



LAMPIRAN

Lampiran 01: Kuesioner Penelitian

KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI JURUSAN
MANAJEMEN

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal : Pengisian Kuesioner

Dengan Hormat,

Sehubungan dengan penyelesaian tugas akhir skripsi yang sedang saya lakukan di Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Pendidikan Ganesha, saya bermaksud mengadakan penelitian yang berjudul **“Peran Nilai Pelanggan Memediasi Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Di Danke Cafe Singaraja”**.

Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner ini.. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terimakasih.

Singaraja,

Peneliti

Gusti Made Lasdwi Biarta
NIM. 1717041013

KUESIONER PENELITIAN
Pengaruh Kualitas Pelayanan dan Nilai Pelanggan Terhadap Kepuasan
Pelanggan

A. Identitas Responden

(Beri tanda ✓ pada kotak jawaban)

1. Nama :

2. Alamat :

1. Usia :

17-22 Tahun

23-28 Tahun

29-34 Tahun

35-40 Tahun

2. Jenis Kelamin :

Laki-laki

Perempuan

3. Apakah anda sudah pernah membeli atau mengkonsumsi produk di Danke Cafe Singaraja?

IYA

TIDAK

Jika anda menjawab IYA, silakan lanjutkan mengisi kuesioner, namun jika menjawab TIDAK silakan berhenti untuk mengisi kuesioner.

B. Petunjuk Pengisian Kuesioner

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

Keterangan

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

C. Draft Pertanyaan

Kepuasan Pelanggan

NO	Pernyataan	SS	S	N	TS	STS
	Kepuasan Pelanggan	5	4	3	2	1
1.	Saya merasa puas ketika berbelanja di Danke Cafe Singaraja.					
2.	Saya akan membeli kembali produk makanan dan minuman yang ada di Danke Cafe Singaraja.					
3.	Saya akan merekomendasikan Danke Cafe Singaraja kepada teman saya sebagai Cafe yang baik.					
4.	saya merasa puas ketika membeli produk di Danke Cafe Singaraja, karena sesuai dengan apa yang saya harapkan.					

Kualitas Pelayanan

No	Pernyataan	SS	S	N	TS	STS
	Kualitas Pelayanan	5	4	3	2	1
5.	Danke Cafe Singaraja memberikan fasilitas yang baik dan memadai.					
6.	Danke Cafe Singaraja memberikan pelayanan yang sangat handal dan					

No	Pernyataan	SS	S	N	TS	STS
	Kualitas Pelayanan	5	4	3	2	1
	membuat pelanggan merasa nyaman saat melakukan pembelian.					
7.	Danke Cafe Singaraja memberikan pelayanan yang tanggap sehingga saya tidak perlu menunggu lama untuk dilayani.					
8.	Karyawan Danke Cafe Singaraja memiliki sikap yang baik dan ramah sehingga menjamin kenyamanan ketika berbelanja.					
9.	Pelayanan yang diberikan oleh pihak Danke Cafe Singaraja sangat ramah dan perhatian saat saya melakukan pembelian.					

Nilai Pelanggan

No	Pernyataan	SS	S	N	TS	STS
	Nilai Pelanggan	5	4	3	2	1
10.	Danke Cafe Singaraja membuat pelanggan merasa senang dan puas ketika melakukan pembelian.					
11.	Danke Cafe Singaraja memiliki kemudahan dalam berkomunikasi dan berinteraksi, sehingga pelanggan merasa dihargai.					

12.	Danke Cafe memberikan kualitas jasa yang memuaskan kepada pelanggan.					
13.	Danke Cafe Singaraja menetapkan harga sesuai dengan kualitas yang ditawarkan.					



Lampiran 02: Hasil Data Ordinal Pernyataan Responden Sampel Kecil

RES	KUALITAS PELAYANAN						NILAI PELANGGAN					KEPUASAN PELANGGAN				
	X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL X1	X2.1	X2.2	X2.3	X2.4	TOTAL X2	Y.1	Y.2	Y.3	Y.4	TOTAL Y
1	5	5	5	5	5	25	5	5	5	5	20	4	4	4	4	16
2	5	4	5	5	5	24	5	5	5	5	20	5	4	5	5	19
3	4	4	4	4	4	20	5	4	5	4	18	5	5	5	5	20
4	5	4	2	4	4	18	4	5	5	4	18	4	5	4	4	17
5	4	4	5	5	5	23	5	5	5	5	20	4	5	5	5	19
6	5	5	5	5	5	25	5	5	5	5	20	5	4	5	3	17
7	4	4	4	4	4	20	4	4	3	5	16	5	5	4	5	19
8	5	5	5	4	4	23	5	5	4	4	18	5	4	5	5	19
9	4	4	4	4	3	19	4	3	3	4	14	4	4	3	4	15
10	5	5	5	5	5	25	5	5	4	4	18	4	4	4	3	15
11	3	4	3	3	3	16	3	4	3	3	13	5	5	5	4	19
12	4	5	3	4	5	21	4	3	4	4	15	5	5	5	5	20
13	4	4	4	4	4	20	5	4	5	4	18	5	5	5	5	20
14	5	4	5	4	4	22	4	5	5	5	19	5	5	5	5	20
15	4	4	5	5	4	22	5	5	5	4	19	4	5	4	4	17
16	5	5	5	5	5	25	5	5	4	4	18	5	5	5	5	20
17	3	4	3	3	3	16	3	4	3	3	13	4	4	4	5	17
18	4	4	4	4	4	20	4	4	4	4	16	5	5	5	5	20
19	4	4	5	4	4	21	4	5	4	4	17	4	3	4	4	15
20	4	5	4	4	4	21	4	4	3	4	15	4	4	4	4	16

