**Lampiran 01. Kuesioner Penelitian**

**KUESIONER**

**PENGARUH KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA PT SUZUKI INDOBALI TRADA CABANG KARANGASEM**

No. Responden

## I. Identitas Responden

Nama :

Jenis kelamin :

Umur :

Pekerjaan :

## II. Petunjuk Pengisian

Terima kasih atas partisipasi bapak / ibu dalam mengisi kuesioner ini. Berilah tanda (√) check list sesuai dengan pilihan jawaban yang ada pada kolom isisan yang tersedia.

Penelitain ini dilakukan hanya semata – mata untuk ilmu pengetahuan dan kepentingan skripsi peneliti. Penelitian ini dapat di lakukan berdasarkan skala berikut ini :

| No | Pernyataan | Skor |
|---|---|---|
| 1 | Sangat Setuju (SS) | 5 |
| 2 | Setuju (S) | 4 |
| 3 | Kurang Setuju (KS) | 3 |
| 4 | Tidak Setuju (TS) | 2 |
| 5 | Sangat Tidak Setuju (STS) | 1 |

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**BUTIR PERNYATAAN**

**III. Kualitas Produk**

| No | Pernyataan | SS | S | KS | TS | STS |
|---|---|---|---|---|---|---|
| 1 | Produk yang di tawarkan berkualitas | | | | | |
| 2 | Produk yang di harapkan sesuai dengan harapan | | | | | |
| 3 | Saya merasa sperpart Suzuki mudah di dapatkan | | | | | |
| 4 | Menggunakan mobil Suzuki cukup irit bahan bakar | | | | | |
| 5 | Kelengkapan produk yang di tawarkan | | | | | |
| 6 | Dealer memiliki beberapa jenis produk yang unggul dengan harga yang lebih murah | | | | | |
| 7 | Produk yang di tawarkan produsen dapat di proses dengan melalui bantuan pihak dealer | | | | | |

## IV. Kualitas Pelayanan

| No | Pernyatan | SS | S | KS | TS | STS |
|---|---|---|---|---|---|---|
| 1 | Kualitas Pelayanan yang di berikan sesuai dengan harapan | | | | | |
| 2 | Bila terjadi kesalahan segera di cek ulang | | | | | |
| 3 | Merespon cepat pelanggan yang dating | | | | | |
| 4 | Karyawan memberikan perhatian lebih ke pelanggan | | | | | |
| 5 | Karyawan menjelaskan terlebih dahulu semua produk | | | | | |
| 6 | Cepat tanggap karyawan dealer melayani keluhan- keluhan konsumen | | | | | |
| 7 | Mendapatkan pelayanan kembali setelah 3 hari penservisan | | | | | |

**V. Kepuasan Konsumen**

| No | Pernyataan | SS | S | KS | TS | STS |
|---|---|---|---|---|---|---|
| 1 | Kepuasan yang di berikan sesaui dengan harapan | | | | | |
| 2 | Konsumen merasa puas dengan produk PT. Suzuki Indobali Trada | | | | | |
| 3 | Puas dengan pelayaan yang di berikan | | | | | |
| 4 | Lokasi dealer dan ketersediaan lahan parker yang memadai | | | | | |
| 5 | Tidak beralih ke tempat lain meski ada tawaran di tempat lain | | | | | |

**Lampiran 02. Data Hasil Kuesioner Ordinal**

**1. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Kualitas Produk**

**Data Ordinal**

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

| | | | | | |
|---|---|---|---|---|---|
| 30 | 4 | 4 | 4 | 4 | 16 |

**Data Interval**

| No. | 1 | 2 | 3 | 4 | Total |
|---|---|---|---|---|---|
| 1 | 2.958 | 3.617 | 3.110 | 3.143 | 12.828 |
| 2 | 4.155 | 3.617 | 3.110 | 2.178 | 13.060 |
| 3 | 2.958 | 2.485 | 2.227 | 4.554 | 12.225 |
| 4 | 2.958 | 3.617 | 2.227 | 3.143 | 11.946 |
| 5 | 1.773 | 3.617 | 1.784 | 4.554 | 11.728 |
| 6 | 2.188 | 3.617 | 3.110 | 3.143 | 12.058 |
| 7 | 1.773 | 3.617 | 1.784 | 2.178 | 9.352 |
| 8 | 2.188 | 2.485 | 2.227 | 3.143 | 10.043 |
| 9 | 2.958 | 2.485 | 3.110 | 3.143 | 11.696 |
| 10 | 2.958 | 3.617 | 3.110 | 3.143 | 12.828 |
| 11 | 2.958 | 3.617 | 3.110 | 3.143 | 12.828 |
| 12 | 2.188 | 3.617 | 2.227 | 2.178 | 10.211 |
| 13 | 2.958 | 3.617 | 3.110 | 3.143 | 12.828 |
| 14 | 2.188 | 3.617 | 3.110 | 3.143 | 12.058 |
| 15 | 2.958 | 2.485 | 3.110 | 3.143 | 11.696 |
| 16 | 2.958 | 3.617 | 2.227 | 3.143 | 11.946 |
| 17 | 1.000 | 1.000 | 1.000 | 2.178 | 5.178 |
| 18 | 1.000 | 5.167 | 1.000 | 3.143 | 10.309 |
| 19 | 1.000 | 1.817 | 1.000 | 1.000 | 4.817 |
| 20 | 1.000 | 1.817 | 1.000 | 1.706 | 5.523 |
| 21 | 1.000 | 3.617 | 1.000 | 1.000 | 6.617 |
| 22 | 2.958 | 1.817 | 1.000 | 1.000 | 6.775 |
| 23 | 1.773 | 2.485 | 1.784 | 1.000 | 7.042 |
| 24 | 1.000 | 3.617 | 1.000 | 2.178 | 7.796 |
| 25 | 4.155 | 5.167 | 3.110 | 2.178 | 14.609 |
| 26 | 2.958 | 3.617 | 3.110 | 3.143 | 12.828 |
| 27 | 1.773 | 2.485 | 1.784 | 1.706 | 7.748 |
| 28 | 2.188 | 3.617 | 2.227 | 1.706 | 9.739 |
| 29 | 4.155 | 3.617 | 4.539 | 3.143 | 15.454 |
| 30 | 2.958 | 3.617 | 3.110 | 3.143 | 12.828 |

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

**Data Ordinal**

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

**Data Interval**

| No. | 1 | 2 | 3 | 4 | 5 | Total |
|---|---|---|---|---|---|---|
| 1 | 3.387 | 4.695 | 3.361 | 3.441 | 2.421 | 17.304 |
| 2 | 4.439 | 3.145 | 4.695 | 2.492 | 3.617 | 18.389 |
| 3 | 4.439 | 4.695 | 3.361 | 4.554 | 3.617 | 20.666 |
| 4 | 3.387 | 3.145 | 3.361 | 3.441 | 3.617 | 16.952 |
| 5 | 4.439 | 1.949 | 2.168 | 1.734 | 2.421 | 12.711 |
| 6 | 3.387 | 3.145 | 3.361 | 3.441 | 3.617 | 16.952 |
| 7 | 2.492 | 3.145 | 2.168 | 3.441 | 3.617 | 14.864 |
| 8 | 3.387 | 1.949 | 3.361 | 3.441 | 2.421 | 14.558 |
| 9 | 3.387 | 3.145 | 3.361 | 2.492 | 3.617 | 16.003 |
| 10 | 4.439 | 3.145 | 3.361 | 4.554 | 3.617 | 19.117 |
| 11 | 2.492 | 3.145 | 2.168 | 3.441 | 2.421 | 13.668 |
| 12 | 3.387 | 3.145 | 3.361 | 3.441 | 3.617 | 16.952 |
| 13 | 4.439 | 3.145 | 4.695 | 4.554 | 3.617 | 20.450 |
| 14 | 3.387 | 1.949 | 3.361 | 3.441 | 3.617 | 15.755 |
| 15 | 3.387 | 3.145 | 3.361 | 3.441 | 3.617 | 16.952 |
| 16 | 2.492 | 3.145 | 3.361 | 2.492 | 3.617 | 15.109 |
| 17 | 2.492 | 1.000 | 3.361 | 2.492 | 5.167 | 14.513 |
| 18 | 2.492 | 1.949 | 2.168 | 2.492 | 5.167 | 14.269 |
| 19 | 1.000 | 1.000 | 2.168 | 1.000 | 1.708 | 6.876 |
| 20 | 3.387 | 3.145 | 2.168 | 3.441 | 3.617 | 15.759 |
| 21 | 1.734 | 1.949 | 1.000 | 1.734 | 1.000 | 7.417 |
| 22 | 1.734 | 1.949 | 4.695 | 4.554 | 2.421 | 15.353 |
| 23 | 2.492 | 1.000 | 2.168 | 2.492 | 1.708 | 9.861 |
| 24 | 2.492 | 3.145 | 2.168 | 2.492 | 2.421 | 12.719 |
| 25 | 3.387 | 3.145 | 2.168 | 3.441 | 3.617 | 15.759 |
| 26 | 1.000 | 1.949 | 3.361 | 1.000 | 3.617 | 10.928 |
| 27 | 2.492 | 3.145 | 3.361 | 2.492 | 2.421 | 13.912 |
| 28 | 1.734 | 3.145 | 2.168 | 1.734 | 3.617 | 12.400 |
| 29 | 2.492 | 3.145 | 1.000 | 2.492 | 3.617 | 12.748 |
| 30 | 2.492 | 3.145 | 3.361 | 2.492 | 3.617 | 15.109 |

