

LAMPIRAN 1 : KUESIONER PENELITIAN



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Kepada

Yth. Bapak/Ibu, Saudara/i Pelanggan UD Bala-Bala Karangasem

Di tempat

Hal : Pengisian Kuisisioner

Dengan Hormat,

Bapak/Ibu, Saudara/i Pelanggan UD Bala-Bala Karangasem, sehubungan dengan penelitian yang saya lakukan untuk menyelesaikan studi di Universitas Pendidikan Ganesha, saya mohon dengan hormat kesediaannya meluangkan waktu untuk mengisi kuisisioner ini secara sukarela. Kuisisioner ini bertujuan memperoleh data yang digunakan untuk mengetahui **“Peran kualitas pelayanan dan pengaruh harga terhadap kepuasan pelanggan”**. Data yang diperoleh hanya akan digunakan untuk tujuan akademik dan akan dipergunakan secara konfidensial. Diharapkan agar Bapak/Ibu Saudara/i berkenan untuk menjawab seluruh pernyataan yang ada dengan jujur. Atas kerjasama dan partisipasi yang diberikan saya ucapkan terima kasih.

Hormat Saya,

Putu Erni Rismayanti
NIM. 1717041060

KUESIONER PENELITIAN

“Peran Kualitas Pelayanan Dan Pengaruh Harga Terhadap Kepuasan Pelanggan ”

Petunjuk Pengisian

1. Pernyataan di bawah ini hanya semata-mata untuk data penelitian dalam rangka menyusun TAS (Tugas Akhir Skripsi).
2. Isilah data pribadi anda terlebih dahulu.
3. Bacalah dengan teliti setiap pernyataan dan jawablah yang paling sesuai dengan keadaan dan pendapat anda.
4. Berilah tanda centang (√) pada pilihan jawaban yang anda kehendaki pada kolom yang telah tersedia.

Keterangan

Keterangan	Arti	Angka
SS	Sangat Setuju	5
S	Setuju	4
N	Netral	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

Identitas Responden

Nama :

Jenis Kelamin :

Usia :

Pernah melakukan pembelian produk di UD Bala-Bala karangasem

Pernah

Tidak

Butir Pernyataan

A. Harga

No	Pernyataan	SS	S	N	TS	STS
1.	Harga produk yang ditetapkan UD Bala-Bala Karangasem dapat dijangkau oleh pelanggan seperti saya.					
2.	Harga produk di UD Bala-Bala Karangasem sesuai dengan kualitas produk.					
3.	Harga yang ditetapkan oleh UD Bala-Bala Karangasem lebih murah dibandingkan dengan pemasok lain yang sejenis.					
4.	Harga yang ditetapkan oleh UD Bala-Bala Karangasem sesuai dengan manfaat produk.					

B. Kualitas Pelayanan

No	Pernyataan	SS	S	N	TS	STS
1.	Kondisi ruangan di UD Bala-Bala Karangasem sangat luas dan bersih serta semua fasilitas yang disediakan dalam keadaan baik.					
2.	Karyawan di UD Bala-Bala Karangasem mampu melayani pelanggan dengan segera, akurat dan memuaskan.					
3.	Keluhan pelanggan selalu direspon baik oleh karyawan UD Bala-Bala Karangasem.					
4.	UD Bala-Bala Karangasem memberikan jaminan apabila terdapat produk yang kurang baik maka dapat ditukarkan kembali oleh pelanggan.					

5	Karyawan di UD Bala-Bala melayani dengan sikap sopan santun dan ramah.					
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C. Kepuasan Pelanggan

No	Pernyataan	SS	S	N	TS	STS
1.	Saya merasa puas berbelanja di UD Bala-Bala Karangasem karena harga yang diberikan terjangkau bagi pelanggan.					
2.	Saya akan merekomendasikan UD Bala-Bala Karangasem sebagai perusahaan pemasok yang menawarkan harga relatif murah.					
3.	Kualitas pelayanan yang baik dan penetapan harga yang sesuai akan menciptakan keputusan pembelian bagi pelanggan.					
4.	Saya merasa puas berbelanja di UD Bala-Bala Karangasem karena kualitas produknya baik.					
5.	Saya berminat untuk melakukan pembelian ulang di UD Bala-Bala Karangasem karena pelayanannya memuaskan.					

LAMPIRAN 2 : HASIL DATA ORDINAL PERNYATAAN RESPONDEN SAMPEL KECIL

No.	Harga (X1)				TX1	Kualitas Pelayanan (X2)					TX2	Kepuasan Pelanggan (Y)					TY
	X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3	X2.4	X2.5		Y.1	Y.2	Y.3	Y.4	Y.5	
1	5	4	5	5	19	3	2	2	3	2	12	3	3	2	2	3	13
2	4	5	4	4	17	3	3	2	2	2	12	3	3	3	2	3	14
3	5	5	4	4	18	4	3	3	3	4	17	4	3	4	3	3	17
4	5	4	5	4	18	4	3	4	3	3	17	4	3	3	4	3	17
5	5	4	4	3	16	3	2	3	2	2	12	3	2	3	2	3	13
6	5	5	5	5	20	3	2	2	3	3	13	3	2	3	3	3	14
7	4	4	5	5	18	3	4	3	4	3	17	3	3	4	4	3	17
8	4	3	4	4	15	4	3	4	4	3	18	5	4	4	3	3	19
9	5	5	5	5	20	5	4	4	4	4	21	5	4	4	5	4	22
10	5	5	5	4	19	4	4	4	4	4	20	3	4	3	4	4	18
11	3	2	3	3	11	4	4	4	3	4	19	4	4	4	4	3	19
12	5	4	5	4	18	4	3	4	4	3	18	4	4	4	3	3	18
13	5	5	4	5	19	5	5	5	5	5	25	5	5	5	5	5	25
14	5	4	5	5	19	4	4	3	3	3	17	4	4	3	4	4	19
15	4	5	4	5	18	4	3	4	3	4	18	4	3	4	4	3	18
16	5	5	3	5	18	4	3	4	3	3	17	4	4	3	4	4	19
17	5	4	5	4	18	3	2	2	3	4	14	3	2	3	3	3	14
18	3	4	3	4	14	4	2	3	2	2	13	3	3	3	2	3	14
19	5	5	5	4	19	3	3	2	3	3	14	4	3	3	2	4	16
20	5	4	5	5	19	3	4	3	3	3	16	4	3	3	4	3	17