21	5	5	4	4	4	22	4	4	4	5	17	5	5	5	5	20
22	5	4	5	5	4	23	5	5	3	4	17	4	5	5	5	19
23	4	4	4	3	3	18	3	4	3	4	14	5	5	5	5	20
24	4	4	4	5	5	22	4	3	4	4	15	5	4	4	4	17
25	5	5	5	4	4	23	5	3	4	4	16	5	4	5	3	17
26	4	4	4	3	4	19	3	4	4	4	15	5	5	5	5	20
27	5	5	5	4	5	24	4	5	5	4	18	5	5	5	5	20
28	5	4	5	4	4	22	4	5	5	5	19	5	5	5	5	20
29	4	4	5	5	4	22	5	5	5	4	19	5	5	5	5	20
30	4	4	4	4	4	20	5	4	5	4	18	4	4	4	4	16



Lampiran 03: Hasil Data Interval Pernyataan Responden Sampel Kecil

RES	KUALITAS PELAYANAN						NILAI PELANGGAN					KEPUASAN PELANGGAN				
	X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL X1	X2.1	X2.2	X2.3	X2.4	TOTAL X2	Y.1	Y.2	Y.3	Y.4	TOTAL Y
1	5,847	5,636	5,025	5,705	5,774	27,987	5,466	5,412	5,220	6,172	22,270	4,000	4,376	4,320	4,052	16,748
2	5,847	4,000	5,025	5,705	5,774	26,351	5,466	5,412	5,220	6,172	22,270	5,621	4,376	5,821	5,399	21,217
3	4,411	4,000	3,726	4,336	4,381	20,855	5,466	4,114	5,220	4,641	19,440	5,621	5,871	5,821	5,399	22,712
4	5,847	4,000	2,000	4,336	4,381	20,565	4,159	5,412	5,220	4,641	19,432	4,000	5,871	4,320	4,052	18,243
5	4,411	4,000	5,025	5,705	5,774	24,915	5,466	5,412	5,220	6,172	22,270	4,000	5,871	5,821	5,399	21,091
6	5,847	5,636	5,025	5,705	5,774	27,987	5,466	5,412	5,220	6,172	22,270	5,621	4,376	5,821	3,000	18,818
7	4,411	4,000	3,726	4,336	4,381	20,855	4,159	4,114	3,000	6,172	17,444	5,621	5,871	4,320	5,399	21,211
8	5,847	5,636	5,025	4,336	4,381	25,226	5,466	5,412	4,050	4,641	19,570	5,621	4,376	5,821	5,399	21,217
9	4,411	4,000	3,726	4,336	3,000	19,474	4,159	3,000	3,000	4,641	14,800	4,000	4,376	3,000	4,052	15,428
10	5,847	5,636	5,025	5,705	5,774	27,987	5,466	5,412	4,050	4,641	19,570	4,000	4,376	4,320	3,000	15,696
11	3,000	4,000	2,817	3,000	3,000	15,817	3,000	4,114	3,000	3,000	13,114	5,621	5,871	5,821	4,052	21,365
12	4,411	5,636	2,817	4,336	5,774	22,974	4,159	3,000	4,050	4,641	15,850	5,621	5,871	5,821	5,399	22,712
13	4,411	4,000	3,726	4,336	4,381	20,855	5,466	4,114	5,220	4,641	19,440	5,621	5,871	5,821	5,399	22,712
14	5,847	4,000	5,025	4,336	4,381	23,590	4,159	5,412	5,220	6,172	20,963	5,621	5,871	5,821	5,399	22,712
15	4,411	4,000	5,025	5,705	4,381	23,523	5,466	5,412	5,220	4,641	20,739	4,000	5,871	4,320	4,052	18,243
16	5,847	5,636	5,025	5,705	5,774	27,987	5,466	5,412	4,050	4,641	19,570	5,621	5,871	5,821	5,399	22,712
17	3,000	4,000	2,817	3,000	3,000	15,817	3,000	4,114	3,000	3,000	13,114	4,000	4,376	4,320	5,399	18,095
18	4,411	4,000	3,726	4,336	4,381	20,855	4,159	4,114	4,050	4,641	16,963	5,621	5,871	5,821	5,399	22,712
19	4,411	4,000	5,025	4,336	4,381	22,154	4,159	5,412	4,050	4,641	18,262	4,000	3,000	4,320	4,052	15,372
20	4,411	5,636	3,726	4,336	4,381	22,491	4,159	4,114	3,000	4,641	15,913	4,000	4,376	4,320	4,052	16,748

