**Lampiran 01. Kuesioner Penelitian**

**KUESIONER**

| | |
|---|---|
| | **PENGARUH PROMOSI DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN PADA PT. FIF GROUP CABANG SINGARAJA** |

**PENGANTAR**

Yth. Bapak/Ibu/Saudara/I Nasabah UFI PT.FIF GROUP Cabang Singaraja.

Dalam proses menyelesaikan studi S1 Manajemen di Fakultas Ekonomi, Undiksha, saya melakukan penelitian dengan judul Pengaruh Promosi dan Kualitas Pelayanan terhadap Kepuasan Pelanggan pada PT. FIF GROUP Cabang Singaraja. Sehubungan dengan hal tersebut, saya mohon bantuan Bapak/Ibu/Saudara/i untuk mengisi kuesioner ini. Seluruh data yang terkumpul melalui kuesioner ini adalah untuk tujuan akademis. Saya menjamin kerahasiaan data yang terkumpul, sesuai dengan kode etik penelitian. Tidak ada jawaban yang benar atau salah dalam pengisian kuesioner ini. Oleh karena itu, saya sangat mengharapkan kuesioner ini dapat diisi secara lengkap dengan penilaian yang se-objekttif mungkin.

Akhir kata, saya mengucapkan terima kasih atas bantuan dan partisipasi Bapak/Ibu/Saudara/I dalam mengisi kuesioner ini. Semoga hasil penelitian ini dapat berguna bagi kemajuan ilmu pengetahuan dan bermanfaat dalam bisnis secara praktis.

Peneliti

Gede Redama

Mohon mengisi data berikut.

Data Resonden

Nama :.....

Umur :.....Tahun

Jenis Kelamin : Laki-laki/Perempuan

Alamat :.....

Petunjuk Pengisian

1. Pernyataan di bawah ini semata-mata untuk data penelitian dalam rangka menyusun Tugas Akhir Skripsi.
2. Pilihlah salah satu jawaban yang memenuhi persepsi Bapak/Ibu/Saudara/I dengan cara memberi tanda centang (✓)
3. Isilah data responden berikut berdasarkan kriteria yang Bapak/Ibu/Saudara/I miliki

Keterangan

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

| **NO** | **Pernyataan** | | **Pilihan Jawaban** | | | | |
|---|---|---|---|---|---|---|---|
| | | | **STS** | **TS** | **N** | **S** | **SS** |
| **Indikator Promosi** | | | | | | | |
| 1. | PT. FIF GROUP Cabang Singaraja melakukan promosi produk UFI melalui perikalanan. | *Broadcast* | | | | | |
| | | Brosur | | | | | |
| | | Canvassing | | | | | |
| | | Dll……. | | | | | |
| 2. | PT. FIF GROUP Cabang Singara melakukan promosi dengan memberikan diskon yang sangat menarik bagi pelanggan | | | | | | |
| 3. | PT. FIF GROUP Cabang Singara melakukan promosi melalui program insentif yang diberikan kepada pelanggan | | | | | | |
| 4. | PT.FIF GROUP Cabang Singaraja mendukung | | | | | | |