**3. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Kepuasan Konsumen**

**Data Ordinal**

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

**Data Interval**

| No. | 1 | 2 | 3 | Total |
|---|---|---|---|---|
| 1 | 2.489 | 4.067 | 1.973 | 8.529 |
| 2 | 2.489 | 2.931 | 3.096 | 8.516 |
| 3 | 2.489 | 2.001 | 3.096 | 7.587 |
| 4 | 2.489 | 2.931 | 3.096 | 8.516 |
| 5 | 3.712 | 4.067 | 3.096 | 10.875 |
| 6 | 3.712 | 2.001 | 3.096 | 8.810 |
| 7 | 1.723 | 2.001 | 3.096 | 6.820 |
| 8 | 3.712 | 4.067 | 4.554 | 12.333 |
| 9 | 2.489 | 2.931 | 3.096 | 8.516 |
| 10 | 1.723 | 2.931 | 3.096 | 7.750 |
| 11 | 3.712 | 4.067 | 4.554 | 12.333 |
| 12 | 2.489 | 2.931 | 3.096 | 8.516 |
| 13 | 1.723 | 2.931 | 3.096 | 7.750 |
| 14 | 2.489 | 2.001 | 3.096 | 7.587 |
| 15 | 3.712 | 4.067 | 1.973 | 9.751 |
| 16 | 2.489 | 2.931 | 3.096 | 8.516 |
| 17 | 2.489 | 2.001 | 3.096 | 7.587 |
| 18 | 2.489 | 2.931 | 1.973 | 7.393 |
| 19 | 1.000 | 1.000 | 1.000 | 3.000 |
| 20 | 1.000 | 2.001 | 1.973 | 4.974 |
| 21 | 1.000 | 2.001 | 1.973 | 4.974 |
| 22 | 1.000 | 2.001 | 1.000 | 4.001 |
| 23 | 1.000 | 1.000 | 1.973 | 3.973 |
| 24 | 3.712 | 4.067 | 3.096 | 10.875 |
| 25 | 2.489 | 2.931 | 3.096 | 8.516 |
| 26 | 2.489 | 2.931 | 3.096 | 8.516 |
| 27 | 2.489 | 2.931 | 1.973 | 7.393 |
| 28 | 1.000 | 1.000 | 1.000 | 3.000 |
| 29 | 3.712 | 4.067 | 1.000 | 8.778 |
| 30 | 2.489 | 2.931 | 1.973 | 7.393 |

4. **Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Kualitas Produk**

**Data Ordinal**

| No. | 1 | 2 | 3 | 4 | X1 |
|---|---|---|---|---|---|
| 1 | 4 | 4 | 5 | 4 | 17 |
| 2 | 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 4 | 4 | 5 | 17 |
| 6 | 5 | 4 | 5 | 5 | 19 |
| 7 | 4 | 4 | 4 | 3 | 15 |
| 8 | 4 | 4 | 4 | 4 | 16 |
| 9 | 5 | 5 | 4 | 5 | 19 |
| 10 | 4 | 5 | 3 | 4 | 16 |
| 11 | 4 | 5 | 4 | 4 | 17 |
| 12 | 5 | 5 | 5 | 4 | 19 |
| 13 | 4 | 4 | 4 | 4 | 16 |
| 14 | 4 | 4 | 4 | 3 | 15 |
| 15 | 4 | 4 | 4 | 4 | 16 |
| 16 | 5 | 5 | 4 | 4 | 18 |
| 17 | 4 | 4 | 3 | 4 | 15 |
| 18 | 5 | 5 | 4 | 5 | 19 |
| 19 | 4 | 4 | 4 | 4 | 16 |
| 20 | 3 | 3 | 3 | 3 | 12 |
| 21 | 4 | 4 | 4 | 4 | 16 |
| 22 | 4 | 5 | 4 | 5 | 18 |
| 23 | 5 | 5 | 5 | 5 | 20 |
| 24 | 5 | 4 | 4 | 5 | 18 |
| 25 | 4 | 5 | 4 | 4 | 17 |
| 26 | 4 | 4 | 5 | 3 | 16 |
| 27 | 5 | 5 | 5 | 5 | 20 |
| 28 | 5 | 5 | 5 | 4 | 19 |
| 29 | 4 | 4 | 2 | 3 | 13 |
| 30 | 5 | 4 | 4 | 5 | 18 |
| 31 | 5 | 5 | 4 | 4 | 18 |
| 32 | 4 | 4 | 5 | 4 | 17 |

| No. | 1 | 2 | 3 | 4 | X1 |
|---|---|---|---|---|---|
| 33 | 5 | 5 | 5 | 5 | 20 |
| 34 | 3 | 3 | 2 | 3 | 11 |
| 35 | 5 | 4 | 5 | 5 | 19 |
| 36 | 4 | 4 | 5 | 4 | 17 |
| 37 | 5 | 5 | 4 | 4 | 18 |
| 38 | 4 | 4 | 4 | 4 | 16 |
| 39 | 5 | 5 | 4 | 5 | 19 |
| 40 | 5 | 4 | 5 | 5 | 19 |
| 41 | 5 | 5 | 5 | 5 | 20 |
| 42 | 5 | 5 | 5 | 5 | 20 |
| 43 | 3 | 3 | 3 | 3 | 12 |
| 44 | 5 | 4 | 3 | 4 | 16 |
| 45 | 4 | 4 | 4 | 4 | 16 |
| 46 | 3 | 3 | 3 | 2 | 11 |
| 47 | 5 | 5 | 5 | 5 | 20 |
| 48 | 5 | 5 | 5 | 5 | 20 |
| 49 | 3 | 2 | 3 | 3 | 11 |
| 50 | 4 | 4 | 4 | 4 | 16 |
| 51 | 4 | 5 | 4 | 5 | 18 |
| 52 | 5 | 5 | 1 | 2 | 13 |
| 53 | 5 | 4 | 3 | 4 | 16 |
| 54 | 4 | 4 | 4 | 4 | 16 |
| 55 | 4 | 5 | 5 | 3 | 17 |
| 56 | 5 | 5 | 5 | 5 | 20 |
| 57 | 5 | 4 | 3 | 4 | 16 |
| 58 | 4 | 5 | 4 | 3 | 16 |
| 59 | 4 | 5 | 4 | 4 | 17 |
| 60 | 4 | 5 | 4 | 5 | 18 |
| 61 | 4 | 4 | 4 | 4 | 16 |
| 62 | 4 | 5 | 4 | 5 | 18 |
| 63 | 5 | 5 | 5 | 5 | 20 |
| 64 | 5 | 5 | 5 | 5 | 20 |
| 65 | 5 | 5 | 4 | 4 | 18 |
| 66 | 4 | 4 | 5 | 5 | 18 |
| 67 | 3 | 4 | 4 | 1 | 12 |
| 68 | 4 | 5 | 2 | 2 | 13 |
| 69 | 1 | 1 | 1 | 1 | 4 |
| 70 | 1 | 2 | 2 | 3 | 8 |
| 71 | 4 | 3 | 3 | 3 | 13 |
| 72 | 4 | 3 | 3 | 1 | 11 |
| 73 | 2 | 3 | 3 | 3 | 11 |
| 74 | 1 | 1 | 1 | 1 | 4 |

| No. | 1 | 2 | 3 | 4 | X1 |
|---|---|---|---|---|---|
| 75 | 5 | 5 | 1 | 1 | 12 |
| 76 | 1 | 1 | 2 | 2 | 6 |
| 77 | 1 | 1 | 1 | 1 | 4 |
| 78 | 5 | 5 | 4 | 5 | 19 |
| 79 | 5 | 5 | 5 | 5 | 20 |
| 80 | 2 | 2 | 2 | 2 | 8 |
| 81 | 2 | 2 | 2 | 2 | 8 |
| 82 | 1 | 1 | 1 | 1 | 4 |
| 83 | 1 | 1 | 1 | 1 | 4 |
| 84 | 4 | 4 | 3 | 4 | 15 |
| 85 | 1 | 1 | 1 | 1 | 4 |
| 86 | 2 | 1 | 2 | 2 | 7 |
| 87 | 4 | 3 | 4 | 3 | 14 |
| 88 | 2 | 2 | 2 | 2 | 8 |
| 89 | 2 | 2 | 2 | 2 | 8 |
| 90 | 2 | 2 | 2 | 2 | 8 |
| 91 | 2 | 2 | 2 | 2 | 8 |
| 92 | 2 | 2 | 2 | 2 | 8 |
| 93 | 2 | 2 | 2 | 2 | 8 |
| 94 | 2 | 2 | 2 | 2 | 8 |
| 95 | 5 | 5 | 5 | 5 | 20 |
| 96 |  | 2 | 1 | 2 | 5 |
| 97 | 2 | 2 | 1 | 2 | 7 |
| 98 | 2 | 1 | 2 | 1 | 6 |
| 99 | 3 | 2 | 3 | 3 | 11 |
| 100 | 2 | 2 | 1 | 2 | 7 |
| 101 | 1 | 2 | 1 | 2 | 6 |
| 102 | 1 | 2 | 1 | 2 | 6 |
| 103 | 1 | 2 | 1 | 2 | 6 |
| 104 | 1 | 2 | 2 | 1 | 6 |
| 105 | 1 | 2 | 1 | 2 | 6 |
| 106 | 2 | 1 | 2 | 1 | 6 |
| 107 | 3 | 2 | 1 | 2 | 8 |
| 108 | 4 | 5 | 4 | 5 | 18 |
| 109 | 1 | 2 | 1 | 2 | 6 |
| 110 | 4 | 2 | 2 | 1 | 9 |
| 111 | 4 | 1 | 2 | 2 | 9 |
| 112 | 3 | 3 | 4 | 2 | 12 |
| 113 | 4 | 2 | 1 | 2 | 9 |
| 114 | 4 | 1 | 2 | 1 | 8 |
| 115 | 4 | 2 | 2 | 2 | 10 |
| 116 | 4 | 2 | 1 | 2 | 9 |

| No. | 1 | 2 | 3 | 4 | X1 |
|---|---|---|---|---|---|
| 117 | 4 | 2 | 1 | 2 | 9 |
| 118 | 4 | 2 | 2 | 1 | 9 |
| 119 | 4 | 2 | 2 | 1 | 9 |
| 120 | 4 | 1 | 2 | 2 | 9 |

