



**LAMPIRAN**

**LAMPIRAN 1**  
**DATA OBSERVASI AWAL**

Hasil Kuisisioner Observasi Awal Harapan Pelanggan PDAM Kabupaten Buleleng

No Responden	Variabel Harapan Pelanggan				Skor	Kategori
	Butir Pertanyaan					
	1	2	3	4		
1	2	1	3	2	8	Rendah
2	3	2	1	3	9	Sedang
3	3	3	1	3	10	Sedang
4	1	2	2	2	7	Rendah
5	1	2	3	1	7	Rendah
6	2	2	3	2	9	Sedang
7	2	2	1	1	6	Rendah
8	3	2	2	2	9	Sedang
9	2	1	3	2	8	Rendah
10	2	2	2	1	7	Rendah
Total	21	19	21	19	80	Rendah

Hasil Kuisisioner Observasi Awal Kualitas Pelayanan PDAM Kabupaten Buleleng

No Responden	Variabel Kualitas Pelayanan					Skor	Kategori
	Butir Pertanyaan						
	1	2	3	4	5		
1	3	2	3	2	3	13	Rendah
2	2	1	3	3	2	11	Rendah
3	3	2	3	2	3	13	Rendah
4	2	2	3	1	2	10	Rendah
5	3	2	3	3	2	13	Rendah
6	3	3	2	3	3	13	Sedang
7	4	3	4	4	3	18	Tinggi
8	2	1	3	3	2	11	Rendah
9	1	2	3	2	3	11	Rendah
10	2	1	3	3	2	11	Rendah
Total	25	18	31	25	25	124	Rendah

Hasil Kuisisioner Observasi Awal Kepuasan Pelanggan PDAM Kabupaten Buleleng

No Responden	Variabel Kepuasan Pelanggan			Skor	Kategori
	Butir Pertanyaan				
	1	2	3		
1	2	1	3	6	Rendah
2	3	2	1	6	Rendah
3	3	3	1	7	Sedang
4	2	2	1	5	Rendah
5	1	2	3	6	Rendah
6	2	3	2	7	Sedang
7	1	2	2	5	Rendah
8	2	2	3	7	Sedang
9	2	1	3	6	Rendah
10	2	1	2	5	Rendah
Total	18	20	21	59	Rendah



## LAMPIRAN 2 KUESIONER PENELITIAN

Kepada

Yth. Bapak/Ibu, saudara/i

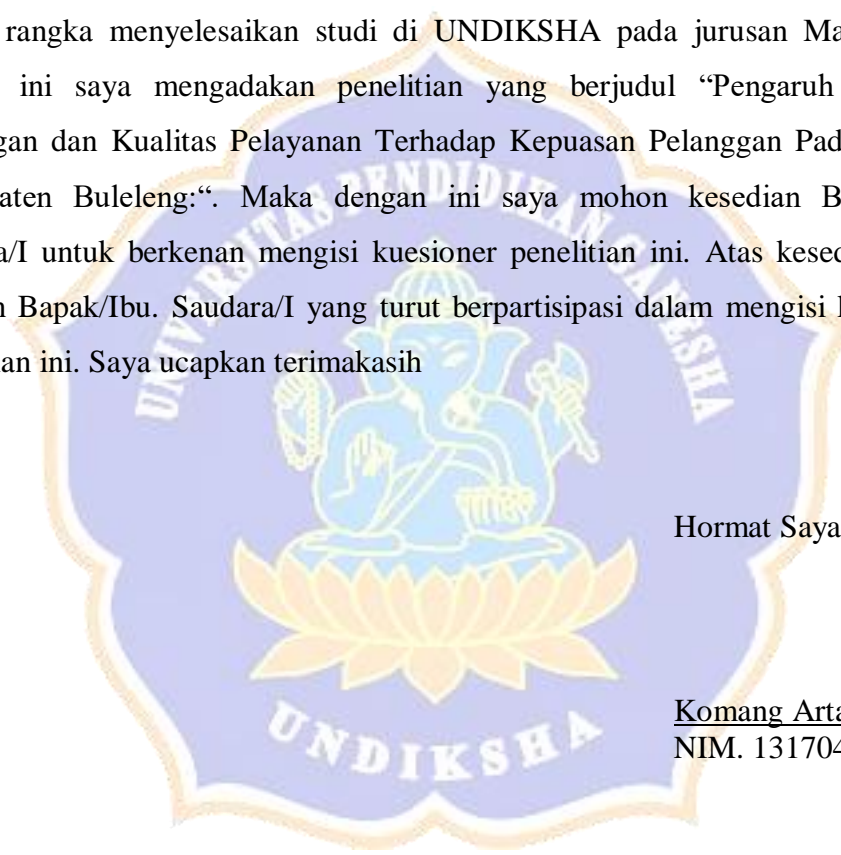
Hal: Pengisian Kuesioner

Dengan hormat,

Dalam rangka menyelesaikan studi di UNDIKSHA pada jurusan Manajemen, dengan ini saya mengadakan penelitian yang berjudul “Pengaruh Harapan Pelanggan dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada PDAM KAbupaten Buleleng:“. Maka dengan ini saya mohon kesedian Bapak/Ibu, Saudara/I untuk berkenan mengisi kuesioner penelitian ini. Atas kesediaan dan bantuan Bapak/Ibu. Saudara/I yang turut berpartisipasi dalam mengisi kuesioner penelitian ini. Saya ucapkan terimakasih