| NO | Pernyataan | Pilihan Jawaban | | | | |
|---|---|---|---|---|---|---|
| | | STS | TS | N | S | SS |
| | kegiatan masyarakat dengan bertindak sebagai sponsor pada acara tertentu | | | | | |
| 5. | PT.FIF GROUP Cabang Singaraja melakukan promosi produk UFI melalui telepon | | | | | |
| **Indikator Kualitas Pelayanan** | | | | | | |
| 6. | Keadaan stand untuk penjualan produk UFI memberikan kenyamanan bagi pelanggan | | | | | |
| 7. | Karyawan/pegawai PT. FIF GROUP Cabang Singaraja memiliki kehandalan dan mampu mengoperasikan komputer dengan baik sehingga proses pelayanan lebih cepat | | | | | |
| 8. | Karyawan/pegawai PT. FIF GROUP Cabang Singaraja merespon dengan baik dan mampu menangani keluhan jika terjadi sesuatu yang tidak diinginkan oleh pelanggan | | | | | |
| 9. | Karyawan/pegawai PT. FIF GROUP Cabang Singaraja memberikan jaminan tepat waktu dalam pelayanan | | | | | |
| 10. | Karyawan/pegawai PT. FIF GROUP Cabang Singaraja dalam memberikan pelayanan selalu mendahulukan kepentingan pelanggan | | | | | |
| 11. | Karyawan/pegawai PT. FIF GROUP Cabang Singaraja bersikap ramah dalam memberikan pelayanan | | | | | |
| 12. | Karyawan/pegawai PT. FIF GROUP Cabang Singaraja melayani dengan tidak diskriminatif (membeda-bedakan) setiap pelanggan | | | | | |
| **Indikator Kepuasan Pelanggan** | | | | | | |
| 13. | Saya merasa puas dikarenakan pelayanan/jasa yang diberikan oleh karyawan/pegawai PT. FIF GROUP Cabang Singaraja sesuai harapan | | | | | |
| 14. | Saya akan berkunjung kembali dan melakukan pemakaian ulang produk UFI | | | | | |
| 15. | Saya akan merekomendasikan kepada orang lain terkait pengalaman menggunakan pelayanan/jasa produk UFI agar mau berkunjung ke PT. FIF GROUP Cabang Singaraja | | | | | |

**Lampiran 02. Data Ordinal Uji Validitas dan Reliabilitas**

**Indikator Promosi**

| No | P1 | P2 | P3 | P4 | P5 | Total |
|---|---|---|---|---|---|---|
| 1 | 5 | 4 | 5 | 3 | 3 | 20 |
| 2 | 4 | 5 | 5 | 5 | 5 | 24 |
| 3 | 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 5 | 5 | 4 | 3 | 4 | 22 |
| 5 | 5 | 5 | 5 | 3 | 5 | 23 |
| 6 | 5 | 5 | 5 | 4 | 5 | 24 |
| 7 | 5 | 4 | 5 | 5 | 5 | 23 |
| 8 | 5 | 3 | 5 | 3 | 5 | 20 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 |
| 10 | 4 | 5 | 4 | 4 | 4 | 22 |
| 11 | 4 | 4 | 4 | 3 | 4 | 20 |
| 12 | 5 | 5 | 4 | 3 | 4 | 21 |
| 13 | 5 | 4 | 4 | 5 | 5 | 23 |
| 14 | 4 | 5 | 5 | 5 | 5 | 24 |
| 15 | 5 | 5 | 4 | 4 | 4 | 23 |
| 16 | 5 | 5 | 5 | 5 | 5 | 25 |
| 17 | 3 | 5 | 5 | 3 | 3 | 19 |
| 18 | 5 | 5 | 4 | 3 | 4 | 22 |
| 19 | 4 | 4 | 5 | 4 | 4 | 20 |
| 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 21 | 5 | 5 | 4 | 5 | 5 | 25 |
| 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 24 | 4 | 4 | 4 | 4 | 4 | 21 |
| 25 | 4 | 4 | 4 | 4 | 4 | 20 |
| 26 | 5 | 5 | 5 | 5 | 5 | 25 |
| 27 | 5 | 5 | 5 | 5 | 5 | 25 |
| 28 | 5 | 5 | 5 | 5 | 5 | 25 |
| 29 | 5 | 5 | 5 | 5 | 5 | 25 |
| 30 | 5 | 5 | 5 | 5 | 5 | 25 |

**Indikator Kualitas Pelayanan**

| No | P6 | P7 | P8 | P9 | P10 | P11 | P12 | Total |
|---|---|---|---|---|---|---|---|---|
| 1 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 31 |
| 2 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 31 |
| 3 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 32 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 33 |
| 5 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 31 |
| 6 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 24 |
| 7 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 29 |
| 8 | 3 | 3 | 5 | 5 | 5 | 3 | 5 | 28 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 10 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 29 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 12 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 32 |
| 13 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 32 |
| 14 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 30 |
| 15 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 34 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 33 |
| 17 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 33 |
| 18 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 31 |
| 19 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 31 |
| 20 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 27 |
| 21 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 33 |
| 22 | 5 | 5 | 5 | 5 | 5 | **2** | 5 | 32 |
| 23 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 33 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 25 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 32 |
| 26 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 33 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 34 |
| 28 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 26 |
| 29 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 33 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |

