

## LAMPIRAN

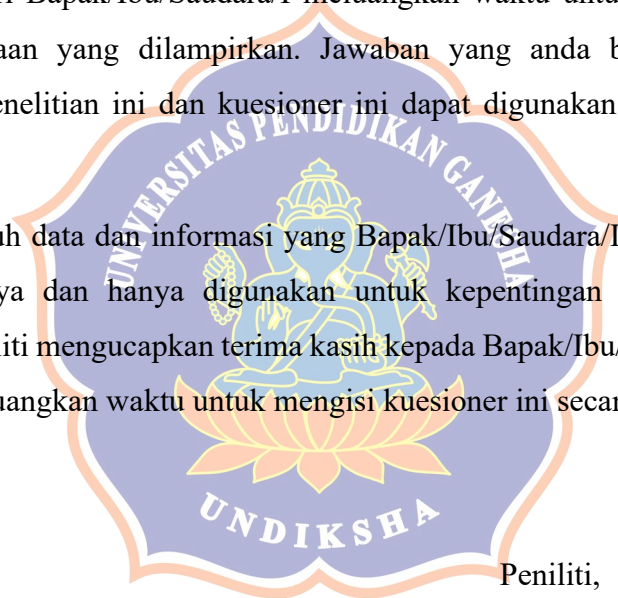
### Lampiran 1. Rancangan Kuesioner Penelitian

#### KUESIONER PENELITIAN

Kepada responden yang terhormat,

Dalam rangka untuk melaksanakan penelitian skripsi program sarjana (S1), peneliti memerlukan informasi untuk mendukung penelitian yang dilakukan dengan judul **“Pengaruh Kualitas Pelayanan dan Fasilitas Terhadap Kepuasan Pelanggan Pada Hotel Sentral di Buleleng”**, maka dari itu peneliti memohon kesediaan dari Bapak/Ibu/Saudara/I meluangkan waktu untuk mengisi kuesioner atau pernyataan yang dilampirkan. Jawaban yang anda berikan akan sangat membantu penelitian ini dan kuesioner ini dapat digunakan apabila sudah terisi semua.

Seluruh data dan informasi yang Bapak/Ibu/Saudara/I berikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan akademis penelitian semata. Peneliti mengucapkan terima kasih kepada Bapak/Ibu/Saudara/I yang telah bersedia meluangkan waktu untuk mengisi kuesioner ini secara objektif dan benar.



Peneliti,

Ni Komang Fibra Abelia

NIM. 2217041226

## I. PETANYAAN PENDAHULUAN

1. Apakah anda pernah menginap di Hotel Sentral Buleleng?

☐ Ya

☐ Tidak

Jika ya, maka responden dipersilahkan untuk melanjutkan pengisian kuesioner.

## II. IDENTITAS RESPONDEN

Jenis Kelamin :

Usia :

Lama menginap di Hotel Sentral :

Asal :

Alamat :

Pendapatan :

## III. PETUNJUK PENGISIAN KUESIONER

Pada setiap item kuesioner, berilah penilaian seberapa jauh Bapak/Ibu/saudara/I setuju dengan pernyataan yang tersedia. Isilah jawaban atas pernyataan pada kuesioner ini dan jangan ada yang terlewatkan. Berilah tanda check list (✓) pada salah satu jawaban berikut sesuai dengan pemahaman Bapak/Ibu/Saudara/I dengan keterangan sebagai berikut:

| No | Jawaban             | Skor |
|----|---------------------|------|
| 1. | Sangat Setuju       | 5    |
| 2. | Setuju              | 4    |
| 3. | Cukup Setuju        | 3    |
| 4. | Tidak Setuju        | 2    |
| 5. | Sangat Tidak setuju | 1    |

### Kualitas Pelayanan

| No | Pernyataan                                                      | Jawaban |   |   |   |   |
|----|-----------------------------------------------------------------|---------|---|---|---|---|
|    |                                                                 | 1       | 2 | 3 | 4 | 5 |
| 1. | Petugas hotel memberikan pelayanan sesuai prosedur yang berlaku |         |   |   |   |   |
| 2. | Petugas hotel merespons permintaan tamu dengan cepat            |         |   |   |   |   |
| 3. | Petugas hotel menunjukkan sikap profesional saat melayani tamu  |         |   |   |   |   |
| 4. | Petugas hotel memahami kebutuhan tamu                           |         |   |   |   |   |

### Fasilitas

| No | Pernyataan                                             | Jawaban |   |   |   |   |
|----|--------------------------------------------------------|---------|---|---|---|---|
|    |                                                        | 1       | 2 | 3 | 4 | 5 |
| 1. | Tata letak ruangan memudahkan tamu untuk beraktivitas  |         |   |   |   |   |
| 2. | Desain interior kamar terlihat menarik                 |         |   |   |   |   |
| 3. | Tampilan luar hotel terlihat menarik                   |         |   |   |   |   |
| 4. | Kamar hotel dalam kondisi bersih saat digunakan        |         |   |   |   |   |
| 5. | Penataan perlengkapan kamar terlihat rapi              |         |   |   |   |   |
| 6. | Perlengkapan kamar tersedia sesuai kebutuhan tamu      |         |   |   |   |   |
| 7. | Sistem keamanan hotel memberikan rasa aman kepada tamu |         |   |   |   |   |
| 8. | Suasana kamar memberikan rasa nyaman                   |         |   |   |   |   |

### Kepuasan Pelanggan

| No | Pernyataan                                             | Jawaban |   |   |   |   |
|----|--------------------------------------------------------|---------|---|---|---|---|
|    |                                                        | 1       | 2 | 3 | 4 | 5 |
| 1. | Pelayanan hotel sesuai dengan harapan sebelum menginap |         |   |   |   |   |

| No | Pernyataan                                                     | Jawaban |   |   |   |   |
|----|----------------------------------------------------------------|---------|---|---|---|---|
|    |                                                                | 1       | 2 | 3 | 4 | 5 |
| 2. | Saya bersedia menginap kembali di Hotel Sentral                |         |   |   |   |   |
| 3. | Saya bersedia merekomendasikan Hotel Sentral kepada orang lain |         |   |   |   |   |





Lampiran 2. Tabulasi Uji Pilot 30 Responden

| NO | KUALITAS PELAYANAN |      |      |      |    |
|----|--------------------|------|------|------|----|
|    | X1.1               | X1.2 | X1.3 | X1.4 | X1 |
| 1  | 4                  | 4    | 4    | 4    | 16 |
| 2  | 4                  | 4    | 4    | 5    | 17 |
| 3  | 4                  | 4    | 4    | 4    | 16 |
| 4  | 4                  | 5    | 5    | 4    | 18 |
| 5  | 4                  | 4    | 4    | 4    | 16 |
| 6  | 3                  | 4    | 3    | 4    | 14 |
| 7  | 5                  | 4    | 5    | 5    | 19 |
| 8  | 5                  | 4    | 5    | 5    | 19 |
| 9  | 4                  | 3    | 4    | 3    | 14 |
| 10 | 4                  | 4    | 4    | 5    | 17 |
| 11 | 4                  | 4    | 4    | 4    | 16 |
| 12 | 3                  | 3    | 3    | 3    | 12 |
| 13 | 3                  | 3    | 4    | 3    | 13 |
| 14 | 5                  | 5    | 5    | 5    | 20 |
| 15 | 3                  | 3    | 3    | 4    | 13 |
| 16 | 5                  | 4    | 4    | 4    | 17 |
| 17 | 4                  | 3    | 4    | 4    | 15 |
| 18 | 4                  | 3    | 4    | 4    | 15 |
| 19 | 3                  | 4    | 4    | 4    | 15 |
| 20 | 4                  | 3    | 3    | 3    | 13 |
| 21 | 5                  | 4    | 4    | 4    | 17 |
| 22 | 3                  | 5    | 5    | 5    | 18 |
| 23 | 4                  | 5    | 5    | 4    | 18 |
| 24 | 3                  | 4    | 4    | 4    | 15 |
| 25 | 4                  | 4    | 4    | 3    | 15 |