Hormat Saya,

Komang Arta Subawa  
NIM. 1317041035



### A. Petunjuk Pengisian Kuesioner

Dalam mengisi kuesioner ini, diharapkan Bapak/Ibu, Saudara/I mengisi secara lengkap dan benar daftar ini anda pada identitas responden dan daftar pernyataan yang tersusun secara sistematis. Untuk menjawab kuesioner tersebut Bapak/Ibu, Saudara/I mencantumkan tanda rumput pada pilihan jawaban yang tersedia dikolom sebelah kanan. Jawablah pernyataan tersebut sesuai persepsi Bapak/ibu,Saudara/I dengan keterangan sebagai berikut.

SS = Sangat Setuju

S = Setuju

N = Netral

TS = Tidak Setuju

STS = Sangat Tidak Setuju

### B. Identitas Responden

Nama : .....

(Jika tidak keberatan)

Jenis Kelamin : (Laki-laki/Perempuan\*)

Umur : ..... tahun

Tingkat Pendidikan : (SMP/SMA/Diploma/S1/S2\*)

(\*) coret yang tidak perlu

### C. Pernyataan

#### Variabel Harapan Pelanggan

No	Keterangan	SS	S	N	TS	STS
	Harapan Pelanggan	1	2	3	4	5
1	PDAM Kab. Buleleng telah memenuhi kebutuhan anda terhadap air bersih					
2	Layanan PDAM Kab. Buleleng melalui media massa, teman, keluarga, rekan kerja sudah sesuai dengan yang anda harapkan					
3	Pelayanan PDAM Kab. Buleleng sudah lebih baik dari masa ke masa					

### Variabel Kualitas Pelayanan

No	Keterangan	SS	S	N	TS	STS
	Kualitas Pelayanan	1	2	3	4	5
1.	Pegawai PDAM Kab. Buleleng selalu dapat diandalkan dan dipercaya ketika aliran air bermasalah					
2.	Pegawai PDAM merespon dengan cepat dan tepat ketika merespon pemasalahan yang dihadapi oleh pelanggan					
3.	PDAM Kab. Buleleng memberikan jaminan kebersihan dan keamanan air yang dikonsumsi pelanggan					
4.	Pegawai PDAM Kab. Buleleng selalu berkomunikasi dengan baik dan memahami kebutuhan dan masalah yang dihadapi pelanggan					
5.	Fasilitas yang tersedia pada PDAM Kab. Buleleng sesuai dengan yang anda harapkan					

### Variabel Kepuasan Pelanggan

No	Keterangan	SS	S	N	TS	STS
	Kepuasan Pelanggan	1	2	3	4	5
1.	Layanan yang ditawarkan oleh PDAM Kab. Buleleng sesuai dengan harapan anda					
2.	Kinerja pelayanan yang anda terima selama menggunakan jasa PDAM Kab. Buleleng sangat baik					
3.	Pelayanan PDAM Kab. Buleleng secara menyeluruh baik					

**LAMPIRAN 3**  
**DATA PENELITIAN**

**1. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Harapan Pelanggan**

**Data Ordinal**

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

**Data Interval**

No.	1	2	3	Total
1	4.439	4.370	2.703	11.511
2	2.782	2.703	2.703	8.189
3	4.439	2.703	4.370	11.511
4	2.782	2.703	2.703	8.189
5	2.782	2.703	2.703	8.189
6	4.439	4.370	4.370	13.178
7	2.782	2.703	2.703	8.189
8	2.782	2.703	2.703	8.189
9	2.782	2.703	1.000	6.485
10	2.782	2.703	2.703	8.189
11	1.000	2.703	2.703	6.406
12	2.782	2.703	2.703	8.189
13	2.782	2.703	2.703	8.189
14	2.782	2.703	2.703	8.189
15	2.782	2.703	2.703	8.189
16	2.782	2.703	2.703	8.189
17	2.782	1.000	2.703	6.485
18	2.782	2.703	2.703	8.189
19	2.782	2.703	2.703	8.189
20	2.782	2.703	1.000	6.485
21	2.782	2.703	2.703	8.189
22	4.439	4.370	4.370	13.178
23	2.782	4.370	2.703	9.855
24	4.439	2.703	4.370	11.511
25	2.782	2.703	2.703	8.189
26	2.782	2.703	2.703	8.189
27	1.000	2.703	2.703	6.406
28	2.782	1.000	1.000	4.782
29	2.782	2.703	2.703	8.189
30	2.782	1.000	2.703	6.485