21	5,847	5,636	3,726	4,336	4,381	23,927	4,159	4,114	4,050	6,172	18,494	5,621	5,871	5,821	5,399	22,712
22	5,847	4,000	5,025	5,705	4,381	24,958	5,466	5,412	3,000	4,641	18,520	4,000	5,871	5,821	5,399	21,091
23	4,411	4,000	3,726	3,000	3,000	18,138	3,000	4,114	3,000	4,641	14,754	5,621	5,871	5,821	5,399	22,712
24	4,411	4,000	3,726	5,705	5,774	23,616	4,159	3,000	4,050	4,641	15,850	5,621	4,376	4,320	4,052	18,369
25	5,847	5,636	5,025	4,336	4,381	25,226	5,466	3,000	4,050	4,641	17,157	5,621	4,376	5,821	3,000	18,818
26	4,411	4,000	3,726	3,000	4,381	19,518	3,000	4,114	4,050	4,641	15,804	5,621	5,871	5,821	5,399	22,712
27	5,847	5,636	5,025	4,336	5,774	26,618	4,159	5,412	5,220	4,641	19,432	5,621	5,871	5,821	5,399	22,712
28	5,847	4,000	5,025	4,336	4,381	23,590	4,159	5,412	5,220	6,172	20,963	5,621	5,871	5,821	5,399	22,712
29	4,411	4,000	5,025	5,705	4,381	23,523	5,466	5,412	5,220	4,641	20,739	5,621	5,871	5,821	5,399	22,712
30	4,411	4,000	3,726	4,336	4,381	20,855	5,466	4,114	5,220	4,641	19,440	4,000	4,376	4,320	4,052	16,748



Lampiran 04: Hasil Data Ordinal Pernyataan Responden Sampel Besar

RES	KUALITAS PELAYANAN						NILAI PELANGGAN					KEPUASAN PELANGGAN				
	X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL X1	X2.1	X2.2	X2.3	X2.4	TOTAL X2	Y.1	Y.2	Y.3	Y.4	TOTAL Y
1	4	4	4	4	4	20	4	4	4	5	17	4	4	4	4	16
2	5	4	5	5	5	24	5	5	5	5	20	4	5	4	5	18
3	4	4	5	4	4	21	4	4	4	4	16	4	4	4	4	16
4	4	4	4	4	4	20	5	4	5	4	18	4	4	4	5	17
5	5	4	5	4	4	22	4	5	5	5	19	4	4	4	4	16
6	4	4	5	5	4	22	5	5	5	4	19	4	5	4	4	17
7	4	4	4	4	4	20	5	4	5	4	18	4	4	3	4	15
8	4	3	4	5	4	20	5	5	5	4	19	2	4	3	3	12
9	4	3	3	3	3	16	4	4	4	4	16	3	4	2	3	12
10	3	3	3	2	3	14	3	3	3	3	12	3	3	3	3	12
11	5	5	5	5	5	25	5	5	5	5	20	5	5	5	5	20
12	3	3	4	4	3	17	3	4	4	4	15	4	3	3	3	13
13	5	5	5	5	5	25	5	5	5	5	20	5	5	5	5	20
14	4	4	5	4	5	22	4	5	5	5	19	4	4	4	4	16
15	5	4	2	4	4	18	4	5	5	4	18	4	5	3	5	17
16	3	3	4	2	3	15	3	4	4	4	15	4	3	3	3	13
17	4	3	4	5	5	21	5	5	5	5	20	5	5	5	5	20
18	4	4	5	5	5	23	5	5	5	5	20	4	5	5	4	18
19	5	5	5	5	5	25	5	5	5	4	19	5	5	5	5	20
20	5	4	5	4	4	22	5	5	5	3	18	2	3	4	5	14
21	5	5	5	5	5	25	5	5	5	5	20	5	5	2	5	17

22	4	4	5	5	5	23	4	5	5	5	19	5	5	5	5	20
23	5	5	5	4	5	24	5	5	5	5	20	5	5	4	5	19
24	4	3	5	4	4	20	4	4	5	4	17	4	4	4	4	16
25	4	4	3	3	3	17	4	3	4	4	15	3	4	3	4	14
26	5	4	5	5	5	24	5	5	5	4	19	5	5	2	5	17
27	4	4	4	4	4	20	4	4	4	4	16	4	4	4	4	16
28	4	3	4	4	4	19	4	4	4	4	16	4	4	4	4	16
29	5	4	5	5	5	24	5	5	5	5	20	5	5	5	5	20
30	4	5	5	5	5	24	5	5	5	4	19	4	4	3	5	16
31	4	4	4	4	4	20	4	4	3	5	16	4	4	4	4	16
32	5	5	5	4	4	23	5	5	4	4	18	4	5	5	4	18
33	4	4	4	4	3	19	4	3	3	4	14	4	4	3	4	15
34	4	4	4	4	4	20	4	4	4	4	16	4	5	4	4	17
35	4	4	5	4	4	21	4	5	4	4	17	4	4	5	4	17
36	4	5	4	4	4	21	4	4	3	4	15	4	4	4	4	16
37	4	4	4	4	4	20	4	4	4	3	15	4	4	4	4	16
38	4	5	4	3	4	20	2	4	3	3	12	3	3	3	2	11
39	3	3	4	3	4	17	3	4	4	2	13	4	2	3	3	12
40	3	2	3	3	4	15	3	3	4	3	13	3	3	3	3	12
41	5	5	5	5	5	25	5	5	4	4	18	5	5	5	5	20
42	3	4	3	3	3	16	3	4	3	3	13	3	3	4	4	14
43	5	5	5	5	5	25	5	5	5	5	20	5	5	5	5	20
44	5	4	4	4	3	20	4	5	3	4	16	4	4	4	4	16
45	4	3	5	4	5	21	4	4	5	3	16	3	4	5	4	16
46	3	2	3	3	3	14	3	4	3	3	13	3	3	4	4	14
47	5	5	4	3	5	22	3	5	5	5	18	4	5	4	5	18