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 26 | 4 | 3 | 4 | 5 | 16 |
| 27 | 3 | 4 | 5 | 5 | 17 |
| 28 | 5 | 5 | 4 | 4 | 18 |
| 29 | 5 | 4 | 4 | 4 | 17 |
| 30 | 4 | 4 | 4 | 4 | 16 |

| NO | FASILITAS |      |      |      |      |      |      |      |    |
|----|-----------|------|------|------|------|------|------|------|----|
|    | X2.1      | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2 |
| 1  | 5         | 5    | 5    | 4    | 5    | 5    | 4    | 5    | 38 |
| 2  | 4         | 4    | 4    | 4    | 5    | 3    | 4    | 4    | 32 |
| 3  | 2         | 2    | 3    | 2    | 4    | 3    | 3    | 3    | 22 |
| 4  | 4         | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 32 |
| 5  | 3         | 4    | 3    | 4    | 3    | 3    | 5    | 3    | 28 |
| 6  | 5         | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 40 |
| 7  | 4         | 5    | 5    | 5    | 4    | 4    | 5    | 4    | 36 |
| 8  | 4         | 5    | 5    | 4    | 3    | 5    | 4    | 4    | 34 |
| 9  | 3         | 3    | 2    | 2    | 2    | 2    | 3    | 3    | 20 |
| 10 | 3         | 3    | 4    | 3    | 4    | 4    | 2    | 4    | 27 |
| 11 | 4         | 5    | 4    | 3    | 4    | 3    | 4    | 5    | 32 |
| 12 | 5         | 4    | 4    | 4    | 3    | 4    | 3    | 4    | 31 |
| 13 | 5         | 4    | 5    | 5    | 3    | 4    | 5    | 5    | 36 |
| 14 | 3         | 3    | 4    | 3    | 4    | 3    | 2    | 4    | 26 |
| 15 | 4         | 5    | 5    | 5    | 3    | 4    | 4    | 5    | 35 |
| 16 | 5         | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 39 |
| 17 | 3         | 4    | 5    | 5    | 5    | 5    | 5    | 4    | 36 |
| 18 | 3         | 4    | 4    | 5    | 5    | 5    | 5    | 5    | 36 |
| 19 | 3         | 3    | 2    | 2    | 3    | 3    | 3    | 1    | 20 |
| 20 | 3         | 3    | 3    | 3    | 3    | 4    | 3    | 2    | 24 |

|    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|----|
| 21 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 36 |
| 22 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 38 |
| 23 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 37 |
| 24 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 37 |
| 25 | 3 | 3 | 5 | 5 | 3 | 5 | 4 | 3 | 31 |
| 26 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 36 |
| 27 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |
| 28 | 3 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 34 |
| 29 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 35 |
| 30 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 1 | 16 |

| NO | KEPUASAN PELANGGAN |    |    |    |
|----|--------------------|----|----|----|
|    | Y1                 | Y2 | Y3 | Y  |
| 1  | 4                  | 4  | 4  | 12 |
| 2  | 3                  | 4  | 3  | 10 |
| 3  | 5                  | 4  | 4  | 13 |
| 4  | 4                  | 4  | 4  | 12 |
| 5  | 5                  | 3  | 4  | 12 |
| 6  | 4                  | 5  | 4  | 13 |
| 7  | 4                  | 5  | 4  | 13 |
| 8  | 4                  | 4  | 3  | 11 |
| 9  | 4                  | 4  | 4  | 12 |
| 10 | 4                  | 4  | 4  | 12 |
| 11 | 3                  | 3  | 3  | 9  |
| 12 | 4                  | 3  | 3  | 10 |
| 13 | 5                  | 5  | 5  | 15 |
| 14 | 5                  | 5  | 5  | 15 |
| 15 | 4                  | 4  | 4  | 12 |

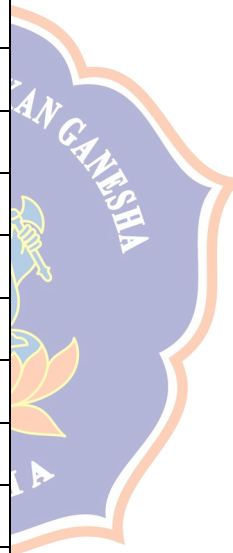
| NO | KEPUASAN PELANGGAN |    |    |    |
|----|--------------------|----|----|----|
|    | Y1                 | Y2 | Y3 | Y  |
| 16 | 5                  | 4  | 4  | 13 |
| 17 | 4                  | 4  | 3  | 11 |
| 18 | 5                  | 5  | 5  | 15 |
| 19 | 5                  | 5  | 4  | 14 |
| 20 | 4                  | 4  | 4  | 12 |
| 21 | 4                  | 3  | 3  | 10 |
| 22 | 3                  | 3  | 4  | 10 |
| 23 | 4                  | 5  | 3  | 12 |
| 24 | 3                  | 4  | 4  | 11 |
| 25 | 4                  | 3  | 3  | 10 |
| 26 | 4                  | 5  | 4  | 13 |
| 27 | 3                  | 4  | 3  | 10 |
| 28 | 5                  | 5  | 5  | 15 |
| 29 | 4                  | 4  | 4  | 12 |
| 30 | 4                  | 4  | 4  | 12 |



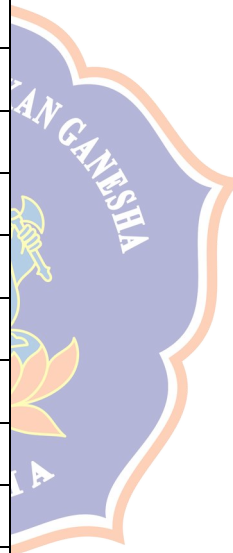
Lampiran 3. Tabulasi Data 120 Responden

| NO | KUALITAS PELAYANAN |      |      |      |    |
|----|--------------------|------|------|------|----|
|    | X1.1               | X1.2 | X1.3 | X1.4 | X1 |
| 1  | 2                  | 3    | 3    | 3    | 11 |
| 2  | 5                  | 4    | 3    | 3    | 15 |
| 3  | 4                  | 2    | 2    | 2    | 10 |
| 4  | 4                  | 4    | 4    | 3    | 15 |
| 5  | 4                  | 3    | 2    | 3    | 12 |
| 6  | 3                  | 2    | 2    | 3    | 10 |
| 7  | 3                  | 5    | 2    | 3    | 13 |
| 8  | 1                  | 1    | 1    | 1    | 4  |
| 9  | 2                  | 2    | 2    | 2    | 8  |
| 10 | 3                  | 2    | 4    | 3    | 12 |
| 11 | 1                  | 3    | 2    | 2    | 8  |
| 12 | 3                  | 3    | 3    | 2    | 11 |
| 13 | 3                  | 3    | 3    | 3    | 12 |
| 14 | 2                  | 4    | 3    | 2    | 11 |
| 15 | 3                  | 2    | 2    | 1    | 8  |
| 16 | 3                  | 2    | 2    | 3    | 10 |
| 17 | 2                  | 2    | 2    | 4    | 10 |
| 18 | 2                  | 2    | 3    | 1    | 8  |
| 19 | 4                  | 2    | 3    | 2    | 11 |
| 20 | 3                  | 4    | 4    | 2    | 13 |
| 21 | 1                  | 2    | 3    | 3    | 9  |
| 22 | 2                  | 3    | 2    | 3    | 10 |
| 23 | 3                  | 2    | 2    | 2    | 9  |
| 24 | 2                  | 3    | 2    | 3    | 10 |
| 25 | 3                  | 4    | 4    | 4    | 15 |