**Indikator Kepuasan Pelanggan**

| No | P13 | P14 | P15 | Total |
|---|---|---|---|---|
| 1 | 5 | 4 | 5 | 14 |
| 2 | 5 | 5 | 5 | 15 |
| 3 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 5 | 13 |
| 5 | 3 | 3 | 3 | 9 |
| 6 | 5 | 5 | 5 | 15 |
| 7 | 5 | 4 | 4 | 13 |
| 8 | 5 | 5 | 4 | 14 |
| 9 | 5 | 5 | 5 | 15 |

| | | | | |
|---|---|---|---|---|
| 10 | 4 | 4 | 4 | 12 |
| 11 | 5 | 5 | 5 | 15 |
| 12 | 5 | 5 | 4 | 14 |
| 13 | 5 | 4 | 4 | 13 |
| 14 | 4 | 4 | 4 | 12 |
| 15 | 5 | 5 | 5 | 15 |
| 16 | 5 | 5 | 5 | 15 |
| 17 | 5 | 5 | 5 | 15 |
| 18 | 5 | 5 | 4 | 14 |
| 19 | 4 | 4 | 5 | 13 |
| 20 | 4 | 4 | 5 | 13 |
| 21 | 5 | 5 | 5 | 15 |
| 22 | 5 | 3 | 4 | 12 |
| 23 | 5 | 5 | 5 | 15 |
| 24 | 4 | 5 | 5 | 14 |
| 25 | 4 | 4 | 5 | 13 |
| 26 | 4 | 5 | 5 | 14 |
| 27 | 5 | 4 | 4 | 13 |
| 28 | 5 | 5 | 4 | 14 |
| 29 | 5 | 4 | 5 | 14 |
| 30 | 5 | 5 | 5 | 25 |

## Lampiran 03. Hasil Output Uji Validitas dan Reliabilitas

## Indikator Promosi

**Correlations**

| | | X.1 | X.2 | X.3 | X.4 | X.5 | Total |
|---|---|---|---|---|---|---|---|
| X.1 | Pearson Correlation | 1 | ,192 | ,172 | ,245 | ,535** | ,592** |
| | Sig. (2-tailed) | | ,309 | ,365 | ,192 | ,002 | ,001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X.2 | Pearson Correlation | ,192 | 1 | ,172 | ,318 | ,234 | ,652** |
| | Sig. (2-tailed) | ,309 | | ,365 | ,086 | ,213 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X.3 | Pearson Correlation | ,172 | ,172 | 1 | ,374* | ,433* | ,421* |
| | Sig. (2-tailed) | ,365 | ,365 | | ,042 | ,017 | ,021 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X.4 | Pearson Correlation | ,245 | ,318 | ,374* | 1 | ,720** | ,804** |
| | Sig. (2-tailed) | ,192 | ,086 | ,042 | | ,000 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X.5 | Pearson Correlation | ,535** | ,234 | ,433* | ,720** | 1 | ,814** |
| | Sig. (2-tailed) | ,002 | ,213 | ,017 | ,000 | | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | ,592** | ,652** | ,421* | ,804** | ,814** | 1 |
| | Sig. (2-tailed) | ,001 | ,000 | ,021 | ,000 | ,000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 53,6 |
| | Excluded[a] | 26 | 46,4 |
| | Total | 56 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| ,724 | 5 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| X.1 | 18,0667 | 3,582 | ,389 | ,711 |
| X.2 | 18,0667 | 3,720 | ,316 | ,734 |
| X.3 | 18,1000 | 3,679 | ,407 | ,706 |
| X.4 | 18,5000 | 2,328 | ,619 | ,627 |
| X.5 | 18,2000 | 2,717 | ,758 | ,561 |