48	5	5	4	4	4	22	4	4	4	5	17	3	5	4	4	16
49	5	5	5	5	5	25	5	5	5	5	20	5	5	5	5	20
50	4	4	5	4	4	21	4	4	4	4	16	4	4	5	2	15
51	5	5	5	5	4	24	5	5	4	2	16	4	5	5	5	19
52	5	5	4	4	4	22	4	4	4	5	17	4	5	4	5	18
53	5	4	5	5	4	23	5	5	3	4	17	4	5	5	5	19
54	4	4	4	3	3	18	3	4	3	4	14	5	4	3	4	16
55	3	3	4	4	4	18	4	4	4	3	15	5	3	3	3	14
56	5	5	5	4	5	24	4	4	5	2	15	4	5	5	5	19
57	4	4	4	4	4	20	4	3	4	4	15	4	4	2	4	14
58	4	4	4	3	4	19	3	4	4	4	15	4	4	3	4	15
59	5	5	5	4	5	24	4	5	5	4	18	5	5	5	5	20
60	5	5	4	5	4	23	3	4	4	3	14	3	4	4	4	15
61	5	5	5	4	4	23	5	5	5	4	19	5	5	5	4	19
62	4	4	5	5	5	23	4	5	4	4	17	5	5	4	4	18
63	4	5	3	4	5	21	4	3	4	4	15	4	4	4	4	16
64	4	4	4	5	5	22	4	3	4	4	15	5	3	4	5	17
65	5	5	5	4	4	23	5	3	4	4	16	4	4	5	5	18



Lampiran 05: Hasil Data Interval Pernyataan Responden Sampel Besar

RES	KUALITAS PELAYANAN						NILAI PELANGGAN					KEPUASAN PELANGGAN				
	X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL X1	X2.1	X2.2	X2.3	X2.4	TOTAL X2	Y1	Y2	Y3	Y4	TOTAL Y
1	4,271	4,072	4,029	4,070	4,268	20,711	4,268	4,189	4,166	5,305	17,927	4,132	4,184	3,954	3,944	16,214
2	5,620	4,072	5,351	5,370	5,592	26,005	5,538	5,515	5,453	5,305	21,811	4,132	5,454	3,954	5,252	18,792
3	4,271	4,072	5,351	4,070	4,268	22,033	4,268	4,189	4,166	3,991	16,614	4,132	4,184	3,954	3,944	16,214
4	4,271	4,072	4,029	4,070	4,268	20,711	5,538	4,189	5,453	3,991	19,171	4,132	4,184	3,954	5,252	17,522
5	5,620	4,072	5,351	4,070	4,268	23,381	4,268	5,515	5,453	5,305	20,541	4,132	4,184	3,954	3,944	16,214
6	4,271	4,072	5,351	5,370	4,268	23,332	5,538	5,515	5,453	3,991	20,497	4,132	5,454	3,954	3,944	17,484
7	4,271	4,072	4,029	4,070	4,268	20,711	5,538	4,189	5,453	3,991	19,171	4,132	4,184	3,012	3,944	15,272
8	4,271	3,015	4,029	5,370	4,268	20,952	5,538	5,515	5,453	3,991	20,497	2,000	4,184	3,012	2,896	12,093
9	4,271	3,015	2,984	2,977	3,000	16,247	4,268	4,189	4,166	3,991	16,614	2,977	4,184	2,000	2,896	12,058
10	3,000	3,015	2,984	2,000	3,000	13,999	3,169	3,000	3,000	2,905	12,074	2,977	3,127	3,012	2,896	12,013
11	5,620	5,339	5,351	5,370	5,592	27,272	5,538	5,515	5,453	5,305	21,811	5,467	5,454	5,117	5,252	21,291
12	3,000	3,015	4,029	4,070	3,000	17,114	3,169	4,189	4,166	3,991	15,515	4,132	3,127	3,012	2,896	13,167
13	5,620	5,339	5,351	5,370	5,592	27,272	5,538	5,515	5,453	5,305	21,811	5,467	5,454	5,117	5,252	21,291
14	4,271	4,072	5,351	4,070	5,592	23,357	4,268	5,515	5,453	5,305	20,541	4,132	4,184	3,954	3,944	16,214
15	5,620	4,072	2,000	4,070	4,268	20,031	4,268	5,515	5,453	3,991	19,227	4,132	5,454	3,012	5,252	17,850
16	3,000	3,015	4,029	2,000	3,000	15,044	3,169	4,189	4,166	3,991	15,515	4,132	3,127	3,012	2,896	13,167
17	4,271	3,015	4,029	5,370	5,592	22,277	5,538	5,515	5,453	5,305	21,811	5,467	5,454	5,117	5,252	21,291
18	4,271	4,072	5,351	5,370	5,592	24,656	5,538	5,515	5,453	5,305	21,811	4,132	5,454	5,117	3,944	18,647
19	5,620	5,339	5,351	5,370	5,592	27,272	5,538	5,515	5,453	3,991	20,497	5,467	5,454	5,117	5,252	21,291
20	5,620	4,072	5,351	4,070	4,268	23,381	5,538	5,515	5,453	2,905	19,411	2,000	3,127	3,954	5,252	14,333
21	5,620	5,339	5,351	5,370	5,592	27,272	5,538	5,515	5,453	5,305	21,811	5,467	5,454	2,000	5,252	18,174