## 2. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Kualitas Pelayanan

### Data Ordinal

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

**Data Interval**

No.	1	2	3	4	5	Total
1	4.439	2.884	4.439	2.832	4.370	18.963
2	2.782	4.695	2.782	4.554	2.703	17.517
3	1.000	2.884	2.782	2.832	2.703	12.202
4	2.782	2.884	2.782	2.832	1.000	12.281
5	2.782	2.884	1.000	2.832	2.703	12.202
6	2.782	2.884	2.782	2.832	2.703	13.984
7	4.439	2.884	4.439	4.554	2.703	19.019
8	4.439	2.884	4.439	2.832	2.703	17.297
9	2.782	2.884	2.782	2.832	2.703	13.984
10	2.782	2.884	2.782	2.832	2.703	13.984
11	2.782	2.884	2.782	2.832	2.703	13.984
12	2.782	2.884	2.782	2.832	2.703	13.984
13	2.782	2.884	2.782	2.832	2.703	13.984
14	2.782	2.884	2.782	2.832	2.703	13.984
15	2.782	2.884	2.782	2.832	2.703	13.984
16	2.782	2.884	2.782	2.832	2.703	13.984
17	2.782	2.884	2.782	2.832	2.703	13.984
18	2.782	1.000	1.000	2.832	1.000	8.615
19	2.782	4.695	2.782	4.554	2.703	17.517
20	1.000	2.884	2.782	1.000	2.703	10.370
21	2.782	2.884	2.782	2.832	2.703	13.984
22	2.782	2.884	2.782	2.832	2.703	13.984
23	2.782	2.884	2.782	2.832	2.703	13.984
24	2.782	2.884	2.782	2.832	2.703	13.984
25	2.782	2.884	2.782	2.832	1.000	12.281
26	4.439	2.884	2.782	4.554	4.370	19.029
27	2.782	1.000	2.782	1.000	2.703	10.268
28	2.782	4.695	4.439	2.832	4.370	19.117
29	2.782	2.884	2.782	2.832	2.703	13.984
30	4.439	2.884	4.439	2.832	4.370	18.963

### 3. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Kepuasan Pelanggan

#### Data Ordinal

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

**Data Interval**

No.	1	2	3	Total
1	3.926	3.899	2.565	10.390
2	2.471	2.447	2.565	7.484
3	1.000	2.447	1.000	4.447
4	2.471	1.000	2.565	6.036
5	2.471	2.447	2.565	7.484
6	2.471	1.000	2.565	6.036
7	2.471	1.000	1.000	4.471
8	2.471	1.000	2.565	6.036
9	3.926	3.899	4.114	11.939
10	2.471	3.899	2.565	8.935
11	3.926	2.447	4.114	10.487
12	3.926	3.899	2.565	10.390
13	3.926	2.447	4.114	10.487
14	2.471	2.447	2.565	7.484
15	2.471	2.447	2.565	7.484
16	3.926	2.447	4.114	10.487
17	2.471	2.447	2.565	7.484
18	2.471	2.447	2.565	7.484
19	2.471	2.447	2.565	7.484
20	2.471	1.000	2.565	6.036
21	3.926	3.899	4.114	11.939
22	2.471	2.447	2.565	7.484
23	2.471	2.447	2.565	7.484
24	1.000	2.447	1.000	4.447
25	2.471	2.447	2.565	7.484
26	1.000	1.000	2.565	4.565
27	1.000	2.447	1.000	4.447
28	2.471	2.447	2.565	7.484
29	2.471	2.447	2.565	7.484
30	2.471	2.447	2.565	7.484

#### 4. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Harapan Pelanggan

##### Data Ordinal

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

<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>Total</b>
28	3	4	4	11
29	3	4	4	11
30	4	4	4	12
31	4	4	4	12
32	4	5	5	14
33	4	5	5	14
34	5	5	4	14
35	5	5	4	14
36	5	5	4	14
37	4	4	4	12
38	4	4	4	12
39	4	4	4	12
40	4	5	4	13
41	4	4	4	12
42	3	3	4	10
43	4	5	4	13
44	4	4	4	12
45	4	4	4	12
46	4	5	4	13
47	4	4	4	12
48	4	4	4	12
49	4	3	3	10
50	3	4	3	10
51	4	4	4	12
52	3	3	4	10
53	4	4	4	12
54	4	4	3	11
55	4	4	4	12
56	3	4	4	11
57	3	4	4	11

<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>Total</b>
58	4	4	4	12
59	4	4	4	12
60	4	4	4	12
61	4	3	4	11
62	4	4	5	13
63	4	3	4	11
64	4	4	4	12
65	4	4	4	12
66	5	4	5	14
67	4	4	4	12
68	4	4	5	13
69	4	4	5	13
70	3	4	4	11
71	4	4	4	12
72	3	3	4	10
73	4	5	4	13
74	4	4	4	12
75	4	4	4	12
76	4	4	4	12
77	3	4	4	11
78	4	4	4	12
79	4	3	3	10
80	4	4	4	12