21	5	5	5	5	20	5	5	5	5	5	25	5	5	5	5	5	25
22	5	4	5	5	19	5	4	4	4	3	20	3	4	4	4	5	20
23	5	5	5	5	20	4	3	3	4	4	18	4	3	4	5	4	20
24	5	5	5	5	20	5	5	5	5	5	25	5	5	5	5	5	25
25	4	5	5	4	18	4	4	3	3	3	17	3	4	3	4	3	17
26	5	5	4	5	19	3	3	4	3	3	16	3	4	3	4	3	17
27	5	5	4	5	19	4	4	4	4	5	21	4	4	4	4	4	20
28	4	4	5	4	17	3	3	2	2	3	13	3	4	2	3	3	15
29	4	3	4	3	14	3	2	2	3	3	13	3	2	2	3	3	13
30	4	5	5	5	19	4	4	5	4	4	21	5	4	5	4	4	22



LAMPIRAN 3 : HASIL DATA ORDINAL PERNYATAAN RESPONDEN SAMPEL BESAR

No.	Harga (X1)				TX1	Kualitas Pelayanan (X2)					TX2	Kepuasan Pelanggan (Y)					TY
	X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3	X2.4	X2.5		Y.1	Y.2	Y.3	Y.4	Y.5	
1	4	5	5	4	18	4	4	3	4	3	18	4	4	4	4	4	20
2	5	5	5	5	20	5	5	5	5	5	25	5	5	5	5	5	25
3	3	4	4	5	16	3	2	2	3	3	13	3	2	2	3	3	13
4	3	4	5	5	17	3	2	2	3	2	12	3	3	2	2	3	13
5	4	5	4	4	17	3	3	2	2	2	12	3	3	3	2	3	14
6	5	5	4	5	19	4	4	3	3	4	18	4	3	4	3	4	18
7	4	4	4	4	16	4	4	4	3	3	18	4	3	3	4	4	18
8	3	4	4	5	16	3	2	3	2	2	12	3	2	3	2	3	13
9	4	5	5	5	19	5	5	4	5	4	23	5	5	5	5	4	24
10	5	4	4	5	18	5	4	5	5	5	24	5	4	5	5	4	23
11	4	3	5	4	16	5	5	5	4	4	23	5	4	4	3	5	21
12	5	5	4	5	19	5	5	5	5	4	24	5	5	5	5	4	24
13	3	4	4	4	15	3	2	4	2	2	13	3	2	4	2	3	14
14	5	4	4	3	16	3	2	2	3	3	13	3	2	3	3	3	14
15	5	5	5	4	19	4	3	4	4	3	18	5	3	4	3	3	18
16	4	5	4	5	18	4	3	3	4	4	18	4	3	4	3	4	18
17	5	4	5	4	18	4	5	4	4	4	21	4	5	4	3	4	20
18	5	5	5	5	20	5	4	4	3	4	20	5	4	4	5	5	23
19	4	4	4	5	17	4	3	4	3	4	18	4	4	3	3	4	18
20	5	5	5	4	19	4	4	4	3	4	19	4	4	4	3	4	19

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

45	4	5	5	4	18	4	4	3	3	3	17	3	4	3	4	3	17
46	5	5	4	5	19	3	3	4	3	3	16	3	4	3	4	3	17
47	5	5	4	5	19	4	4	4	4	5	21	4	4	4	4	4	20
48	4	4	5	4	17	3	3	2	2	3	13	3	4	2	3	3	15
49	4	3	4	3	14	3	2	2	3	3	13	3	2	2	3	3	13
50	4	5	5	5	19	4	4	5	4	4	21	5	4	5	4	4	22
51	4	5	5	4	18	4	4	5	5	5	23	4	5	4	5	4	22
52	5	4	5	5	19	4	4	5	4	4	21	4	4	5	4	5	22
53	4	5	4	4	17	3	2	2	2	3	12	3	2	2	3	2	12
54	5	5	4	4	18	3	4	4	4	4	19	4	4	4	4	4	20
55	4	4	3	4	15	4	5	4	4	3	20	5	4	4	3	3	19
56	5	4	4	5	18	4	5	3	3	4	19	4	3	5	4	4	20
57	4	5	4	5	18	3	2	2	2	2	11	3	3	3	2	3	14
58	5	4	4	3	16	3	2	2	3	3	13	3	3	2	2	3	13
59	4	3	5	4	16	4	3	5	3	3	18	4	4	4	3	4	19
60	3	5	4	5	17	3	2	2	3	4	14	3	2	4	3	3	15
61	4	3	4	4	15	4	2	3	2	2	13	4	3	3	2	3	15
62	4	4	4	4	16	3	3	2	3	4	15	4	3	3	2	3	15
63	5	4	5	5	19	3	4	3	4	3	17	4	3	4	4	4	19
64	5	5	5	4	19	5	4	4	3	4	20	4	4	4	4	4	20
65	5	5	5	5	20	4	4	5	4	5	22	3	4	4	3	4	18
66	5	5	4	3	17	4	3	5	3	4	19	3	3	3	4	3	16
67	4	4	4	3	15	3	4	2	3	2	14	3	2	3	3	3	14
68	4	3	4	4	15	3	3	2	2	3	13	3	3	2	3	3	14