22	4,271	4,072	5,351	5,370	5,592	24,656	4,268	5,515	5,453	5,305	20,541	5,467	5,454	5,117	5,252	21,291
23	5,620	5,339	5,351	4,070	5,592	25,973	5,538	5,515	5,453	5,305	21,811	5,467	5,454	3,954	5,252	20,128
24	4,271	3,015	5,351	4,070	4,268	20,975	4,268	4,189	5,453	3,991	17,901	4,132	4,184	3,954	3,944	16,214
25	4,271	4,072	2,984	2,977	3,000	17,305	4,268	3,000	4,166	3,991	15,425	2,977	4,184	3,012	3,944	14,118
26	5,620	4,072	5,351	5,370	5,592	26,005	5,538	5,515	5,453	3,991	20,497	5,467	5,454	2,000	5,252	18,174
27	4,271	4,072	4,029	4,070	4,268	20,711	4,268	4,189	4,166	3,991	16,614	4,132	4,184	3,954	3,944	16,214
28	4,271	3,015	4,029	4,070	4,268	19,653	4,268	4,189	4,166	3,991	16,614	4,132	4,184	3,954	3,944	16,214
29	5,620	4,072	5,351	5,370	5,592	26,005	5,538	5,515	5,453	5,305	21,811	5,467	5,454	5,117	5,252	21,291
30	4,271	5,339	5,351	5,370	5,592	25,923	5,538	5,515	5,453	3,991	20,497	4,132	4,184	3,012	5,252	16,580
31	4,271	4,072	4,029	4,070	4,268	20,711	4,268	4,189	3,000	5,305	16,761	4,132	4,184	3,954	3,944	16,214
32	5,620	5,339	5,351	4,070	4,268	24,648	5,538	5,515	4,166	3,991	19,210	4,132	5,454	5,117	3,944	18,647
33	4,271	4,072	4,029	4,070	3,000	19,443	4,268	3,000	3,000	3,991	14,259	4,132	4,184	3,012	3,944	15,272
34	4,271	4,072	4,029	4,070	4,268	20,711	4,268	4,189	4,166	3,991	16,614	4,132	5,454	3,954	3,944	17,484
35	4,271	4,072	5,351	4,070	4,268	22,033	4,268	5,515	4,166	3,991	17,940	4,132	4,184	5,117	3,944	17,377
36	4,271	5,339	4,029	4,070	4,268	21,977	4,268	4,189	3,000	3,991	15,447	4,132	4,184	3,954	3,944	16,214
37	4,271	4,072	4,029	4,070	4,268	20,711	4,268	4,189	4,166	2,905	15,527	4,132	4,184	3,954	3,944	16,214
38	4,271	5,339	4,029	2,977	4,268	20,884	2,000	4,189	3,000	2,905	12,094	2,977	3,127	3,012	2,000	11,116
39	3,000	3,015	4,029	2,977	4,268	17,288	3,169	4,189	4,166	2,000	13,524	4,132	2,000	3,012	2,896	12,040
40	3,000	2,000	2,984	2,977	4,268	15,229	3,169	3,000	4,166	2,905	13,240	2,977	3,127	3,012	2,896	12,013
41	5,620	5,339	5,351	5,370	5,592	27,272	5,538	5,515	4,166	3,991	19,210	5,467	5,454	5,117	5,252	21,291
42	3,000	4,072	2,984	2,977	3,000	16,034	3,169	4,189	3,000	2,905	13,263	2,977	3,127	3,954	3,944	14,003
43	5,620	5,339	5,351	5,370	5,592	27,272	5,538	5,515	5,453	5,305	21,811	5,467	5,454	5,117	5,252	21,291
44	5,620	4,072	4,029	4,070	3,000	20,792	4,268	5,515	3,000	3,991	16,773	4,132	4,184	3,954	3,944	16,214
45	4,271	3,015	5,351	4,070	5,592	22,299	4,268	4,189	5,453	2,905	16,815	2,977	4,184	5,117	3,944	16,223
46	3,000	2,000	2,984	2,977	3,000	13,961	3,169	4,189	3,000	2,905	13,263	2,977	3,127	3,954	3,944	14,003
47	5,620	5,339	4,029	2,977	5,592	23,558	3,169	5,515	5,453	5,305	19,442	4,132	5,454	3,954	5,252	18,792

48	5,620	5,339	4,029	4,070	4,268	23,326	4,268	4,189	4,166	5,305	17,927	2,977	5,454	3,954	3,944	16,330
49	5,620	5,339	5,351	5,370	5,592	27,272	5,538	5,515	5,453	5,305	21,811	5,467	5,454	5,117	5,252	21,291
50	4,271	4,072	5,351	4,070	4,268	22,033	4,268	4,189	4,166	3,991	16,614	4,132	4,184	5,117	2,000	15,433
51	5,620	5,339	5,351	5,370	4,268	25,947	5,538	5,515	4,166	2,000	17,219	4,132	5,454	5,117	5,252	19,955
52	5,620	5,339	4,029	4,070	4,268	23,326	4,268	4,189	4,166	5,305	17,927	4,132	5,454	3,954	5,252	18,792
53	5,620	4,072	5,351	5,370	4,268	24,681	5,538	5,515	3,000	3,991	18,044	4,132	5,454	5,117	5,252	19,955
54	4,271	4,072	4,029	2,977	3,000	18,350	3,169	4,189	3,000	3,991	14,349	5,467	4,184	3,012	3,944	16,608
55	3,000	3,015	4,029	4,070	4,268	18,382	4,268	4,189	4,166	2,905	15,527	5,467	3,127	3,012	2,896	14,503
56	5,620	5,339	5,351	4,070	5,592	25,973	4,268	4,189	5,453	2,000	15,910	4,132	5,454	5,117	5,252	19,955
57	4,271	4,072	4,029	4,070	4,268	20,711	4,268	3,000	4,166	3,991	15,425	4,132	4,184	2,000	3,944	14,260
58	4,271	4,072	4,029	2,977	4,268	19,617	3,169	4,189	4,166	3,991	15,515	4,132	4,184	3,012	3,944	15,272
59	5,620	5,339	5,351	4,070	5,592	25,973	4,268	5,515	5,453	3,991	19,227	5,467	5,454	5,117	5,252	21,291
60	5,620	5,339	4,029	5,370	4,268	24,625	3,169	4,189	4,166	2,905	14,429	2,977	4,184	3,954	3,944	15,060
61	5,620	5,339	5,351	4,070	4,268	24,648	5,538	5,515	5,453	3,991	20,497	5,467	5,454	5,117	3,944	19,983
62	4,271	4,072	5,351	5,370	5,592	24,656	4,268	5,515	4,166	3,991	17,940	5,467	5,454	3,954	3,944	18,820
63	4,271	5,339	2,984	4,070	5,592	22,257	4,268	3,000	4,166	3,991	15,425	4,132	4,184	3,954	3,944	16,214
64	4,271	4,072	4,029	5,370	5,592	23,335	4,268	3,000	4,166	3,991	15,425	5,467	3,127	3,954	5,252	17,801
65	5,620	5,339	5,351	4,070	4,268	24,648	5,538	3,000	4,166	3,991	16,695	4,132	4,184	5,117	5,252	18,685