## Indikator Kualitas Pelayanan

**Correlations**

| | | X.1 | X.2 | X.3 | X.4 | X.5 | X.6 | X.7 | Total |
|---|---|---|---|---|---|---|---|---|---|
| X.1 | Pearson Correlation | 1 | ,784** | ,277 | ,148 | ,070 | ,184 | ,070 | ,592** |
| | Sig. (2-tailed) | | ,000 | ,139 | ,434 | ,715 | ,330 | ,715 | ,001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.2 | Pearson Correlation | ,784** | 1 | ,263 | ,035 | -,016 | ,184 | -,016 | ,538** |
| | Sig. (2-tailed) | ,000 | | ,161 | ,854 | ,931 | ,331 | ,931 | ,002 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.3 | Pearson Correlation | ,277 | ,263 | 1 | ,732** | ,474** | ,235 | ,474** | ,738** |
| | Sig. (2-tailed) | ,139 | ,161 | | ,000 | ,008 | ,211 | ,008 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.4 | Pearson Correlation | ,148 | ,035 | ,732** | 1 | ,484** | ,084 | ,484** | ,616** |
| | Sig. (2-tailed) | ,434 | ,854 | ,000 | | ,007 | ,657 | ,007 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| X.5 | Pearson Correlation | ,070 | -,016 | ,474** | ,484** | 1 | ,172 | 1,000** | ,606** |
| | Sig. (2-tailed) | ,715 | ,931 | ,008 | ,007 | | ,364 | ,000 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.6 | Pearson Correlation | ,184 | ,184 | ,235 | ,084 | ,172 | 1 | ,172 | ,549** |
| | Sig. (2-tailed) | ,330 | ,331 | ,211 | ,657 | ,364 | | ,364 | ,002 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.7 | Pearson Correlation | ,070 | -,016 | ,474** | ,484** | 1,000** | ,172 | 1 | ,606** |
| | Sig. (2-tailed) | ,715 | ,931 | ,008 | ,007 | ,000 | ,364 | | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | ,592** | ,538** | ,738** | ,616** | ,606** | ,549** | ,606** | 1 |
| | Sig. (2-tailed) | ,001 | ,002 | ,000 | ,000 | ,000 | ,002 | ,000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

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

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 73,2 |
| | Excluded[a] | 11 | 26,8 |
| | Total | 41 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| ,732 | 7 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| X.1 | 26,8333 | 7,592 | ,398 | ,711 |
| X.2 | 27,0000 | 7,793 | ,309 | ,731 |
| X.3 | 26,7667 | 7,013 | ,654 | ,657 |
| X.4 | 26,8667 | 7,292 | ,487 | ,691 |
| X.5 | 26,8000 | 7,062 | ,562 | ,673 |
| X.6 | 27,1333 | 7,499 | ,253 | ,759 |
| X.7 | 26,8000 | 7,062 | ,562 | ,673 |

## Indikator Kepuasan Pelanggan

**Correlations**

| | | Y.1 | Y.2 | Y.3 | Total |
|---|---|---|---|---|---|
| Y.1 | Pearson Correlation | 1 | ,501** | ,224 | ,488** |
| | Sig. (2-tailed) | | ,005 | ,234 | ,006 |
| | N | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | ,501** | 1 | ,486** | ,591** |
| | Sig. (2-tailed) | ,005 | | ,006 | ,001 |
| | N | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | ,224 | ,486** | 1 | ,504** |
| | Sig. (2-tailed) | ,234 | ,006 | | ,005 |
| | N | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | ,488** | ,591** | ,504** | 1 |
| | Sig. (2-tailed) | ,006 | ,001 | ,005 | |
| | N | 30 | 30 | 30 | 30 |

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

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 53,6 |
| | Excluded[a] | 26 | 46,4 |
| | Total | 56 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| ,675 | 3 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| Y.1 | 9,1000 | 1,059 | ,429 | ,651 |
| Y.2 | 9,2667 | ,754 | ,631 | ,366 |
| Y.3 | 9,1667 | 1,040 | ,420 | ,663 |

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**Lampiran 04. Data Ordinal Penelitian**