69	4	3	4	3	14	3	2	3	3	3	14	3	2	3	2	3	13
70	5	4	4	5	18	3	4	2	3	2	14	3	4	2	2	3	14
71	5	4	4	5	18	3	3	2	2	2	12	3	3	3	2	3	14
72	4	5	4	5	18	4	3	3	3	3	16	4	3	4	3	4	18
73	4	4	5	4	17	4	3	3	3	4	17	3	3	3	4	3	16
74	3	4	5	4	16	3	2	2	3	3	13	3	2	3	3	3	14
75	5	4	5	4	18	4	4	4	4	4	20	4	4	4	3	3	18
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77	5	3	4	4	16	3	3	3	3	3	15	3	3	3	3	3	15
78	3	4	4	4	15	4	3	3	2	2	14	3	3	4	2	4	16
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82	4	4	4	3	15	3	3	3	2	3	14	3	3	3	2	3	14
83	5	5	4	5	19	2	4	3	3	4	16	4	3	2	3	4	16
84	4	5	4	5	18	4	3	4	3	3	17	4	3	3	4	3	17
85	3	4	4	3	14	3	2	4	2	2	13	3	2	4	2	3	14
86	3	4	4	5	16	3	2	2	3	3	13	3	2	3	3	3	14
87	5	5	5	4	19	5	3	4	4	3	19	5	3	4	3	3	18
88	5	5	5	5	20	5	4	5	4	5	23	5	5	4	5	4	23
89	5	5	5	5	20	5	4	4	3	4	20	5	4	4	5	5	23
90	4	4	5	5	18	4	3	4	4	3	18	4	3	4	3	3	17
91	5	4	3	4	16	4	4	4	3	4	19	4	5	4	3	4	20
92	5	5	3	4	17	4	3	4	3	4	18	4	3	3	3	4	17

93	4	5	4	4	17	3	4	4	4	3	18	4	3	3	3	4	17
94	5	4	4	4	17	5	4	4	3	3	19	3	4	4	3	3	17
95	4	4	4	4	16	5	4	3	3	4	19	4	4	3	3	4	18
96	5	5	5	5	20	5	5	5	4	5	24	5	5	5	4	5	24
97	4	4	5	3	16	3	3	2	3	3	14	3	2	3	2	3	13
98	5	4	5	4	18	3	4	3	5	3	18	3	4	4	3	3	17
99	5	5	5	5	20	5	4	4	4	4	21	4	4	5	3	4	20
100	5	4	5	5	19	4	4	3	4	3	18	3	3	4	4	3	17



LAMPIRAN 4 : HASIL DATA INTERVAL PERNYATAAN RESPONDEN SAMPEL KECIL

No.	Harga (X1)				TX1	Kualitas Pelayanan (X2)					TX2	Kepuasan Pelanggan (Y)					TY
	X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3	X2.4	X2.5		Y.1	Y.2	Y.3	Y.4	Y.5	
1	5.418	4.144	5.848	5.513	20.923	3.760	2.000	2.000	3.267	2.000	13.027	3.000	3.123	2.000	2.000	3.982	14.105
2	4.102	5.528	4.407	4.185	18.221	3.760	3.018	2.000	2.000	2.000	12.778	3.000	3.123	3.130	2.000	3.982	15.235
3	5.418	5.528	4.407	4.185	19.537	4.959	3.018	2.959	3.267	4.179	18.382	4.248	3.123	4.177	3.121	3.982	18.650
4	5.418	4.144	5.848	4.185	19.595	4.959	3.018	3.758	3.267	3.156	18.158	4.248	3.123	3.130	4.020	3.982	18.502
5	5.418	4.144	4.407	3.000	16.968	3.760	2.000	2.959	2.000	2.000	12.719	3.000	2.000	3.130	2.000	3.982	14.111
6	5.418	5.528	5.848	5.513	22.307	3.760	2.000	2.000	3.267	3.156	14.183	3.000	2.000	3.130	3.121	3.982	15.232
7	4.102	4.144	5.848	5.513	19.608	3.760	3.929	2.959	4.339	3.156	18.143	3.000	3.123	4.177	4.020	3.982	18.302
8	4.102	2.968	4.407	4.185	15.662	4.959	3.018	3.758	4.339	3.156	19.229	5.371	4.098	4.177	3.121	3.982	20.748
9	5.418	5.528	5.848	5.513	22.307	6.093	3.929	3.758	4.339	4.179	22.298	5.371	4.098	4.177	5.000	5.295	23.940
10	5.418	5.528	5.848	4.185	20.979	4.959	3.929	3.758	4.339	4.179	21.163	3.000	4.098	3.130	4.020	5.295	19.542
11	3.000	2.000	3.000	3.000	11.000	4.959	3.929	3.758	3.267	4.179	20.091	4.248	4.098	4.177	4.020	3.982	20.523
12	5.418	4.144	5.848	4.185	19.595	4.959	3.018	3.758	4.339	3.156	19.229	4.248	4.098	4.177	3.121	3.982	19.624
13	5.418	5.528	4.407	5.513	20.866	6.093	5.055	4.825	5.359	5.276	26.609	5.371	5.167	5.334	5.000	6.420	27.292
14	5.418	4.144	5.848	5.513	20.923	4.959	3.929	2.959	3.267	3.156	18.270	4.248	4.098	3.130	4.020	5.295	20.790
15	4.102	5.528	4.407	5.513	19.550	4.959	3.018	3.758	3.267	4.179	19.181	4.248	3.123	4.177	4.020	3.982	19.549
16	5.418	5.528	3.000	5.513	19.459	4.959	3.018	3.758	3.267	3.156	18.158	4.248	4.098	3.130	4.020	5.295	20.790
17	5.418	4.144	5.848	4.185	19.595	3.760	2.000	2.000	3.267	4.179	15.206	3.000	2.000	3.130	3.121	3.982	15.232
18	3.000	4.144	3.000	4.185	14.329	4.959	2.000	2.959	2.000	2.000	13.918	3.000	3.123	3.130	2.000	3.982	15.235
19	5.418	5.528	5.848	4.185	20.979	3.760	3.018	2.000	3.267	3.156	15.201	4.248	3.123	3.130	2.000	5.295	17.796
20	5.418	4.144	5.848	5.513	20.923	3.760	3.929	2.959	3.267	3.156	17.071	4.248	3.123	3.130	4.020	3.982	18.502