Lampiran 06: Deskripsi Data Responden

JENIS KELAMIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-laki	38	58.5	58.5	58.5
Valid Perempuan	27	41.5	41.5	100.0
Total	65	100.0	100.0	

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-22	50	76.9	76.9	76.9
23-28	10	15.4	15.4	92.3
29-34	3	4.6	4.6	96.9
35-40	2	3.1	3.1	100.0
Total	65	100.0	100.0	

Lampiran 07: Hasil *Output* Perhitungan SPSS 22.0 for Windows, Kualitas Pelayanan (X_1), Nilai Pelanggan (X_2), dan Kepuasan Pelanggan (Y).

Hasil Uji Reliabilitas Kualitas Pelayanan Sampel Kecil

Reliability Statistics

Cronbach's Alpha	N of Items
,813	5

Hasil Uji Reliabilitas Nilai Pelanggan Sampel Kecil

Reliability Statistics

Cronbach's Alpha	N of Items
,740	4

Hasil Uji Reliabilitas Kepuasan Pelanggan Sampel Kecil

Reliability Statistics

Cronbach's Alpha	N of Items
,793	4

Hasil Uji Reliabilitas Kualitas Pelayanan Sampel Besar

Reliability Statistics

Cronbach's Alpha	N of Items
,849	5

Hasil Uji Reliabilitas Nilai Pelanggan Sampel Besar

Reliability Statistics

Cronbach's Alpha	N of Items
,761	4

Hasil Uji Reliabilitas Kepuasan Pelanggan Sampel Besar**Reliability Statistics**

Cronbach's Alpha	N of Items
,763	4



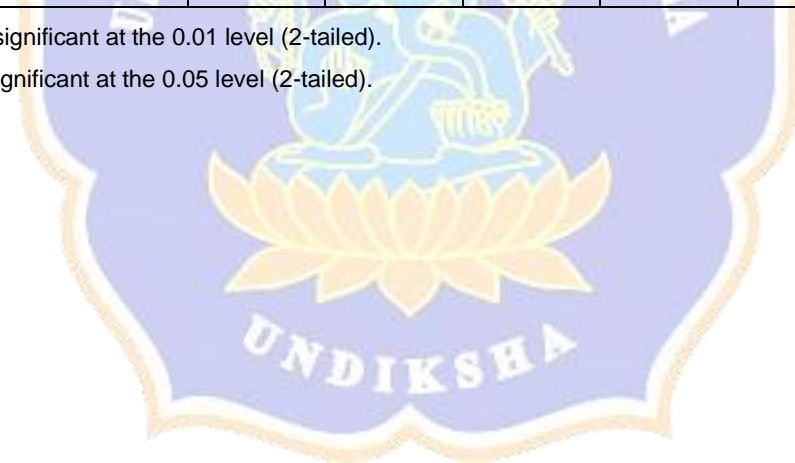
Hasil Uji Validitas Kualitas Pelayanan Sampel Kecil

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	TOTX1
X1.1	Pearson Correlation	1	,507**	,513**	,490**	,534**	,762**
	Sig. (2-tailed)		,004	,004	,006	,002	,000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	,507**	1	,239	,217	,481**	,585**
	Sig. (2-tailed)	,004		,203	,250	,007	,001
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	,513**	,239	1	,582**	,420*	,797**
	Sig. (2-tailed)	,004	,203		,001	,021	,000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	,490**	,217	,582**	1	,721**	,806**
	Sig. (2-tailed)	,006	,250	,001		,000	,000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	,534**	,481**	,420*	,721**	1	,813**
	Sig. (2-tailed)	,002	,007	,021	,000		,000
	N	30	30	30	30	30	30
TOTX1	Pearson Correlation	,762**	,585**	,797**	,806**	,813**	1
	Sig. (2-tailed)	,000	,001	,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).