**Data Interval**

<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>Total</b>
1	4.120	2.555	4.642	11.317
2	4.120	4.082	2.846	11.048
3	2.547	4.082	2.846	9.476
4	2.547	4.082	4.642	11.272
5	2.547	2.555	2.846	7.948
6	4.120	2.555	2.846	9.521
7	2.547	2.555	2.846	7.948
8	1.000	1.000	2.846	4.846
9	2.547	4.082	2.846	9.476
10	4.120	4.082	2.846	11.048
11	2.547	2.555	2.846	7.948
12	4.120	2.555	2.846	9.521
13	2.547	2.555	2.846	7.948
14	2.547	2.555	2.846	7.948
15	2.547	2.555	2.846	7.948
16	1.000	1.000	2.846	4.846
17	4.120	4.082	2.846	11.048
18	2.547	2.555	1.000	6.102
19	2.547	2.555	2.846	7.948
20	1.000	2.555	2.846	6.401
21	2.547	2.555	2.846	7.948
22	1.000	2.555	2.846	6.401
23	2.547	2.555	1.000	6.102
24	2.547	2.555	2.846	7.948
25	2.547	2.555	2.846	7.948
26	2.547	2.555	2.846	7.948
27	2.547	1.000	2.846	6.393
28	1.000	2.555	2.846	6.401
29	1.000	2.555	2.846	6.401



<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>Total</b>
30	2.547	2.555	2.846	7.948
31	2.547	2.555	2.846	7.948
32	2.547	4.082	4.642	11.272
33	2.547	4.082	4.642	11.272
34	4.120	4.082	2.846	11.048
35	4.120	4.082	2.846	11.048
36	4.120	4.082	2.846	11.048
37	2.547	2.555	2.846	7.948
38	2.547	2.555	2.846	7.948
39	2.547	2.555	2.846	7.948
40	2.547	4.082	2.846	9.476
41	2.547	2.555	2.846	7.948
42	1.000	1.000	2.846	4.846
43	2.547	4.082	2.846	9.476
44	2.547	2.555	2.846	7.948
45	2.547	2.555	2.846	7.948
46	2.547	4.082	2.846	9.476
47	2.547	2.555	2.846	7.948
48	2.547	2.555	2.846	7.948
49	2.547	1.000	1.000	4.547
50	1.000	2.555	1.000	4.555
51	2.547	2.555	2.846	7.948
52	1.000	1.000	2.846	4.846
53	2.547	2.555	2.846	7.948
54	2.547	2.555	1.000	6.102
55	2.547	2.555	2.846	7.948
56	1.000	2.555	2.846	6.401
57	1.000	2.555	2.846	6.401
58	2.547	2.555	2.846	7.948
59	2.547	2.555	2.846	7.948

<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>Total</b>
60	2.547	2.555	2.846	7.948
61	2.547	1.000	2.846	6.393
62	2.547	2.555	4.642	9.744
63	2.547	1.000	2.846	6.393
64	2.547	2.555	2.846	7.948
65	2.547	2.555	2.846	7.948
66	4.120	2.555	4.642	11.317
67	2.547	2.555	2.846	7.948
68	2.547	2.555	4.642	9.744
69	2.547	2.555	4.642	9.744
70	1.000	2.555	2.846	6.401
71	2.547	2.555	2.846	7.948
72	1.000	1.000	2.846	4.846
73	2.547	4.082	2.846	9.476
74	2.547	2.555	2.846	7.948
75	2.547	2.555	2.846	7.948
76	2.547	2.555	2.846	7.948
77	1.000	2.555	2.846	6.401
78	2.547	2.555	2.846	7.948
79	2.547	1.000	1.000	4.547
80	2.547	2.555	2.846	7.948

## 5. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Kualitas Pelayanan

### Data Ordinal

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

<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Total</b>
28	4	3	3	4	3	17
29	4	4	4	4	3	19
30	4	4	4	4	4	20
31	4	4	4	4	3	19
32	5	5	4	5	5	24
33	4	5	5	5	5	24
34	5	5	4	4	5	23
35	5	5	4	4	4	22
36	4	4	4	4	4	20
37	4	4	4	4	4	20
38	5	4	4	4	4	21
39	4	4	5	5	4	22
40	4	4	4	4	4	20
41	4	5	4	5	4	22
42	4	4	4	4	4	20
43	5	4	4	4	5	22
44	4	4	4	4	4	20
45	4	4	4	4	4	20
46	4	5	5	4	4	22
47	4	4	4	4	4	20
48	4	4	4	3	4	19
49	4	4	4	3	3	18
50	4	3	4	3	3	17
51	5	5	2	5	4	21
52	4	3	4	4	4	19
53	4	4	4	4	4	20
54	4	3	4	4	4	19
55	4	4	4	4	4	20
56	4	3	4	3	3	17
57	4	5	5	4	4	22

