

**LAMPIRAN 1: KUESIONER PENELITIAN DI TOKO GROSIR TIRTA
YASA KECAMATAN BANJAR**



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

Kepada Yth

Bapak/ Ibu/ Saudara/i

di-tempat

Dengan hormat,

Sehubungan dengan penelitian yang akan saya lakukan di Toko Grosir Tirta Yasa dalam rangka menyelesaikan studi di Undiksha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian yang berjudul **“Pengaruh Harga dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Toko Grosir Tirta Yasa Kecamatan Banjar”** dengan ini saya mohon kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuesioner di bawah ini secara objektif sesuai apa yang Bapak/Ibu/Saudara/I rasakan. Penelitian ini dilakukan untuk mengumpulkan data dan informasi dalam rangka penyusunan skripsi.

Atas kesediaan Bapak/Ibu/Saudara/I yang telah meluangkan waktunya untuk mengisi kuesioner ini, saya ucapkan Terima Kasih.

Singaraja, 30 November 2020

Peneliti

Ni Luh Putu Dea Alvionita Sari
1717041101

A. Identitas Responden

Berilah tanda *check* (✓) pada salah satu pilihan jawaban dan tuliskan jawaban singkat bila jawaban Anda tidak tersedia pada pilihan jawaban dalam kuesioner ini.

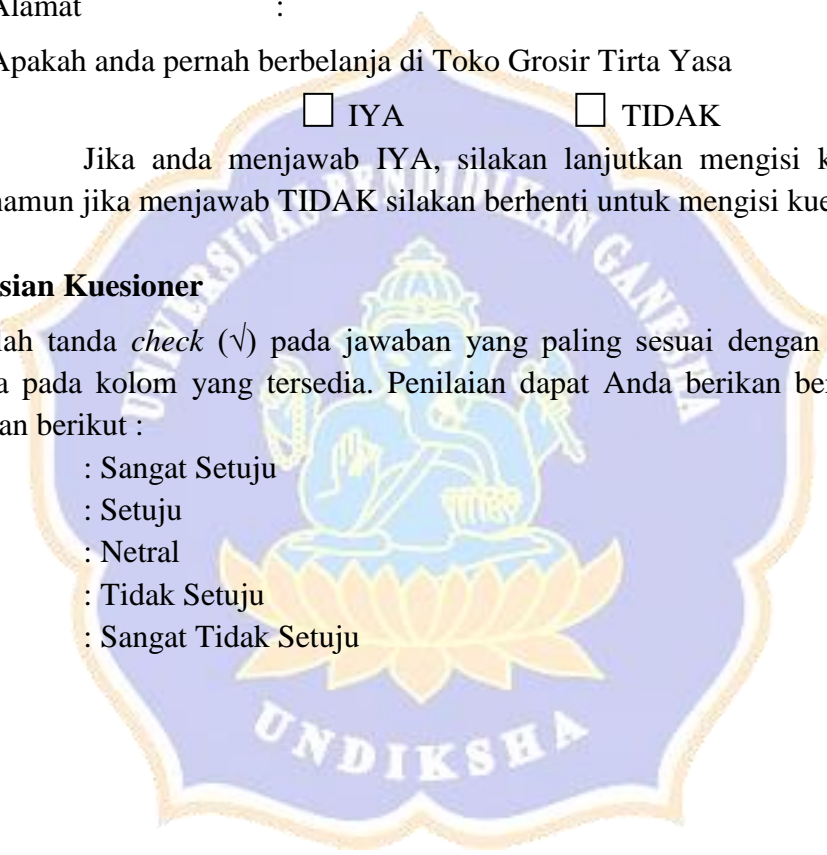
1. Nama Toko :
2. Nama Pemilik :
3. Jenis Kelamin : Laki-laki Perempuan
4. Alamat :
5. Apakah anda pernah berbelanja di Toko Grosir Tirta Yasa
 IYA TIDAK

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

B. Pengisian Kuesioner

Berilah tanda *check* (✓) pada jawaban yang paling sesuai dengan pendapat Anda pada kolom yang tersedia. Penilaian dapat Anda berikan berdasarkan pilihan berikut :

- SS : Sangat Setuju
S : Setuju
N : Netral
TS : Tidak Setuju
STS : Sangat Tidak Setuju



C. Daftar Pernyataan

D. Variabel Kepuasan Pelanggan (Y)

No	Pernyataan	SS	S	N	TS	STS
	Kepuasan Pelanggan	5	4	3	2	1
1	Jika barang dagangan saya habis, saya akan membeli kembali barang dagangan di Toko Grosir Tirta Yasa.					
2	Saya melakukan pembelian minimal seminggu sekali di Toko Grosir Tirta Yasa					
3	Saya akan merekomendasikan Toko Grosir Tirta Yasa sebagai Grosir dengan harga bersahabat dan kualitas pelayanan yang memuaskan kepada orang lain.					
4	Saya akan melakukan promosi mengenai Toko Grosir Tirta Yasa baik secara <i>online</i> maupun <i>offline</i> mengenai manfaat yang diperoleh menjadi <i>member</i> di Toko Grosir Tirta Yasa kepada orang lain.					
5	Saya akan membeli produk baru yang ditawarkan oleh Toko Grosir Tirta Yasa.					
6	Saya akan mengikuti <i>event-event</i> berhadiah yang diprogramkan oleh Toko Grosir Tirta Yasa.					
7	Saya tidak berminat memperhatikan grosir pesaing yang sejenis karena Toko Grosir Tirta Yasa sangat memberikan banyak manfaat bagi toko ritel dalam menjelakan usahanya.					

E. Variabel Harga (X₁)

No	Pernyataan	SS	S	N	TS	STS
	Harga	5	4	3	2	1
8	Harga pada setiap produk yang dijual atau ditawarkan oleh Toko Grosir Tirta Yasa terjangkau dan dapat diterima dengan wajar.					
9	Menurut saya, harga produk yang dijual Toko Grosir Tirta Yasa sesuai dengan kualitas produk tersebut.					
10	Harga produk yang dijual Toko Grosir Tirta Yasa cukup kompetitif dibandingkan dengan grosir sejenis lainnya.					

11	Harga produk yang dijual Toko Grosir Tirta Yasa sesuai dengan manfaat atau kegunaan produk tersebut.					
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F. Variabel Kualitas Pelayanan (X₂)

No	Pernyataan	SS	S	N	TS	STS
	Kualitas Pelayanan	5	4	3	2	1
12	Pelayanan yang diberikan Toko Grosir Tirta Yasa sangat memuaskan.					
13	Karyawan Toko Grosir Tirta Yasa memberikan pelayanan yang sama tanpa memandang status sosial.					
14	Karyawan Toko Grosir Tirta Yasa memberikan perhatian dan empati secara pribadi dan akrab pada konsumen?					
15	Penyampaian informasi yang diberikan karyawan Toko Grosir Tirta Yasa mengenai produk dan lain-lainya diberikan dengan jelas kepada konsumen.					
16	Toko Grosir Tirta Yasa dengan sangat tanggap melayani keluhan pelanggan atau konsumen.					
17	Karyawan Toko Grosir Tirta Yasa memberikan respon secara tepat terhadap kebutuhan konsumen.					