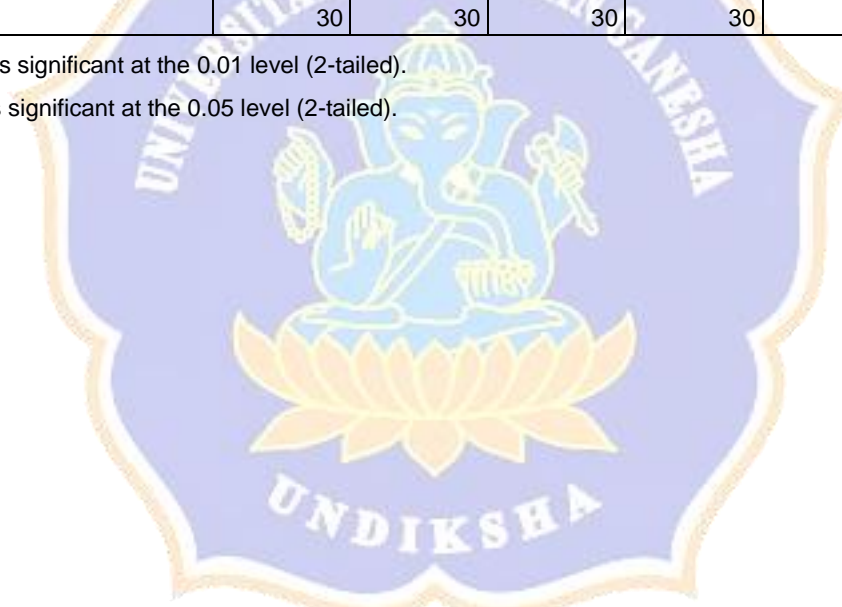
Hasil Uji Validitas Nilai Pelanggan Sampel Kecil

Correlations

		X2.1	X2.2	X2.3	X2.4	TOTX2
X2.1	Pearson Correlation	1	,360	,542**	,352	,760**
	Sig. (2-tailed)		,051	,002	,056	,000
	N	30	30	30	30	30
X2.2	Pearson Correlation	,360	1	,465**	,331	,727**
	Sig. (2-tailed)	,051		,010	,074	,000
	N	30	30	30	30	30
X2.3	Pearson Correlation	,542**	,465**	1	,451*	,842**
	Sig. (2-tailed)	,002	,010		,012	,000
	N	30	30	30	30	30
X2.4	Pearson Correlation	,352	,331	,451*	1	,666**
	Sig. (2-tailed)	,056	,074	,012		,000
	N	30	30	30	30	30
TOTX2	Pearson Correlation	,760**	,727**	,842**	,666**	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).



Hasil Uji Validitas Kepuasan Pelanggan Sampel Kecil

Correlations

		Y1	Y2	Y3	Y4	TOTY
Y1	Pearson Correlation	1	,400*	,699**	,361	,745**
	Sig. (2-tailed)		,028	,000	,050	,000
	N	30	30	30	30	30
Y2	Pearson Correlation	,400*	1	,517**	,578**	,796**
	Sig. (2-tailed)	,028		,003	,001	,000
	N	30	30	30	30	30
Y3	Pearson Correlation	,699**	,517**	1	,449*	,826**
	Sig. (2-tailed)	,000	,003		,013	,000
	N	30	30	30	30	30
Y4	Pearson Correlation	,361	,578**	,449*	1	,790**
	Sig. (2-tailed)	,050	,001	,013		,000
	N	30	30	30	30	30
TOTY	Pearson Correlation	,745**	,796**	,826**	,790**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

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



Hasil Uji Validitas Kualitas Pelayanan Sampel Besar

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	TOTX1
X1.1	Pearson Correlation	1	,733**	,502**	,542**	,485**	,810**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	65	65	65	65	65	65
X1.2	Pearson Correlation	,733**	1	,419**	,389**	,446**	,757**
	Sig. (2-tailed)	,000		,001	,001	,000	,000
	N	65	65	65	65	65	65
X1.3	Pearson Correlation	,502**	,419**	1	,595**	,574**	,793**
	Sig. (2-tailed)	,000	,001		,000	,000	,000
	N	65	65	65	65	65	65
X1.4	Pearson Correlation	,542**	,389**	,595**	1	,663**	,804**
	Sig. (2-tailed)	,000	,001	,000		,000	,000
	N	65	65	65	65	65	65
X1.5	Pearson Correlation	,485**	,446**	,574**	,663**	1	,792**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	65	65	65	65	65	65
TOTX1	Pearson Correlation	,810**	,757**	,793**	,804**	,792**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	65	65	65	65	65	65

