    | 5    | 5    | 5    | 25    |
| 52     | 3    | 5    | 3    | 3    | 4    | 18    |
| 53     | 4    | 4    | 5    | 4    | 3    | 20    |
| 54     | 3    | 5    | 5    | 3    | 4    | 20    |
| 55     | 3    | 3    | 3    | 3    | 4    | 16    |
| 56     | 4    | 4    | 3    | 4    | 4    | 19    |
| 57     | 2    | 3    | 2    | 2    | 3    | 12    |
| 58     | 3    | 3    | 3    | 3    | 3    | 15    |
| 59     | 3    | 5    | 5    | 3    | 4    | 20    |
| 60     | 3    | 4    | 4    | 3    | 3    | 17    |
| 61     | 5    | 3    | 4    | 4    | 4    | 20    |
| 62     | 5    | 5    | 4    | 5    | 4    | 23    |
| 63     | 4    | 4    | 4    | 4    | 4    | 20    |
| 64     | 3    | 4    | 2    | 3    | 3    | 15    |
| 65     | 5    | 4    | 4    | 5    | 4    | 22    |
| 66     | 4    | 4    | 4    | 4    | 5    | 21    |
| 67     | 2    | 1    | 2    | 2    | 2    | 9     |
| 68     | 2    | 3    | 3    | 2    | 2    | 12    |
| 69     | 5    | 4    | 5    | 5    | 4    | 23    |
| 70     | 5    | 5    | 5    | 5    | 5    | 25    |
| 71     | 3    | 3    | 3    | 3    | 3    | 15    |

| No Res | X2 1 | X2 2 | X3 3 | X3 4 | X3 5 | TOTAL |
|--------|------|------|------|------|------|-------|
| 72     | 5    | 4    | 5    | 4    | 4    | 22    |
| 73     | 3    | 3    | 3    | 3    | 2    | 14    |
| 74     | 3    | 3    | 3    | 3    | 3    | 15    |
| 75     | 3    | 5    | 4    | 3    | 5    | 20    |
| 76     | 5    | 5    | 3    | 5    | 4    | 22    |
| 77     | 3    | 3    | 3    | 3    | 3    | 15    |
| 78     | 5    | 5    | 3    | 5    | 3    | 21    |
| 79     | 5    | 3    | 3    | 5    | 4    | 20    |
| 80     | 3    | 3    | 3    | 3    | 3    | 15    |
| 81     | 3    | 3    | 3    | 3    | 4    | 16    |
| 82     | 5    | 5    | 3    | 5    | 5    | 23    |
| 83     | 4    | 4    | 4    | 4    | 3    | 19    |
| 84     | 5    | 5    | 5    | 5    | 5    | 25    |
| 85     | 3    | 3    | 3    | 3    | 3    | 15    |
| 86     | 4    | 4    | 5    | 4    | 5    | 22    |
| 87     | 5    | 4    | 4    | 5    | 4    | 22    |
| 88     | 4    | 4    | 4    | 4    | 5    | 21    |
| 89     | 3    | 3    | 3    | 3    | 3    | 15    |
| 90     | 3    | 3    | 3    | 3    | 3    | 15    |
| 91     | 4    | 3    | 3    | 4    | 3    | 17    |
| 92     | 5    | 5    | 5    | 5    | 5    | 25    |
| 93     | 3    | 5    | 5    | 3    | 5    | 21    |
| 94     | 4    | 4    | 5    | 4    | 3    | 20    |
| 95     | 5    | 5    | 4    | 5    | 4    | 23    |
| 96     | 4    | 3    | 3    | 4    | 3    | 17    |
| 97     | 3    | 5    | 5    | 3    | 4    | 20    |
| 98     | 5    | 5    | 4    | 4    | 5    | 23    |
| 99     | 5    | 4    | 3    | 5    | 4    | 21    |
| 100    | 3    | 3    | 5    | 3    | 5    | 19    |
| 101    | 5    | 5    | 3    | 5    | 4    | 22    |
| 102    | 5    | 5    | 5    | 5    | 5    | 25    |
| 103    | 3    | 5    | 5    | 3    | 5    | 21    |
| 104    | 5    | 5    | 4    | 5    | 4    | 23    |
| 105    | 5    | 5    | 4    | 5    | 4    | 23    |
| 106    | 5    | 4    | 5    | 5    | 5    | 24    |
| 107    | 5    | 5    | 4    | 5    | 5    | 24    |