**Indikator Promosi**

| NO | X.1 | X.2 | X.3 | X.4 | X.5 | Jumlah |
|---|---|---|---|---|---|---|
| 5 | 2 | 2 | 5 | 5 | 5 | **19** |
| 5 | 1 | 3 | 5 | 5 | 5 | **19** |
| 5 | 2 | 3 | 5 | 4 | 5 | **19** |
| 5 | 2 | 3 | 5 | 5 | 5 | **20** |
| 4 | 2 | 3 | 5 | 5 | 5 | **20** |
| 5 | 3 | 2 | 5 | 5 | 4 | **19** |
| 3 | 4 | 3 | 5 | 5 | 5 | **22** |
| 5 | 3 | 3 | 5 | 5 | 5 | **21** |
| 3 | 1 | 2 | 5 | 5 | 5 | **18** |
| 5 | 1 | 2 | 4 | 4 | 4 | **15** |
| 5 | 2 | 2 | 5 | 5 | 5 | **19** |
| 5 | 1 | 3 | 4 | 4 | 4 | **16** |
| 4 | 4 | 2 | 5 | 5 | 5 | **21** |
| 2 | 3 | 3 | 4 | 4 | 4 | **18** |
| 4 | 2 | 2 | 5 | 5 | 5 | **19** |
| 5 | 2 | 2 | 5 | 5 | 5 | **19** |
| 3 | 2 | 2 | 5 | 4 | 5 | **18** |
| 5 | 2 | 2 | 5 | 5 | 5 | **19** |
| 5 | 2 | 2 | 5 | 5 | 5 | **19** |
| 5 | 1 | 2 | 5 | 5 | 5 | **18** |
| 5 | 4 | 3 | 5 | 5 | 5 | **22** |
| 22 | 3 | 3 | 5 | 5 | 5 | **21** |
| 23 | 2 | 3 | 4 | 4 | 5 | **18** |
| 24 | 1 | 2 | 4 | 4 | 5 | **16** |
| 25 | 2 | 2 | 5 | 5 | 5 | **19** |
| 26 | 3 | 2 | 4 | 4 | 4 | **17** |
| 27 | 2 | 2 | 5 | 5 | 5 | **19** |
| 28 | 2 | 2 | 5 | 5 | 5 | **19** |
| 29 | 2 | 2 | 5 | 5 | 5 | **19** |
| 30 | 3 | 3 | 5 | 5 | 5 | **21** |
| 31 | 4 | 4 | 4 | 4 | 4 | **20** |
| 32 | 4 | 4 | 5 | 5 | 4 | **22** |
| 33 | 5 | 2 | 5 | 5 | 5 | **22** |
| 34 | 5 | 4 | 5 | 5 | 5 | **24** |