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

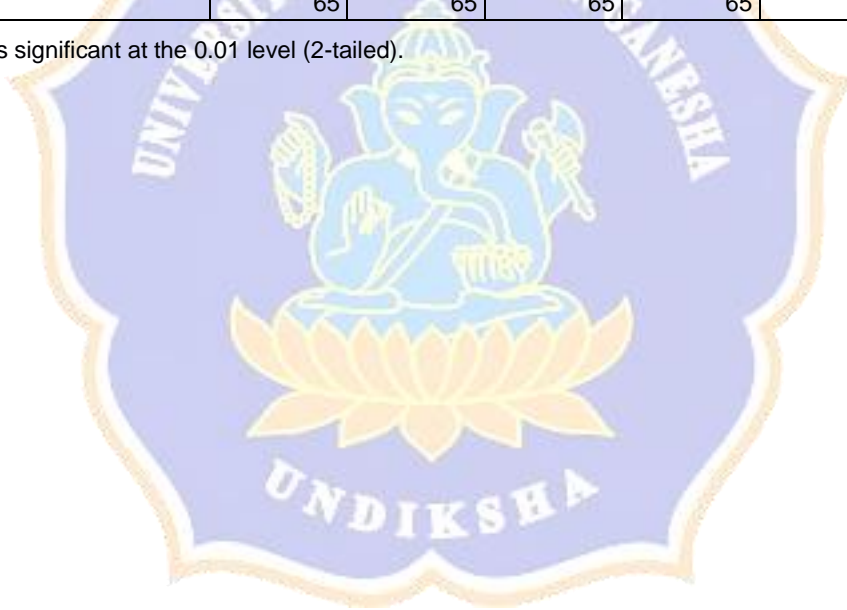


Hasil Uji Validitas Nilai Pelanggan Sampel Besar

Correlations

		X2.1	X2.2	X2.3	X2.4	TOTX2
X2.1	Pearson Correlation	1	,513**	,570**	,381**	,807**
	Sig. (2-tailed)		,000	,000	,002	,000
	N	65	65	65	65	65
X2.2	Pearson Correlation	,513**	1	,532**	,353**	,770**
	Sig. (2-tailed)	,000		,000	,004	,000
	N	65	65	65	65	65
X2.3	Pearson Correlation	,570**	,532**	1	,343**	,791**
	Sig. (2-tailed)	,000	,000		,005	,000
	N	65	65	65	65	65
X2.4	Pearson Correlation	,381**	,353**	,343**	1	,694**
	Sig. (2-tailed)	,002	,004	,005		,000
	N	65	65	65	65	65
TOTX2	Pearson Correlation	,807**	,770**	,791**	,694**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	65	65	65	65	65

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



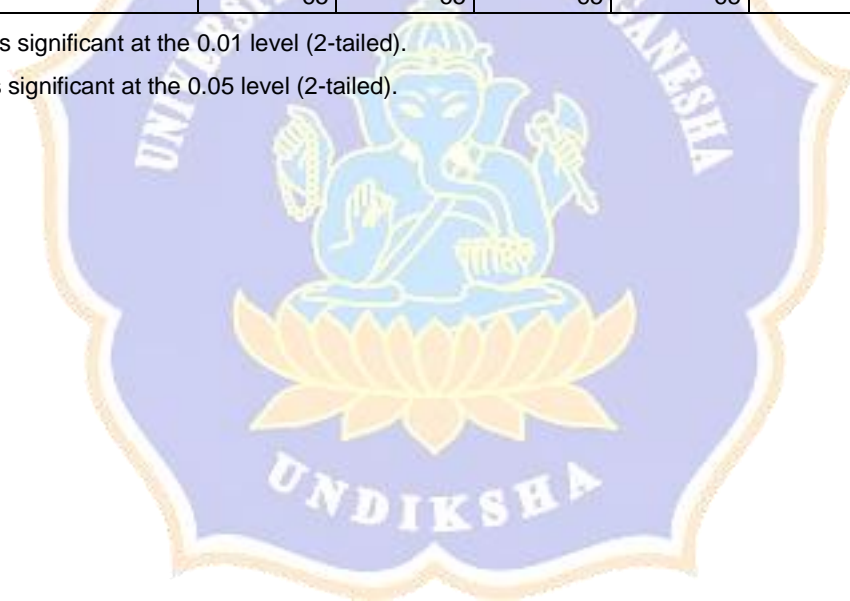
Hasil Uji Validitas Kepuasan Pelanggan Sampel Besar

Correlations

		Y1	Y2	Y3	Y4	TOTY
Y1	Pearson Correlation	1	,493**	,286*	,464**	,714**
	Sig. (2-tailed)		,000	,021	,000	,000
	N	65	65	65	65	65
Y2	Pearson Correlation	,493**	1	,451**	,632**	,831**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	65	65	65	65	65
Y3	Pearson Correlation	,286*	,451**	1	,398**	,722**
	Sig. (2-tailed)	,021	,000		,001	,000
	N	65	65	65	65	65
Y4	Pearson Correlation	,464**	,632**	,398**	1	,805**
	Sig. (2-tailed)	,000	,000	,001		,000
	N	65	65	65	65	65
TOTY	Pearson Correlation	,714**	,831**	,722**	,805**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	65	65	65	65	65

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

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



Lampiran 08: Output Analisis Jalur (*Path Analysis*)

Regression

a. Pengaruh Kualitas Pelayanan (X1), dan Nilai Pelanggan (X2), terhadap Kepuasan Pelanggan (Y)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.819 ^a	.671	.660	1.42063	.671	63.159	2	62	.000

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	254.934	2	127.467	63.159	.000 ^b
	Residual	125.127	62	2.018		
	Total	380.062	64			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.076	1.410		.763	.448			
	X1	.525	.089	.627	5.880	.000	.802	.598	.428
	X2	.258	.115	.240	2.246	.028	.698	.274	.164

a. Dependent Variable: Y

b. Pengaruh Kualitas Pelayanan (X_1), terhadap Nilai Pelanggan (X_2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.731 ^a	.534	.526	1.55771	.534	72.088	1	63	.000

a. Predictors: (Constant), X_1

b. Dependent Variable: X_2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.918	1	174.918	72.088	.000 ^b
	Residual	152.867	63	2.426		
	Total	327.785	64			

a. Dependent Variable: X_2

b. Predictors: (Constant), X_1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4.888	1.418		3.447	.001			
	X_1	.568	.067	.731	8.490	.000	.731	.731	.731

a. Dependent Variable: X_2