| No Res | X2 1 | X2 2 | X3 3 | X3 4 | X3 5 | TOTAL |
|--------|------|------|------|------|------|-------|
| 108    | 4    | 5    | 5    | 4    | 4    | 22    |
| 109    | 3    | 4    | 5    | 3    | 5    | 20    |
| 110    | 5    | 5    | 5    | 5    | 3    | 23    |
| 111    | 5    | 3    | 4    | 5    | 4    | 21    |
| 112    | 5    | 5    | 3    | 5    | 4    | 22    |
| 113    | 5    | 5    | 5    | 5    | 5    | 25    |
| 114    | 5    | 4    | 4    | 4    | 3    | 20    |
| 115    | 5    | 5    | 5    | 5    | 5    | 25    |
| 116    | 5    | 5    | 3    | 5    | 3    | 21    |
| 117    | 5    | 5    | 5    | 5    | 3    | 23    |
| 118    | 2    | 2    | 1    | 2    | 2    | 9     |
| 119    | 3    | 3    | 5    | 3    | 5    | 19    |
| 120    | 5    | 4    | 5    | 5    | 5    | 24    |
| 121    | 4    | 4    | 4    | 4    | 4    | 20    |
| 122    | 5    | 4    | 4    | 5    | 5    | 23    |
| 123    | 5    | 3    | 4    | 4    | 4    | 20    |
| 124    | 2    | 2    | 1    | 2    | 2    | 9     |
| 125    | 5    | 5    | 5    | 5    | 5    | 25    |
| 126    | 5    | 4    | 4    | 5    | 4    | 22    |
| 127    | 5    | 5    | 5    | 5    | 5    | 25    |
| 128    | 3    | 4    | 4    | 3    | 4    | 18    |
| 129    | 4    | 4    | 4    | 4    | 4    | 20    |
| 130    | 5    | 5    | 5    | 5    | 5    | 25    |
| 131    | 3    | 4    | 3    | 3    | 4    | 17    |
| 132    | 3    | 3    | 3    | 3    | 3    | 15    |
| 133    | 2    | 2    | 1    | 2    | 2    | 9     |
| 134    | 4    | 5    | 4    | 4    | 4    | 21    |
| 135    | 5    | 5    | 5    | 5    | 5    | 25    |
| 136    | 3    | 5    | 5    | 3    | 4    | 20    |
| 137    | 1    | 3    | 1    | 2    | 2    | 9     |
| 138    | 5    | 4    | 4    | 5    | 4    | 22    |
| 139    | 3    | 3    | 4    | 3    | 5    | 18    |
| 140    | 4    | 4    | 3    | 4    | 4    | 19    |

## Lampiran 3 Deskripsi Data Responden

## 1. Hasil Kusioner Berdasarkan Jenis Kelamin

| <b>Jenis Kelamin</b> |           |                  |                |                      |                           |
|----------------------|-----------|------------------|----------------|----------------------|---------------------------|
|                      |           | <i>Frequency</i> | <i>Percent</i> | <i>Valid Percent</i> | <i>Cumulative Percent</i> |
| <i>Valid</i>         | Laki-Laki | 53               | 37,9           | 37,9                 | 37,9                      |
|                      | Perempuan | 87               | 62,1           | 62,1                 | 100,0                     |
|                      | Total     | 140              | 100,0          | 100,0                |                           |