21	5.418	5.528	5.848	5.513	22.307	6.093	5.055	4.825	5.359	5.276	26.609	5.371	5.167	5.334	5.000	6.420	27.292
22	5.418	4.144	5.848	5.513	20.923	6.093	3.929	3.758	4.339	3.156	21.275	3.000	4.098	4.177	4.020	6.420	21.714
23	5.418	5.528	5.848	5.513	22.307	4.959	3.018	2.959	4.339	4.179	19.454	4.248	3.123	4.177	5.000	5.295	21.842
24	5.418	5.528	5.848	5.513	22.307	6.093	5.055	4.825	5.359	5.276	26.609	5.371	5.167	5.334	5.000	6.420	27.292
25	4.102	5.528	5.848	4.185	19.663	4.959	3.929	2.959	3.267	3.156	18.270	3.000	4.098	3.130	4.020	3.982	18.229
26	5.418	5.528	4.407	5.513	20.866	3.760	3.018	3.758	3.267	3.156	16.959	3.000	4.098	3.130	4.020	3.982	18.229
27	5.418	5.528	4.407	5.513	20.866	4.959	3.929	3.758	4.339	5.276	22.260	4.248	4.098	4.177	4.020	5.295	21.837
28	4.102	4.144	5.848	4.185	18.279	3.760	3.018	2.000	2.000	3.156	13.934	3.000	4.098	2.000	3.121	3.982	16.200
29	4.102	2.968	4.407	3.000	14.477	3.760	2.000	2.000	3.267	3.156	14.183	3.000	2.000	2.000	3.121	3.982	14.102
30	4.102	5.528	5.848	5.513	20.992	4.959	3.929	4.825	4.339	4.179	22.230	5.371	4.098	5.334	4.020	5.295	24.117



LAMPIRAN 5 : HASIL DATA INTERVAL PERNYATAAN RESPONDEN SAMPEL BESAR

No.	Harga (X1)				TX1	Kualitas Pelayanan (X2)					TX2	Kepuasan Pelanggan (Y)					TY
	X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3	X2.4	X2.5		Y.1	Y.2	Y.3	Y.4	Y.5	
1	4.102	5.528	5.848	4.185	19.663	4.959	3.929	2.959	4.339	3.156	19.341	4.248	4.098	4.177	4.020	5.295	21.837
2	5.418	5.528	5.848	5.513	22.307	6.093	5.055	4.825	5.359	5.276	26.609	5.371	5.167	5.334	5.000	6.420	27.292
3	3.000	4.144	4.407	5.513	17.064	3.760	2.000	2.000	3.267	3.156	14.183	3.000	2.000	2.000	3.121	3.982	14.102
4	3.000	4.144	5.848	5.513	18.506	3.760	2.000	2.000	3.267	2.000	13.027	3.000	3.123	2.000	2.000	3.982	14.105
5	4.102	5.528	4.407	4.185	18.221	3.760	3.018	2.000	2.000	2.000	12.778	3.000	3.123	3.130	2.000	3.982	15.235
6	5.418	5.528	4.407	5.513	20.866	4.959	3.929	2.959	3.267	4.179	19.293	4.248	3.123	4.177	3.121	5.295	19.963
7	4.102	4.144	4.407	4.185	16.837	4.959	3.929	3.758	3.267	3.156	19.068	4.248	3.123	3.130	4.020	5.295	19.815
8	3.000	4.144	4.407	5.513	17.064	3.760	2.000	2.959	2.000	2.000	12.719	3.000	2.000	3.130	2.000	3.982	14.111
9	4.102	5.528	5.848	5.513	20.992	6.093	5.055	3.758	5.359	4.179	24.445	5.371	5.167	5.334	5.000	5.295	26.167
10	5.418	4.144	4.407	5.513	19.482	6.093	3.929	4.825	5.359	5.276	25.482	5.371	4.098	5.334	5.000	5.295	25.097
11	4.102	2.968	5.848	4.185	17.103	6.093	5.055	4.825	4.339	4.179	24.492	5.371	4.098	4.177	3.121	6.420	23.186
12	5.418	5.528	4.407	5.513	20.866	6.093	5.055	4.825	5.359	4.179	25.512	5.371	5.167	5.334	5.000	5.295	26.167
13	3.000	4.144	4.407	4.185	15.735	3.760	2.000	3.758	2.000	2.000	13.518	3.000	2.000	4.177	2.000	3.982	15.158
14	5.418	4.144	4.407	3.000	16.968	3.760	2.000	2.000	3.267	3.156	14.183	3.000	2.000	3.130	3.121	3.982	15.232
15	5.418	5.528	5.848	4.185	20.979	4.959	3.018	3.758	4.339	3.156	19.229	5.371	3.123	4.177	3.121	3.982	19.774
16	4.102	5.528	4.407	5.513	19.550	4.959	3.018	2.959	4.339	4.179	19.454	4.248	3.123	4.177	3.121	5.295	19.963
17	5.418	4.144	5.848	4.185	19.595	4.959	5.055	3.758	4.339	4.179	22.290	4.248	5.167	4.177	3.121	5.295	22.007
18	5.418	5.528	5.848	5.513	22.307	6.093	3.929	3.758	3.267	4.179	21.226	5.371	4.098	4.177	5.000	6.420	25.065
19	4.102	4.144	4.407	5.513	18.166	4.959	3.018	3.758	3.267	4.179	19.181	4.248	4.098	3.130	3.121	5.295	19.891