<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Total</b>
58	5	5	2	5	4	21
59	4	4	4	3	4	19
60	4	4	4	3	4	19
61	4	3	4	3	2	16
62	4	4	4	3	3	18
63	4	4	4	4	4	20
64	3	4	5	4	4	20
65	4	4	4	4	3	19
66	5	5	4	4	4	22
67	5	4	4	5	5	23
68	5	4	5	4	4	22
69	5	4	4	4	5	22
70	3	4	5	4	4	20
71	3	4	5	3	4	19
72	3	4	5	4	4	20
73	5	5	4	4	4	22
74	4	4	3	4	4	19
75	4	4	3	4	4	19
76	5	4	5	4	4	22
77	4	3	3	3	3	16
78	4	3	4	3	3	17
79	4	5	3	3	2	17
80	5	5	4	4	3	21

**Data Interval**

<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Total</b>
1	4.301	2.388	3.018	3.733	4.761	18.201
2	4.301	3.785	3.018	2.365	3.244	16.713
3	4.301	3.785	3.018	2.365	3.244	16.713
4	2.719	2.388	4.482	3.733	3.244	16.567
5	2.719	2.388	4.482	3.733	3.244	16.567
6	2.719	2.388	4.482	3.733	3.244	16.567
7	2.719	3.785	4.482	2.365	4.761	18.112
8	4.301	2.388	3.018	2.365	3.244	15.317
9	2.719	3.785	4.482	2.365	3.244	16.595
10	2.719	3.785	3.018	2.365	4.761	16.649
11	2.719	2.388	3.018	3.733	3.244	15.103
12	2.719	3.785	4.482	2.365	3.244	16.595
13	2.719	2.388	3.018	3.733	3.244	15.103
14	2.719	2.388	4.482	3.733	1.964	15.287
15	2.719	2.388	3.018	1.000	3.244	12.370
16	2.719	2.388	3.018	1.000	1.964	11.090
17	2.719	2.388	4.482	3.733	3.244	16.567
18	2.719	1.000	1.000	1.000	1.964	7.684
19	2.719	2.388	3.018	3.733	3.244	15.103
20	2.719	3.785	1.762	2.365	1.000	11.631
21	2.719	2.388	3.018	3.733	3.244	15.103
22	2.719	2.388	3.018	1.000	3.244	12.370
23	2.719	3.785	4.482	2.365	3.244	16.595
24	2.719	3.785	3.018	3.733	3.244	16.500
25	2.719	1.000	3.018	2.365	3.244	12.347
26	2.719	3.785	1.762	2.365	1.000	11.631
27	1.000	1.000	3.018	2.365	1.964	9.348
28	2.719	1.000	1.762	2.365	1.964	9.811
29	2.719	2.388	3.018	2.365	1.964	12.456

<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Total</b>
30	2.719	2.388	3.018	2.365	3.244	13.736
31	2.719	2.388	3.018	2.365	1.964	12.456
32	4.301	3.785	3.018	3.733	4.761	19.598
33	2.719	3.785	4.482	3.733	4.761	19.480
34	4.301	3.785	3.018	2.365	4.761	18.230
35	4.301	3.785	3.018	2.365	3.244	16.713
36	2.719	2.388	3.018	2.365	3.244	13.736
37	2.719	2.388	3.018	2.365	3.244	13.736
38	4.301	2.388	3.018	2.365	3.244	15.317
39	2.719	2.388	4.482	3.733	3.244	16.567
40	2.719	2.388	3.018	2.365	3.244	13.736
41	2.719	3.785	3.018	3.733	3.244	16.500
42	2.719	2.388	3.018	2.365	3.244	13.736
43	4.301	2.388	3.018	2.365	4.761	16.834
44	2.719	2.388	3.018	2.365	3.244	13.736
45	2.719	2.388	3.018	2.365	3.244	13.736
46	2.719	3.785	4.482	2.365	3.244	16.595
47	2.719	2.388	3.018	2.365	3.244	13.736
48	2.719	2.388	3.018	1.000	3.244	12.370
49	2.719	2.388	3.018	1.000	1.964	11.090
50	2.719	1.000	3.018	1.000	1.964	9.702
51	4.301	3.785	1.000	3.733	3.244	16.062
52	2.719	1.000	3.018	2.365	3.244	12.347
53	2.719	2.388	3.018	2.365	3.244	13.736
54	2.719	1.000	3.018	2.365	3.244	12.347
55	2.719	2.388	3.018	2.365	3.244	13.736
56	2.719	1.000	3.018	1.000	1.964	9.702
57	2.719	3.785	4.482	2.365	3.244	16.595
58	4.301	3.785	1.000	3.733	3.244	16.062
59	2.719	2.388	3.018	1.000	3.244	12.370