Sumber: Output SPSS Versi 27

## 2. Hasil Kusioner Berdasarkan Usia

| <b>Usia</b>  |       |                  |                |                      |                           |
|--------------|-------|------------------|----------------|----------------------|---------------------------|
|              |       | <i>Frequency</i> | <i>Percent</i> | <i>Valid Percent</i> | <i>Cumulative Percent</i> |
| <i>Valid</i> | 17-25 | 131              | 93,6           | 93,6                 | 93,6                      |
|              | 26-35 | 9                | 6,4            | 6,4                  | 100,0                     |
|              | Total | 140              | 100,0          | 100,0                |                           |

Sumber: Output SPSS Versi 27

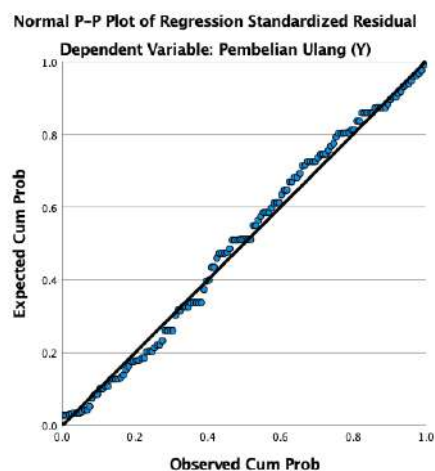
## 3. Hasil Kusioner Berdasarkan Pekerjaan

| <b>Pekerjaan</b> |                                      |                  |                |                      |                           |
|------------------|--------------------------------------|------------------|----------------|----------------------|---------------------------|
|                  |                                      | <i>Frequency</i> | <i>Percent</i> | <i>Valid Percent</i> | <i>Cumulative Percent</i> |
| <i>Valid</i>     | Pelajar/Mahasiswa                    | 113              | 80,7           | 80,7                 | 80,7                      |
|                  | Karyawan (Swasta/Negeri/Profesional) | 15               | 10,7           | 10,7                 | 91,4                      |
|                  | Pegawai Negeri Sipil (PNS)/ASN       | 4                | 2,9            | 2,9                  | 94,3                      |
|                  | Wiraswasta/Entrepreneur              | 8                | 5,7            | 5,7                  | 100,0                     |
|                  | Total                                | 140              | 100,0          | 100,0                |                           |

Sumber: Output SPSS Versi 27

## Lampiran 4 Hasil Uji Asumsi Klasik

### 1. Uji Normalitas



| One-Sample Kolmogorov-Smirnov Test       |                         |             |                         |
|------------------------------------------|-------------------------|-------------|-------------------------|
|                                          |                         |             | Unstandardized Residual |
| N                                        |                         |             | 140                     |
| Normal Parameters <sup>a,b</sup>         | Mean                    |             | ,0000000                |
|                                          | Std. Deviation          |             | 1.42398900              |
| Most Extreme Differences                 | Absolute                |             | ,058                    |
|                                          | Positive                |             | ,051                    |
|                                          | Negative                |             | -,058                   |
| Test Statistic                           |                         |             | ,058                    |
| Asymp. Sig. (2-tailed) <sup>c</sup>      |                         |             | ,200 <sup>d</sup>       |
| Monte Carlo Sig. (2-tailed) <sup>e</sup> | Sig.                    |             | ,306                    |
|                                          | 99% Confidence Interval | Lower Bound | ,294                    |
|                                          |                         | Upper Bound | ,318                    |