20	5.418	5.528	5.848	4.185	20.979	4.959	3.929	3.758	3.267	4.179	20.091	4.248	4.098	4.177	3.121	5.295	20.937
21	5.418	4.144	5.848	5.513	20.923	3.760	2.000	2.000	3.267	2.000	13.027	3.000	3.123	2.000	2.000	3.982	14.105
22	4.102	5.528	4.407	4.185	18.221	3.760	3.018	2.000	2.000	2.000	12.778	3.000	3.123	3.130	2.000	3.982	15.235
23	5.418	5.528	4.407	4.185	19.537	4.959	3.018	2.959	3.267	4.179	18.382	4.248	3.123	4.177	3.121	3.982	18.650
24	5.418	4.144	5.848	4.185	19.595	4.959	3.018	3.758	3.267	3.156	18.158	4.248	3.123	3.130	4.020	3.982	18.502
25	5.418	4.144	4.407	3.000	16.968	3.760	2.000	2.959	2.000	2.000	12.719	3.000	2.000	3.130	2.000	3.982	14.111
26	5.418	5.528	5.848	5.513	22.307	3.760	2.000	2.000	3.267	3.156	14.183	3.000	2.000	3.130	3.121	3.982	15.232
27	4.102	4.144	5.848	5.513	19.608	3.760	3.929	2.959	4.339	3.156	18.143	3.000	3.123	4.177	4.020	3.982	18.302
28	4.102	2.968	4.407	4.185	15.662	4.959	3.018	3.758	4.339	3.156	19.229	5.371	4.098	4.177	3.121	3.982	20.748
29	5.418	5.528	5.848	5.513	22.307	6.093	3.929	3.758	4.339	4.179	22.298	5.371	4.098	4.177	5.000	5.295	23.940
30	5.418	5.528	5.848	4.185	20.979	4.959	3.929	3.758	4.339	4.179	21.163	3.000	4.098	3.130	4.020	5.295	19.542
31	3.000	2.000	3.000	3.000	11.000	4.959	3.929	3.758	3.267	4.179	20.091	4.248	4.098	4.177	4.020	3.982	20.523
32	5.418	4.144	5.848	4.185	19.595	4.959	3.018	3.758	4.339	3.156	19.229	4.248	4.098	4.177	3.121	3.982	19.624
33	5.418	5.528	4.407	5.513	20.866	6.093	5.055	4.825	5.359	5.276	26.609	5.371	5.167	5.334	5.000	6.420	27.292
34	5.418	4.144	5.848	5.513	20.923	4.959	3.929	2.959	3.267	3.156	18.270	4.248	4.098	3.130	4.020	5.295	20.790
35	4.102	5.528	4.407	5.513	19.550	4.959	3.018	3.758	3.267	4.179	19.181	4.248	3.123	4.177	4.020	3.982	19.549
36	5.418	5.528	3.000	5.513	19.459	4.959	3.018	3.758	3.267	3.156	18.158	4.248	4.098	3.130	4.020	5.295	20.790
37	5.418	4.144	5.848	4.185	19.595	3.760	2.000	2.000	3.267	4.179	15.206	3.000	2.000	3.130	3.121	3.982	15.232
38	3.000	4.144	3.000	4.185	14.329	4.959	2.000	2.959	2.000	2.000	13.918	3.000	3.123	3.130	2.000	3.982	15.235
39	5.418	5.528	5.848	4.185	20.979	3.760	3.018	2.000	3.267	3.156	15.201	4.248	3.123	3.130	2.000	5.295	17.796
40	5.418	4.144	5.848	5.513	20.923	3.760	3.929	2.959	3.267	3.156	17.071	4.248	3.123	3.130	4.020	3.982	18.502
41	5.418	5.528	5.848	5.513	22.307	6.093	5.055	4.825	5.359	5.276	26.609	5.371	5.167	5.334	5.000	6.420	27.292
42	5.418	4.144	5.848	5.513	20.923	6.093	3.929	3.758	4.339	3.156	21.275	3.000	4.098	4.177	4.020	6.420	21.714
43	5.418	5.528	5.848	5.513	22.307	4.959	3.018	2.959	4.339	4.179	19.454	4.248	3.123	4.177	5.000	5.295	21.842