20	5	5	5	5	20	5	5	5	5	4	4	28	5	4	5	5	5	5	34	
21	3	4	4	4	15	4	3	4	3	3	4	21	4	4	3	4	4	3	4	26
22	5	5	4	5	19	4	4	4	4	4	4	24	4	4	5	5	5	4	5	32
23	4	5	4	4	17	5	4	5	5	5	5	29	5	5	5	5	4	5	5	34
24	4	5	5	5	19	3	4	5	3	5	5	25	5	4	5	4	4	3	5	30
25	4	4	4	4	16	4	4	3	4	4	5	24	3	4	4	3	4	4	5	27
26	3	4	5	4	16	3	4	4	4	4	4	23	4	4	4	3	4	4	5	28
27	3	4	5	5	17	3	4	5	4	5	5	26	5	4	5	4	5	5	5	33
28	4	4	3	5	16	4	4	4	4	4	5	25	4	4	5	4	5	5	5	32
29	3	3	5	4	15	4	5	5	4	4	4	26	5	4	5	4	4	5	5	32
30	4	4	4	4	16	4	5	4	4	5	4	26	5	5	5	5	5	4	4	33



LAMPIRAN 3 : HASIL DATA ORDINAL PERNYATAAN RESPONDEN SAMPEL BESAR

RES	Harga				Total	Kualitas Pelayanan						Total	Kepuasan Pelanggan							Total
	Item 1	Item 2	Item 3	Item 4		Item 1	Item 2	Item 3	Item 4	Item 5	Item 6		Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	
1	5	5	5	5	20	4	3	4	5	4	5	25	3	4	4	4	5	5	5	30
2	4	4	4	4	16	3	3	3	3	4	4	20	4	4	4	3	3	4	4	26
3	5	5	5	5	20	5	4	5	5	4	5	28	5	5	4	4	5	5	5	33
4	5	5	4	5	19	4	5	5	5	5	5	29	5	5	5	4	5	5	5	34
5	3	4	3	3	13	3	3	3	5	4	4	22	4	4	3	4	4	4	4	27
6	4	3	4	3	14	4	5	4	5	4	5	27	4	5	5	5	5	5	5	34
7	5	4	4	4	17	4	4	4	4	4	4	24	4	4	5	4	3	4	5	29
8	4	4	5	5	18	5	5	5	5	4	5	29	5	4	5	4	3	5	4	30
9	4	4	3	3	14	3	4	4	4	4	4	23	3	3	4	4	4	4	4	26
10	5	4	5	4	18	5	5	5	5	4	5	29	5	5	5	4	4	5	5	33
11	5	5	5	5	20	5	5	5	5	4	4	28	5	5	5	5	5	5	5	35
12	5	5	5	5	20	4	5	5	5	5	5	29	5	5	5	4	4	5	5	33
13	5	4	5	5	19	5	5	5	5	4	5	29	5	5	5	5	5	5	5	35
14	5	5	5	5	20	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35
15	4	5	4	5	18	5	5	5	5	4	4	28	5	5	5	5	4	5	5	34
16	5	5	5	5	20	5	5	5	5	2	4	26	5	5	5	5	5	5	5	35
17	5	5	5	5	20	4	5	5	5	5	4	28	5	5	5	5	5	5	5	35
18	5	5	5	5	20	4	5	5	5	5	4	28	5	5	5	5	5	5	5	35
19	4	5	5	5	19	5	5	4	5	5	4	28	5	5	5	5	5	5	5	35
20	5	5	5	5	20	5	5	5	5	4	4	28	5	4	5	5	5	5	5	34

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22	5	5	4	5	19	4	4	4	4	4	4	24	4	4	5	5	5	4	5	32
23	4	5	4	4	17	5	4	5	5	5	5	29	5	5	5	5	4	5	5	34
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26	3	4	5	4	16	3	4	4	4	4	4	23	4	4	4	3	4	4	5	28
27	3	4	5	5	17	3	4	5	4	5	5	26	5	4	5	4	5	5	5	33
28	4	4	3	5	16	4	4	4	4	4	5	25	4	4	5	4	5	5	5	32
29	3	3	5	4	15	4	5	5	4	4	4	26	5	4	5	4	4	5	5	32
30	4	4	4	4	16	4	5	4	4	5	4	26	5	5	5	5	5	4	4	33
31	4	5	5	5	19	5	5	5	5	4	4	28	5	4	5	5	5	5	5	34
32	5	5	5	5	20	4	5	4	5	5	5	28	5	5	5	5	5	5	5	35
33	5	5	5	5	20	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35
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37	5	5	5	5	20	5	5	5	5	4	5	29	5	5	5	5	5	5	5	35
38	4	5	5	4	18	4	5	5	5	4	4	27	5	5	5	5	5	5	5	35
39	5	5	5	5	20	5	4	5	5	4	4	27	5	4	5	5	5	5	5	34
40	5	4	5	5	19	5	5	5	5	5	5	30	5	5	5	5	5	5	4	34
41	5	5	5	5	20	5	5	5	5	4	5	29	5	5	5	4	4	5	5	33
42	5	5	5	5	20	5	5	5	5	4	4	28	5	5	5	5	5	5	5	35
43	5	5	5	5	20	5	5	5	5	4	4	28	4	5	4	5	5	5	5	33
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45	5	5	5	5	20	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35

46	5	4	5	4	18	5	5	4	5	5	5	29	5	5	5	5	5	5	5	35
47	5	5	5	4	19	5	5	5	5	4	4	28	5	5	5	5	5	5	4	34
48	5	5	5	5	20	5	5	5	5	5	5	30	5	5	5	5	4	5	5	34
49	5	5	5	5	20	5	5	5	5	4	4	28	5	5	5	5	5	5	5	35
50	5	5	5	4	19	5	5	5	5	5	4	29	5	5	5	5	5	5	5	35
51	3	4	4	4	15	5	5	5	5	4	5	29	3	4	4	4	5	5	5	30
52	4	4	5	4	17	4	4	5	4	5	5	27	5	5	5	4	5	4	5	33
53	4	4	4	4	16	4	4	4	5	4	5	26	5	5	4	4	5	5	5	33
54	4	5	4	5	18	4	4	5	5	4	5	27	5	5	5	4	5	5	5	34
55	4	5	4	5	18	5	5	5	5	4	4	28	5	4	5	4	4	5	5	32
56	5	4	4	5	18	5	5	4	5	4	5	28	4	5	5	5	5	5	5	34
57	4	4	3	4	15	3	3	3	4	4	4	21	4	4	5	4	3	4	5	29
58	4	4	4	4	16	5	4	5	5	5	5	29	5	4	5	4	3	5	5	31
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60	3	4	4	4	15	3	5	5	5	5	5	28	5	5	5	4	4	5	5	33
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62	5	5	5	5	20	5	5	5	5	5	5	30	5	5	5	5	4	5	5	34
63	4	5	5	5	19	4	5	5	5	5	5	29	5	5	5	5	5	5	5	35
64	5	5	5	5	20	5	5	5	5	5	5	30	5	5	5	5	5	5	4	34
65	5	5	5	5	20	5	5	5	5	5	5	30	5	4	5	5	5	5	5	34
66	5	5	5	5	20	5	5	5	5	5	5	30	5	5	5	5	4	5	5	34
67	4	5	5	5	19	4	5	5	5	4	5	28	5	5	5	5	5	5	5	35
68	5	5	5	5	20	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35
69	5	5	5	5	20	5	5	5	5	5	4	29	5	5	5	5	5	5	5	35
70	5	5	5	5	20	5	5	5	5	4	5	29	5	5	5	5	5	5	5	35