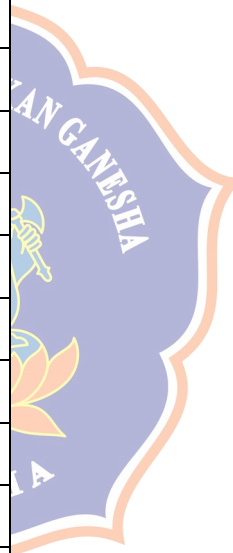
| NO | KUALITAS PELAYANAN |      |      |      |    |
|----|--------------------|------|------|------|----|
|    | X1.1               | X1.2 | X1.3 | X1.4 | X1 |
| 26 | 4                  | 2    | 4    | 2    | 12 |
| 27 | 3                  | 1    | 2    | 3    | 9  |
| 28 | 2                  | 3    | 3    | 3    | 11 |
| 29 | 2                  | 3    | 2    | 3    | 10 |
| 30 | 4                  | 2    | 3    | 4    | 13 |
| 31 | 2                  | 2    | 3    | 2    | 9  |
| 32 | 2                  | 3    | 3    | 3    | 11 |
| 33 | 2                  | 2    | 2    | 2    | 8  |
| 34 | 2                  | 2    | 2    | 2    | 8  |
| 35 | 2                  | 2    | 2    | 2    | 8  |
| 36 | 3                  | 2    | 2    | 3    | 10 |
| 37 | 3                  | 2    | 2    | 2    | 9  |
| 38 | 2                  | 1    | 2    | 1    | 6  |
| 39 | 3                  | 4    | 4    | 3    | 14 |
| 40 | 2                  | 3    | 3    | 2    | 10 |
| 41 | 4                  | 5    | 4    | 4    | 17 |
| 42 | 2                  | 3    | 3    | 2    | 10 |
| 43 | 2                  | 3    | 2    | 2    | 9  |
| 44 | 3                  | 2    | 2    | 2    | 9  |
| 45 | 1                  | 3    | 3    | 2    | 9  |
| 46 | 4                  | 2    | 3    | 3    | 12 |
| 47 | 3                  | 4    | 3    | 4    | 14 |
| 48 | 4                  | 3    | 3    | 4    | 14 |
| 49 | 4                  | 4    | 3    | 5    | 16 |
| 50 | 2                  | 1    | 2    | 3    | 8  |
| 51 | 3                  | 2    | 3    | 2    | 10 |



| NO | KUALITAS PELAYANAN |      |      |      |    |
|----|--------------------|------|------|------|----|
|    | X1.1               | X1.2 | X1.3 | X1.4 | X1 |
| 52 | 3                  | 5    | 4    | 4    | 16 |
| 53 | 2                  | 2    | 3    | 2    | 9  |
| 54 | 3                  | 3    | 2    | 2    | 10 |
| 55 | 4                  | 4    | 4    | 4    | 16 |
| 56 | 2                  | 4    | 3    | 3    | 12 |
| 57 | 3                  | 4    | 4    | 2    | 13 |
| 58 | 3                  | 2    | 3    | 2    | 10 |
| 59 | 2                  | 1    | 3    | 2    | 8  |
| 60 | 3                  | 3    | 4    | 5    | 15 |
| 61 | 3                  | 4    | 2    | 3    | 12 |
| 62 | 4                  | 3    | 2    | 4    | 13 |
| 63 | 4                  | 4    | 4    | 4    | 16 |
| 64 | 3                  | 3    | 4    | 4    | 14 |
| 65 | 4                  | 3    | 4    | 3    | 14 |
| 66 | 1                  | 2    | 1    | 2    | 6  |
| 67 | 3                  | 3    | 3    | 2    | 11 |
| 68 | 1                  | 1    | 2    | 1    | 5  |
| 69 | 2                  | 2    | 2    | 2    | 8  |
| 70 | 2                  | 2    | 2    | 2    | 8  |
| 71 | 3                  | 3    | 4    | 2    | 12 |
| 72 | 3                  | 2    | 2    | 3    | 10 |
| 73 | 3                  | 2    | 3    | 3    | 11 |
| 74 | 4                  | 3    | 3    | 4    | 14 |
| 75 | 1                  | 2    | 3    | 3    | 9  |
| 76 | 2                  | 3    | 2    | 3    | 10 |
| 77 | 3                  | 2    | 2    | 2    | 9  |



| NO  | KUALITAS PELAYANAN |      |      |      |    |
|-----|--------------------|------|------|------|----|
|     | X1.1               | X1.2 | X1.3 | X1.4 | X1 |
| 78  | 2                  | 3    | 2    | 3    | 10 |
| 79  | 3                  | 4    | 4    | 4    | 15 |
| 80  | 4                  | 2    | 4    | 2    | 12 |
| 81  | 3                  | 1    | 2    | 3    | 9  |
| 82  | 2                  | 2    | 3    | 3    | 10 |
| 83  | 2                  | 1    | 3    | 2    | 8  |
| 84  | 3                  | 2    | 1    | 2    | 8  |
| 85  | 4                  | 3    | 3    | 5    | 15 |
| 86  | 4                  | 2    | 2    | 2    | 10 |
| 87  | 5                  | 4    | 5    | 3    | 17 |
| 88  | 4                  | 3    | 2    | 5    | 14 |
| 89  | 1                  | 3    | 1    | 2    | 7  |
| 90  | 3                  | 2    | 2    | 1    | 8  |
| 91  | 3                  | 3    | 2    | 2    | 10 |
| 92  | 3                  | 3    | 3    | 2    | 11 |
| 93  | 2                  | 4    | 2    | 3    | 11 |
| 94  | 3                  | 3    | 4    | 3    | 13 |
| 95  | 3                  | 1    | 1    | 2    | 7  |
| 96  | 1                  | 2    | 1    | 2    | 6  |
| 97  | 3                  | 2    | 3    | 3    | 11 |
| 98  | 4                  | 4    | 3    | 4    | 15 |
| 99  | 4                  | 4    | 5    | 4    | 17 |
| 100 | 5                  | 4    | 3    | 3    | 15 |
| 101 | 3                  | 3    | 3    | 4    | 13 |
| 102 | 2                  | 3    | 2    | 2    | 9  |
| 103 | 2                  | 3    | 2    | 2    | 9  |





| NO  | KUALITAS PELAYANAN |      |      |      |    |
|-----|--------------------|------|------|------|----|
|     | X1.1               | X1.2 | X1.3 | X1.4 | X1 |
| 104 | 3                  | 1    | 4    | 2    | 10 |
| 105 | 3                  | 4    | 3    | 3    | 13 |
| 106 | 2                  | 3    | 2    | 1    | 8  |
| 107 | 3                  | 3    | 3    | 2    | 11 |
| 108 | 4                  | 4    | 3    | 3    | 14 |
| 109 | 4                  | 3    | 2    | 3    | 12 |
| 110 | 2                  | 3    | 2    | 2    | 9  |
| 111 | 2                  | 4    | 3    | 1    | 10 |
| 112 | 3                  | 3    | 3    | 2    | 11 |
| 113 | 3                  | 3    | 3    | 1    | 10 |
| 114 | 3                  | 2    | 2    | 2    | 9  |
| 115 | 3                  | 3    | 2    | 3    | 11 |
| 116 | 3                  | 3    | 3    | 3    | 12 |
| 117 | 2                  | 2    | 3    | 3    | 10 |
| 118 | 1                  | 2    | 4    | 2    | 9  |
| 119 | 3                  | 4    | 2    | 4    | 13 |
| 120 | 4                  | 3    | 3    | 3    | 13 |

| NO | FASILITAS |      |      |      |      |      |      |      |    |
|----|-----------|------|------|------|------|------|------|------|----|
|    | X2.1      | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2 |
| 1  | 3         | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 24 |
| 2  | 3         | 4    | 3    | 3    | 2    | 2    | 3    | 1    | 21 |
| 3  | 2         | 2    | 2    | 1    | 1    | 3    | 2    | 3    | 16 |
| 4  | 3         | 3    | 3    | 4    | 4    | 3    | 2    | 3    | 25 |
| 5  | 2         | 3    | 3    | 2    | 3    | 4    | 2    | 2    | 21 |
| 6  | 3         | 3    | 2    | 2    | 2    | 2    | 3    | 3    | 20 |