**Data Interval**

| No. | 1 | 2 | 3 | 4 | X1 |
|---|---|---|---|---|---|
| 1 | 2.732 | 2.866 | 3.899 | 2.962 | 12.459 |
| 2 | 2.732 | 2.866 | 2.885 | 2.962 | 11.445 |
| 3 | 2.732 | 2.866 | 2.885 | 2.962 | 11.445 |
| 4 | 3.885 | 3.858 | 3.899 | 3.906 | 15.548 |
| 5 | 2.732 | 2.866 | 2.885 | 3.906 | 12.389 |
| 6 | 3.885 | 2.866 | 3.899 | 3.906 | 14.556 |
| 7 | 2.732 | 2.866 | 2.885 | 2.478 | 10.961 |
| 8 | 2.732 | 2.866 | 2.885 | 2.962 | 11.445 |
| 9 | 3.885 | 3.858 | 2.885 | 3.906 | 14.534 |
| 10 | 2.732 | 3.858 | 2.331 | 2.962 | 11.883 |
| 11 | 2.732 | 3.858 | 2.885 | 2.962 | 12.437 |
| 12 | 3.885 | 3.858 | 3.899 | 2.962 | 14.604 |
| 13 | 2.732 | 2.866 | 2.885 | 2.962 | 11.445 |
| 14 | 2.732 | 2.866 | 2.885 | 2.478 | 10.961 |
| 15 | 2.732 | 2.866 | 2.885 | 2.962 | 11.445 |
| 16 | 3.885 | 3.858 | 2.885 | 2.962 | 13.590 |
| 17 | 2.732 | 2.866 | 2.331 | 2.962 | 10.891 |
| 18 | 3.885 | 3.858 | 2.885 | 3.906 | 14.534 |
| 19 | 2.732 | 2.866 | 2.885 | 2.962 | 11.445 |
| 20 | 2.097 | 2.430 | 2.331 | 2.478 | 9.336 |
| 21 | 2.732 | 2.866 | 2.885 | 2.962 | 11.445 |
| 22 | 2.732 | 3.858 | 2.885 | 3.906 | 13.381 |
| 23 | 3.885 | 3.858 | 3.899 | 3.906 | 15.548 |
| 24 | 3.885 | 2.866 | 2.885 | 3.906 | 13.542 |
| 25 | 2.732 | 3.858 | 2.885 | 2.962 | 12.437 |
| 26 | 2.732 | 2.866 | 3.899 | 2.478 | 11.975 |
| 27 | 3.885 | 3.858 | 3.899 | 3.906 | 15.548 |
| 28 | 3.885 | 3.858 | 3.899 | 2.962 | 14.604 |
| 29 | 2.732 | 2.866 | 1.878 | 2.478 | 9.954 |
| 30 | 3.885 | 2.866 | 2.885 | 3.906 | 13.542 |
| 31 | 3.885 | 3.858 | 2.885 | 2.962 | 13.590 |
| 32 | 2.732 | 2.866 | 3.899 | 2.962 | 12.459 |
| 33 | 3.885 | 3.858 | 3.899 | 3.906 | 15.548 |
| 34 | 2.097 | 2.430 | 1.878 | 2.478 | 8.884 |

| No. | 1 | 2 | 3 | 4 | X1 |
|---|---|---|---|---|---|
| 35 | 3.885 | 2.866 | 3.899 | 3.906 | 14.556 |
| 36 | 2.732 | 2.866 | 3.899 | 2.962 | 12.459 |
| 37 | 3.885 | 3.858 | 2.885 | 2.962 | 13.590 |
| 38 | 2.732 | 2.866 | 2.885 | 2.962 | 11.445 |
| 39 | 3.885 | 3.858 | 2.885 | 3.906 | 14.534 |
| 40 | 3.885 | 2.866 | 3.899 | 3.906 | 14.556 |
| 41 | 3.885 | 3.858 | 3.899 | 3.906 | 15.548 |
| 42 | 3.885 | 3.858 | 3.899 | 3.906 | 15.548 |
| 43 | 2.097 | 2.430 | 2.331 | 2.478 | 9.336 |
| 44 | 3.885 | 2.866 | 2.331 | 2.962 | 12.044 |
| 45 | 2.732 | 2.866 | 2.885 | 2.962 | 11.445 |
| 46 | 2.097 | 2.430 | 2.331 | 1.949 | 8.807 |
| 47 | 3.885 | 3.858 | 3.899 | 3.906 | 15.548 |
| 48 | 3.885 | 3.858 | 3.899 | 3.906 | 15.548 |
| 49 | 2.097 | 1.954 | 2.331 | 2.478 | 8.859 |
| 50 | 2.732 | 2.866 | 2.885 | 2.962 | 11.445 |
| 51 | 2.732 | 3.858 | 2.885 | 3.906 | 13.381 |
| 52 | 3.885 | 3.858 | 1.000 | 1.949 | 10.692 |
| 53 | 3.885 | 2.866 | 2.331 | 2.962 | 12.044 |
| 54 | 2.732 | 2.866 | 2.885 | 2.962 | 11.445 |
| 55 | 2.732 | 3.858 | 3.899 | 2.478 | 12.967 |
| 56 | 3.885 | 3.858 | 3.899 | 3.906 | 15.548 |
| 57 | 3.885 | 2.866 | 2.331 | 2.962 | 12.044 |
| 58 | 2.732 | 3.858 | 2.885 | 2.478 | 11.953 |
| 59 | 2.732 | 3.858 | 2.885 | 2.962 | 12.437 |
| 60 | 2.732 | 3.858 | 2.885 | 3.906 | 13.381 |
| 61 | 2.732 | 2.866 | 2.885 | 2.962 | 11.445 |
| 62 | 2.732 | 3.858 | 2.885 | 3.906 | 13.381 |
| 63 | 3.885 | 3.858 | 3.899 | 3.906 | 15.548 |
| 64 | 3.885 | 3.858 | 3.899 | 3.906 | 15.548 |
| 65 | 3.885 | 3.858 | 2.885 | 2.962 | 13.590 |
| 66 | 2.732 | 2.866 | 3.899 | 3.906 | 13.403 |
| 67 | 2.097 | 2.866 | 2.885 | 1.000 | 8.848 |
| 68 | 2.732 | 3.858 | 1.878 | 1.949 | 10.417 |
| 69 | 1.000 | 1.000 | 1.000 | 1.000 | 4.000 |
| 70 | 1.000 | 1.954 | 1.878 | 2.478 | 7.310 |
| 71 | 2.732 | 2.430 | 2.331 | 2.478 | 9.971 |
| 72 | 2.732 | 2.430 | 2.331 | 1.000 | 8.493 |
| 73 | 1.755 | 2.430 | 2.331 | 2.478 | 8.994 |
| 74 | 1.000 | 1.000 | 1.000 | 1.000 | 4.000 |
| 75 | 3.885 | 3.858 | 1.000 | 1.000 | 9.743 |
| 76 | 1.000 | 1.000 | 1.878 | 1.949 | 5.827 |

| No. | 1 | 2 | 3 | 4 | X1 |
|---|---|---|---|---|---|
| 77 | 1.000 | 1.000 | 1.000 | 1.000 | 4.000 |
| 78 | 3.885 | 3.858 | 2.885 | 3.906 | 14.534 |
| 79 | 3.885 | 3.858 | 3.899 | 3.906 | 15.548 |
| 80 | 1.755 | 1.954 | 1.878 | 1.949 | 7.535 |
| 81 | 1.755 | 1.954 | 1.878 | 1.949 | 7.535 |
| 82 | 1.000 | 1.000 | 1.000 | 1.000 | 4.000 |
| 83 | 1.000 | 1.000 | 1.000 | 1.000 | 4.000 |
| 84 | 2.732 | 2.866 | 2.331 | 2.962 | 10.891 |
| 85 | 1.000 | 1.000 | 1.000 | 1.000 | 4.000 |
| 86 | 1.755 | 1.000 | 1.878 | 1.949 | 6.582 |
| 87 | 2.732 | 2.430 | 2.885 | 2.478 | 10.525 |
| 88 | 1.755 | 1.954 | 1.878 | 1.949 | 7.535 |
| 89 | 1.755 | 1.954 | 1.878 | 1.949 | 7.535 |
| 90 | 1.755 | 1.954 | 1.878 | 1.949 | 7.535 |
| 91 | 1.755 | 1.954 | 1.878 | 1.949 | 7.535 |
| 92 | 1.755 | 1.954 | 1.878 | 1.949 | 7.535 |
| 93 | 1.755 | 1.954 | 1.878 | 1.949 | 7.535 |
| 94 | 1.755 | 1.954 | 1.878 | 1.949 | 7.535 |
| 95 | 3.885 | 3.858 | 3.899 | 3.906 | 15.548 |
| 96 | 0.000 | 1.954 | 1.000 | 1.949 | 4.902 |
| 97 | 1.755 | 1.954 | 1.000 | 1.949 | 6.657 |
| 98 | 1.755 | 1.000 | 1.878 | 1.000 | 5.633 |
| 99 | 2.097 | 1.954 | 2.331 | 2.478 | 8.859 |
| 100 | 1.755 | 1.954 | 1.000 | 1.949 | 6.657 |
| 101 | 1.000 | 1.954 | 1.000 | 1.949 | 5.902 |
| 102 | 1.000 | 1.954 | 1.000 | 1.949 | 5.902 |
| 103 | 1.000 | 1.954 | 1.000 | 1.949 | 5.902 |
| 104 | 1.000 | 1.954 | 1.878 | 1.000 | 5.832 |
| 105 | 1.000 | 1.954 | 1.000 | 1.949 | 5.902 |
| 106 | 1.755 | 1.000 | 1.878 | 1.000 | 5.633 |
| 107 | 2.097 | 1.954 | 1.000 | 1.949 | 6.999 |
| 108 | 2.732 | 3.858 | 2.885 | 3.906 | 13.381 |
| 109 | 1.000 | 1.954 | 1.000 | 1.949 | 5.902 |
| 110 | 2.732 | 1.954 | 1.878 | 1.000 | 7.564 |
| 111 | 2.732 | 1.000 | 1.878 | 1.949 | 7.559 |
| 112 | 2.097 | 2.430 | 2.885 | 1.949 | 9.361 |
| 113 | 2.732 | 1.954 | 1.000 | 1.949 | 7.634 |
| 114 | 2.732 | 1.000 | 1.878 | 1.000 | 6.610 |
| 115 | 2.732 | 1.954 | 1.878 | 1.949 | 8.512 |
| 116 | 2.732 | 1.954 | 1.000 | 1.949 | 7.634 |
| 117 | 2.732 | 1.954 | 1.000 | 1.949 | 7.634 |
| 118 | 2.732 | 1.954 | 1.878 | 1.000 | 7.564 |