<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Total</b>
60	2.719	2.388	3.018	1.000	3.244	12.370
61	2.719	1.000	3.018	1.000	1.000	8.738
62	2.719	2.388	3.018	1.000	1.964	11.090
63	2.719	2.388	3.018	2.365	3.244	13.736
64	1.000	2.388	4.482	2.365	3.244	13.480
65	2.719	2.388	3.018	2.365	1.964	12.456
66	4.301	3.785	3.018	2.365	3.244	16.713
67	4.301	2.388	3.018	3.733	4.761	18.201
68	4.301	2.388	4.482	2.365	3.244	16.780
69	4.301	2.388	3.018	2.365	4.761	16.834
70	1.000	2.388	4.482	2.365	3.244	13.480
71	1.000	2.388	4.482	1.000	3.244	12.114
72	1.000	2.388	4.482	2.365	3.244	13.480
73	4.301	3.785	3.018	2.365	3.244	16.713
74	2.719	2.388	1.762	2.365	3.244	12.479
75	2.719	2.388	1.762	2.365	3.244	12.479
76	4.301	2.388	4.482	2.365	3.244	16.780
77	2.719	1.000	1.762	1.000	1.964	8.446
78	2.719	1.000	3.018	1.000	1.964	9.702
79	2.719	3.785	1.762	1.000	1.000	10.266
80	4.301	3.785	3.018	2.365	1.964	15.433



## 6. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Kepuasan Pelanggan

### Data Ordinal

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

<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>Total</b>
28	4	4	3	11
29	4	4	4	12
30	4	4	4	12
31	4	4	3	11
32	5	4	5	14
33	5	4	4	13
34	5	4	4	13
35	5	4	4	13
36	4	4	5	13
37	4	4	4	12
38	4	5	4	13
39	4	4	3	11
40	4	4	5	13
41	4	3	4	11
42	4	4	4	12
43	4	4	5	13
44	4	4	5	13
45	4	4	4	12
46	4	4	5	13
47	4	4	4	12
48	4	3	4	11
49	3	5	3	11
50	3	5	3	11
51	4	5	4	13
52	3	4	4	11
53	4	4	4	12
54	4	2	4	10
55	4	4	4	12
56	4	2	4	10
57	4	4	5	13

<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>Total</b>
58	4	4	4	12
59	4	4	4	12
60	4	4	3	11
61	4	2	4	10
62	4	4	3	11
63	4	4	4	12
64	4	4	4	12
65	3	5	3	11
66	4	5	4	13
67	4	4	4	12
68	4	5	4	13
69	4	4	4	12
70	4	4	4	12
71	3	4	5	12
72	3	4	5	12
73	4	5	4	13
74	4	5	4	13
75	4	4	3	11
76	4	4	5	13
77	4	4	3	11
78	4	4	3	11
79	3	4	3	10
80	4	4	4	12

**Data Interval**

<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>Total</b>
1	4.480	3.125	2.383	9.989
2	2.671	3.125	3.765	9.562
3	2.671	4.653	2.383	9.707
4	2.671	4.653	2.383	9.707
5	1.000	3.125	3.765	7.891
6	2.671	3.125	3.765	9.562
7	2.671	3.125	1.000	6.796
8	2.671	1.799	2.383	6.853
9	2.671	4.653	2.383	9.707
10	2.671	4.653	2.383	9.707
11	2.671	3.125	2.383	8.179
12	2.671	1.799	3.765	8.236
13	2.671	1.799	2.383	6.853
14	2.671	3.125	1.000	6.796
15	2.671	3.125	1.000	6.796
16	1.000	1.799	2.383	5.182
17	2.671	4.653	2.383	9.707
18	1.000	3.125	1.000	5.125
19	2.671	3.125	2.383	8.179
20	1.000	3.125	2.383	6.508
21	2.671	1.799	3.765	8.236
22	1.000	3.125	2.383	6.508
23	2.671	1.799	3.765	8.236
24	2.671	3.125	2.383	8.179
25	2.671	3.125	2.383	8.179
26	2.671	3.125	1.000	6.796
27	1.000	3.125	2.383	6.508
28	2.671	3.125	1.000	6.796
29	2.671	3.125	2.383	8.179

<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>Total</b>
30	2.671	3.125	2.383	8.179
31	2.671	3.125	1.000	6.796
32	4.480	3.125	3.765	11.371
33	4.480	3.125	2.383	9.989
34	4.480	3.125	2.383	9.989
35	4.480	3.125	2.383	9.989
36	2.671	3.125	3.765	9.562
37	2.671	3.125	2.383	8.179
38	2.671	4.653	2.383	9.707
39	2.671	3.125	1.000	6.796
40	2.671	3.125	3.765	9.562
41	2.671	1.799	2.383	6.853
42	2.671	3.125	2.383	8.179
43	2.671	3.125	3.765	9.562
44	2.671	3.125	3.765	9.562
45	2.671	3.125	2.383	8.179
46	2.671	3.125	3.765	9.562
47	2.671	3.125	2.383	8.179
48	2.671	1.799	2.383	6.853
49	1.000	4.653	1.000	6.653
50	1.000	4.653	1.000	6.653
51	2.671	4.653	2.383	9.707
52	1.000	3.125	2.383	6.508
53	2.671	3.125	2.383	8.179
54	2.671	1.000	2.383	6.054
55	2.671	3.125	2.383	8.179
56	2.671	1.000	2.383	6.054
57	2.671	3.125	3.765	9.562
58	2.671	3.125	2.383	8.179
59	2.671	3.125	2.383	8.179