| NO | FASILITAS |      |      |      |      |      |      |      |    |
|----|-----------|------|------|------|------|------|------|------|----|
|    | X2.1      | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2 |
| 7  | 2         | 3    | 2    | 3    | 2    | 3    | 1    | 3    | 19 |
| 8  | 1         | 2    | 1    | 1    | 1    | 1    | 1    | 1    | 9  |
| 9  | 2         | 2    | 4    | 2    | 2    | 3    | 3    | 2    | 20 |
| 10 | 2         | 3    | 3    | 3    | 4    | 3    | 4    | 3    | 25 |
| 11 | 2         | 3    | 3    | 2    | 1    | 3    | 3    | 1    | 18 |
| 12 | 2         | 2    | 3    | 5    | 3    | 3    | 3    | 3    | 24 |
| 13 | 3         | 4    | 4    | 3    | 3    | 3    | 3    | 3    | 26 |
| 14 | 4         | 4    | 4    | 4    | 2    | 2    | 4    | 1    | 25 |
| 15 | 1         | 2    | 1    | 3    | 2    | 3    | 2    | 3    | 17 |
| 16 | 3         | 1    | 2    | 2    | 3    | 2    | 2    | 3    | 18 |
| 17 | 2         | 3    | 2    | 1    | 2    | 2    | 3    | 3    | 18 |
| 18 | 3         | 2    | 2    | 2    | 2    | 2    | 3    | 3    | 19 |
| 19 | 1         | 2    | 3    | 3    | 3    | 1    | 3    | 2    | 18 |
| 20 | 4         | 3    | 4    | 4    | 3    | 3    | 3    | 2    | 26 |
| 21 | 3         | 2    | 2    | 2    | 4    | 2    | 3    | 3    | 21 |
| 22 | 2         | 5    | 2    | 3    | 2    | 3    | 3    | 2    | 22 |
| 23 | 2         | 2    | 2    | 2    | 2    | 3    | 4    | 2    | 19 |
| 24 | 2         | 2    | 1    | 2    | 3    | 2    | 2    | 3    | 17 |
| 25 | 3         | 4    | 2    | 4    | 4    | 3    | 4    | 5    | 29 |
| 26 | 3         | 2    | 4    | 3    | 4    | 2    | 2    | 2    | 22 |
| 27 | 3         | 3    | 2    | 3    | 3    | 2    | 2    | 4    | 22 |
| 28 | 2         | 4    | 4    | 3    | 3    | 3    | 3    | 4    | 26 |
| 29 | 2         | 4    | 4    | 3    | 2    | 3    | 3    | 2    | 23 |
| 30 | 4         | 5    | 4    | 4    | 3    | 4    | 3    | 4    | 31 |
| 31 | 2         | 2    | 2    | 3    | 3    | 2    | 2    | 2    | 18 |
| 32 | 2         | 3    | 2    | 3    | 2    | 3    | 3    | 2    | 20 |

| NO | FASILITAS |      |      |      |      |      |      |      |    |
|----|-----------|------|------|------|------|------|------|------|----|
|    | X2.1      | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2 |
| 33 | 2         | 2    | 1    | 2    | 2    | 3    | 2    | 2    | 16 |
| 34 | 2         | 2    | 2    | 2    | 1    | 4    | 2    | 2    | 17 |
| 35 | 1         | 2    | 2    | 1    | 2    | 2    | 1    | 3    | 14 |
| 36 | 2         | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 23 |
| 37 | 2         | 2    | 3    | 3    | 2    | 2    | 3    | 3    | 20 |
| 38 | 1         | 2    | 1    | 2    | 2    | 1    | 2    | 1    | 12 |
| 39 | 4         | 4    | 3    | 3    | 3    | 3    | 4    | 3    | 27 |
| 40 | 3         | 3    | 2    | 4    | 2    | 2    | 2    | 3    | 21 |
| 41 | 3         | 4    | 5    | 5    | 3    | 5    | 4    | 3    | 32 |
| 42 | 3         | 3    | 3    | 3    | 2    | 1    | 2    | 2    | 19 |
| 43 | 2         | 4    | 1    | 2    | 4    | 4    | 3    | 4    | 24 |
| 44 | 2         | 2    | 2    | 2    | 1    | 1    | 1    | 2    | 13 |
| 45 | 1         | 2    | 2    | 1    | 3    | 1    | 1    | 2    | 13 |
| 46 | 3         | 3    | 4    | 4    | 5    | 3    | 2    | 4    | 28 |
| 47 | 4         | 4    | 4    | 3    | 2    | 3    | 3    | 2    | 25 |
| 48 | 3         | 3    | 2    | 4    | 4    | 4    | 4    | 3    | 27 |
| 49 | 3         | 2    | 2    | 3    | 3    | 4    | 3    | 4    | 24 |
| 50 | 2         | 2    | 1    | 2    | 1    | 2    | 1    | 1    | 12 |
| 51 | 2         | 3    | 2    | 2    | 1    | 3    | 2    | 2    | 17 |
| 52 | 3         | 4    | 2    | 5    | 4    | 3    | 3    | 4    | 28 |
| 53 | 2         | 2    | 1    | 1    | 1    | 1    | 3    | 2    | 13 |
| 54 | 3         | 3    | 1    | 3    | 2    | 2    | 2    | 2    | 18 |
| 55 | 4         | 4    | 3    | 3    | 3    | 4    | 4    | 3    | 28 |
| 56 | 3         | 4    | 3    | 2    | 3    | 4    | 3    | 3    | 25 |
| 57 | 3         | 3    | 4    | 4    | 3    | 3    | 3    | 3    | 26 |
| 58 | 2         | 1    | 3    | 3    | 2    | 2    | 2    | 3    | 18 |

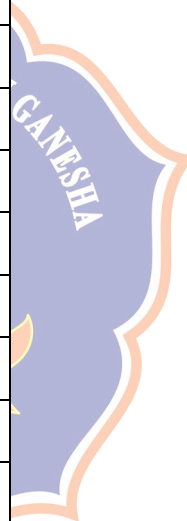
| NO | FASILITAS |      |      |      |      |      |      |      |    |
|----|-----------|------|------|------|------|------|------|------|----|
|    | X2.1      | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2 |
| 59 | 1         | 3    | 2    | 1    | 1    | 1    | 2    | 2    | 13 |
| 60 | 4         | 4    | 4    | 3    | 4    | 5    | 3    | 4    | 31 |
| 61 | 3         | 3    | 4    | 3    | 3    | 2    | 5    | 2    | 25 |
| 62 | 2         | 3    | 2    | 3    | 2    | 1    | 4    | 3    | 20 |
| 63 | 4         | 2    | 5    | 5    | 3    | 4    | 3    | 4    | 30 |
| 64 | 4         | 4    | 4    | 3    | 4    | 2    | 3    | 3    | 27 |
| 65 | 3         | 2    | 3    | 4    | 5    | 3    | 2    | 3    | 25 |
| 66 | 2         | 3    | 2    | 1    | 3    | 2    | 2    | 1    | 16 |
| 67 | 2         | 2    | 3    | 3    | 3    | 1    | 3    | 2    | 19 |
| 68 | 1         | 1    | 1    | 1    | 2    | 1    | 2    | 1    | 10 |
| 69 | 2         | 2    | 3    | 2    | 2    | 3    | 2    | 3    | 19 |
| 70 | 4         | 4    | 2    | 2    | 3    | 1    | 2    | 3    | 21 |
| 71 | 3         | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 23 |
| 72 | 2         | 3    | 1    | 2    | 3    | 2    | 1    | 3    | 17 |
| 73 | 3         | 2    | 3    | 2    | 3    | 3    | 4    | 2    | 22 |
| 74 | 3         | 1    | 2    | 3    | 4    | 2    | 3    | 3    | 21 |
| 75 | 3         | 2    | 2    | 2    | 4    | 2    | 3    | 3    | 21 |
| 76 | 2         | 5    | 2    | 3    | 2    | 3    | 3    | 2    | 22 |
| 77 | 2         | 2    | 2    | 2    | 2    | 3    | 4    | 2    | 19 |
| 78 | 2         | 2    | 1    | 2    | 3    | 2    | 2    | 3    | 17 |
| 79 | 3         | 4    | 2    | 4    | 4    | 3    | 4    | 5    | 29 |
| 80 | 3         | 2    | 4    | 3    | 4    | 2    | 2    | 2    | 22 |
| 81 | 3         | 3    | 2    | 3    | 3    | 2    | 2    | 4    | 22 |
| 82 | 1         | 2    | 2    | 2    | 2    | 1    | 2    | 1    | 13 |
| 83 | 2         | 1    | 3    | 2    | 1    | 3    | 3    | 1    | 16 |
| 84 | 1         | 2    | 2    | 3    | 2    | 2    | 2    | 3    | 17 |