| No. | 1 | 2 | 3 | 4 | X1 |
|---|---|---|---|---|---|
| 119 | 2.732 | 1.954 | 1.878 | 1.000 | 7.564 |
| 120 | 2.732 | 1.000 | 1.878 | 1.949 | 7.559 |

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

**Data Ordinal**

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

| No. | 1 | 2 | 3 | 4 | 5 | X2 |
|---|---|---|---|---|---|---|
| 32 | 5 | 5 | 5 | 5 | 5 | 25 |
| 33 | 5 | 5 | 5 | 5 | 5 | 25 |
| 34 | 5 | 5 | 5 | 5 | 5 | 25 |
| 35 | 5 | 5 | 5 | 5 | 5 | 25 |
| 36 | 4 | 5 | 4 | 4 | 5 | 22 |
| 37 | 5 | 5 | 5 | 4 | 4 | 23 |
| 38 | 4 | 4 | 4 | 4 | 4 | 20 |
| 39 | 5 | 4 | 5 | 4 | 5 | 23 |
| 40 | 5 | 5 | 5 | 5 | 5 | 25 |
| 41 | 5 | 4 | 5 | 4 | 5 | 23 |
| 42 | 5 | 5 | 5 | 5 | 4 | 24 |
| 43 | 3 | 3 | 3 | 3 | 3 | 15 |
| 44 | 5 | 5 | 5 | 5 | 4 | 24 |
| 45 | 4 | 4 | 4 | 4 | 4 | 20 |
| 46 | 5 | 5 | 4 | 5 | 5 | 24 |
| 47 | 5 | 5 | 4 | 5 | 4 | 23 |
| 48 | 5 | 5 | 5 | 5 | 5 | 25 |
| 49 | 5 | 5 | 5 | 5 | 5 | 25 |
| 50 | 4 | 4 | 5 | 5 | 5 | 23 |
| 51 | 4 | 4 | 4 | 3 | 3 | 18 |
| 52 | 4 | 4 | 3 | 4 | 4 | 19 |
| 53 | 4 | 4 | 3 | 5 | 5 | 21 |
| 54 | 4 | 4 | 4 | 4 | 4 | 20 |
| 55 | 4 | 4 | 4 | 5 | 4 | 21 |
| 56 | 5 | 5 | 4 | 5 | 4 | 23 |
| 57 | 5 | 2 | 4 | 5 | 4 | 20 |
| 58 | 5 | 4 | 3 | 2 | 5 | 19 |
| 59 | 4 | 3 | 4 | 4 | 3 | 18 |
| 60 | 5 | 5 | 5 | 4 | 4 | 23 |
| 61 | 4 | 4 | 4 | 4 | 4 | 20 |
| 62 | 5 | 4 | 5 | 4 | 5 | 23 |
| 63 | 5 | 5 | 5 | 5 | 5 | 25 |
| 64 | 4 | 4 | 4 | 5 | 4 | 21 |
| 65 | 5 | 5 | 5 | 5 | 5 | 25 |
| 66 | 4 | 5 | 4 | 4 | 4 | 21 |
| 67 | 3 | 2 | 3 | 3 | 3 | 14 |
| 68 | 4 | 1 | 1 | 2 | 2 | 10 |
| 69 | 3 | 2 | 3 | 2 | 3 | 13 |
| 70 | 2 | 4 | 3 | 4 | 3 | 16 |
| 71 | 3 | 2 | 2 | 2 | 2 | 11 |
| 72 | 1 | 1 | 1 | 2 | 2 | 7 |
| 73 | 1 | 1 | 1 | 1 | 1 | 5 |

| No. | 1 | 2 | 3 | 4 | 5 | X2 |
|---|---|---|---|---|---|---|
| 74 | 1 | 1 | 1 | 1 | 1 | 5 |
| 75 | 5 | 5 | 5 | 5 | 5 | 25 |
| 76 | 2 | 2 | 2 | 2 | 1 | 9 |
| 77 | 1 | 2 | 1 | 1 | 1 | 6 |
| 78 | 5 | 5 | 5 | 5 | 5 | 25 |
| 79 | 5 | 5 | 5 | 5 | 5 | 25 |
| 80 | 2 | 2 | 2 | 2 | 2 | 10 |
| 81 | 2 | 2 | 2 | 2 | 2 | 10 |
| 82 | 2 | 2 | 3 | 2 | 2 | 11 |
| 83 | 1 | 2 | 1 | 1 | 1 | 6 |
| 84 | 2 | 2 | 1 | 1 | 2 | 8 |
| 85 | 1 | 2 | 2 | 2 | 2 | 9 |
| 86 | 1 | 2 | 2 | 1 | 2 | 8 |
| 87 | 5 | 5 | 4 | 5 | 5 | 24 |
| 88 | 2 | 2 | 2 | 2 | 2 | 10 |
| 89 | 2 | 2 | 2 | 2 | 2 | 10 |
| 90 | 2 | 2 | 2 | 2 | 2 | 10 |
| 91 | 2 | 2 | 2 | 2 | 2 | 10 |
| 92 | 2 | 2 | 2 | 2 | 2 | 10 |
| 93 | 2 | 2 | 2 | 2 | 2 | 10 |
| 94 | 2 | 2 | 1 | 1 | 2 | 8 |
| 95 | 4 | 4 | 5 | 5 | 5 | 23 |
| 96 | 1 | 2 | 2 | 1 | 2 | 8 |
| 97 | 1 | 2 | 1 | 2 | 1 | 7 |
| 98 | 1 | 1 | 2 | 2 | 2 | 8 |
| 99 | 1 | 2 | 2 | 1 | 2 | 8 |
| 100 | 4 | 5 | 4 | 4 | 4 | 21 |
| 101 | 2 | 2 | 2 | 2 | 2 | 10 |
| 102 | 1 | 2 | 1 | 2 | 2 | 8 |
| 103 | 2 | 1 | 2 | 2 | 1 | 8 |
| 104 | 1 | 2 | 2 | 1 | 2 | 8 |
| 105 | 1 | 2 | 1 | 2 | 2 | 8 |
| 106 | 2 | 1 | 2 | 1 | 2 | 8 |
| 107 | 2 | 1 | 2 | 2 | 2 | 9 |
| 108 | 4 | 4 | 5 | 4 | 4 | 21 |
| 109 | 2 | 2 | 2 | 2 | 2 | 10 |
| 110 | 2 | 2 | 2 | 1 | 2 | 9 |
| 111 | 2 | 3 | 2 | 1 | 2 | 10 |
| 112 | 3 | 3 | 3 | 3 | 4 | 16 |
| 113 | 1 | 1 | 2 | 2 | 2 | 8 |
| 114 | 3 | 1 | 2 | 1 | 2 | 9 |
| 115 | 2 | 2 | 2 | 2 | 2 | 10 |

| No. | 1 | 2 | 3 | 4 | 5 | X2 |
|---|---|---|---|---|---|---|
| 116 | 1 | 2 | 2 | 2 | 2 | 9 |
| 117 | 1 | 2 | 2 | 1 | 2 | 8 |
| 118 | 2 | 1 | 2 | 2 | 2 | 9 |
| 119 | 1 | 2 | 2 | 1 | 2 | 8 |
| 120 | 2 | 2 | 1 | 2 | 2 | 9 |