44	5.418	5.528	5.848	5.513	22.307	6.093	5.055	4.825	5.359	5.276	26.609	5.371	5.167	5.334	5.000	6.420	27.292
45	4.102	5.528	5.848	4.185	19.663	4.959	3.929	2.959	3.267	3.156	18.270	3.000	4.098	3.130	4.020	3.982	18.229
46	5.418	5.528	4.407	5.513	20.866	3.760	3.018	3.758	3.267	3.156	16.959	3.000	4.098	3.130	4.020	3.982	18.229
47	5.418	5.528	4.407	5.513	20.866	4.959	3.929	3.758	4.339	5.276	22.260	4.248	4.098	4.177	4.020	5.295	21.837
48	4.102	4.144	5.848	4.185	18.279	3.760	3.018	2.000	2.000	3.156	13.934	3.000	4.098	2.000	3.121	3.982	16.200
49	4.102	2.968	4.407	3.000	14.477	3.760	2.000	2.000	3.267	3.156	14.183	3.000	2.000	2.000	3.121	3.982	14.102
50	4.102	5.528	5.848	5.513	20.992	4.959	3.929	4.825	4.339	4.179	22.230	5.371	4.098	5.334	4.020	5.295	24.117
51	4.102	5.528	5.848	4.185	19.663	4.959	3.929	4.825	5.359	5.276	24.347	4.248	5.167	4.177	5.000	5.295	23.886
52	5.418	4.144	5.848	5.513	20.923	4.959	3.929	4.825	4.339	4.179	22.230	4.248	4.098	5.334	4.020	6.420	24.119
53	4.102	5.528	4.407	4.185	18.221	3.760	2.000	2.000	2.000	3.156	12.916	3.000	2.000	2.000	3.121	2.000	12.121
54	5.418	5.528	4.407	4.185	19.537	3.760	3.929	3.758	4.339	4.179	19.965	4.248	4.098	4.177	4.020	5.295	21.837
55	4.102	4.144	3.000	4.185	15.431	4.959	5.055	3.758	4.339	3.156	21.267	5.371	4.098	4.177	3.121	3.982	20.748
56	5.418	4.144	4.407	5.513	19.482	4.959	5.055	2.959	3.267	4.179	20.419	4.248	3.123	5.334	4.020	5.295	22.020
57	4.102	5.528	4.407	5.513	19.550	3.760	2.000	2.000	2.000	2.000	11.760	3.000	3.123	3.130	2.000	3.982	15.235
58	5.418	4.144	4.407	3.000	16.968	3.760	2.000	2.000	3.267	3.156	14.183	3.000	3.123	2.000	2.000	3.982	14.105
59	4.102	2.968	5.848	4.185	17.103	4.959	3.018	4.825	3.267	3.156	19.225	4.248	4.098	4.177	3.121	5.295	20.937
60	3.000	5.528	4.407	5.513	18.448	3.760	2.000	2.000	3.267	4.179	15.206	3.000	2.000	4.177	3.121	3.982	16.279
61	4.102	2.968	4.407	4.185	15.662	4.959	2.000	2.959	2.000	2.000	13.918	4.248	3.123	3.130	2.000	3.982	16.483
62	4.102	4.144	4.407	4.185	16.837	3.760	3.018	2.000	3.267	4.179	16.224	4.248	3.123	3.130	2.000	3.982	16.483
63	5.418	4.144	5.848	5.513	20.923	3.760	3.929	2.959	4.339	3.156	18.143	4.248	3.123	4.177	4.020	5.295	20.862
64	5.418	5.528	5.848	4.185	20.979	6.093	3.929	3.758	3.267	4.179	21.226	4.248	4.098	4.177	4.020	5.295	21.837
65	5.418	5.528	5.848	5.513	22.307	4.959	3.929	4.825	4.339	5.276	23.327	3.000	4.098	4.177	3.121	5.295	19.690
66	5.418	5.528	4.407	3.000	18.352	4.959	3.018	4.825	3.267	4.179	20.248	3.000	3.123	3.130	4.020	3.982	17.255
67	4.102	4.144	4.407	3.000	15.653	3.760	3.929	2.000	3.267	2.000	14.955	3.000	2.000	3.130	3.121	3.982	15.232

68	4.102	2.968	4.407	4.185	15.662	3.760	3.018	2.000	2.000	3.156	13.934	3.000	3.123	2.000	3.121	3.982	15.226
69	4.102	2.968	4.407	3.000	14.477	3.760	2.000	2.959	3.267	3.156	15.142	3.000	2.000	3.130	2.000	3.982	14.111
70	5.418	4.144	4.407	5.513	19.482	3.760	3.929	2.000	3.267	2.000	14.955	3.000	4.098	2.000	2.000	3.982	15.079
71	5.418	4.144	4.407	5.513	19.482	3.760	3.018	2.000	2.000	2.000	12.778	3.000	3.123	3.130	2.000	3.982	15.235
72	4.102	5.528	4.407	5.513	19.550	4.959	3.018	2.959	3.267	3.156	17.359	4.248	3.123	4.177	3.121	5.295	19.963
73	4.102	4.144	5.848	4.185	18.279	4.959	3.018	2.959	3.267	4.179	18.382	3.000	3.123	3.130	4.020	3.982	17.255
74	3.000	4.144	5.848	4.185	17.177	3.760	2.000	2.000	3.267	3.156	14.183	3.000	2.000	3.130	3.121	3.982	15.232
75	5.418	4.144	5.848	4.185	19.595	4.959	3.929	3.758	4.339	4.179	21.163	4.248	4.098	4.177	3.121	3.982	19.624
76	5.418	5.528	4.407	5.513	20.866	3.760	3.929	2.959	3.267	4.179	18.094	4.248	3.123	3.130	4.020	5.295	19.815
77	5.418	2.968	4.407	4.185	16.977	3.760	3.018	2.959	3.267	3.156	16.160	3.000	3.123	3.130	3.121	3.982	16.356
78	3.000	4.144	4.407	4.185	15.735	4.959	3.018	2.959	2.000	2.000	14.936	3.000	3.123	4.177	2.000	5.295	17.595
79	4.102	5.528	5.848	5.513	20.992	4.959	3.018	3.758	3.267	3.156	18.158	4.248	3.123	3.130	4.020	3.982	18.502
80	3.000	4.144	4.407	3.000	14.551	3.760	2.000	2.000	3.267	3.156	14.183	3.000	2.000	2.000	3.121	3.982	14.102
81	4.102	4.144	4.407	4.185	16.837	3.760	2.000	2.000	3.267	2.000	13.027	3.000	2.000	2.000	2.000	3.982	12.982
82	4.102	4.144	4.407	3.000	15.653	3.760	3.018	2.959	2.000	3.156	14.893	3.000	3.123	3.130	2.000	3.982	15.235
83	5.418	5.528	4.407	5.513	20.866	2.000	3.929	2.959	3.267	4.179	16.334	4.248	3.123	2.000	3.121	5.295	17.787
84	4.102	5.528	4.407	5.513	19.550	4.959	3.018	3.758	3.267	3.156	18.158	4.248	3.123	3.130	4.020	3.982	18.502
85	3.000	4.144	4.407	3.000	14.551	3.760	2.000	3.758	2.000	2.000	13.518	3.000	2.000	4.177	2.000	3.982	15.158
86	3.000	4.144	4.407	5.513	17.064	3.760	2.000	2.000	3.267	3.156	14.183	3.000	2.000	3.130	3.121	3.982	15.232
87	5.418	5.528	5.848	4.185	20.979	6.093	3.018	3.758	4.339	3.156	20.364	5.371	3.123	4.177	3.121	3.982	19.774
88	5.418	5.528	5.848	5.513	22.307	6.093	3.929	4.825	4.339	5.276	24.462	5.371	5.167	4.177	5.000	5.295	25.009
89	5.418	5.528	5.848	5.513	22.307	6.093	3.929	3.758	3.267	4.179	21.226	5.371	4.098	4.177	5.000	6.420	25.065
90	4.102	4.144	5.848	5.513	19.608	4.959	3.018	3.758	4.339	3.156	19.229	4.248	3.123	4.177	3.121	3.982	18.650
91	5.418	4.144	3.000	4.185	16.746	4.959	3.929	3.758	3.267	4.179	20.091	4.248	5.167	4.177	3.121	5.295	22.007