71	5	5	5	4	19	5	5	5	4	4	4	27	5	4	5	5	5	4	5	33
72	4	5	5	5	19	5	5	5	5	4	5	29	5	5	5	5	5	5	5	35
73	4	5	5	5	19	4	4	5	4	5	5	27	5	3	4	5	4	4	5	30
74	5	5	5	4	19	4	5	5	3	4	5	26	4	4	4	4	5	3	5	29
75	5	5	5	5	20	4	4	4	4	5	4	25	4	4	5	5	3	4	5	30
76	4	4	4	4	16	4	3	4	4	5	4	24	3	3	4	4	3	4	5	26
77	4	4	4	4	16	4	4	5	5	4	4	26	5	4	4	5	5	5	5	33
78	5	4	5	5	19	5	5	4	4	4	5	27	5	4	4	4	4	4	4	29
79	5	4	5	5	19	4	4	4	4	4	4	24	4	3	4	4	4	4	5	28
80	4	4	5	4	17	4	3	3	3	4	4	21	3	4	3	4	4	3	4	25



LAMPIRAN 4 : HASIL DATA INTERVAL PERNYATAAN RESPONDEN SAMPEL KECIL

No	XI				TX1	X2						TX2	Y							TX3
	X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6		Y1	Y2	Y3	Y4	Y5	Y6	Y7	
1	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	4.11 0	3.00 0	3.97 1	5.36 6	3.98 2	5.60 4	26.03 3	3.00 0	4.20 7	4.04 4	4.25 4	5.36 2	5.41 0	5.82 9	32.10 4
2	4.10 7	4.29 9	4.04 4	4.17 2	16.62 2	3.00 0	3.00 0	3.00 0	3.00 0	3.98 2	4.00 0	19.98 2	3.88 6	4.20 7	4.04 4	3.00 0	3.00 0	3.95 3	4.00 0	26.08 9
3	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	5.43 7	3.97 5	5.38 4	5.36 6	3.98 2	5.60 4	29.74 9	5.27 8	5.63 0	4.04 4	4.25 4	5.36 2	5.41 0	5.82 9	35.80 5
4	5.45 5	5.78 7	4.04 4	5.63 3	20.91 9	4.11 0	5.32 5	5.38 4	5.36 6	5.51 1	5.60 4	31.29 9	5.27 8	5.63 0	5.58 6	4.25 4	5.36 2	5.41 0	5.82 9	37.34 7
5	3.00 0	4.29 9	3.00 0	3.00 0	13.29 9	3.00 0	3.00 0	3.00 0	5.36 6	3.98 2	4.00 0	22.34 8	3.88 6	4.20 7	3.00 0	4.25 4	4.01 4	3.95 3	4.00 0	27.31 3
6	4.10 7	3.00 0	4.04 4	3.00 0	14.15 1	4.11 0	5.32 5	3.97 1	5.36 6	3.98 2	5.60 4	28.35 8	3.88 6	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	37.40 9
7	5.45 5	4.29 9	4.04 4	4.17 2	17.97 0	4.11 0	3.97 5	3.97 1	3.94 9	3.98 2	4.00 0	23.98 8	3.88 6	4.20 7	5.58 6	4.25 4	3.00 0	3.95 3	5.82 9	30.71 3
8	4.10 7	4.29 9	5.48 3	5.63 3	19.52 2	5.43 7	5.32 5	5.38 4	5.36 6	3.98 2	5.60 4	31.09 8	5.27 8	4.20 7	5.58 6	4.25 4	3.00 0	5.41 0	4.00 0	31.73 3
9	4.10 7	4.29 9	3.00 0	3.00 0	14.40 6	3.00 0	3.97 5	3.97 1	3.94 9	3.98 2	4.00 0	22.87 8	3.00 0	3.00 0	4.04 4	4.25 4	4.01 4	3.95 3	4.00 0	26.26 4
10	5.45 5	4.29 9	5.48 3	4.17 2	19.40 9	5.43 7	5.32 5	5.38 4	5.36 6	3.98 2	5.60 4	31.09 8	5.27 8	5.63 0	5.58 6	4.25 4	4.01 4	5.41 0	5.82 9	36.00 0
11	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	5.43 7	5.32 5	5.38 4	5.36 6	3.98 2	4.00 0	29.49 5	5.27 8	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	38.80 0
12	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	4.11 0	5.32 5	5.38 4	5.36 6	5.51 1	5.60 4	31.29 9	5.27 8	5.63 0	5.58 6	4.25 4	4.01 4	5.41 0	5.82 9	36.00 0
13	5.45	4.29	5.48	5.63	20.87	5.43	5.32	5.38	5.36	3.98	5.60	31.09	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80

	5	9	3	3	0	7	5	4	6	2	4	8	8	0	6	7	2	0	9	0
14	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	5.43 7	5.32 5	5.38 4	5.36 6	5.51 1	5.60 4	32.62 7	5.27 8	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	38.80 0
15	4.10 7	5.78 7	4.04 4	5.63 3	19.57 1	5.43 7	5.32 5	5.38 4	5.36 6	3.98 2	4.00 0	29.49 5	5.27 8	5.63 0	5.58 6	5.70 7	4.01 4	5.41 0	5.82 9	37.45 3
16	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	5.43 7	5.32 5	5.38 4	5.36 6	2.00 0	4.00 0	27.51 2	5.27 8	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	38.80 0
17	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	4.11 0	5.32 5	5.38 4	5.36 6	5.51 1	4.00 0	29.69 5	5.27 8	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	38.80 0
18	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	4.11 0	5.32 5	5.38 4	5.36 6	5.51 1	4.00 0	29.69 5	5.27 8	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	38.80 0
19	4.10 7	5.78 7	5.48 3	5.63 3	21.01 0	5.43 7	5.32 5	3.97 1	5.36 6	5.51 1	4.00 0	29.61 0	5.27 8	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	38.80 0
20	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	5.43 7	5.32 5	5.38 4	5.36 6	3.98 2	4.00 0	29.49 5	5.27 8	4.20 7	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	37.37 7
21	3.00 0	4.29 9	4.04 4	4.17 2	15.51 4	4.11 0	3.00 0	3.97 1	3.00 0	2.50 2	4.00 0	20.58 3	3.88 6	4.20 7	3.00 0	4.25 4	4.01 4	3.00 0	4.00 0	26.36 1
22	5.45 5	5.78 7	4.04 4	5.63 3	20.91 9	4.11 0	3.97 5	3.97 1	3.94 9	3.98 2	4.00 0	23.98 8	3.88 6	4.20 7	5.58 6	5.70 7	5.36 2	3.95 3	5.82 9	34.52 8
23	4.10 7	5.78 7	4.04 4	4.17 2	18.11 0	5.43 7	3.97 5	5.38 4	5.36 6	5.51 1	5.60 4	31.27 7	5.27 8	5.63 0	5.58 6	5.70 7	4.01 4	5.41 0	5.82 9	37.45 3
24	4.10 7	5.78 7	5.48 3	5.63 3	21.01 0	3.00 0	3.97 5	5.38 4	3.00 0	5.51 1	5.60 4	26.47 4	5.27 8	4.20 7	5.58 6	4.25 4	4.01 4	3.00 0	5.82 9	32.16 7
25	4.10 7	4.29 9	4.04 4	4.17 2	16.62 2	4.11 0	3.97 5	3.00 0	3.94 9	3.98 2	5.60 4	24.62 0	3.00 0	4.20 7	4.04 4	3.00 0	4.01 4	3.95 3	5.82 9	28.04 6
26	3.00 0	4.29 9	5.48 3	4.17 2	16.95 4	3.00 0	3.97 5	3.97 1	3.94 9	3.98 2	4.00 0	22.87 8	3.88 6	4.20 7	4.04 4	3.00 0	4.01 4	3.95 3	5.82 9	28.93 2
27	3.00	4.29	5.48	5.63	18.41	3.00	3.97	5.38	3.94	5.51	5.60	27.42	5.27	4.20	5.58	4.25	5.36	5.41	5.82	35.92