**Data Interval**

| No. | 1 | 2 | 3 | 4 | 5 | X2 |
|---|---|---|---|---|---|---|
| 1 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |
| 2 | 2.629 | 2.935 | 3.070 | 2.774 | 3.247 | 14.654 |
| 3 | 2.629 | 2.935 | 3.070 | 2.774 | 3.247 | 14.654 |
| 4 | 3.613 | 2.935 | 3.070 | 2.774 | 3.247 | 15.638 |
| 5 | 3.613 | 3.920 | 3.070 | 2.774 | 3.247 | 16.623 |
| 6 | 3.613 | 3.920 | 3.070 | 3.722 | 4.269 | 18.593 |
| 7 | 1.868 | 2.051 | 2.544 | 2.393 | 2.154 | 11.011 |
| 8 | 3.613 | 3.920 | 4.046 | 3.722 | 3.247 | 18.548 |
| 9 | 3.613 | 3.920 | 3.070 | 3.722 | 4.269 | 18.593 |
| 10 | 3.613 | 2.935 | 2.544 | 3.722 | 3.247 | 16.060 |
| 11 | 2.629 | 2.935 | 3.070 | 2.774 | 3.247 | 14.654 |
| 12 | 3.613 | 3.920 | 3.070 | 3.722 | 4.269 | 18.593 |
| 13 | 2.629 | 2.935 | 3.070 | 2.774 | 3.247 | 14.654 |
| 14 | 2.629 | 2.935 | 2.544 | 2.774 | 3.247 | 14.128 |
| 15 | 2.629 | 2.553 | 2.544 | 2.393 | 2.755 | 12.873 |
| 16 | 3.613 | 3.920 | 4.046 | 3.722 | 3.247 | 18.548 |
| 17 | 3.613 | 3.920 | 3.070 | 3.722 | 4.269 | 18.593 |
| 18 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |
| 19 | 2.629 | 2.935 | 3.070 | 2.774 | 3.247 | 14.654 |
| 20 | 3.613 | 2.935 | 2.544 | 2.393 | 2.755 | 14.238 |
| 21 | 3.613 | 3.920 | 3.070 | 3.722 | 3.247 | 17.571 |
| 22 | 2.629 | 2.935 | 3.070 | 2.393 | 2.755 | 13.781 |
| 23 | 2.629 | 2.935 | 3.070 | 3.722 | 3.247 | 15.602 |
| 24 | 3.613 | 3.920 | 3.070 | 2.774 | 3.247 | 16.623 |
| 25 | 3.613 | 3.920 | 4.046 | 3.722 | 3.247 | 18.548 |
| 26 | 2.246 | 2.935 | 2.544 | 2.393 | 3.247 | 13.364 |
| 27 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |
| 28 | 2.629 | 3.920 | 4.046 | 2.774 | 3.247 | 16.616 |
| 29 | 2.629 | 2.935 | 3.070 | 2.774 | 3.247 | 14.654 |
| 30 | 2.629 | 2.935 | 2.544 | 3.722 | 3.247 | 15.076 |
| 31 | 3.613 | 3.920 | 3.070 | 3.722 | 4.269 | 18.593 |
| 32 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |
| 33 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |

| No. | 1 | 2 | 3 | 4 | 5 | X2 |
|---|---|---|---|---|---|---|
| 34 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |
| 35 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |
| 36 | 2.629 | 3.920 | 3.070 | 2.774 | 4.269 | 16.661 |
| 37 | 3.613 | 3.920 | 4.046 | 2.774 | 3.247 | 17.600 |
| 38 | 2.629 | 2.935 | 3.070 | 2.774 | 3.247 | 14.654 |
| 39 | 3.613 | 2.935 | 4.046 | 2.774 | 4.269 | 17.636 |
| 40 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |
| 41 | 3.613 | 2.935 | 4.046 | 2.774 | 4.269 | 17.636 |
| 42 | 3.613 | 3.920 | 4.046 | 3.722 | 3.247 | 18.548 |
| 43 | 2.246 | 2.553 | 2.544 | 2.393 | 2.755 | 12.491 |
| 44 | 3.613 | 3.920 | 4.046 | 3.722 | 3.247 | 18.548 |
| 45 | 2.629 | 2.935 | 3.070 | 2.774 | 3.247 | 14.654 |
| 46 | 3.613 | 3.920 | 3.070 | 3.722 | 4.269 | 18.593 |
| 47 | 3.613 | 3.920 | 3.070 | 3.722 | 3.247 | 17.571 |
| 48 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |
| 49 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |
| 50 | 2.629 | 2.935 | 4.046 | 3.722 | 4.269 | 17.600 |
| 51 | 2.629 | 2.935 | 3.070 | 2.393 | 2.755 | 13.781 |
| 52 | 2.629 | 2.935 | 2.544 | 2.774 | 3.247 | 14.128 |
| 53 | 2.629 | 2.935 | 2.544 | 3.722 | 4.269 | 16.097 |
| 54 | 2.629 | 2.935 | 3.070 | 2.774 | 3.247 | 14.654 |
| 55 | 2.629 | 2.935 | 3.070 | 3.722 | 3.247 | 15.602 |
| 56 | 3.613 | 3.920 | 3.070 | 3.722 | 3.247 | 17.571 |
| 57 | 3.613 | 2.051 | 3.070 | 3.722 | 3.247 | 15.703 |
| 58 | 3.613 | 2.935 | 2.544 | 1.936 | 4.269 | 15.296 |
| 59 | 2.629 | 2.553 | 3.070 | 2.774 | 2.755 | 13.780 |
| 60 | 3.613 | 3.920 | 4.046 | 2.774 | 3.247 | 17.600 |
| 61 | 2.629 | 2.935 | 3.070 | 2.774 | 3.247 | 14.654 |
| 62 | 3.613 | 2.935 | 4.046 | 2.774 | 4.269 | 17.636 |
| 63 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |
| 64 | 2.629 | 2.935 | 3.070 | 3.722 | 3.247 | 15.602 |
| 65 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |
| 66 | 2.629 | 3.920 | 3.070 | 2.774 | 3.247 | 15.640 |
| 67 | 2.246 | 2.051 | 2.544 | 2.393 | 2.755 | 11.989 |
| 68 | 2.629 | 1.000 | 1.000 | 1.936 | 2.154 | 8.719 |
| 69 | 2.246 | 2.051 | 2.544 | 1.936 | 2.755 | 11.532 |
| 70 | 1.868 | 2.935 | 2.544 | 2.774 | 2.755 | 12.875 |
| 71 | 2.246 | 2.051 | 1.975 | 1.936 | 2.154 | 10.364 |
| 72 | 1.000 | 1.000 | 1.000 | 1.936 | 2.154 | 7.091 |
| 73 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 5.000 |
| 74 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 5.000 |
| 75 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |

| No. | 1 | 2 | 3 | 4 | 5 | X2 |
|---|---|---|---|---|---|---|
| 76 | 1.868 | 2.051 | 1.975 | 1.936 | 1.000 | 8.831 |
| 77 | 1.000 | 2.051 | 1.000 | 1.000 | 1.000 | 6.051 |
| 78 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |
| 79 | 3.613 | 3.920 | 4.046 | 3.722 | 4.269 | 19.570 |
| 80 | 1.868 | 2.051 | 1.975 | 1.936 | 2.154 | 9.986 |
| 81 | 1.868 | 2.051 | 1.975 | 1.936 | 2.154 | 9.986 |
| 82 | 1.868 | 2.051 | 2.544 | 1.936 | 2.154 | 10.554 |
| 83 | 1.000 | 2.051 | 1.000 | 1.000 | 1.000 | 6.051 |
| 84 | 1.868 | 2.051 | 1.000 | 1.000 | 2.154 | 8.074 |
| 85 | 1.000 | 2.051 | 1.975 | 1.936 | 2.154 | 9.117 |
| 86 | 1.000 | 2.051 | 1.975 | 1.000 | 2.154 | 8.181 |
| 87 | 3.613 | 3.920 | 3.070 | 3.722 | 4.269 | 18.593 |
| 88 | 1.868 | 2.051 | 1.975 | 1.936 | 2.154 | 9.986 |
| 89 | 1.868 | 2.051 | 1.975 | 1.936 | 2.154 | 9.986 |
| 90 | 1.868 | 2.051 | 1.975 | 1.936 | 2.154 | 9.986 |
| 91 | 1.868 | 2.051 | 1.975 | 1.936 | 2.154 | 9.986 |
| 92 | 1.868 | 2.051 | 1.975 | 1.936 | 2.154 | 9.986 |
| 93 | 1.868 | 2.051 | 1.975 | 1.936 | 2.154 | 9.986 |
| 94 | 1.868 | 2.051 | 1.000 | 1.000 | 2.154 | 8.074 |
| 95 | 2.629 | 2.935 | 4.046 | 3.722 | 4.269 | 17.600 |
| 96 | 1.000 | 2.051 | 1.975 | 1.000 | 2.154 | 8.181 |
| 97 | 1.000 | 2.051 | 1.000 | 1.936 | 1.000 | 6.988 |
| 98 | 1.000 | 1.000 | 1.975 | 1.936 | 2.154 | 8.066 |
| 99 | 1.000 | 2.051 | 1.975 | 1.000 | 2.154 | 8.181 |
| 100 | 2.629 | 3.920 | 3.070 | 2.774 | 3.247 | 15.640 |
| 101 | 1.868 | 2.051 | 1.975 | 1.936 | 2.154 | 9.986 |
| 102 | 1.000 | 2.051 | 1.000 | 1.936 | 2.154 | 8.142 |
| 103 | 1.868 | 1.000 | 1.975 | 1.936 | 1.000 | 7.780 |
| 104 | 1.000 | 2.051 | 1.975 | 1.000 | 2.154 | 8.181 |
| 105 | 1.000 | 2.051 | 1.000 | 1.936 | 2.154 | 8.142 |
| 106 | 1.868 | 1.000 | 1.975 | 1.000 | 2.154 | 7.998 |
| 107 | 1.868 | 1.000 | 1.975 | 1.936 | 2.154 | 8.934 |
| 108 | 2.629 | 2.935 | 4.046 | 2.774 | 3.247 | 15.630 |
| 109 | 1.868 | 2.051 | 1.975 | 1.936 | 2.154 | 9.986 |
| 110 | 1.868 | 2.051 | 1.975 | 1.000 | 2.154 | 9.049 |
| 111 | 1.868 | 2.553 | 1.975 | 1.000 | 2.154 | 9.551 |
| 112 | 2.246 | 2.553 | 2.544 | 2.393 | 3.247 | 12.983 |
| 113 | 1.000 | 1.000 | 1.975 | 1.936 | 2.154 | 8.066 |
| 114 | 2.246 | 1.000 | 1.975 | 1.000 | 2.154 | 8.376 |
| 115 | 1.868 | 2.051 | 1.975 | 1.936 | 2.154 | 9.986 |
| 116 | 1.000 | 2.051 | 1.975 | 1.936 | 2.154 | 9.117 |
| 117 | 1.000 | 2.051 | 1.975 | 1.000 | 2.154 | 8.181 |

| No. | 1 | 2 | 3 | 4 | 5 | X2 |
|---|---|---|---|---|---|---|
| 118 | 1.868 | 1.000 | 1.975 | 1.936 | 2.154 | 8.934 |
| 119 | 1.000 | 2.051 | 1.975 | 1.000 | 2.154 | 8.181 |
| 120 | 1.868 | 2.051 | 1.000 | 1.936 | 2.154 | 9.010 |