<b>No. Responden</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>Total</b>
60	2.671	3.125	1.000	6.796
61	2.671	1.000	2.383	6.054
62	2.671	3.125	1.000	6.796
63	2.671	3.125	2.383	8.179
64	2.671	3.125	2.383	8.179
65	1.000	4.653	1.000	6.653
66	2.671	4.653	2.383	9.707
67	2.671	3.125	2.383	8.179
68	2.671	4.653	2.383	9.707
69	2.671	3.125	2.383	8.179
70	2.671	3.125	2.383	8.179
71	1.000	3.125	3.765	7.891
72	1.000	3.125	3.765	7.891
73	2.671	4.653	2.383	9.707
74	2.671	4.653	2.383	9.707
75	2.671	3.125	1.000	6.796
76	2.671	3.125	3.765	9.562
77	2.671	3.125	1.000	6.796
78	2.671	3.125	1.000	6.796
79	1.000	3.125	1.000	5.125
80	2.671	3.125	2.383	8.179

### 7. Tabulasi Data Analisis Regresi Linier Berganda

No.	X <sub>1</sub>	X <sub>2</sub>	Y
1	11.317	18.201	9.989
2	11.048	16.713	9.562
3	9.476	16.713	9.707
4	11.272	16.567	9.707
5	7.948	16.567	7.891
6	9.521	16.567	9.562
7	7.948	18.112	6.796
8	4.846	15.317	6.853
9	9.476	16.595	9.707
10	11.048	16.649	9.707
11	7.948	15.103	8.179
12	9.521	16.595	8.236
13	7.948	15.103	6.853
14	7.948	15.287	6.796
15	7.948	12.370	6.796
16	4.846	11.090	5.182
17	11.048	16.567	9.707
18	6.102	7.684	5.125
19	7.948	15.103	8.179
20	6.401	11.631	6.508
21	7.948	15.103	8.236
22	6.401	12.370	6.508
23	6.102	16.595	8.236
24	7.948	16.500	8.179
25	7.948	12.347	8.179
26	7.948	11.631	6.796
27	6.393	9.348	6.508
28	6.401	9.811	6.796
29	6.401	12.456	8.179

No.	X <sub>1</sub>	X <sub>2</sub>	Y
30	7.948	13.736	8.179
31	7.948	12.456	6.796
32	11.272	19.598	11.371
33	11.272	19.480	9.989
34	11.048	18.230	9.989
35	11.048	16.713	9.989
36	11.048	13.736	9.562
37	7.948	13.736	8.179
38	7.948	15.317	9.707
39	7.948	16.567	6.796
40	9.476	13.736	9.562
41	7.948	16.500	6.853
42	4.846	13.736	8.179
43	9.476	16.834	9.562
44	7.948	13.736	9.562
45	7.948	13.736	8.179
46	9.476	16.595	9.562
47	7.948	13.736	8.179
48	7.948	12.370	6.853
49	4.547	11.090	6.653
50	4.555	9.702	6.653
51	7.948	16.062	9.707
52	4.846	12.347	6.508
53	7.948	13.736	8.179
54	6.102	12.347	6.054
55	7.948	13.736	8.179
56	6.401	9.702	6.054
57	6.401	16.595	9.562
58	7.948	16.062	8.179
59	7.948	12.370	8.179



No.	X <sub>1</sub>	X <sub>2</sub>	Y
60	7.948	12.370	6.796
61	6.393	8.738	6.054
62	9.744	11.090	6.796
63	6.393	13.736	8.179
64	7.948	13.480	8.179
65	7.948	12.456	6.653
66	11.317	16.713	9.707
67	7.948	18.201	8.179
68	9.744	16.780	9.707
69	9.744	16.834	8.179
70	6.401	13.480	8.179
71	7.948	12.114	7.891
72	4.846	13.480	7.891
73	9.476	16.713	9.707
74	7.948	12.479	9.707
75	7.948	12.479	6.796
76	7.948	16.780	9.562
77	6.401	8.446	6.796
78	7.948	9.702	6.796
79	4.547	10.266	5.125
80	7.948	15.433	8.179

## LAMPIRAN 4 HASIL *OUTPUT* SPSS

### 1. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Harapan Pelanggan

#### Output SPSS Uji Validitas Kuesioner Harapan Pelanggan

		<b>Correlations</b>			
		X1.1	X1.2	X1.3	Total
X1.1	Pearson Correlation	1	.412*	.553**	.816**
	Sig. (2-tailed)		.024	.002	.000
	N	30	30	30	30
X1.2	Pearson Correlation	.412*	1	.424*	.765**
	Sig. (2-tailed)	.024		.019	.000
	N	30	30	30	30
X1.3	Pearson Correlation	.553**	.424*	1	.823**
	Sig. (2-tailed)	.002	.019		.000
	N	30	30	30	30
Total	Pearson Correlation	.816**	.765**	.823**	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).