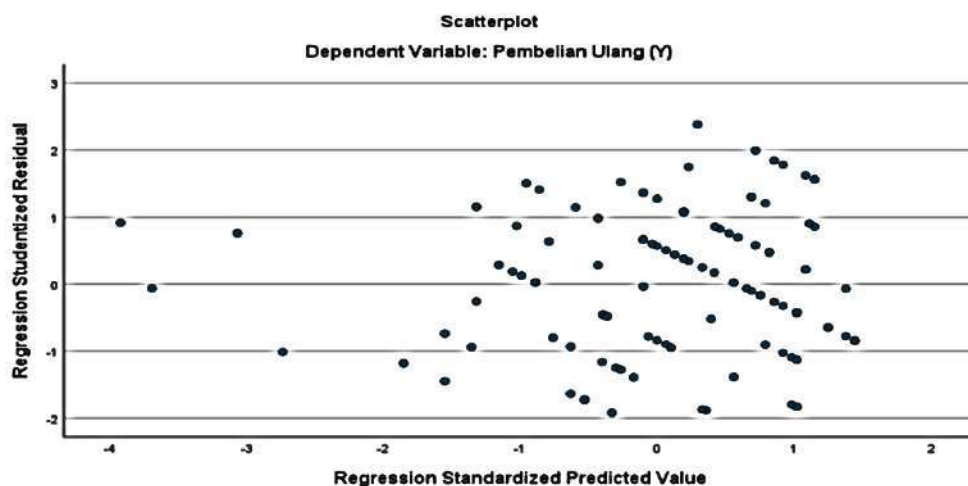
### 2. Uji Multikolinienaritas

| <b>Coefficients<sup>a</sup></b> |                   |                                     |                   |                                   |          |             |                                |            |
|---------------------------------|-------------------|-------------------------------------|-------------------|-----------------------------------|----------|-------------|--------------------------------|------------|
| Model                           |                   | <i>Unstandardize d Coefficients</i> |                   | <i>Standardize d Coefficients</i> | <i>t</i> | <i>Sig.</i> | <i>Collinearity Statistics</i> |            |
|                                 |                   | <i>B</i>                            | <i>Std. Error</i> | <i>Beta</i>                       |          |             | <i>Toleranc e</i>              | <i>VIF</i> |
| 1                               | <i>(Constant)</i> | 4.854                               | .960              |                                   | 5.055    | .000        |                                |            |
|                                 | Kualitas          | .318                                | .052              | .396                              | 6.13     | .00         | .901                           | 1.11       |

|                                                   |                |      |      |      |       |      |      |       |
|---------------------------------------------------|----------------|------|------|------|-------|------|------|-------|
|                                                   | Produk (X1)    |      |      |      | 3     | 0    |      | 0     |
|                                                   | Pelayanan (X2) | .228 | .032 | .462 | 7.158 | .000 | .901 | 1.110 |
| a. <i>Dependent Variable:</i> Pembelian Ulang (Y) |                |      |      |      |       |      |      |       |

Sumber: Output SPSS Versi 27

### 3. Uji Heteroskedasitas



### 4. Uji Heteroskedasitas (Glejser)

| <i>Coefficients<sup>a</sup></i>       |                      |                                    |                   |                                  |          |             |
|---------------------------------------|----------------------|------------------------------------|-------------------|----------------------------------|----------|-------------|
| Model                                 |                      | <i>Unstandardized Coefficients</i> |                   | <i>Standardized Coefficients</i> | <i>t</i> | <i>Sig.</i> |
|                                       |                      | <i>B</i>                           | <i>Std. Error</i> | <i>Beta</i>                      |          |             |
| 1                                     | <i>(Constant)</i>    | .859                               | .526              |                                  | 1.632    | .105        |
|                                       | Kualitas Produk (X1) | .033                               | .028              | .104                             | 1.160    | .248        |
|                                       | Pelayanan (X2)       | -.013                              | .017              | -.068                            | -.754    | .452        |
| a. <i>Dependent Variable:</i> ABS RES |                      |                                    |                   |                                  |          |             |