6. **Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Kepuasan Konsumen**

**Data Ordinal**

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

| No. | 1 | 2 | 3 | Y |
|---|---|---|---|---|
| 30 | 4 | 3 | 3 | 10 |
| 31 | 4 | 4 | 4 | 12 |
| 32 | 5 | 4 | 5 | 14 |
| 33 | 5 | 4 | 4 | 13 |
| 34 | 4 | 5 | 4 | 13 |
| 35 | 4 | 4 | 4 | 12 |
| 36 | 4 | 4 | 4 | 12 |
| 37 | 4 | 4 | 4 | 12 |
| 38 | 3 | 4 | 4 | 11 |
| 39 | 4 | 4 | 4 | 12 |
| 40 | 4 | 3 | 4 | 11 |
| 41 | 5 | 4 | 4 | 13 |
| 42 | 4 | 5 | 4 | 13 |
| 43 | 3 | 3 | 3 | 9 |
| 44 | 4 | 4 | 3 | 11 |
| 45 | 3 | 4 | 4 | 11 |
| 46 | 5 | 4 | 4 | 13 |
| 47 | 4 | 5 | 4 | 13 |
| 48 | 4 | 4 | 5 | 13 |
| 49 | 5 | 4 | 4 | 13 |
| 50 | 3 | 4 | 3 | 10 |
| 51 | 4 | 5 | 3 | 12 |
| 52 | 3 | 3 | 3 | 9 |
| 53 | 3 | 3 | 4 | 10 |
| 54 | 4 | 3 | 4 | 11 |
| 55 | 4 | 4 | 3 | 11 |
| 56 | 4 | 4 | 5 | 13 |
| 57 | 4 | 4 | 4 | 12 |
| 58 | 4 | 4 | 3 | 11 |
| 59 | 3 | 4 | 3 | 10 |
| 60 | 4 | 4 | 4 | 12 |
| 61 | 3 | 4 | 4 | 11 |
| 62 | 4 | 4 | 4 | 12 |
| 63 | 5 | 4 | 4 | 13 |
| 64 | 4 | 5 | 4 | 13 |
| 65 | 4 | 4 | 4 | 12 |
| 66 | 4 | 4 | 4 | 12 |
| 67 | 3 | 3 | 3 | 9 |
| 68 | 3 | 3 | 3 | 9 |
| 69 | 2 | 2 | 2 | 6 |
| 70 | 3 | 3 | 3 | 9 |
| 71 | 2 | 2 | 2 | 6 |

| No. | 1 | 2 | 3 | Y |
|---|---|---|---|---|
| 72 | 3 | 3 | 3 | 9 |
| 73 | 2 | 2 | 2 | 6 |
| 74 | 2 | 2 | 2 | 6 |
| 75 | 3 | 3 | 3 | 9 |
| 76 | 2 | 2 | 2 | 6 |
| 77 | 3 | 2 | 2 | 7 |
| 78 | 4 | 4 | 4 | 12 |
| 79 | 5 | 4 | 4 | 13 |
| 80 | 3 | 3 | 3 | 9 |
| 81 | 3 | 3 | 3 | 9 |
| 82 | 2 | 2 | 2 | 6 |
| 83 | 2 | 2 | 2 | 6 |
| 84 | 2 | 2 | 2 | 6 |
| 85 | 3 | 3 | 3 | 9 |
| 86 | 2 | 3 | 3 | 8 |
| 87 | 4 | 4 | 5 | 13 |
| 88 | 3 | 2 | 3 | 8 |
| 89 | 3 | 3 | 2 | 8 |
| 90 | 2 | 3 | 3 | 8 |
| 91 | 3 | 2 | 3 | 8 |
| 92 | 3 | 3 | 2 | 8 |
| 93 | 2 | 3 | 3 | 8 |
| 94 | 3 | 2 | 3 | 8 |
| 95 | 4 | 4 | 5 | 13 |
| 96 | 2 | 3 | 2 | 7 |
| 97 | 2 | 2 | 2 | 6 |
| 98 | 2 | 2 | 2 | 6 |
| 99 | 2 | 2 | 2 | 6 |
| 100 | 2 | 3 | 2 | 7 |
| 101 | 2 | 2 | 2 | 6 |
| 102 | 2 | 2 | 3 | 7 |
| 103 | 2 | 2 | 2 | 6 |
| 104 | 2 | 3 | 2 | 7 |
| 105 | 3 | 3 | 2 | 8 |
| 106 | 2 | 2 | 2 | 6 |
| 107 | 2 | 2 | 3 | 7 |
| 108 | 3 | 2 | 2 | 7 |
| 109 | 2 | 3 | 2 | 7 |
| 110 | 3 | 2 | 2 | 7 |
| 111 | 3 | 3 | 3 | 9 |
| 112 | 3 | 3 | 3 | 9 |
| 113 | 2 | 3 | 2 | 7 |

| No. | 1 | 2 | 3 | Y |
|---|---|---|---|---|
| 114 | 3 | 2 | 2 | 7 |
| 115 | 2 | 3 | 3 | 8 |
| 116 | 2 | 2 | 2 | 6 |
| 117 | 2 | 2 | 2 | 6 |
| 118 | 2 | 2 | 2 | 6 |
| 119 | 2 | 2 | 2 | 6 |
| 120 | 2 | 2 | 2 | 6 |

**Data Interval**

| No. | 1 | 2 | 3 | Y |
|---|---|---|---|---|
| 1 | 2.896 | 4.108 | 2.088 | 9.092 |
| 2 | 1.979 | 2.897 | 3.068 | 7.944 |
| 3 | 2.896 | 1.975 | 3.068 | 7.938 |
| 4 | 2.896 | 4.108 | 3.068 | 10.071 |
| 5 | 4.111 | 2.897 | 3.068 | 10.076 |
| 6 | 2.896 | 4.108 | 2.088 | 9.092 |
| 7 | 1.979 | 1.975 | 2.088 | 6.042 |
| 8 | 4.111 | 2.897 | 2.088 | 9.097 |
| 9 | 2.896 | 4.108 | 3.068 | 10.071 |
| 10 | 2.896 | 1.975 | 2.088 | 6.959 |
| 11 | 2.896 | 2.897 | 2.088 | 7.882 |
| 12 | 1.979 | 2.897 | 3.068 | 7.944 |
| 13 | 2.896 | 1.975 | 3.068 | 7.938 |
| 14 | 2.896 | 1.975 | 2.088 | 6.959 |
| 15 | 2.896 | 2.897 | 4.249 | 10.043 |
| 16 | 2.896 | 2.897 | 3.068 | 8.861 |
| 17 | 2.896 | 2.897 | 2.088 | 7.882 |
| 18 | 2.896 | 4.108 | 2.088 | 9.092 |
| 19 | 1.979 | 2.897 | 3.068 | 7.944 |
| 20 | 2.896 | 2.897 | 2.088 | 7.882 |
| 21 | 2.896 | 2.897 | 2.088 | 7.882 |
| 22 | 4.111 | 2.897 | 2.088 | 9.097 |
| 23 | 2.896 | 2.897 | 3.068 | 8.861 |
| 24 | 2.896 | 2.897 | 3.068 | 8.861 |
| 25 | 2.896 | 2.897 | 2.088 | 7.882 |
| 26 | 2.896 | 2.897 | 2.088 | 7.882 |
| 27 | 2.896 | 4.108 | 4.249 | 11.253 |
| 28 | 2.896 | 2.897 | 3.068 | 8.861 |
| 29 | 1.979 | 2.897 | 2.088 | 6.964 |
| 30 | 2.896 | 1.975 | 2.088 | 6.959 |
| 31 | 2.896 | 2.897 | 3.068 | 8.861 |