| NO  | FASILITAS |      |      |      |      |      |      |      |    |
|-----|-----------|------|------|------|------|------|------|------|----|
|     | X2.1      | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2 |
| 85  | 4         | 4    | 3    | 4    | 3    | 4    | 4    | 4    | 30 |
| 86  | 3         | 2    | 3    | 3    | 2    | 2    | 2    | 3    | 20 |
| 87  | 3         | 5    | 4    | 4    | 4    | 3    | 5    | 4    | 32 |
| 88  | 3         | 2    | 3    | 2    | 2    | 3    | 3    | 3    | 21 |
| 89  | 2         | 1    | 3    | 2    | 2    | 1    | 3    | 2    | 16 |
| 90  | 3         | 1    | 2    | 3    | 3    | 3    | 3    | 4    | 22 |
| 91  | 3         | 3    | 4    | 2    | 4    | 2    | 4    | 3    | 25 |
| 92  | 4         | 1    | 2    | 3    | 2    | 1    | 3    | 2    | 18 |
| 93  | 3         | 2    | 3    | 3    | 3    | 3    | 4    | 2    | 23 |
| 94  | 3         | 3    | 2    | 3    | 2    | 4    | 3    | 3    | 23 |
| 95  | 1         | 1    | 2    | 1    | 2    | 1    | 1    | 2    | 11 |
| 96  | 2         | 3    | 3    | 2    | 1    | 2    | 2    | 3    | 18 |
| 97  | 3         | 3    | 4    | 4    | 2    | 3    | 4    | 3    | 26 |
| 98  | 2         | 5    | 4    | 3    | 3    | 3    | 3    | 3    | 26 |
| 99  | 5         | 3    | 5    | 4    | 4    | 4    | 4    | 4    | 33 |
| 100 | 4         | 4    | 3    | 4    | 3    | 3    | 4    | 4    | 29 |
| 101 | 3         | 3    | 2    | 3    | 2    | 2    | 4    | 3    | 22 |
| 102 | 2         | 3    | 3    | 1    | 2    | 2    | 2    | 2    | 17 |
| 103 | 2         | 1    | 5    | 2    | 4    | 3    | 3    | 3    | 23 |
| 104 | 3         | 3    | 2    | 3    | 2    | 2    | 4    | 1    | 20 |
| 105 | 4         | 3    | 4    | 3    | 1    | 3    | 3    | 3    | 24 |
| 106 | 1         | 2    | 3    | 2    | 3    | 1    | 2    | 2    | 16 |
| 107 | 4         | 3    | 3    | 2    | 4    | 3    | 3    | 4    | 26 |
| 108 | 4         | 2    | 4    | 3    | 4    | 3    | 4    | 3    | 27 |
| 109 | 3         | 3    | 2    | 3    | 3    | 3    | 4    | 3    | 24 |
| 110 | 3         | 2    | 2    | 2    | 2    | 3    | 3    | 3    | 20 |

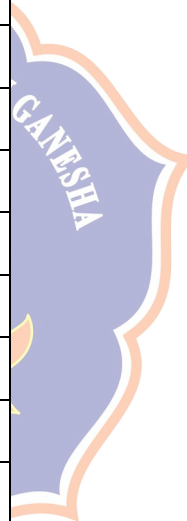
| NO  | FASILITAS |      |      |      |      |      |      |      |    |
|-----|-----------|------|------|------|------|------|------|------|----|
|     | X2.1      | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2 |
| 111 | 2         | 2    | 2    | 2    | 2    | 3    | 3    | 3    | 19 |
| 112 | 2         | 2    | 2    | 3    | 2    | 2    | 3    | 2    | 18 |
| 113 | 3         | 3    | 3    | 2    | 2    | 1    | 2    | 3    | 19 |
| 114 | 1         | 3    | 2    | 2    | 3    | 1    | 1    | 2    | 15 |
| 115 | 1         | 3    | 3    | 1    | 2    | 4    | 3    | 3    | 20 |
| 116 | 3         | 3    | 2    | 2    | 2    | 3    | 2    | 4    | 21 |
| 117 | 3         | 3    | 3    | 3    | 3    | 2    | 2    | 2    | 21 |
| 118 | 3         | 3    | 1    | 3    | 2    | 3    | 1    | 2    | 18 |
| 119 | 3         | 3    | 2    | 3    | 3    | 4    | 5    | 4    | 27 |
| 120 | 3         | 3    | 2    | 3    | 4    | 3    | 2    | 3    | 23 |

| NO | KEPUASAN PELANGGAN |    |    |    |
|----|--------------------|----|----|----|
|    | Y1                 | Y2 | Y3 | Y  |
| 1  | 3                  | 3  | 3  | 9  |
| 2  | 4                  | 3  | 3  | 10 |
| 3  | 1                  | 1  | 3  | 5  |
| 4  | 4                  | 4  | 4  | 12 |
| 5  | 2                  | 2  | 2  | 6  |
| 6  | 4                  | 4  | 2  | 10 |
| 7  | 1                  | 3  | 3  | 7  |
| 8  | 1                  | 1  | 1  | 3  |
| 9  | 2                  | 2  | 2  | 6  |
| 10 | 3                  | 2  | 1  | 6  |
| 11 | 2                  | 2  | 2  | 6  |
| 12 | 4                  | 3  | 4  | 11 |
| 13 | 3                  | 3  | 3  | 9  |

| NO | KEPUASAN PELANGGAN |    |    |    |
|----|--------------------|----|----|----|
|    | Y1                 | Y2 | Y3 | Y  |
| 14 | 2                  | 4  | 3  | 9  |
| 15 | 3                  | 2  | 2  | 7  |
| 16 | 3                  | 2  | 1  | 6  |
| 17 | 2                  | 1  | 2  | 5  |
| 18 | 2                  | 2  | 3  | 7  |
| 19 | 4                  | 2  | 3  | 9  |
| 20 | 3                  | 4  | 4  | 11 |
| 21 | 1                  | 2  | 3  | 6  |
| 22 | 2                  | 3  | 2  | 7  |
| 23 | 3                  | 2  | 2  | 7  |
| 24 | 2                  | 3  | 2  | 7  |
| 25 | 3                  | 4  | 4  | 11 |
| 26 | 4                  | 2  | 4  | 10 |
| 27 | 3                  | 1  | 2  | 6  |
| 28 | 2                  | 3  | 3  | 8  |
| 29 | 2                  | 3  | 2  | 7  |
| 30 | 5                  | 4  | 3  | 12 |
| 31 | 2                  | 2  | 1  | 5  |
| 32 | 2                  | 3  | 3  | 8  |
| 33 | 2                  | 2  | 2  | 6  |
| 34 | 2                  | 2  | 2  | 6  |
| 35 | 2                  | 2  | 2  | 6  |
| 36 | 3                  | 2  | 2  | 7  |
| 37 | 3                  | 2  | 2  | 7  |
| 38 | 2                  | 2  | 2  | 6  |
| 39 | 3                  | 2  | 4  | 9  |

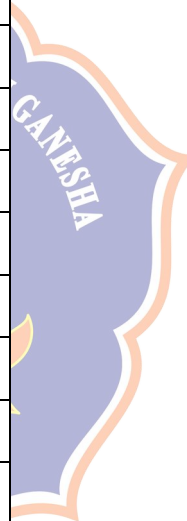


| NO | KEPUASAN PELANGGAN |    |    |    |
|----|--------------------|----|----|----|
|    | Y1                 | Y2 | Y3 | Y  |
| 40 | 3                  | 3  | 2  | 8  |
| 41 | 4                  | 4  | 4  | 12 |
| 42 | 2                  | 2  | 2  | 6  |
| 43 | 2                  | 3  | 3  | 8  |
| 44 | 3                  | 3  | 1  | 7  |
| 45 | 1                  | 2  | 1  | 4  |
| 46 | 4                  | 4  | 3  | 11 |
| 47 | 3                  | 4  | 4  | 11 |
| 48 | 5                  | 3  | 4  | 12 |
| 49 | 4                  | 3  | 3  | 10 |
| 50 | 3                  | 2  | 2  | 7  |
| 51 | 3                  | 3  | 3  | 9  |
| 52 | 3                  | 4  | 4  | 11 |
| 53 | 3                  | 2  | 1  | 6  |
| 54 | 2                  | 3  | 3  | 8  |
| 55 | 4                  | 4  | 4  | 12 |
| 56 | 4                  | 2  | 3  | 9  |
| 57 | 2                  | 2  | 3  | 7  |
| 58 | 1                  | 3  | 3  | 7  |
| 59 | 1                  | 3  | 2  | 6  |
| 60 | 4                  | 3  | 3  | 10 |
| 61 | 2                  | 5  | 3  | 10 |
| 62 | 2                  | 3  | 3  | 8  |
| 63 | 3                  | 4  | 5  | 12 |
| 64 | 3                  | 3  | 3  | 9  |
| 65 | 3                  | 4  | 4  | 11 |