92	5.418	5.528	3.000	4.185	18.130	4.959	3.018	3.758	3.267	4.179	19.181	4.248	3.123	3.130	3.121	5.295	18.916
93	4.102	5.528	4.407	4.185	18.221	3.760	3.929	3.758	4.339	3.156	18.942	4.248	3.123	3.130	3.121	5.295	18.916
94	5.418	4.144	4.407	4.185	18.153	6.093	3.929	3.758	3.267	3.156	20.203	3.000	4.098	4.177	3.121	3.982	18.377
95	4.102	4.144	4.407	4.185	16.837	6.093	3.929	2.959	3.267	4.179	20.427	4.248	4.098	3.130	3.121	5.295	19.891
96	5.418	5.528	5.848	5.513	22.307	6.093	5.055	4.825	4.339	5.276	25.588	5.371	5.167	5.334	4.020	6.420	26.312
97	4.102	4.144	5.848	3.000	17.094	3.760	3.018	2.000	3.267	3.156	15.201	3.000	2.000	3.130	2.000	3.982	14.111
98	5.418	4.144	5.848	4.185	19.595	3.760	3.929	2.959	5.359	3.156	19.163	3.000	4.098	4.177	3.121	3.982	18.377
99	5.418	5.528	5.848	5.513	22.307	6.093	3.929	3.758	4.339	4.179	22.298	4.248	4.098	5.334	3.121	5.295	22.095
100	5.418	4.144	5.848	5.513	20.923	4.959	3.929	2.959	4.339	3.156	19.341	3.000	3.123	4.177	4.020	3.982	18.302



LAMPIRAN 6 : DESKRIPSI DATA RESPONDEN

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	81	81.0	81.0	81.0
	Perempuan	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	34	34.0	34.0	34.0
	31-40	41	41.0	41.0	75.0
	41-50	15	15.0	15.0	90.0
	51-60	10	10.0	10.0	100.0
	Total	100	100.0	100.0	



LAMPIRAN 7 : HASIL *OUTPUT* PERHITUNGAN SPSS 23.0 FOR WINDOWS, HARGA (X_1), KUALITAS PELAYANAN (X_2), DAN KEPUASAN PELANGGAN (Y)

1. Hasil Uji Reliabilitas

a. Hasil Uji Reliabilitas Harga Sampel Kecil

Reliability Statistics	
Cronbach's Alpha	N of Items
.726	4

b. Hasil Uji Reliabilitas Kualitas Pelayanan Sampel Kecil

Reliability Statistics	
Cronbach's Alpha	N of Items
.920	5

c. Hasil Uji Reliabilitas Kepuasan Pelanggan Sampel Kecil

Reliability Statistics	
Cronbach's Alpha	N of Items
.886	5

d. Hasil Uji Reliabilitas Harga Sampel Besar

Reliability Statistics	
Cronbach's Alpha	N of Items
.606	4

e. Hasil Uji Reliabilitas Kualitas Pelayanan Sampel Besar

Reliability Statistics	
Cronbach's Alpha	N of Items
.888	5

f. Hasil Uji Reliabilitas Kepuasan Pelanggan Sampel Besar

Cronbach's Alpha	N of Items
.881	5

2. Hasil Uji Validitas

a. Hasil Uji Validitas Harga Sampel Kecil

		X1.1	X1.2	X1.3	X1.4	TX1
X1.1	Pearson Correlation	1	.454*	.468**	.418*	.763**
	Sig. (2-tailed)		.012	.009	.022	.000
	N	30	30	30	30	30
X1.2	Pearson Correlation	.454*	1	.226	.558**	.760**
	Sig. (2-tailed)	.012		.230	.001	.000
	N	30	30	30	30	30
X1.3	Pearson Correlation	.468**	.226	1	.326	.689**
	Sig. (2-tailed)	.009	.230		.078	.000
	N	30	30	30	30	30
X1.4	Pearson Correlation	.418*	.558**	.326	1	.769**
	Sig. (2-tailed)	.022	.001	.078		.000
	N	30	30	30	30	30
TX1	Pearson Correlation	.763**	.760**	.689**	.769**	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).

b. Hasil Uji Validitas Kualitas Pelayanan Sampel Kecil

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	TX2
X2.1	Pearson Correlation	1	.685**	.792**	.676**	.612**	.857**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.685**	1	.731**	.715**	.684**	.876**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.792**	.731**	1	.709**	.631**	.884**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.676**	.715**	.709**	1	.757**	.889**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.612**	.684**	.631**	.757**	1	.851**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
TX2	Pearson Correlation	.857**	.876**	.884**	.889**	.851**	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).

c. Hasil Uji Validitas Kepuasan Pelanggan Sampel Kecil

		Correlations					
		Y.1	Y.2	Y.3	Y.4	Y.5	TY
Y.1	Pearson Correlation	1	.594**	.747**	.559**	.529**	.828**
	Sig. (2-tailed)		.001	.000	.001	.003	.000
	N	30	30	30	30	30	30
Y.2	Pearson Correlation	.594**	1	.589**	.611**	.653**	.828**
	Sig. (2-tailed)	.001		.001	.000	.000	.000
	N	30	30	30	30	30	30
Y.3	Pearson Correlation	.747**	.589**	1	.617**	.602**	.860**
	Sig. (2-tailed)	.000	.001		.000	.000	.000
	N	30	30	30	30	30	30
Y.4	Pearson Correlation	.559**	.611**	.617**	1	.591**	.818**
	Sig. (2-tailed)	.001	.000	.000		.001	.000
	N	30	30	30	30	30	30
Y.5	Pearson Correlation	.529**	.653**	.602**	.591**	1	.812**
	Sig. (2-tailed)	.003	.000	.000	.001		.000
	N	30	30	30	30	30	30
TY	Pearson Correlation	.828**	.828**	.860**	.818**	.812**	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).