| | | | | | | |
|---|---|---|---|---|---|---|
| 35 | 5 | 4 | 5 | 5 | 4 | **23** |
| 36 | 4 | 5 | 5 | 5 | 4 | **23** |
| 37 | 5 | 5 | 5 | 5 | 5 | **25** |
| 38 | 4 | 1 | 5 | 5 | 4 | **19** |
| 39 | 5 | 5 | 5 | 5 | 5 | **25** |
| 40 | 5 | 5 | 5 | 5 | 4 | **24** |
| 41 | 4 | 5 | 4 | 4 | 4 | **21** |
| 42 | 5 | 4 | 5 | 5 | 5 | **24** |
| 43 | 4 | 4 | 4 | 4 | 5 | **21** |
| 44 | 5 | 4 | 5 | 5 | 4 | **23** |
| 45 | 4 | 4 | 4 | 4 | 4 | **20** |
| 46 | 5 | 5 | 5 | 5 | 5 | **25** |
| 47 | 5 | 3 | 5 | 5 | 5 | **23** |
| 48 | 4 | 5 | 5 | 5 | 5 | **24** |
| 49 | 5 | 4 | 5 | 5 | 5 | **24** |
| 50 | 4 | 5 | 5 | 5 | 5 | **24** |
| 51 | 5 | 5 | 5 | 5 | 5 | **25** |
| 52 | 5 | 5 | 5 | 5 | 4 | **24** |
| 53 | 5 | 5 | 5 | 5 | 4 | **24** |
| 54 | 5 | 4 | 4 | 4 | 4 | **21** |
| 55 | 5 | 3 | 4 | 4 | 5 | **21** |
| 56 | 5 | 4 | 5 | 5 | 5 | **24** |
| 57 | 5 | 4 | 4 | 4 | 4 | **21** |
| 58 | 5 | 5 | 5 | 5 | 5 | **25** |
| 59 | 4 | 5 | 5 | 5 | 5 | **24** |
| 60 | 5 | 5 | 5 | 5 | 5 | **25** |
| 61 | 5 | 5 | 5 | 5 | 5 | **25** |
| 62 | 4 | 4 | 4 | 5 | 5 | **22** |
| 63 | 4 | 4 | 5 | 5 | 5 | **23** |
| 64 | 2 | 4 | 4 | 5 | 5 | **20** |
| 65 | 3 | 4 | 3 | 5 | 5 | **20** |
| 66 | 2 | 4 | 3 | 3 | 3 | **15** |
| 67 | 3 | 4 | 4 | 4 | 4 | **19** |
| 68 | 5 | 5 | 4 | 4 | 5 | **23** |
| 69 | 4 | 3 | 3 | 3 | 3 | **16** |
| 70 | 2 | 2 | 2 | 2 | 2 | **10** |
| 71 | 4 | 4 | 4 | 5 | 5 | **22** |
| 72 | 3 | 3 | 3 | 3 | 3 | **15** |

| | | | | | | |
|---|---|---|---|---|---|---|
| 73 | 3 | 3 | 3 | 4 | 4 | **17** |
| 74 | 1 | 5 | 3 | 3 | 3 | **15** |
| 75 | 2 | 3 | 3 | 3 | 3 | **14** |
| 76 | 3 | 3 | 4 | 3 | 2 | **15** |
| 77 | 3 | 3 | 3 | 3 | 3 | **15** |
| 78 | 2 | 3 | 2 | 4 | 4 | **15** |

**Indikator Kualitas Pelayanan**

| NO | X.1 | X.2 | X.3 | X.4 | X.5 | X.6 | X.7 | JUMLAH |
|---|---|---|---|---|---|---|---|---|
| 1 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | **29** |
| 2 | 5 | 5 | 5 | 3 | 3 | 2 | 2 | **25** |
| 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | **29** |
| 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | **31** |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | **33** |
| 6 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | **32** |
| 7 | 5 | 5 | 5 | 2 | 2 | 1 | 3 | **23** |
| 8 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | **30** |
| 9 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | **34** |
| 10 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | **30** |
| 11 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | **30** |
| 12 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | **29** |
| 13 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | **34** |
| 14 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | **30** |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **35** |
| 16 | 5 | 4 | 5 | 4 | 2 | 3 | 3 | **26** |
| 17 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | **30** |
| 18 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | **30** |
| 19 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | **29** |
| 20 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | **33** |
| 21 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | **34** |
| 22 | 5 | 3 | 4 | 3 | 3 | 5 | 5 | **28** |
| 23 | 5 | 3 | 5 | 4 | 3 | 4 | 3 | **27** |
| 24 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | **28** |
| 25 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | **31** |
| 26 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | **28** |
| 27 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | **31** |
| 28 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **33** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 29 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | **33** |
| 30 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | **31** |
| 31 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | **25** |
| 32 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | **30** |
| 33 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | **33** |
| 34 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | **34** |
| 35 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | **34** |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | **29** |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **35** |
| 38 | 4 | 4 | 4 | 2 | 4 | 5 | 5 | **28** |
| 39 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | **34** |
| 40 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | **33** |
| 41 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | **32** |
| 42 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | **34** |
| 43 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | **33** |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **35** |
| 45 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | **29** |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **35** |
| 47 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | **34** |
| 48 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **33** |
| 49 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | **32** |
| 50 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | **30** |
| 51 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | **34** |
| 52 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | **33** |
| 53 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | **30** |
| 54 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | **30** |
| 55 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | **31** |
| 56 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | **30** |
| 57 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | **32** |
| 58 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | **32** |
| 59 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | **31** |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **35** |
| 61 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | **32** |
| 62 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | **31** |
| 63 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | **33** |
| 64 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | **25** |
| 65 | 5 | 4 | 1 | 3 | 2 | 2 | 2 | **19** |
| 66 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | **27** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 67 | 4 | 4 | 2 | 4 | 4 | 4 | 5 | **27** |
| 68 | 5 | 5 | 1 | 4 | 4 | 5 | 4 | **28** |
| 69 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | **23** |
| 70 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | **21** |
| 71 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | **16** |
| 72 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | **23** |
| 73 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | **23** |
| 74 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | **25** |
| 75 | 2 | 2 | 1 | 4 | 4 | 4 | 5 | **22** |
| 76 | 4 | 4 | 1 | 4 | 5 | 3 | 5 | **26** |
| 77 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | **26** |
| 78 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | **27** |