	0	9	3	3	4	0	5	4	9	1	4	3	8	7	6	4	2	0	9	4
28	4.10 7	4.29 9	3.00 0	5.63 3	17.03 9	4.11 0	3.97 5	3.97 1	3.94 9	3.98 2	5.60 4	25.59 2	3.88 6	4.20 7	5.58 6	4.25 4	5.36 2	5.41 0	5.82 9	34.53 2
29	3.00 0	3.00 0	5.48 3	4.17 2	15.65 5	4.11 0	5.32 5	5.38 4	3.94 9	3.98 2	4.00 0	26.75 0	5.27 8	4.20 7	5.58 6	4.25 4	4.01 4	5.41 0	5.82 9	34.57 6
30	4.10 7	4.29 9	4.04 4	4.17 2	16.62 2	4.11 0	5.32 5	3.97 1	3.94 9	5.51 1	4.00 0	26.86 6	5.27 8	5.63 0	5.58 6	5.70 7	5.36 2	3.95 3	4.00 0	35.51 5



LAMPIRAN 5 : HASIL DATA INTERVAL PERNYATAAN RESPONDEN SAMPEL BESAR

No	XI				TX1	X2						TX2	Y							TX3
	X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6		Y1	Y2	Y3	Y4	Y5	Y6	Y7	
1	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	4.11 0	3.00 0	3.97 1	5.36 6	3.98 2	5.60 4	26.03 3	3.00 0	4.20 7	4.04 4	4.25 4	5.36 2	5.41 0	5.82 9	32.10 4
2	4.10 7	4.29 9	4.04 4	4.17 2	16.62 2	3.00 0	3.00 0	3.00 0	3.00 0	3.98 2	4.00 0	19.98 2	3.88 6	4.20 7	4.04 4	3.00 0	3.00 0	3.95 3	4.00 0	26.08 9
3	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	5.43 7	3.97 5	5.38 4	5.36 6	3.98 2	5.60 4	29.74 9	5.27 8	5.63 0	4.04 4	4.25 4	5.36 2	5.41 0	5.82 9	35.80 5
4	5.45 5	5.78 7	4.04 4	5.63 3	20.91 9	4.11 0	5.32 5	5.38 4	5.36 6	5.51 1	5.60 4	31.29 9	5.27 8	5.63 0	5.58 6	4.25 4	5.36 2	5.41 0	5.82 9	37.34 7
5	3.00 0	4.29 9	3.00 0	3.00 0	13.29 9	3.00 0	3.00 0	3.00 0	5.36 6	3.98 2	4.00 0	22.34 8	3.88 6	4.20 7	3.00 0	4.25 4	4.01 4	3.95 3	4.00 0	27.31 3
6	4.10 7	3.00 0	4.04 4	3.00 0	14.15 1	4.11 0	5.32 5	3.97 1	5.36 6	3.98 2	5.60 4	28.35 8	3.88 6	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	37.40 9
7	5.45 5	4.29 9	4.04 4	4.17 2	17.97 0	4.11 0	3.97 5	3.97 1	3.94 9	3.98 2	4.00 0	23.98 8	3.88 6	4.20 7	5.58 6	4.25 4	3.00 0	3.95 3	5.82 9	30.71 3
8	4.10 7	4.29 9	5.48 3	5.63 3	19.52 2	5.43 7	5.32 5	5.38 4	5.36 6	3.98 2	5.60 4	31.09 8	5.27 8	4.20 7	5.58 6	4.25 4	3.00 0	5.41 0	4.00 0	31.73 3
9	4.10 7	4.29 9	3.00 0	3.00 0	14.40 6	3.00 0	3.97 5	3.97 1	3.94 9	3.98 2	4.00 0	22.87 8	3.00 0	3.00 0	4.04 4	4.25 4	4.01 4	3.95 3	4.00 0	26.26 4
10	5.45 5	4.29 9	5.48 3	4.17 2	19.40 9	5.43 7	5.32 5	5.38 4	5.36 6	3.98 2	5.60 4	31.09 8	5.27 8	5.63 0	5.58 6	4.25 4	4.01 4	5.41 0	5.82 9	36.00 0
11	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	5.43 7	5.32 5	5.38 4	5.36 6	3.98 2	4.00 0	29.49 5	5.27 8	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	38.80 0
12	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	4.11 0	5.32 5	5.38 4	5.36 6	5.51 1	5.60 4	31.29 9	5.27 8	5.63 0	5.58 6	4.25 4	4.01 4	5.41 0	5.82 9	36.00 0

	5.45	4.29	5.48	5.63	20.87	5.43	5.32	5.38	5.36	3.98	5.60	31.09	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
13	5	9	3	3	0	7	5	4	6	2	4	8	8	0	6	7	2	0	9	0
14	5.45	5.78	5.48	5.63	22.35	5.43	5.32	5.38	5.36	5.51	5.60	32.62	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	5	7	3	3	8	7	5	4	6	1	4	7	8	0	6	7	2	0	9	0
15	4.10	5.78	4.04	5.63	19.57	5.43	5.32	5.38	5.36	3.98	4.00	29.49	5.27	5.63	5.58	5.70	4.01	5.41	5.82	37.45
	7	7	4	3	1	7	5	4	6	2	0	5	8	0	6	7	4	0	9	3
16	5.45	5.78	5.48	5.63	22.35	5.43	5.32	5.38	5.36	2.00	4.00	27.51	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	5	7	3	3	8	7	5	4	6	0	0	2	8	0	6	7	2	0	9	0
17	5.45	5.78	5.48	5.63	22.35	4.11	5.32	5.38	5.36	5.51	4.00	29.69	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	5	7	3	3	8	0	5	4	6	1	0	5	8	0	6	7	2	0	9	0
18	5.45	5.78	5.48	5.63	22.35	4.11	5.32	5.38	5.36	5.51	4.00	29.69	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	5	7	3	3	8	0	5	4	6	1	0	5	8	0	6	7	2	0	9	0
19	4.10	5.78	5.48	5.63	21.01	5.43	5.32	3.97	5.36	5.51	4.00	29.61	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	7	7	3	3	0	7	5	1	6	1	0	0	8	0	6	7	2	0	9	0
20	5.45	5.78	5.48	5.63	22.35	5.43	5.32	5.38	5.36	3.98	4.00	29.49	5.27	4.20	5.58	5.70	5.36	5.41	5.82	37.37
	5	7	3	3	8	7	5	4	6	2	0	5	8	7	6	7	2	0	9	7
21	3.00	4.29	4.04	4.17	15.51	4.11	3.00	3.97	3.00	2.50	4.00	20.58	3.88	4.20	3.00	4.25	4.01	3.00	4.00	26.36
	0	9	4	2	4	0	0	1	0	2	0	3	6	7	0	4	4	0	0	1
22	5.45	5.78	4.04	5.63	20.91	4.11	3.97	3.97	3.94	3.98	4.00	23.98	3.88	4.20	5.58	5.70	5.36	3.95	5.82	34.52
	5	7	4	3	9	0	5	1	9	2	0	8	6	7	6	7	2	3	9	8
23	4.10	5.78	4.04	4.17	18.11	5.43	3.97	5.38	5.36	5.51	5.60	31.27	5.27	5.63	5.58	5.70	4.01	5.41	5.82	37.45
	7	7	4	2	0	7	5	4	6	1	4	7	8	0	6	7	4	0	9	3
24	4.10	5.78	5.48	5.63	21.01	3.00	3.97	5.38	3.00	5.51	5.60	26.47	5.27	4.20	5.58	4.25	4.01	3.00	5.82	32.16
	7	7	3	3	0	0	5	4	0	1	4	4	8	7	6	4	4	0	9	7
25	4.10	4.29	4.04	4.17	16.62	4.11	3.97	3.00	3.94	3.98	5.60	24.62	3.00	4.20	4.04	3.00	4.01	3.95	5.82	28.04
	7	9	4	2	2	0	5	0	9	2	4	0	0	7	4	0	4	3	9	6
26	3.00	4.29	5.48	4.17	16.95	3.00	3.97	3.97	3.94	3.98	4.00	22.87	3.88	4.20	4.04	3.00	4.01	3.95	5.82	28.93
	0	9	3	2	4	0	5	1	9	2	0	8	6	7	4	0	4	3	9	2