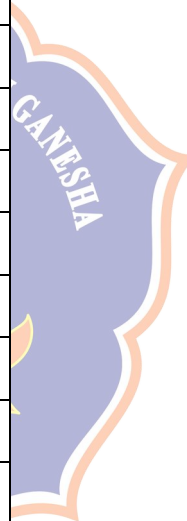




| NO | KEPUASAN PELANGGAN |    |    |    |
|----|--------------------|----|----|----|
|    | Y1                 | Y2 | Y3 | Y  |
| 66 | 3                  | 2  | 3  | 8  |
| 67 | 2                  | 3  | 3  | 8  |
| 68 | 1                  | 1  | 1  | 3  |
| 69 | 3                  | 2  | 2  | 7  |
| 70 | 3                  | 3  | 4  | 10 |
| 71 | 4                  | 3  | 3  | 10 |
| 72 | 1                  | 2  | 4  | 7  |
| 73 | 2                  | 3  | 3  | 8  |
| 74 | 2                  | 3  | 2  | 7  |
| 75 | 1                  | 2  | 3  | 6  |
| 76 | 2                  | 3  | 2  | 7  |
| 77 | 3                  | 2  | 2  | 7  |
| 78 | 2                  | 3  | 2  | 7  |
| 79 | 3                  | 4  | 4  | 11 |
| 80 | 4                  | 2  | 4  | 10 |
| 81 | 3                  | 1  | 2  | 6  |
| 82 | 2                  | 1  | 1  | 4  |
| 83 | 2                  | 3  | 2  | 7  |
| 84 | 2                  | 1  | 2  | 5  |
| 85 | 4                  | 3  | 3  | 10 |
| 86 | 3                  | 3  | 3  | 9  |
| 87 | 5                  | 4  | 5  | 14 |
| 88 | 4                  | 3  | 2  | 9  |
| 89 | 1                  | 3  | 1  | 5  |
| 90 | 3                  | 2  | 2  | 7  |
| 91 | 3                  | 3  | 2  | 8  |



| NO  | KEPUASAN PELANGGAN |    |    |    |
|-----|--------------------|----|----|----|
|     | Y1                 | Y2 | Y3 | Y  |
| 92  | 3                  | 1  | 1  | 5  |
| 93  | 2                  | 3  | 2  | 7  |
| 94  | 3                  | 3  | 2  | 8  |
| 95  | 2                  | 2  | 1  | 5  |
| 96  | 2                  | 3  | 1  | 6  |
| 97  | 3                  | 3  | 3  | 9  |
| 98  | 4                  | 4  | 3  | 11 |
| 99  | 4                  | 4  | 5  | 13 |
| 100 | 5                  | 4  | 3  | 12 |
| 101 | 3                  | 3  | 3  | 9  |
| 102 | 2                  | 3  | 2  | 7  |
| 103 | 3                  | 3  | 3  | 9  |
| 104 | 2                  | 3  | 3  | 8  |
| 105 | 2                  | 2  | 3  | 7  |
| 106 | 3                  | 1  | 1  | 5  |
| 107 | 5                  | 3  | 4  | 12 |
| 108 | 4                  | 4  | 4  | 12 |
| 109 | 3                  | 3  | 3  | 9  |
| 110 | 2                  | 3  | 2  | 7  |
| 111 | 2                  | 3  | 2  | 7  |
| 112 | 2                  | 3  | 2  | 7  |
| 113 | 3                  | 2  | 3  | 8  |
| 114 | 2                  | 2  | 1  | 5  |
| 115 | 2                  | 3  | 1  | 6  |
| 116 | 3                  | 4  | 2  | 9  |
| 117 | 2                  | 2  | 2  | 6  |



| NO  | KEPUASAN PELANGGAN |    |    |    |
|-----|--------------------|----|----|----|
|     | Y1                 | Y2 | Y3 | Y  |
| 118 | 1                  | 2  | 2  | 5  |
| 119 | 4                  | 2  | 4  | 10 |
| 120 | 3                  | 3  | 3  | 9  |



## Lampiran 4. Output SPSS Uji Validitas dan Reliabilitas Sampel Kecil

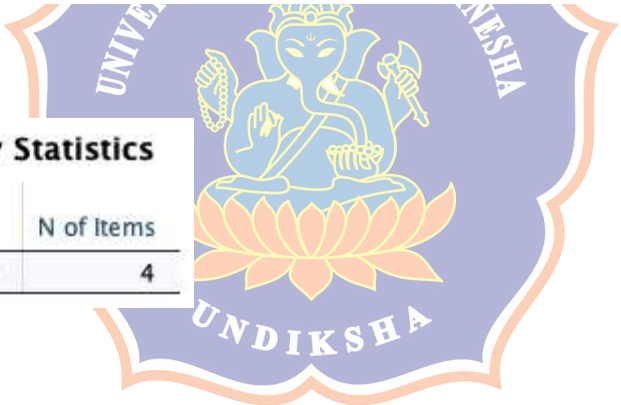
Uji Validitas dan Reliabilitas Kualitas Pelayanan ( $X_1$ )

|                         |                     | <b>Correlations</b> |        |        |        |                         |
|-------------------------|---------------------|---------------------|--------|--------|--------|-------------------------|
|                         |                     | X1.1                | X1.2   | X1.3   | X1.4   | Kualitas Pelayanan (X1) |
| X1.1                    | Pearson Correlation | 1                   | .283   | .324   | .225   | .637**                  |
|                         | Sig. (2-tailed)     |                     | .130   | .081   | .232   | .000                    |
|                         | N                   | 30                  | 30     | 30     | 30     | 30                      |
| X1.2                    | Pearson Correlation | .283                | 1      | .626** | .417*  | .775**                  |
|                         | Sig. (2-tailed)     | .130                |        | .000   | .022   | .000                    |
|                         | N                   | 30                  | 30     | 30     | 30     | 30                      |
| X1.3                    | Pearson Correlation | .324                | .626** | 1      | .575** | .832**                  |
|                         | Sig. (2-tailed)     | .081                | .000   |        | .001   | .000                    |
|                         | N                   | 30                  | 30     | 30     | 30     | 30                      |
| X1.4                    | Pearson Correlation | .225                | .417*  | .575** | 1      | .738**                  |
|                         | Sig. (2-tailed)     | .232                | .022   | .001   |        | .000                    |
|                         | N                   | 30                  | 30     | 30     | 30     | 30                      |
| Kualitas Pelayanan (X1) | Pearson Correlation | .637**              | .775** | .832** | .738** | 1                       |
|                         | Sig. (2-tailed)     | .000                | .000   | .000   | .000   |                         |
|                         | N                   | 30                  | 30     | 30     | 30     | 30                      |

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

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

| <b>Reliability Statistics</b> |            |
|-------------------------------|------------|
| Cronbach's Alpha              | N of Items |
| .725                          | 4          |