**Indikator Kepuasan Pelanggan**

| NO | Y.1 | Y.2 | Y.3 | JUMLAH |
|---|---|---|---|---|
| 1 | 5 | 4 | 5 | **14** |
| 2 | 5 | 5 | 5 | **15** |
| 3 | 4 | 4 | 5 | **13** |
| 4 | 5 | 4 | 4 | **13** |
| 5 | 5 | 4 | 5 | **14** |
| 6 | 4 | 4 | 4 | **12** |
| 7 | 5 | 5 | 5 | **15** |
| 8 | 5 | 4 | 4 | **13** |
| 9 | 5 | 4 | 5 | **14** |
| 10 | 4 | 4 | 3 | **11** |
| 11 | 5 | 4 | 3 | **12** |
| 12 | 4 | 3 | 4 | **11** |
| 13 | 5 | 5 | 5 | **15** |
| 14 | 4 | 4 | 4 | **12** |
| 15 | 5 | 5 | 5 | **15** |
| 16 | 5 | 4 | 5 | **14** |
| 17 | 4 | 4 | 5 | **13** |
| 18 | 5 | 4 | 5 | **14** |
| 19 | 5 | 4 | 4 | **13** |
| 20 | 5 | 4 | 5 | **14** |
| 21 | 5 | 5 | 5 | **15** |
| 22 | 5 | 3 | 4 | **12** |

| | | | | |
|---|---|---|---|---|
| 23 | 5 | 3 | 5 | **13** |
| 24 | 5 | 4 | 5 | **14** |
| 25 | 5 | 4 | 5 | **14** |
| 26 | 4 | 4 | 5 | **13** |
| 27 | 5 | 4 | 5 | **14** |
| 28 | 5 | 5 | 5 | **15** |
| 29 | 5 | 4 | 5 | **14** |
| 30 | 5 | 4 | 4 | **13** |
| 31 | 4 | 4 | 3 | **11** |
| 32 | 4 | 5 | 4 | **13** |
| 33 | 5 | 5 | 5 | **15** |
| 34 | 5 | 5 | 5 | **15** |
| 35 | 5 | 5 | 5 | **15** |
| 36 | 4 | 4 | 4 | **12** |
| 37 | 5 | 5 | 5 | **15** |
| 38 | 4 | 4 | 4 | **12** |
| 39 | 5 | 5 | 5 | **15** |
| 40 | 5 | 5 | 5 | **15** |
| 41 | 4 | 5 | 4 | **13** |
| 42 | 5 | 5 | 5 | **15** |
| 43 | 4 | 5 | 4 | **13** |
| 44 | 5 | 5 | 5 | **15** |
| 45 | 4 | 4 | 4 | **12** |
| 46 | 5 | 5 | 5 | **15** |
| 47 | 5 | 5 | 5 | **15** |
| 48 | 5 | 5 | 5 | **15** |
| 49 | 5 | 4 | 5 | **14** |
| 50 | 5 | 5 | 5 | **15** |
| 51 | 5 | 5 | 5 | **15** |
| 52 | 5 | 5 | 5 | **15** |
| 53 | 5 | 4 | 5 | **14** |
| 54 | 4 | 5 | 4 | **13** |
| 55 | 4 | 4 | 4 | **12** |
| 56 | 4 | 4 | 4 | **12** |
| 57 | 4 | 5 | 4 | **13** |
| 58 | 5 | 4 | 5 | **14** |
| 59 | 5 | 5 | 5 | **15** |
| 60 | 5 | 5 | 5 | **15** |