	3.00	4.29	5.48	5.63	18.41	3.00	3.97	5.38	3.94	5.51	5.60	27.42	5.27	4.20	5.58	4.25	5.36	5.41	5.82	35.92
27	0	9	3	3	4	0	5	4	9	1	4	3	8	7	6	4	2	0	9	4
28	4.10	4.29	3.00	5.63	17.03	4.11	3.97	3.97	3.94	3.98	5.60	25.59	3.88	4.20	5.58	4.25	5.36	5.41	5.82	34.53
	7	9	0	3	9	0	5	1	9	2	4	2	6	7	6	4	2	0	9	2
29	3.00	3.00	5.48	4.17	15.65	4.11	5.32	5.38	3.94	3.98	4.00	26.75	5.27	4.20	5.58	4.25	4.01	5.41	5.82	34.57
	0	0	3	2	5	0	5	4	9	2	0	0	8	7	6	4	4	0	9	6
30	4.10	4.29	4.04	4.17	16.62	4.11	5.32	3.97	3.94	5.51	4.00	26.86	5.27	5.63	5.58	5.70	5.36	3.95	4.00	35.51
	7	9	4	2	2	0	5	1	9	1	0	6	8	0	6	7	2	3	0	5
31	4.10	5.78	5.48	5.63	21.01	5.43	5.32	5.38	5.36	3.98	4.00	29.49	5.27	4.20	5.58	5.70	5.36	5.41	5.82	37.37
	7	7	3	3	0	7	5	4	6	2	0	5	8	7	6	7	2	0	9	7
32	5.45	5.78	5.48	5.63	22.35	4.11	5.32	3.97	5.36	5.51	5.60	29.88	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	5	7	3	3	8	0	5	1	6	1	4	6	8	0	6	7	2	0	9	0
33	5.45	5.78	5.48	5.63	22.35	5.43	5.32	5.38	5.36	5.51	5.60	32.62	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	5	7	3	3	8	7	5	4	6	1	4	7	8	0	6	7	2	0	9	0
34	5.45	5.78	5.48	5.63	22.35	4.11	5.32	5.38	5.36	5.51	5.60	31.29	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	5	7	3	3	8	0	5	4	6	1	4	9	8	0	6	7	2	0	9	0
35	4.10	5.78	5.48	5.63	21.01	5.43	3.97	5.38	5.36	5.51	5.60	31.27	5.27	5.63	5.58	5.70	4.01	5.41	5.82	37.45
	7	7	3	3	0	7	5	4	6	1	4	7	8	0	6	7	4	0	9	3
36	5.45	5.78	4.04	5.63	20.91	5.43	5.32	5.38	5.36	5.51	5.60	32.62	5.27	4.20	5.58	5.70	5.36	5.41	5.82	37.37
	5	7	4	3	9	7	5	4	6	1	4	7	8	7	6	7	2	0	9	7
37	5.45	5.78	5.48	5.63	22.35	5.43	5.32	5.38	5.36	3.98	5.60	31.09	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	5	7	3	3	8	7	5	4	6	2	4	8	8	0	6	7	2	0	9	0
38	4.10	5.78	5.48	4.17	19.54	4.11	5.32	5.38	5.36	3.98	4.00	28.16	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	7	7	3	2	9	0	5	4	6	2	0	7	8	0	6	7	2	0	9	0
39	5.45	5.78	5.48	5.63	22.35	5.43	3.97	5.38	5.36	3.98	4.00	28.14	5.27	4.20	5.58	5.70	5.36	5.41	5.82	37.37
	5	7	3	3	8	7	5	4	6	2	0	5	8	7	6	7	2	0	9	7
40	5.45	4.29	5.48	5.63	20.87	5.43	5.32	5.38	5.36	5.51	5.60	32.62	5.27	5.63	5.58	5.70	5.36	5.41	4.00	36.97
	5	9	3	3	0	7	5	4	6	1	4	7	8	0	6	7	2	0	0	2

	5.45	5.78	5.48	5.63	22.35	5.43	5.32	5.38	5.36	3.98	5.60	31.09	5.27	5.63	5.58	4.25	4.01	5.41	5.82	36.00
41	5	7	3	3	8	7	5	4	6	2	4	8	8	0	6	4	4	0	9	0
42	5.45	5.78	5.48	5.63	22.35	5.43	5.32	5.38	5.36	3.98	4.00	29.49	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	5	7	3	3	8	7	5	4	6	2	0	5	8	0	6	7	2	0	9	0
43	5.45	5.78	5.48	5.63	22.35	5.43	5.32	5.38	5.36	3.98	4.00	29.49	3.88	5.63	4.04	5.70	5.36	5.41	5.82	35.86
	5	7	3	3	8	7	5	4	6	2	0	5	6	0	4	7	2	0	9	7
44	5.45	5.78	5.48	5.63	22.35	5.43	5.32	5.38	5.36	3.98	5.60	31.09	3.88	5.63	5.58	5.70	5.36	5.41	5.82	37.40
	5	7	3	3	8	7	5	4	6	2	4	8	6	0	6	7	2	0	9	9
45	5.45	5.78	5.48	5.63	22.35	5.43	5.32	5.38	5.36	5.51	5.60	32.62	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	5	7	3	3	8	7	5	4	6	1	4	7	8	0	6	7	2	0	9	0
46	5.45	4.29	5.48	4.17	19.40	5.43	5.32	3.97	5.36	5.51	5.60	31.21	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	5	9	3	2	9	7	5	1	6	1	4	4	8	0	6	7	2	0	9	0
47	5.45	5.78	5.48	4.17	20.89	5.43	5.32	5.38	5.36	3.98	4.00	29.49	5.27	5.63	5.58	5.70	5.36	5.41	4.00	36.97
	5	7	3	2	7	7	5	4	6	2	0	5	8	0	6	7	2	0	0	2
48	5.45	5.78	5.48	5.63	22.35	5.43	5.32	5.38	5.36	5.51	5.60	32.62	5.27	5.63	5.58	5.70	4.01	5.41	5.82	37.45
	5	7	3	3	8	7	5	4	6	1	4	7	8	0	6	7	4	0	9	3
49	5.45	5.78	5.48	5.63	22.35	5.43	5.32	5.38	5.36	3.98	4.00	29.49	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	5	7	3	3	8	7	5	4	6	2	0	5	8	0	6	7	2	0	9	0
50	5.45	5.78	5.48	4.17	20.89	5.43	5.32	5.38	5.36	5.51	4.00	31.02	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	5	7	3	2	7	7	5	4	6	1	0	3	8	0	6	7	2	0	9	0
51	3.00	4.29	4.04	4.17	15.51	5.43	5.32	5.38	5.36	3.98	5.60	31.09	3.00	4.20	4.04	4.25	5.36	5.41	5.82	32.10
	0	9	4	2	4	7	5	4	6	2	4	8	0	7	4	4	2	0	9	4
52	4.10	4.29	5.48	4.17	18.06	4.11	3.97	5.38	3.94	5.51	5.60	28.53	5.27	5.63	5.58	4.25	5.36	3.95	5.82	35.89
	7	9	3	2	1	0	5	4	9	1	4	3	8	0	6	4	2	3	9	0
53	4.10	4.29	4.04	4.17	16.62	4.11	3.97	3.97	5.36	3.98	5.60	27.00	5.27	5.63	4.04	4.25	5.36	5.41	5.82	35.80
	7	9	4	2	2	0	5	1	6	2	4	8	8	0	4	4	2	0	9	5
54	4.10	5.78	4.04	5.63	19.57	4.11	3.97	5.38	5.36	3.98	5.60	28.42	5.27	5.63	5.58	4.25	5.36	5.41	5.82	37.34
	7	7	4	3	1	0	5	4	6	2	4	1	8	0	6	4	2	0	9	7