#### Output SPSS Uji Reliabilitas Kuesioner Harapan Pelanggan

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.721	3

## 2. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kualitas Pelayanan

### Output SPSS Uji Validitas Kuesioner Kualitas Pelayanan

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	Total
X2.1	Pearson Correlation	1	-.015	.530**	.451*	.412*	.699**
	Sig. (2-tailed)		.939	.003	.012	.024	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	-.015	1	.338	.543**	.337	.627**
	Sig. (2-tailed)	.939		.068	.002	.069	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.530**	.338	1	.125	.567**	.749**
	Sig. (2-tailed)	.003	.068		.511	.001	.000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.451*	.543**	.125	1	.143	.648**
	Sig. (2-tailed)	.012	.002	.511		.452	.000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.412*	.337	.567**	.143	1	.720**
	Sig. (2-tailed)	.024	.069	.001	.452		.000
	N	30	30	30	30	30	30
Total	Pearson Correlation	.699**	.627**	.749**	.648**	.720**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	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).

### Output SPSS Uji Reliabilitas Kuesioner Kualitas Pelayanan

#### Reliability Statistics

Cronbach's	
Alpha	N of Items
.724	5

### 3. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kepuasan Pelanggan

#### Output SPSS Uji Validitas Kuesioner Kepuasan Pelanggan

		Y.1	Y.2	Y.3	Total
Y.1	Pearson Correlation	1	.470**	.806**	.916**
	Sig. (2-tailed)		.009	.000	.000
	N	30	30	30	30
Y.2	Pearson Correlation	.470**	1	.305	.719**
	Sig. (2-tailed)	.009		.101	.000
	N	30	30	30	30
Y.3	Pearson Correlation	.806**	.305	1	.847**
	Sig. (2-tailed)	.000	.101		.000
	N	30	30	30	30
Total	Pearson Correlation	.916**	.719**	.847**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

#### Output SPSS Uji Reliabilitas Kuesioner Kepuasan Pelanggan

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.769	3

#### 4. Output SPSS Uji Asumsi Klasik

##### Hasil Uji Normalitas

##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.83110117
Most Extreme Differences	Absolute	.074
	Positive	.054
	Negative	-.074
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

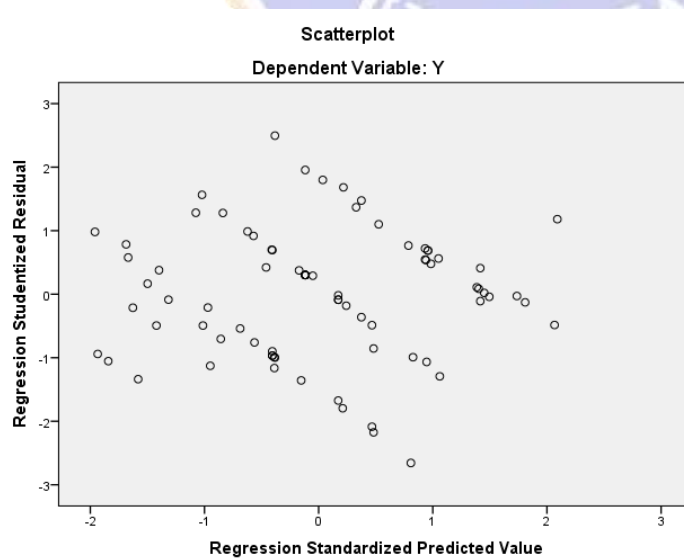
##### Hasil Uji Multikolinieritas

##### Coefficients<sup>a</sup>

		Collinearity Statistics	
Model		Tolerance	VIF
1	X1	.596	1.679
	X2	.596	1.679

a. Dependent Variable: Y

##### Hasil Uji Heteroskedastisitas



## 5. Output SPSS Analisis Regresi Linier Berganda

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.804 <sup>a</sup>	.647	.638	.841825	.647	70.583	2	77	.000

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.041	2	50.020	70.583	.000 <sup>b</sup>
	Residual	54.568	77	.709		
	Total	154.608	79			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

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

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Correlations		
		B	Std. Error	Beta				Zero-order	Partial	Part
1	(Constant)	2.051	.521			3.938	.000			
	X1	.328	.067	.427		4.862	.000	.721	.485	.329
	X2	.238	.045	.463		5.275	.000	.734	.515	.357

a. Dependent Variable: Y