d. Hasil Uji Validitas Harga Sampel Besar

		Correlations				
		X1.1	X1.2	X1.3	X1.4	TX1
X1.1	Pearson Correlation	1	.324**	.276**	.229*	.674**
	Sig. (2-tailed)		.001	.005	.022	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.324**	1	.179	.416**	.711**
	Sig. (2-tailed)	.001		.075	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.276**	.179	1	.240*	.623**
	Sig. (2-tailed)	.005	.075		.016	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.229*	.416**	.240*	1	.699**
	Sig. (2-tailed)	.022	.000	.016		.000
	N	100	100	100	100	100
TX1	Pearson Correlation	.674**	.711**	.623**	.699**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

e. Hasil Uji Validitas Kualitas Pelayanan Sampel Besar

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	TX2
X2.1	Pearson Correlation	1	.594**	.713**	.525**	.553**	.812**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	.594**	1	.622**	.651**	.607**	.837**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	.713**	.622**	1	.592**	.615**	.852**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X2.4	Pearson Correlation	.525**	.651**	.592**	1	.664**	.826**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	.553**	.607**	.615**	.664**	1	.828**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
TX2	Pearson Correlation	.812**	.837**	.852**	.826**	.828**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

f. Hasil Uji Validitas Kepuasan Pelanggan Sampel Besar

		Correlations					
		Y.1	Y.2	Y.3	Y.4	Y.5	TY
Y.1	Pearson Correlation	1	.633**	.643**	.601**	.619**	.847**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Y.2	Pearson Correlation	.633**	1	.578**	.576**	.641**	.835**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Y.3	Pearson Correlation	.643**	.578**	1	.541**	.592**	.816**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Y.4	Pearson Correlation	.601**	.576**	.541**	1	.552**	.797**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Y.5	Pearson Correlation	.619**	.641**	.592**	.552**	1	.823**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
TY	Pearson Correlation	.847**	.835**	.816**	.797**	.823**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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



LAMPIRAN 8 : HASIL *OUTPUT* ANALISIS JALUR (*PATH ANALYSIS*)

1. 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: TY

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.944 ^a	.890	.888	1.26540

a. Predictors: (Constant), TX2, TX1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1261.805	2	630.903	394.012	.000 ^b
	Residual	155.319	97	1.601		
	Total	1417.124	99			

a. Dependent Variable: TY

b. Predictors: (Constant), TX2, TX1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.029	1.032		-.028	.978
	TX1	.174	.063	.109	2.749	.007
	TX2	.861	.039	.882	22.292	.000

a. Dependent Variable: TY

2. Pengaruh Harga (X₁) terhadap Kualitas Pelayanan (X₂)

Variables Entered/Removed^a

Model	Variables		Method
	Variables Entered	Variables Removed	
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	.527 ^a	.278	.270	3.31080

a. Predictors: (Constant), TX1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	413.279	1	413.279	37.703	.000 ^b
	Residual	1074.216	98	10.961		
	Total	1487.495	99			

a. Dependent Variable: TX2

b. Predictors: (Constant), TX1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.942	2.694		.721	.473
	TX1	.865	.141	.527	6.140	.000

a. Dependent Variable: TX2

LAMPIRAN 9

Data Penjualan pada UD Brata Gianyar
Januari 2020 s/d Juni 2020

Bulan	Jumlah Penjualan	Persentase Penjualan %	Perolehan Laba
Januari	Rp. 5.732.574.000	(-) 15.10%	Rp. 25.967.734
Februari	Rp. 5.506.715.800	(-) 31.66 %	Rp. 25.839.501
Maret	Rp. 4.413.733.000	(-)18.35 %	Rp. 23.803.467
April	Rp. 3.323.543.600	(-) 21.79 %	Rp. 22.154.030
Mei	Rp. 4.532.654.987	(+) 26.67 %	Rp. 40.567.837
Juni	Rp. 5.976.843.302	(+) 24.16%	Rp. 42.922.566
Juli	Rp. 5.454.400.276	(-) 9.58 %	Rp. 34.732.475

(Sumber :UD Brata Gianyar, 2020)



RIWAYAT HIDUP



Putu Erni Rismayanti, salah satu Mahasiswi Jurusan Manajemen Universitas Pendidikan Ganesha yang sedang menyelesaikan studi sarjana (S1). Penulis lahir di kota singaraja pada tanggal 28 Oktober 1998 sebagai anak kelima dari pasangan I Ketut Gina dan Ni Nengah Asih. Penulis berkebangsaan Indonesia dan beragama Hindu. Penulis berasal dari Karangasem, Desa Bug-Bug Kecamatan Karangasem, Kabupaten Karangasem.

Penulis menyelesaikan pendidikan di TK Surapati dan lulus tahun 2005. Kemudian penulis melanjutkan pendidikan dasar di SD Negeri 2 Singaraja dan lulus pada tahun 2011. Setelahnya penulis melanjutkan pendidikan di SMP Negeri 3 Singaraja dan lulus pada tahun 2014. Pada tahun 2017, penulis lulus dari SMA Negeri 3 Singaraja dan melanjutkan studi ke Universitas Pendidikan Ganesha mengambil jurusan manajemen.

Semasa perkuliahan penulis aktif mengikuti Organisasi seperti UKM (Unit Kegiatan Mahasiswa), penulis sering mengikuti pementasan teater yang diselenggarakan di kampus dan juga disetiap event yang diselenggarakan di kota singaraja. Dengan ketekunan dan kegigihan penulis sehingga pada pertengahan tahun 2021 penulis telah menyelesaikan skripsi yang berjudul “Peran Kualitas Pelayanan dan Pengaruh Harga Terhadap Keuasan Pelanggan”.