	4.10	5.78	4.04	5.63	19.57	5.43	5.32	5.38	5.36	3.98	4.00	29.49	5.27	4.20	5.58	4.25	4.01	5.41	5.82	34.57
55	7	7	4	3	1	7	5	4	6	2	0	5	8	7	6	4	4	0	9	6
56	5.45 5	4.29 9	4.04 4	5.63 3	19.43 1	5.43 7	5.32 5	3.97 1	5.36 6	3.98 2	5.60 4	29.68 5	3.88 6	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	37.40 9
57	4.10 7	4.29 9	3.00 0	4.17 2	15.57 8	3.00 0	3.00 0	3.00 0	3.94 9	3.98 2	4.00 0	20.93 2	3.88 6	4.20 7	5.58 6	4.25 4	3.00 0	3.95 3	5.82 9	30.71 3
58	4.10 7	4.29 9	4.04 4	4.17 2	16.62 2	5.43 7	3.97 5	5.38 4	5.36 6	5.51 1	5.60 4	31.27 7	5.27 8	4.20 7	5.58 6	4.25 4	3.00 0	5.41 0	5.82 9	33.56 2
59	3.00 0	3.00 0	3.00 0	3.00 0	12.00 0	3.00 0	3.00 0	3.00 0	3.00 0	3.98 2	4.00 0	19.98 2	3.00 0	3.00 0	4.04 4	3.00 0	3.00 0	3.00 0	4.00 0	23.04 4
60	3.00 0	4.29 9	4.04 4	4.17 2	15.51 4	3.00 0	5.32 5	5.38 4	5.36 6	5.51 1	5.60 4	30.18 9	5.27 8	5.63 0	5.58 6	4.25 4	4.01 4	5.41 0	5.82 9	36.00 0
61	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	5.43 7	5.32 5	5.38 4	5.36 6	5.51 1	5.60 4	32.62 7	5.27 8	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	38.80 0
62	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	5.43 7	5.32 5	5.38 4	5.36 6	5.51 1	5.60 4	32.62 7	5.27 8	5.63 0	5.58 6	5.70 7	4.01 4	5.41 0	5.82 9	37.45 3
63	4.10 7	5.78 7	5.48 3	5.63 3	21.01 0	4.11 0	5.32 5	5.38 4	5.36 6	5.51 1	5.60 4	31.29 9	5.27 8	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	38.80 0
64	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	5.43 7	5.32 5	5.38 4	5.36 6	5.51 1	5.60 4	32.62 7	5.27 8	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	4.00 0	36.97 2
65	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	5.43 7	5.32 5	5.38 4	5.36 6	5.51 1	5.60 4	32.62 7	5.27 8	4.20 7	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	37.37 7
66	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	5.43 7	5.32 5	5.38 4	5.36 6	5.51 1	5.60 4	32.62 7	5.27 8	5.63 0	5.58 6	5.70 7	4.01 4	5.41 0	5.82 9	37.45 3
67	4.10 7	5.78 7	5.48 3	5.63 3	21.01 0	4.11 0	5.32 5	5.38 4	5.36 6	3.98 2	5.60 4	29.77 1	5.27 8	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	38.80 0
68	5.45 5	5.78 7	5.48 3	5.63 3	22.35 8	5.43 7	5.32 5	5.38 4	5.36 6	5.51 1	5.60 4	32.62 7	5.27 8	5.63 0	5.58 6	5.70 7	5.36 2	5.41 0	5.82 9	38.80 0

	5.45	5.78	5.48	5.63	22.35	5.43	5.32	5.38	5.36	5.51	4.00	31.02	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
69	5	7	3	3	8	7	5	4	6	1	0	3	8	0	6	7	2	0	9	0
70	5.45	5.78	5.48	5.63	22.35	5.43	5.32	5.38	5.36	3.98	5.60	31.09	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	5	7	3	3	8	7	5	4	6	2	4	8	8	0	6	7	2	0	9	0
71	5.45	5.78	5.48	4.17	20.89	5.43	5.32	5.38	3.94	3.98	4.00	28.07	5.27	4.20	5.58	5.70	5.36	3.95	5.82	35.92
	5	7	3	2	7	7	5	4	9	2	0	8	8	7	6	7	2	3	9	0
72	4.10	5.78	5.48	5.63	21.01	5.43	5.32	5.38	5.36	3.98	5.60	31.09	5.27	5.63	5.58	5.70	5.36	5.41	5.82	38.80
	7	7	3	3	0	7	5	4	6	2	4	8	8	0	6	7	2	0	9	0
73	4.10	5.78	5.48	5.63	21.01	4.11	3.97	5.38	3.94	5.51	5.60	28.53	5.27	3.00	4.04	5.70	4.01	3.95	5.82	31.82
	7	7	3	3	0	0	5	4	9	1	4	3	8	0	4	7	4	3	9	4
74	5.45	5.78	5.48	4.17	20.89	4.11	5.32	5.38	3.00	3.98	5.60	27.40	3.88	4.20	4.04	4.25	5.36	3.00	5.82	30.58
	5	7	3	2	7	0	5	4	0	2	4	5	6	7	4	4	2	0	9	0
75	5.45	5.78	5.48	5.63	22.35	4.11	3.97	3.97	3.94	5.51	4.00	25.51	3.88	4.20	5.58	5.70	3.00	3.95	5.82	32.16
	5	7	3	3	8	0	5	1	9	1	0	6	6	7	6	7	0	3	9	7
76	4.10	4.29	4.04	4.17	16.62	4.11	3.00	3.97	3.94	5.51	4.00	24.54	3.00	3.00	4.04	4.25	3.00	3.95	5.82	27.07
	7	9	4	2	2	0	0	1	9	1	0	1	0	0	4	4	0	3	9	9
77	4.10	4.29	4.04	4.17	16.62	4.11	3.97	5.38	5.36	3.98	4.00	26.81	5.27	4.20	4.04	5.70	5.36	5.41	5.82	35.83
	7	9	4	2	2	0	5	4	6	2	0	8	8	7	4	7	2	0	9	5
78	5.45	4.29	5.48	5.63	20.87	5.43	5.32	3.97	3.94	3.98	5.60	28.26	5.27	4.20	4.04	4.25	4.01	3.95	4.00	29.74
	5	9	3	3	0	7	5	1	9	2	4	9	8	7	4	4	4	3	0	9
79	5.45	4.29	5.48	5.63	20.87	4.11	3.97	3.97	3.94	3.98	4.00	23.98	3.88	3.00	4.04	4.25	4.01	3.95	5.82	28.97
	5	9	3	3	0	0	5	1	9	2	0	8	6	0	4	4	4	3	9	9
80	4.10	4.29	5.48	4.17	18.06	4.11	3.00	3.00	3.00	3.98	4.00	21.09	3.00	4.20	3.00	4.25	4.01	3.00	4.00	25.47
	7	9	3	2	1	0	0	0	0	2	0	2	0	7	0	4	4	0	0	5