| No. | 1 | 2 | 3 | Y |
|---|---|---|---|---|
| 32 | 4.111 | 2.897 | 4.249 | 11.257 |
| 33 | 4.111 | 2.897 | 3.068 | 10.076 |
| 34 | 2.896 | 4.108 | 3.068 | 10.071 |
| 35 | 2.896 | 2.897 | 3.068 | 8.861 |
| 36 | 2.896 | 2.897 | 3.068 | 8.861 |
| 37 | 2.896 | 2.897 | 3.068 | 8.861 |
| 38 | 1.979 | 2.897 | 3.068 | 7.944 |
| 39 | 2.896 | 2.897 | 3.068 | 8.861 |
| 40 | 2.896 | 1.975 | 3.068 | 7.938 |
| 41 | 4.111 | 2.897 | 3.068 | 10.076 |
| 42 | 2.896 | 4.108 | 3.068 | 10.071 |
| 43 | 1.979 | 1.975 | 2.088 | 6.042 |
| 44 | 2.896 | 2.897 | 2.088 | 7.882 |
| 45 | 1.979 | 2.897 | 3.068 | 7.944 |
| 46 | 4.111 | 2.897 | 3.068 | 10.076 |
| 47 | 2.896 | 4.108 | 3.068 | 10.071 |
| 48 | 2.896 | 2.897 | 4.249 | 10.043 |
| 49 | 4.111 | 2.897 | 3.068 | 10.076 |
| 50 | 1.979 | 2.897 | 2.088 | 6.964 |
| 51 | 2.896 | 4.108 | 2.088 | 9.092 |
| 52 | 1.979 | 1.975 | 2.088 | 6.042 |
| 53 | 1.979 | 1.975 | 3.068 | 7.021 |
| 54 | 2.896 | 1.975 | 3.068 | 7.938 |
| 55 | 2.896 | 2.897 | 2.088 | 7.882 |
| 56 | 2.896 | 2.897 | 4.249 | 10.043 |
| 57 | 2.896 | 2.897 | 3.068 | 8.861 |
| 58 | 2.896 | 2.897 | 2.088 | 7.882 |
| 59 | 1.979 | 2.897 | 2.088 | 6.964 |
| 60 | 2.896 | 2.897 | 3.068 | 8.861 |
| 61 | 1.979 | 2.897 | 3.068 | 7.944 |
| 62 | 2.896 | 2.897 | 3.068 | 8.861 |
| 63 | 4.111 | 2.897 | 3.068 | 10.076 |
| 64 | 2.896 | 4.108 | 3.068 | 10.071 |
| 65 | 2.896 | 2.897 | 3.068 | 8.861 |
| 66 | 2.896 | 2.897 | 3.068 | 8.861 |
| 67 | 1.979 | 1.975 | 2.088 | 6.042 |
| 68 | 1.979 | 1.975 | 2.088 | 6.042 |
| 69 | 1.000 | 1.000 | 1.000 | 3.000 |
| 70 | 1.979 | 1.975 | 2.088 | 6.042 |
| 71 | 1.000 | 1.000 | 1.000 | 3.000 |
| 72 | 1.979 | 1.975 | 2.088 | 6.042 |
| 73 | 1.000 | 1.000 | 1.000 | 3.000 |

| No. | 1 | 2 | 3 | Y |
|---|---|---|---|---|
| 74 | 1.000 | 1.000 | 1.000 | 3.000 |
| 75 | 1.979 | 1.975 | 2.088 | 6.042 |
| 76 | 1.000 | 1.000 | 1.000 | 3.000 |
| 77 | 1.979 | 1.000 | 1.000 | 3.979 |
| 78 | 2.896 | 2.897 | 3.068 | 8.861 |
| 79 | 4.111 | 2.897 | 3.068 | 10.076 |
| 80 | 1.979 | 1.975 | 2.088 | 6.042 |
| 81 | 1.979 | 1.975 | 2.088 | 6.042 |
| 82 | 1.000 | 1.000 | 1.000 | 3.000 |
| 83 | 1.000 | 1.000 | 1.000 | 3.000 |
| 84 | 1.000 | 1.000 | 1.000 | 3.000 |
| 85 | 1.979 | 1.975 | 2.088 | 6.042 |
| 86 | 1.000 | 1.975 | 2.088 | 5.063 |
| 87 | 2.896 | 2.897 | 4.249 | 10.043 |
| 88 | 1.979 | 1.000 | 2.088 | 5.067 |
| 89 | 1.979 | 1.975 | 1.000 | 4.953 |
| 90 | 1.000 | 1.975 | 2.088 | 5.063 |
| 91 | 1.979 | 1.000 | 2.088 | 5.067 |
| 92 | 1.979 | 1.975 | 1.000 | 4.953 |
| 93 | 1.000 | 1.975 | 2.088 | 5.063 |
| 94 | 1.979 | 1.000 | 2.088 | 5.067 |
| 95 | 2.896 | 2.897 | 4.249 | 10.043 |
| 96 | 1.000 | 1.975 | 1.000 | 3.975 |
| 97 | 1.000 | 1.000 | 1.000 | 3.000 |
| 98 | 1.000 | 1.000 | 1.000 | 3.000 |
| 99 | 1.000 | 1.000 | 1.000 | 3.000 |
| 100 | 1.000 | 1.975 | 1.000 | 3.975 |
| 101 | 1.000 | 1.000 | 1.000 | 3.000 |
| 102 | 1.000 | 1.000 | 2.088 | 4.088 |
| 103 | 1.000 | 1.000 | 1.000 | 3.000 |
| 104 | 1.000 | 1.975 | 1.000 | 3.975 |
| 105 | 1.979 | 1.975 | 1.000 | 4.953 |
| 106 | 1.000 | 1.000 | 1.000 | 3.000 |
| 107 | 1.000 | 1.000 | 2.088 | 4.088 |
| 108 | 1.979 | 1.000 | 1.000 | 3.979 |
| 109 | 1.000 | 1.975 | 1.000 | 3.975 |
| 110 | 1.979 | 1.000 | 1.000 | 3.979 |
| 111 | 1.979 | 1.975 | 2.088 | 6.042 |
| 112 | 1.979 | 1.975 | 2.088 | 6.042 |
| 113 | 1.000 | 1.975 | 1.000 | 3.975 |
| 114 | 1.979 | 1.000 | 1.000 | 3.979 |
| 115 | 1.000 | 1.975 | 2.088 | 5.063 |

| No. | 1 | 2 | 3 | Y |
|---|---|---|---|---|
| 116 | 1.000 | 1.000 | 1.000 | 3.000 |
| 117 | 1.000 | 1.000 | 1.000 | 3.000 |
| 118 | 1.000 | 1.000 | 1.000 | 3.000 |
| 119 | 1.000 | 1.000 | 1.000 | 3.000 |
| 120 | 1.000 | 1.000 | 1.000 | 3.000 |

**7. Tabulasi Data Analisis Regresi Linier Berganda**

| No. | $X_1$ | $X_2$ | Y |
|---|---|---|---|
| 1 | 12.459 | 19.570 | 11.506 |
| 2 | 11.445 | 14.654 | 10.405 |
| 3 | 11.445 | 14.654 | 10.432 |
| 4 | 15.548 | 15.638 | 12.444 |
| 5 | 12.389 | 16.623 | 12.413 |
| 6 | 14.556 | 18.593 | 11.475 |
| 7 | 10.961 | 11.011 | 8.646 |
| 8 | 11.445 | 18.548 | 11.506 |
| 9 | 14.534 | 18.593 | 12.444 |
| 10 | 11.883 | 16.060 | 9.468 |
| 11 | 12.437 | 14.654 | 10.405 |
| 12 | 14.604 | 18.593 | 10.549 |
| 13 | 11.445 | 14.654 | 10.405 |
| 14 | 10.961 | 14.128 | 9.468 |
| 15 | 11.445 | 12.873 | 12.413 |
| 16 | 13.590 | 18.548 | 11.370 |
| 17 | 10.891 | 18.593 | 10.432 |
| 18 | 14.534 | 19.570 | 11.506 |
| 19 | 11.445 | 14.654 | 10.405 |
| 20 | 9.336 | 14.238 | 10.511 |
| 21 | 11.445 | 17.571 | 10.553 |
| 22 | 13.381 | 13.781 | 11.475 |
| 23 | 15.548 | 15.602 | 11.370 |
| 24 | 13.542 | 16.623 | 11.370 |
| 25 | 12.437 | 18.548 | 10.511 |
| 26 | 11.975 | 13.364 | 10.553 |
| 27 | 15.548 | 19.570 | 13.533 |
| 28 | 14.604 | 16.616 | 11.370 |
| 29 | 9.954 | 14.654 | 9.611 |
| 30 | 13.542 | 15.076 | 9.468 |
| 31 | 13.590 | 18.593 | 11.370 |
| 32 | 12.459 | 19.570 | 13.502 |

| No. | $X_1$ | $X_2$ | Y |
|---|---|---|---|
| 33 | 15.548 | 19.570 | 12.458 |
| 34 | 8.884 | 19.570 | 12.413 |
| 35 | 14.556 | 19.570 | 11.370 |
| 36 | 12.459 | 16.661 | 11.370 |
| 37 | 13.590 | 17.600 | 11.449 |
| 38 | 11.445 | 14.654 | 10.549 |
| 39 | 14.534 | 17.636 | 11.506 |
| 40 | 14.556 | 19.570 | 10.405 |
| 41 | 15.548 | 17.636 | 12.413 |
| 42 | 15.548 | 18.548 | 12.444 |
| 43 | 9.336 | 12.491 | 8.646 |
| 44 | 12.044 | 18.548 | 10.432 |
| 45 | 11.445 | 14.654 | 10.549 |
| 46 | 8.807 | 18.593 | 12.413 |
| 47 | 15.548 | 17.571 | 12.413 |
| 48 | 15.548 | 19.570 | 12.444 |
| 49 | 8.859 | 19.570 | 12.458 |
| 50 | 11.445 | 17.600 | 9.611 |
| 51 | 13.381 | 13.781 | 11.506 |
| 52 | 10.692 | 14.128 | 8.646 |
| 53 | 12.044 | 16.097 | 9.584 |
| 54 | 11.445 | 14.654 | 10.549 |
| 55 | 12.967 | 15.602 | 10.685 |
| 56 | 15.548 | 17.571 | 12.458 |
| 57 | 12.044 | 15.703 | 11.449 |
| 58 | 11.953 | 15.296 | 10.511 |
| 59 | 12.437 | 13.780 | 9.611 |
| 60 | 13.381 | 17.600 | 11.506 |
| 61 | 11.445 | 14.654 | 10.432 |
| 62 | 13.381 | 17.636 | 11.623 |
| 63 | 15.548 | 19.570 | 12.458 |
| 64 | 15.548 | 15.602 | 12.413 |
| 65 | 13.590 | 19.570 | 11.506 |
| 66 | 13.403 | 15.640 | 11.449 |
| 67 | 8.848 | 11.989 | 8.646 |
| 68 | 10.417 | 8.719 | 8.646 |
| 69 | 4.000 | 11.532 | 6.000 |
| 70 | 7.310 | 12.875 | 8.646 |
| 71 | 9.971 | 10.364 | 5.979 |
| 72 | 8.493 | 7.091 | 8.689 |
| 73 | 8.994 | 5.000 | 5.884 |
| 74 | 4.000 | 5.000 | 6.000 |
| 75 | 9.743 | 19.570 | 8.646 |
| 76 | 5.827 | 8.831 | 5.979 |
| 77 | 4.000 | 6.051 | 6.765 |