Sumber: Output SPSS Versi 27

### Lampiran 5 Hasil Uji Regresi Linier Berganda

| <i>Coefficients<sup>a</sup></i> |  |                                    |                   |                                  |             |
|---------------------------------|--|------------------------------------|-------------------|----------------------------------|-------------|
| Model                           |  | <i>Unstandardized Coefficients</i> |                   | <i>Standardized Coefficients</i> | <i>t</i>    |
|                                 |  | <i>B</i>                           | <i>Std. Error</i> | <i>Beta</i>                      |             |
|                                 |  |                                    |                   |                                  | <i>Sig.</i> |

| <b>Coefficients<sup>a</sup></b>                   |                                      |       |      |      |       |      |
|---------------------------------------------------|--------------------------------------|-------|------|------|-------|------|
| 1                                                 | (Constant)                           | 4.854 | ,960 |      | 5.055 | ,000 |
|                                                   | Kualitas Produk (X <sub>1</sub> )    | ,318  | ,052 | ,396 | 6.133 | ,000 |
|                                                   | Kualitas Pelayanan (X <sub>2</sub> ) | ,228  | ,032 | ,462 | 7.158 | ,000 |
| a. <i>Dependent Variable:</i> Pembelian Ulang (Y) |                                      |       |      |      |       |      |

Sumber: Output SPSS Versi 27

#### Lampiran 6 Koefisien Determinasi (R<sup>2</sup>)

| <b>Model Summary<sup>b</sup></b> |                   |          |                   |                            |
|----------------------------------|-------------------|----------|-------------------|----------------------------|
| Model                            | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                                | .697 <sup>a</sup> | ,485     | ,478              | 1.43435                    |

#### Lampiran 7 Uji Hipotesis

1. Uji t Pengaruh Kualitas Produk terhadap Pembelian Ulang pada Kopi Kenangan Singaraja

| <b>Coefficients<sup>a</sup></b> |                                   |                             |            |                           |       |      |
|---------------------------------|-----------------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                           |                                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                                 |                                   | B                           | Std. Error | Beta                      |       |      |
| 1                               | (Constant)                        | 4.854                       | ,960       |                           | 5.055 | ,000 |
|                                 | Kualitas Produk (X <sub>1</sub> ) | ,318                        | ,052       | ,396                      | 6.133 | ,000 |

a. *Dependent Variable:* Pembelian Ulang Y

Sumber: Output SPSS Versi 27

2. Uji t Pengaruh Kualitas Pelayanan terhadap Pembelian Ulang pada Kopi Kenangan Singaraja

| <b>Coefficients<sup>a</sup></b> |                                      |                             |            |                           |       |      |
|---------------------------------|--------------------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                           |                                      | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                                 |                                      | B                           | Std. Error | Beta                      |       |      |
| 1                               | (Constant)                           | 4.854                       | ,960       |                           | 5.055 | ,000 |
|                                 | Kualitas Pelayanan (X <sub>2</sub> ) | ,228                        | ,032       | ,462                      | 7.158 | ,000 |

a. *Dependent Variable:* Pembelian Ulang Y

Sumber: Output SPSS Versi 27

3. Uji F Kuliatas Produk dan Kualitas Pelayana terhadap Pembelian Ulang pada Kopi Kenangan Singaraja

| ANOVA <sup>a</sup> |            |                       |           |                    |          |                   |
|--------------------|------------|-----------------------|-----------|--------------------|----------|-------------------|
| Model              |            | <i>Sum of Squares</i> | <i>df</i> | <i>Mean Square</i> | <i>F</i> | <i>Sig.</i>       |
| 1                  | Regression | 265,936               | 2         | 132,968            | 64,.631  | ,000 <sup>b</sup> |
|                    | Residual   | 28,857                | 137       | 2,057              |          |                   |
|                    | Total      | 547,793               | 139       |                    |          |                   |

Sumber: Output SPSS Versi 27



## Lampiran 8 Review terkait Kualitas Produk dan Kualitas Pelayanan

**SIDQI MUHARAR**  
1 ulasan

★★★★★ 8 bulan lalu

Minumannya enak, pelayanannya ramah, suasananya adem, pokokkknya nyaman deh worth it bgt buat ngumpul bareng teman2