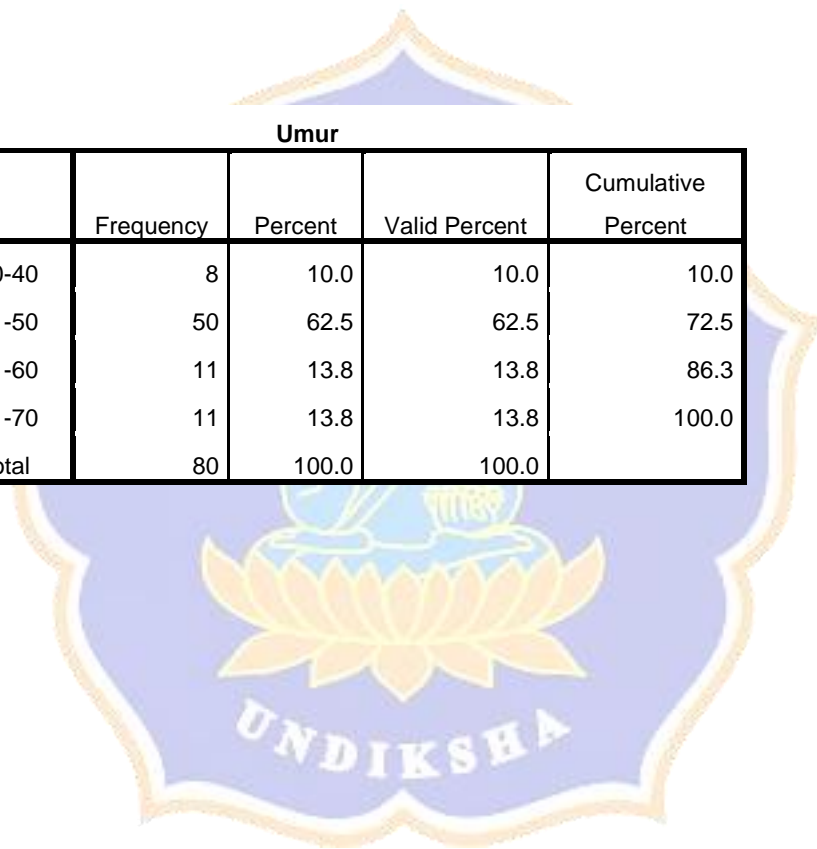
LAMPIRAN 6 : DESKRIPSI DATA RESPONDEN

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	55	68.8	68.8	68.8
	Perempuan	25	31.3	31.3	100.0
	Total	80	100.0	100.0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30-40	8	10.0	10.0	10.0
	41-50	50	62.5	62.5	72.5
	51-60	11	13.8	13.8	86.3
	61-70	11	13.8	13.8	100.0
	Total	80	100.0	100.0	



**LAMPIRAN 7 : HASIL OUTPUT PERHITUNGAN SPSS 23.0 FOR
WINDOWS, HARGA (X₁), KUALITAS PELAYANAN
(X₂) DAN KEPUASAN PELANGGAN (Y)**

HASIL UJI RELIABILITAS HARGA SAMPEL KECIL

Reliability Statistics

Cronbach's Alpha	N of Items
.799	4

HASIL UJI RELIABILITAS KUALITAS PELAYANAN SAMPEL KECIL

Reliability Statistics

Cronbach's Alpha	N of Items
.742	6

HASIL UJI RELIABILITAS KEPUASAN PELANGGAN SAMPEL KECIL

Reliability Statistics

Cronbach's Alpha	N of Items
.854	7

HASIL UJI RELIABILITAS HARGA SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
.832	4

HASIL UJI RELIABILITAS KUALITAS PELAYANAN SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
.789	6

HASIL UJI RELIABILITAS KEPUSAN PELANGGAN SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
.858	7

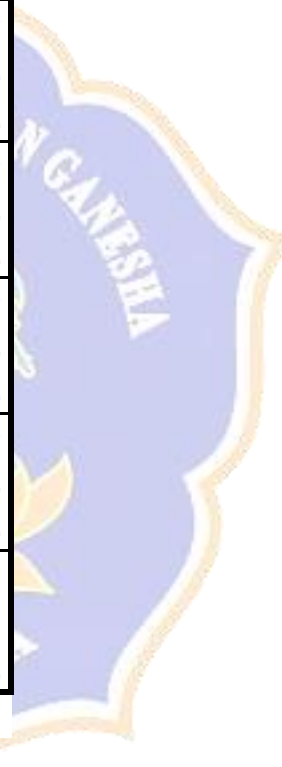


HASIL UJI VALIDITAS HARGA SAMPEL KECIL

Correlations

		X1.1	X1.2	X1.3	X1.4	TX
X1.1	Pearson Correlation	1	.595**	.324	.506**	.779**
	Sig. (2-tailed)		.001	.081	.004	.000
	N	30	30	30	30	30
X1.2	Pearson Correlation	.595**	1	.318	.686**	.810**
	Sig. (2-tailed)	.001		.087	.000	.000
	N	30	30	30	30	30
X1.3	Pearson Correlation	.324	.318	1	.593**	.705**
	Sig. (2-tailed)	.081	.087		.001	.000
	N	30	30	30	30	30
X1.4	Pearson Correlation	.506**	.686**	.593**	1	.874**
	Sig. (2-tailed)	.004	.000	.001		.000
	N	30	30	30	30	30
TX	Pearson Correlation	.779**	.810**	.705**	.874**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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



HASIL UJI VALIDITAS KUALITAS PELAYANAN SAMPEL KECIL

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TX
X2.1	Pearson Correlation	1	.574**	.520**	.643**	-.147	.152	.723**
	Sig. (2-tailed)		.001	.003	.000	.437	.424	.000
	N	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.574**	1	.657**	.558**	.225	.038	.805**
	Sig. (2-tailed)	.001		.000	.001	.233	.844	.000
	N	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.520**	.657**	1	.445*	.204	.246	.790**
	Sig. (2-tailed)	.003	.000		.014	.280	.190	.000
	N	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.643**	.558**	.445*	1	.112	.199	.765**
	Sig. (2-tailed)	.000	.001	.014		.557	.291	.000
	N	30	30	30	30	30	30	30
X2.5	Pearson Correlation	-.147	.225	.204	.112	1	.274	.406*
	Sig. (2-tailed)	.437	.233	.280	.557		.143	.026
	N	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.152	.038	.246	.199	.274	1	.425*
	Sig. (2-tailed)	.424	.844	.190	.291	.143		.019
	N	30	30	30	30	30	30	30
TX	Pearson Correlation	.723**	.805**	.790**	.765**	.406*	.425*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.026	.019	
	N	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).