| No. | $X_1$ | $X_2$ | Y |
|---|---|---|---|
| 78 | 14.534 | 19.570 | 11.623 |
| 79 | 15.548 | 19.570 | 12.413 |
| 80 | 7.535 | 9.986 | 8.689 |
| 81 | 7.535 | 9.986 | 8.545 |
| 82 | 4.000 | 10.554 | 5.884 |
| 83 | 4.000 | 6.051 | 5.979 |
| 84 | 10.891 | 8.074 | 5.979 |
| 85 | 4.000 | 9.117 | 8.646 |
| 86 | 6.582 | 8.181 | 7.860 |
| 87 | 10.525 | 18.593 | 12.458 |
| 88 | 7.535 | 9.986 | 7.687 |
| 89 | 7.535 | 9.986 | 7.724 |
| 90 | 7.535 | 9.986 | 7.860 |
| 91 | 7.535 | 9.986 | 7.687 |
| 92 | 7.535 | 9.986 | 7.724 |
| 93 | 7.535 | 9.986 | 7.860 |
| 94 | 7.535 | 8.074 | 7.687 |
| 95 | 15.548 | 17.600 | 12.458 |
| 96 | 4.902 | 8.181 | 6.938 |
| 97 | 6.657 | 6.988 | 5.884 |
| 98 | 5.633 | 8.066 | 6.000 |
| 99 | 8.859 | 8.181 | 5.914 |
| 100 | 6.657 | 15.640 | 6.922 |
| 101 | 5.902 | 9.986 | 5.979 |
| 102 | 5.902 | 8.142 | 6.901 |
| 103 | 5.902 | 7.780 | 5.963 |
| 104 | 5.832 | 8.181 | 6.938 |
| 105 | 5.902 | 8.142 | 7.724 |
| 106 | 5.633 | 7.998 | 5.979 |
| 107 | 6.999 | 8.934 | 6.901 |
| 108 | 13.381 | 15.630 | 6.700 |
| 109 | 5.902 | 9.986 | 6.670 |
| 110 | 7.564 | 9.049 | 6.938 |
| 111 | 7.559 | 9.551 | 8.689 |
| 112 | 9.361 | 12.983 | 8.545 |
| 113 | 7.634 | 8.066 | 6.765 |
| 114 | 6.610 | 8.376 | 6.670 |
| 115 | 8.512 | 9.986 | 7.860 |
| 116 | 7.634 | 9.117 | 5.711 |
| 117 | 7.634 | 8.181 | 6.000 |
| 118 | 7.564 | 8.934 | 5.778 |
| 119 | 7.564 | 8.181 | 5.979 |
| 120 | 7.559 | 9.010 | 5.979 |

## Lampiran 03. Output SPSS Ordinal

### 1. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kualitas Produk

### Output SPSS Uji Validitas Kuesioner Kualitas Produk

**Correlations**

| | | Item1 | Item2 | Item3 | Item4 | Total |
|---|---|---|---|---|---|---|
| Item1 | Pearson Correlation | 1 | .314 | .820** | .359 | .819** |
| | Sig. (2-tailed) | | .091 | .000 | .051 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Item2 | Pearson Correlation | .314 | 1 | .370* | .303 | .644** |
| | Sig. (2-tailed) | .091 | | .044 | .104 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Item3 | Pearson Correlation | .820** | .370* | 1 | .506** | .884** |
| | Sig. (2-tailed) | .000 | .044 | | .004 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Item4 | Pearson Correlation | .359 | .303 | .506** | 1 | .709** |
| | Sig. (2-tailed) | .051 | .104 | .004 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .819** | .644** | .884** | .709** | 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).

### Output SPSS Uji Reliabilitas Kuesioner Kualitas Produk

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .764 | 4 |

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

### Output SPSS Uji Validitas Kuesioner Kualitas Pelayanan

**Correlations**

| | | Item1 | Item2 | Item3 | Item4 | Item5 | Total |
|---|---|---|---|---|---|---|---|
| Item1 | Pearson Correlation | 1 | .469** | .376* | .599** | .253 | .788** |
| | Sig. (2-tailed) | | .009 | .041 | .000 | .177 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Item2 | Pearson Correlation | .469** | 1 | .173 | .469** | .166 | .657** |
| | Sig. (2-tailed) | .009 | | .362 | .009 | .382 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Item3 | Pearson Correlation | .376* | .173 | 1 | .458* | .267 | .661** |
| | Sig. (2-tailed) | .041 | .362 | | .011 | .154 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Item4 | Pearson Correlation | .599** | .469** | .458* | 1 | .199 | .796** |
| | Sig. (2-tailed) | .000 | .009 | .011 | | .292 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Item5 | Pearson Correlation | .253 | .166 | .267 | .199 | 1 | .541** |
| | Sig. (2-tailed) | .177 | .382 | .154 | .292 | | .002 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .788** | .657** | .661** | .796** | .541** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .002 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

### Output SPSS Uji Reliabilitas Kuesioner Kualitas Pelayanan

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .726 | 5 |

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

### Output SPSS Uji Validitas Kuesioner Kepuasan Konsumen

**Correlations**

| | | Item1 | Item2 | Item3 | Total |
|---|---|---|---|---|---|
| Item1 | Pearson Correlation | 1 | .785** | .506** | .908** |
| | Sig. (2-tailed) | | .000 | .004 | .000 |
| | N | 30 | 30 | 30 | 30 |
| Item2 | Pearson Correlation | .785** | 1 | .396* | .866** |
| | Sig. (2-tailed) | .000 | | .030 | .000 |
| | N | 30 | 30 | 30 | 30 |
| Item3 | Pearson Correlation | .506** | .396* | 1 | .751** |
| | Sig. (2-tailed) | .004 | .030 | | .000 |
| | N | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .908** | .866** | .751** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 |

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

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

### Output SPSS Uji Reliabilitas Kuesioner Kepuasan Konsumen

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .795 | 3 |

## 4. Output SPSS Analisis Deskriptif

**Descriptive Statistics**

| | N | Minimum | Maximum | Sum | Mean | Std. Deviation |
|---|---|---|---|---|---|---|
| X1_ORDINAL | 120 | 4 | 20 | 1605 | 13.38 | 5.117 |
| X2_ORDINAL | 120 | 5 | 25 | 2030 | 16.92 | 6.747 |
| Y_ORDINAL | 120 | 6 | 14 | 1181 | 9.84 | 2.510 |
| Valid N (listwise) | 120 | | | | | |

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## 5. Output SPSS Uji Asumsi Klasik

### Hasil Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 120 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 1.03698612 |
| Most Extreme Differences | Absolute | .068 |
| | Positive | .068 |
| | Negative | -.060 |
| Test Statistic | | .068 |
| Asymp. Sig. (2-tailed) | | .200[c,d] |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

### Hasil Uji Multikolinieritas

**Coefficients[a]**

| Model | | Collinearity Statistics | |
|---|---|---|---|
| | | Tolerance | VIF |
| 1 | X1 | .334 | 2.993 |
| | X2 | .334 | 2.993 |

a. Dependent Variable: Y

### Hasil Uji Heteroskedastisitas

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | .925 | .211 | | 4.388 | .000 |
| | X1 | -.060 | .031 | -.300 | -1.905 | .059 |
| | X2 | .035 | .025 | .225 | 1.432 | .155 |

a. Dependent Variable: ABS

## 6. Output SPSS Analisis Regresi Linier Berganda

**Model Summary**

| 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 | .896[a] | .802 | .799 | 1.045812 | .802 | 236.867 | 2 | 117 | .000 |

a. Predictors: (Constant), X2, X1

**ANOVA[a]**

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 518.134 | 2 | 259.067 | 236.867 | .000[b] |
| | Residual | 127.965 | 117 | 1.094 | | |
| | Total | 646.099 | 119 | | | |

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) | 2.645 | .328 | | 8.074 | .000 | | | |
| | X1 | .251 | .049 | .367 | 5.163 | .000 | .833 | .431 | .212 |
| | X2 | .305 | .038 | .570 | 8.010 | .000 | .870 | .595 | .330 |

a. Dependent Variable: Y

# RIWAYAT HIDUP

I Gede Kertiyasa, salah satu mahasiswa jurusan Manajemen Universitas Pendidikan Ganesha yang sedang menyelesaikan studi sarjana (S1). Penulis lahir di galiran Karangasem pada tanggal 23 maret 1999. Penulis merupakan anak ke 2 dari 4 bersaudara. Penulis merupakan anak dari pasangan Bapak I Made Tubuh Darsana dan I Nengah Manis . Kini penulis beralamat di Jalan Ahmad Yani Galiran, Banjar Galiran, Kelurahan Subagan, Kecamatan Karangasem, Kabupaten karangasem, Provinsi Bali. Penulis menyelesaikan Pendidikan dasar di SD 3 Subagan. dan lulus pada tahun 2011. Kemudian penulis melanjutkan di SMP Negeri 5 Amlapura dan lulus tahun 2014. Pada tahun 2017, penulis lulus dari SMAN PGRI 1 Amlapura dengan jurusan Matematika dan Ilmu Pengetahuan Alam (MIPA) dan melanjutkan Pendidikan ke jenjang perguruan tinggi di Universitas Pendidikan Ganesha dan mengambil jurusan S1 Manajemen. Pada tahun 2021 penulis telah menyelesaikan skripsi yang berjudul **‘‘Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada PT. Suzuki Indobali Trada Cabang Karangasem.**