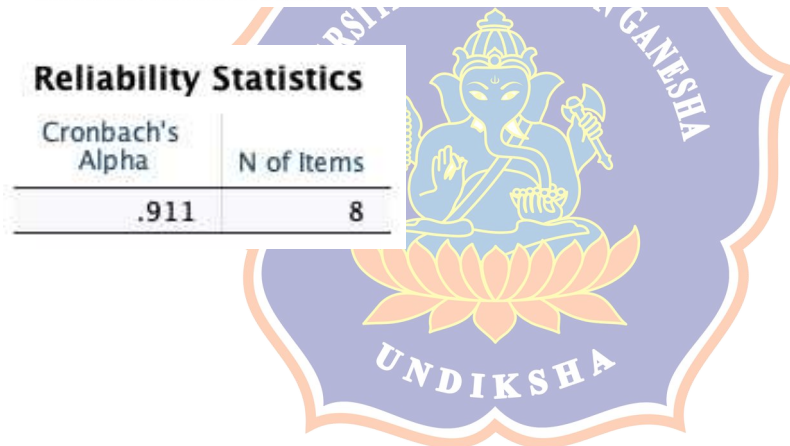


## Uji Validitas dan Reliabilitas Fasilitas (X<sub>2</sub>)

|                |                     | Correlations |        |        |        |        |        |        |        |                |
|----------------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|----------------|
|                |                     | X2.1         | X2.2   | X2.3   | X2.4   | X2.5   | X2.6   | X2.7   | X2.8   | Fasilitas (X2) |
| X2.1           | Pearson Correlation | 1            | .729** | .431*  | .525** | .218   | .430*  | .506** | .620** | .711**         |
|                | Sig. (2-tailed)     |              | .000   | .017   | .003   | .247   | .018   | .004   | .000   | .000           |
|                | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30             |
| X2.2           | Pearson Correlation | .729**       | 1      | .525** | .711** | .435*  | .577** | .737** | .785** | .878**         |
|                | Sig. (2-tailed)     | .000         |        | .003   | .000   | .016   | .001   | .000   | .000   | .000           |
|                | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30             |
| X2.3           | Pearson Correlation | .431*        | .525** | 1      | .619** | .320   | .588** | .427*  | .606** | .717**         |
|                | Sig. (2-tailed)     | .017         | .003   |        | .000   | .084   | .001   | .019   | .000   | .000           |
|                | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30             |
| X2.4           | Pearson Correlation | .525**       | .711** | .619** | 1      | .437*  | .663** | .735** | .706** | .864**         |
|                | Sig. (2-tailed)     | .003         | .000   | .000   |        | .016   | .000   | .000   | .000   | .000           |
|                | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30             |
| X2.5           | Pearson Correlation | .218         | .435*  | .320   | .437*  | 1      | .515** | .477** | .571** | .631**         |
|                | Sig. (2-tailed)     | .247         | .016   | .084   | .016   |        | .004   | .008   | .001   | .000           |
|                | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30             |
| X2.6           | Pearson Correlation | .430*        | .577** | .588** | .663** | .515** | 1      | .620** | .552** | .782**         |
|                | Sig. (2-tailed)     | .018         | .001   | .001   | .000   | .004   |        | .000   | .002   | .000           |
|                | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30             |
| X2.7           | Pearson Correlation | .506**       | .737** | .427*  | .735** | .477** | .620** | 1      | .594** | .813**         |
|                | Sig. (2-tailed)     | .004         | .000   | .019   | .000   | .008   | .000   |        | .001   | .000           |
|                | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30             |
| X2.8           | Pearson Correlation | .620**       | .785** | .606** | .706** | .571** | .552** | .594** | 1      | .873**         |
|                | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .001   | .002   | .001   |        | .000           |
|                | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30             |
| Fasilitas (X2) | Pearson Correlation | .711**       | .878** | .717** | .864** | .631** | .782** | .813** | .873** | 1              |
|                | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   |                |
|                | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30             |

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

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



### Uji Validitas dan Reliabilitas Kepuasan Pelanggan (Y)

#### Correlations

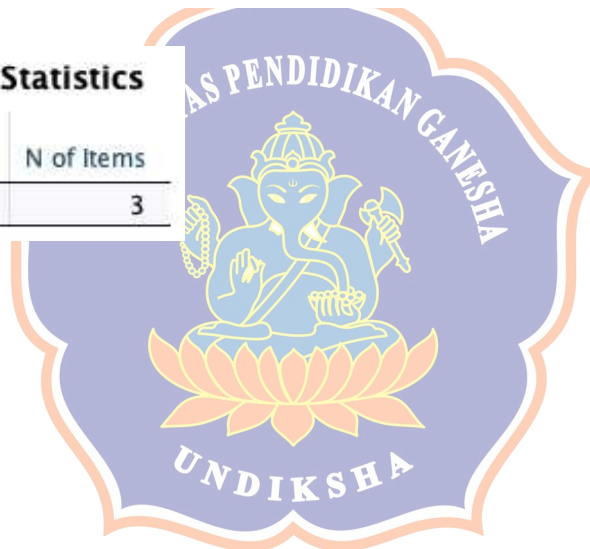
|                        |                     | Y.1    | Y.2    | Y.3    | Kepuasan Pelanggan (Y) |
|------------------------|---------------------|--------|--------|--------|------------------------|
| Y.1                    | Pearson Correlation | 1      | .417*  | .603** | .808**                 |
|                        | Sig. (2-tailed)     |        | .022   | .000   | .000                   |
|                        | N                   | 30     | 30     | 30     | 30                     |
| Y.2                    | Pearson Correlation | .417*  | 1      | .561** | .809**                 |
|                        | Sig. (2-tailed)     | .022   |        | .001   | .000                   |
|                        | N                   | 30     | 30     | 30     | 30                     |
| Y.3                    | Pearson Correlation | .603** | .561** | 1      | .866**                 |
|                        | Sig. (2-tailed)     | .000   | .001   |        | .000                   |
|                        | N                   | 30     | 30     | 30     | 30                     |
| Kepuasan Pelanggan (Y) | Pearson Correlation | .808** | .809** | .866** | 1                      |
|                        | Sig. (2-tailed)     | .000   | .000   | .000   |                        |
|                        | N                   | 30     | 30     | 30     | 30                     |

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

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

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .767             | 3          |



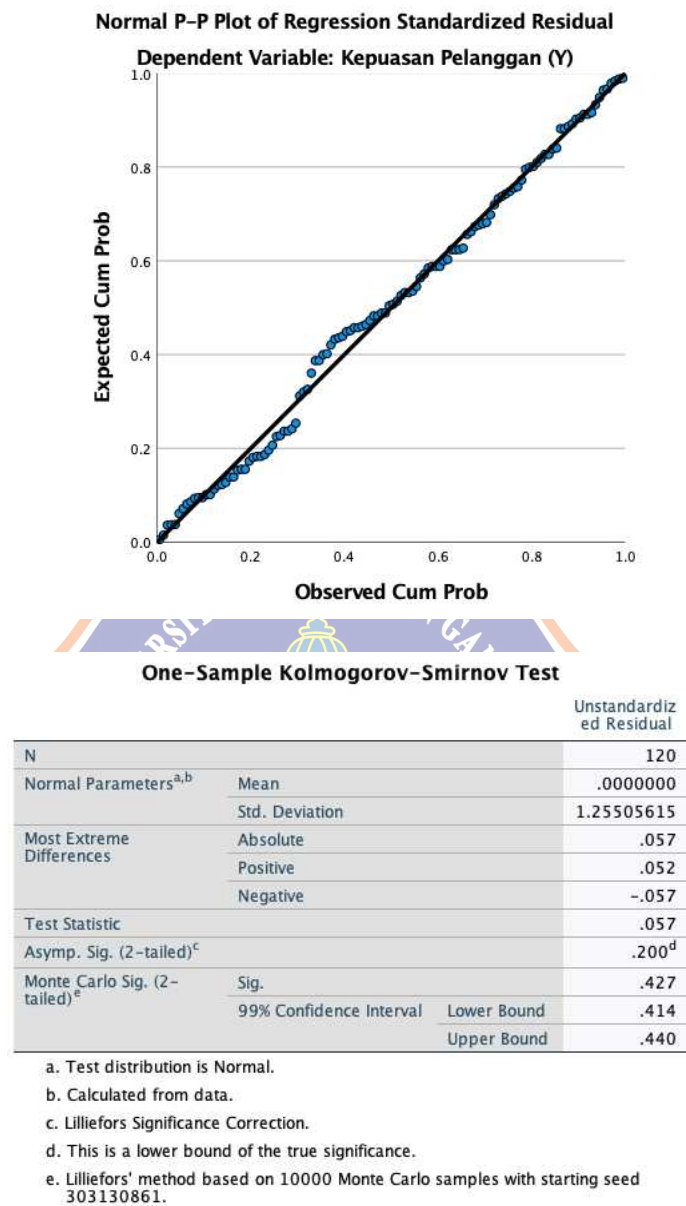
## Lampiran 5. Output SPSS Descriptive Statistics Indikator Variabel Penelitian

| <b>Descriptive Statistics</b> |     |         |         |         |                |
|-------------------------------|-----|---------|---------|---------|----------------|
|                               | N   | Minimum | Maximum | Mean    | Std. Deviation |
| Kualitas Pelayanan (X1)       | 120 | 4.00    | 17.00   | 10.8917 | 2.71255        |
| Fasilitas (X2)                | 120 | 9.00    | 33.00   | 21.2417 | 5.02765        |
| Kepuasan Pelanggan (Y)        | 120 | 3.00    | 14.00   | 7.9917  | 2.28439        |
| Valid N (listwise)            | 120 |         |         |         |                |