HASIL UJI VALIDITAS KEPUASAN PELANGGAN SAMPEL KECIL

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	TY
Y1	Pearson Correlation	1	.667**	.612**	.510**	.229	.440*	.274	.741**
	Sig. (2-tailed)		.000	.000	.004	.224	.015	.143	.000
	N	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	.667**	1	.464**	.578**	.439*	.544**	.415*	.800**
	Sig. (2-tailed)	.000		.010	.001	.015	.002	.022	.000
	N	30	30	30	30	30	30	30	30
Y3	Pearson Correlation	.612**	.464**	1	.545**	.279	.549**	.559**	.772**
	Sig. (2-tailed)	.000	.010		.002	.135	.002	.001	.000
	N	30	30	30	30	30	30	30	30
Y4	Pearson Correlation	.510**	.578**	.545**	1	.589**	.420*	.256	.781**
	Sig. (2-tailed)	.004	.001	.002		.001	.021	.171	.000
	N	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	.229	.439*	.279	.589**	1	.425*	.449*	.670**
	Sig. (2-tailed)	.224	.015	.135	.001		.019	.013	.000
	N	30	30	30	30	30	30	30	30
Y6	Pearson Correlation	.440*	.544**	.549**	.420*	.425*	1	.491**	.747**
	Sig. (2-tailed)	.015	.002	.002	.021	.019		.006	.000
	N	30	30	30	30	30	30	30	30
Y7	Pearson Correlation	.274	.415*	.559**	.256	.449*	.491**	1	.625**
	Sig. (2-tailed)	.143	.022	.001	.171	.013	.006		.000
	N	30	30	30	30	30	30	30	30
TY	Pearson Correlation	.741**	.800**	.772**	.781**	.670**	.747**	.625**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	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).

HASIL UJI VALIDITAS HARGA SAMPEL BESAR

Correlations

		X1.1	X1.2	X1.3	X1.4	TX
X1.1	Pearson Correlation	1	.572**	.494**	.538**	.811**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	80	80	80	80	80
X1.2	Pearson Correlation	.572**	1	.504**	.677**	.832**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	80	80	80	80	80
X1.3	Pearson Correlation	.494**	.504**	1	.572**	.784**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	80	80	80	80	80
X1.4	Pearson Correlation	.538**	.677**	.572**	1	.845**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	80	80	80	80	80
TX	Pearson Correlation	.811**	.832**	.784**	.845**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

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

HASIL UJI VALIDITAS KUALITAS PELAYANAN SAMPEL BESAR



Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TX
X2.1	Pearson Correlation	1	.608**	.552**	.601**	.026	.201	.747**
	Sig. (2-tailed)		.000	.000	.000	.819	.074	.000
	N	80	80	80	80	80	80	80
X2.2	Pearson Correlation	.608**	1	.678**	.604**	.191	.253*	.823**
	Sig. (2-tailed)	.000		.000	.000	.089	.023	.000
	N	80	80	80	80	80	80	80
X2.3	Pearson Correlation	.552**	.678**	1	.559**	.230*	.296**	.808**
	Sig. (2-tailed)	.000	.000		.000	.040	.008	.000
	N	80	80	80	80	80	80	80
X2.4	Pearson Correlation	.601**	.604**	.559**	1	.183	.273*	.786**
	Sig. (2-tailed)	.000	.000	.000		.105	.014	.000
	N	80	80	80	80	80	80	80
X2.5	Pearson Correlation	.026	.191	.230*	.183	1	.356**	.450**
	Sig. (2-tailed)	.819	.089	.040	.105		.001	.000
	N	80	80	80	80	80	80	80
X2.6	Pearson Correlation	.201	.253*	.296**	.273*	.356**	1	.529**
	Sig. (2-tailed)	.074	.023	.008	.014	.001		.000
	N	80	80	80	80	80	80	80
TX	Pearson Correlation	.747**	.823**	.808**	.786**	.450**	.529**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	80	80	80	80	80	80	80

** . 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 BESAR

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	TY
Y1	Pearson Correlation	1	.584**	.638**	.531**	.358**	.554**	.255*	.776**
	Sig. (2-tailed)		.000	.000	.000	.001	.000	.022	.000
	N	80	80	80	80	80	80	80	80
Y2	Pearson Correlation	.584**	1	.528**	.516**	.517**	.614**	.246*	.797**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.028	.000
	N	80	80	80	80	80	80	80	80
Y3	Pearson Correlation	.638**	.528**	1	.530**	.269*	.604**	.448**	.763**
	Sig. (2-tailed)	.000	.000		.000	.016	.000	.000	.000
	N	80	80	80	80	80	80	80	80
Y4	Pearson Correlation	.531**	.516**	.530**	1	.566**	.517**	.273*	.777**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.014	.000
	N	80	80	80	80	80	80	80	80
Y5	Pearson Correlation	.358**	.517**	.269*	.566**	1	.466**	.277*	.696**
	Sig. (2-tailed)	.001	.000	.016	.000		.000	.013	.000
	N	80	80	80	80	80	80	80	80
Y6	Pearson Correlation	.554**	.614**	.604**	.517**	.466**	1	.424**	.810**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	80	80	80	80	80	80	80	80
Y7	Pearson Correlation	.255*	.246*	.448**	.273*	.277*	.424**	1	.506**
	Sig. (2-tailed)	.022	.028	.000	.014	.013	.000		.000
	N	80	80	80	80	80	80	80	80
TY	Pearson Correlation	.776**	.797**	.763**	.777**	.696**	.810**	.506**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	80	80	80	80	80	80	80	80

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

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

LAMPIRAN 8 : OUPUT ANALISIS JALUR (*PATH ANALYSIS*)

Regression

a. Pengaruh Harga (X_1) dan Kualitas Pelayanan (X_2) Terhadap Kepuasan Pelanggan (Y)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TX2, TX1 ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.719	.712	1.601

a. Predictors: (Constant), TX2, TX1

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	504.635	2	252.318	98.446	.000 ^b
	Residual	197.352	77	2.563		
	Total	701.988	79			

a. Dependent Variable: Y

b. Predictors: (Constant), TX2, TX1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.029	1.981		2.539	.013
	TX1	.263	.120	.176	2.198	.031
	TX2	.833	.092	.723	9.047	.000

a. Dependent Variable: Y

b. Pengaruh Harga (X₁) Terhadap (X₂)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TX1 ^b	.	Enter

a. Dependent Variable: TX2

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654 ^a	.428	.420	1.970

a. Predictors: (Constant), TX1

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	226.137	1	226.137	58.278	.000 ^b
	Residual	302.663	78	3.880		
	Total	528.800	79			

a. Dependent Variable: TX2

b. Predictors: (Constant), TX1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.640	2.050		5.678	.000
	TX1	.851	.112	.654	7.634	.000

a. Dependent Variable: TX2