Makanan: 5 | Layanan: 5 | Suasana: 5

♡ ❤️ 2

**029\_Desak Putu Apriantini**  
2 ulasan

★★★★★ 5 bulan lalu

Tepatnya nyaman, kopinya enak dan pelayanan ramah

Makanan: 5 | Layanan: 5 | Suasana: 5

♡ ❤️ 2

**Kopi Kenangan - Singaraja Bali (Pemilik)**

★★★★★ 7 bulan lalu

Makan di tempat | Rp.25-50rb

Enak bangettt pelayanan nya sangat enak banget dingin terus minumannya enak enak banget murah lagi untukktempat se bagus itu

Makanan: 5 | Layanan: 5 | Suasana: 5



♡ ❤️ 1

**Kopi Kenangan - Singaraja Bali (Pemilik)**  
7 bulan lalu

Hi Kak, terima kasih atas review baiknya untuk Kopi Kenangan. Yuk terus gunakan aplikasi Kopi Kenangan untuk mendapatkan promo menarik lainnya dan jangan lupa ajak teman-teman kakak u... [lainnya](#)

**kadek mahendra**  
Local Guide - 9 ulasan

★★★★★ 3 bulan lalu

Makan di tempat

Kualitas produknya sangat baik. Tapi yg bikin berkesan adalah service dari salah satu staffnya. Sherly, ramah banget, knowledgeable, helpful & among of a crowd dia masih bisa berkomunikasi dg custom... [lainnya](#)

♡ ❤️ 2

**Kopi Kenangan - Singaraja Bali (Pemilik)**  
3 bulan lalu

Hi Kak kadek mahendra, mohon maaf atas ketidaknyamanannya. Silahkan kirimkan detail kendala yang kakak alami ke email hello@kopi kenangan.com atau melalui whatsapp di 081707... [lainnya](#)

**ADITIA NEGARA**  
Local Guide - 16 ulasan

★★★★★ 5 bulan lalu

Bawa pulang | Rp 1-25.000

Mantap rasa kopi dan kue nya. Pelayanan juga ramah. Terimakasih kenangan adalah bagian atau suatu peristiwa terdahulu yg mungkin masih menyimpan kebahagiaan atau kesedihan. Kenangan ind... [lainnya](#)



♡ ❤️ 4

**Kopi Kenangan - Singaraja Bali (Pemilik)**  
5 bulan lalu

Hi Kak, terima kasih atas review baiknya untuk Kopi Kenangan. Yuk

## RIWAYAT HIDUP



Kadec Feby Sukmawati lahir di Jinengdalem pada tanggal 18 Februari 2004. Penulis lahir dari pasangan suami istri Bapak Ketut Somayasa dan Ibu Kadec Sudani. Penulis berkebangsaan Indonesia dan beragama Hindu. Kini penulis beralamat di Jalan Laksamana Gg Darma Dusun Tista, Kecamatan Buleleng, Kabupaten Buleleng, Provinsi Bali.

Penulis menyelesaikan pendidikan dasar di SD Negeri 1 Jinengdalem dan lulus pada tahun 2016. Kemudian penulis melanjutkan di SMP Negeri 3 Singaraja dan lulus pada tahun 2019. Pada tahun 2022, penulis lulus dari SMA Negeri 3 Singaraja jurusan Ilmu Pengetahuan Sosial dan melanjutkan ke S1 Jurusan Manajemen di Universitas Pendidikan Ganesha. Pada semester akhir tahun 2026 penulis telah menyelesaikan Tugas Akhir yang berjudul “Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Pembelian Ulang Pada Kopi Kenangan Singaraja”. Selanjutnya, mulai tahun 2022 sampai dengan penulisan skripsi ini, penulis masih terdaftar sebagai mahasiswa Program S1 Manajemen di Universitas Pendidikan Ganesha.