## Lampiran 6. Output SPSS Uji Asumsi Klasik

### Output SPSS Uji Normalitas



### Output SPSS Uji Multikolinearitas

| Coefficients <sup>a</sup> |                         |                             |            |                           |       |      |              |         |      |                         |       |
|---------------------------|-------------------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|-------------------------|-------|
| Model                     |                         | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      | Collinearity Statistics |       |
|                           |                         | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part | Tolerance               | VIF   |
| 1                         | (Constant)              | -.291                       | .517       |                           | -.563 | .575 |              |         |      |                         |       |
|                           | Kualitas Pelayanan (X1) | .297                        | .074       | .352                      | 4.026 | .000 | .778         | .349    | .205 | .337                    | 2.965 |
|                           | Fasilitas (X2)          | .238                        | .040       | .523                      | 5.986 | .000 | .810         | .484    | .304 | .337                    | 2.965 |

a. Dependent Variable: Kepuasan Pelanggan (Y)

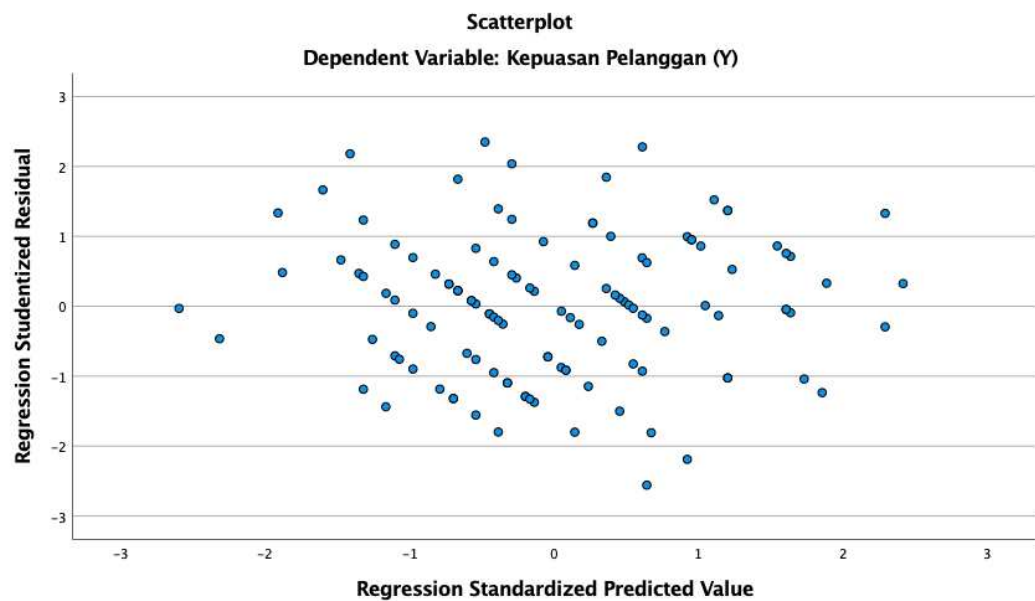


## Output SPSS Uji Heteroskedastisitas

**Coefficients<sup>a</sup>**

| Model | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      | Collinearity Statistics |       |
|-------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|-------------------------|-------|
|       | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part | Tolerance               | VIF   |
| 1     |                             |            |                           |       |      |              |         |      |                         |       |
|       | (Constant)                  | .968       | .313                      | 3.096 | .002 |              |         |      |                         |       |
|       | Kualitas Pelayanan (X1)     | .003       | .045                      | .010  | .952 | .009         | .006    | .006 | .337                    | 2.965 |
|       | Fasilitas (X2)              | .000       | .024                      | -.001 | .996 | .007         | .000    | .000 | .337                    | 2.965 |

a. Dependent Variable: ABS\_RES



## Lampiran 7. Output SPSS Analisis Regresi Linier Berganda

| Coefficients <sup>a</sup> |                         |                             |            |                           |       |      |              |         |      |                         |       |
|---------------------------|-------------------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|-------------------------|-------|
| Model                     |                         | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      | Collinearity Statistics |       |
|                           |                         | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part | Tolerance               | VIF   |
| 1                         | (Constant)              | -.291                       | .517       |                           | -.563 | .575 |              |         |      |                         |       |
|                           | Kualitas Pelayanan (X1) | .297                        | .074       | .352                      | 4.026 | .000 | .778         | .349    | .205 | .337                    | 2.965 |
|                           | Fasilitas (X2)          | .238                        | .040       | .523                      | 5.986 | .000 | .810         | .484    | .304 | .337                    | 2.965 |

a. Dependent Variable: Kepuasan Pelanggan (Y)

a. Dependent Variable: Kepuasan Pelanggan (Y)



## Lampiran 8. Output SPSS Uji Hipotesis

## Output SPSS Uji F (Simultan)

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 433.547        | 2   | 216.773     | 135.307 | .000 <sup>b</sup> |
|       | Residual   | 187.445        | 117 | 1.602       |         |                   |
|       | Total      | 620.992        | 119 |             |         |                   |

a. Dependent Variable: Kepuasan Pelanggan (Y)

b. Predictors: (Constant), Fasilitas (X2), Kualitas Pelayanan (X1)

## Output SPSS Uji t (Parsial)

**Coefficients<sup>a</sup>**

| Model |                         | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      | Collinearity Statistics |       |
|-------|-------------------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|-------------------------|-------|
|       |                         | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part | Tolerance               | VIF   |
| 1     | (Constant)              | -.291                       | .517       |                           | -.563 | .575 |              |         |      |                         |       |
|       | Kualitas Pelayanan (X1) | .297                        | .074       | .352                      | 4.026 | .000 | .778         | .349    | .205 | .337                    | 2.965 |
|       | Fasilitas (X2)          | .238                        | .040       | .523                      | 5.986 | .000 | .810         | .484    | .304 | .337                    | 2.965 |

a. Dependent Variable: Kepuasan Pelanggan (Y)



Lampiran 9. Output SPSS Uji Koefisien Determinasi ( $R^2$ )**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .836 <sup>a</sup> | .698     | .693              | 1.26574                    |

a. Predictors: (Constant), Fasilitas (X2), Kualitas Pelayanan (X1)

b. Dependent Variable: Kepuasan Pelanggan (Y)



## Lampiran 10. Dokumentasi



## RIWAYAT HIDUP



Ni Komang Fibra Abelia, mahasiswi Jurusan Manajemen Universitas Pendidikan Ganesha. Lahir di Denpasar pada tanggal 22 Februari 2004, anak ketiga dari pasangan I Nengah Sabariyadi dan Ni Made Widiari, juga memiliki seorang saudara perempuan bernama Ni Putu Arisya Agustiana dan Ni Kadek Dea Putri Wulandari.

Penulis berkewarganegaraan Indonesia dan beragama Hindu. Saat ini, penulis berdomisili di Jl. Antasura, Gang Batusari, Peguyangan Kangin, Kecamatan Denpasar Utara, Kabupaten Denpasar, Provinsi Bali.

Sebelumnya penulis menempuh pendidikan di SD Satya Sai Denpasar dan lulus pada tahun 2016, yang selanjutnya melanjutkan pendidikan di SMP Dwijendra Denpasar dan lulus pada tahun 2019, lalu menempuh pendidikan di SMA Dwijendra Denpasar dan lulus di tahun 2022. Pada tahun 2022, penulis melanjutkan pendidikan di Universitas Pendidikan Ganesha. Pada semester 8 di tahun 2026 penulis telah menyelesaikan skripsi yang berjudul “Pengaruh Kualitas Pelayanan dan Fasilitas Terhadap Kepuasan Pelanggan Pada Hotel Sentral di Buleleng”.