| | | | | |
|---|---|---|---|---|
| 61 | 4 | 5 | 4 | **13** |
| 62 | 5 | 5 | 4 | **14** |
| 63 | 5 | 4 | 4 | **13** |
| 64 | 4 | 4 | 3 | **11** |
| 65 | 5 | 4 | 1 | **10** |
| 66 | 3 | 3 | 4 | **10** |
| 67 | 4 | 4 | 2 | **10** |
| 68 | 5 | 5 | 1 | **11** |
| 69 | 3 | 3 | 2 | **8** |
| 70 | 2 | 2 | 2 | **6** |
| 71 | 3 | 3 | 2 | **8** |
| 72 | 3 | 3 | 3 | **9** |
| 73 | 4 | 4 | 3 | **11** |
| 74 | 3 | 3 | 3 | **9** |
| 75 | 2 | 2 | 1 | **5** |
| 76 | 4 | 4 | 1 | **9** |
| 77 | 3 | 3 | 4 | **10** |
| 78 | 3 | 4 | 4 | **11** |

## Lampiran 05. Hasil Output Uji Asumsi Klasik

**Variables Entered/Removed[a]**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | Kualitas Pelayanan, Promosi[b] | . | Enter |

a. Dependent Variable: Kepuasan Pelangan

b. All requested variables entered.

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,830[a] | ,689 | ,681 | 1,26052 |

a. Predictors: (Constant), Kualitas Pelayanan, Promosi

b. Dependent Variable: Kepuasan Pelangan

**ANOVA[a]**

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 264,319 | 2 | 132,160 | 83,176 | ,000[b] |
| | Residual | 119,168 | 75 | 1,589 | | |
| | Total | 383,487 | 77 | | | |

a. Dependent Variable: Kepuasan Pelangan

b. Predictors: (Constant), Kualitas Pelayanan, Promosi

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -1,568 | 1,125 | | -1,393 | ,168 | | |
| | Promosi | ,238 | ,053 | ,350 | 4,493 | ,000 | ,684 | 1,463 |
| | Kualitas Pelayanan | ,322 | ,043 | ,581 | 7,469 | ,000 | ,684 | 1,463 |

a. Dependent Variable: Kepuasan Pelangan

**Collinearity Diagnostics[a]**

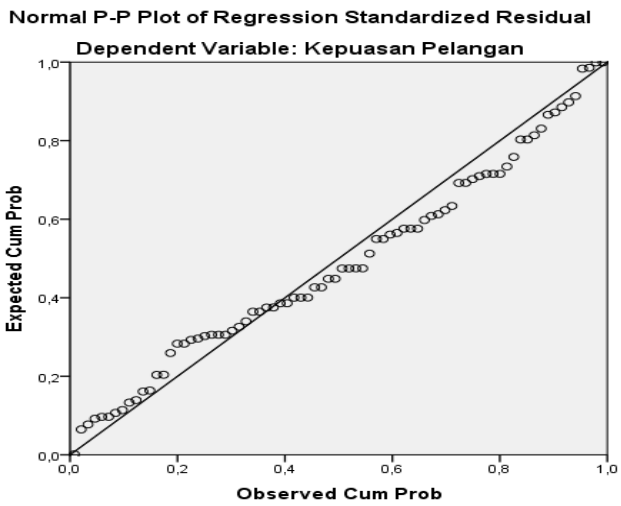
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | |
|---|---|---|---|---|---|---|
| | | | | (Constant) | Promosi | Kualitas Pelayanan |
| 1 | 1 | 2,979 | 1,000 | ,00 | ,00 | ,00 |
| | 2 | ,013 | 15,295 | ,57 | ,74 | ,00 |
| | 3 | ,008 | 19,163 | ,43 | ,26 | ,99 |

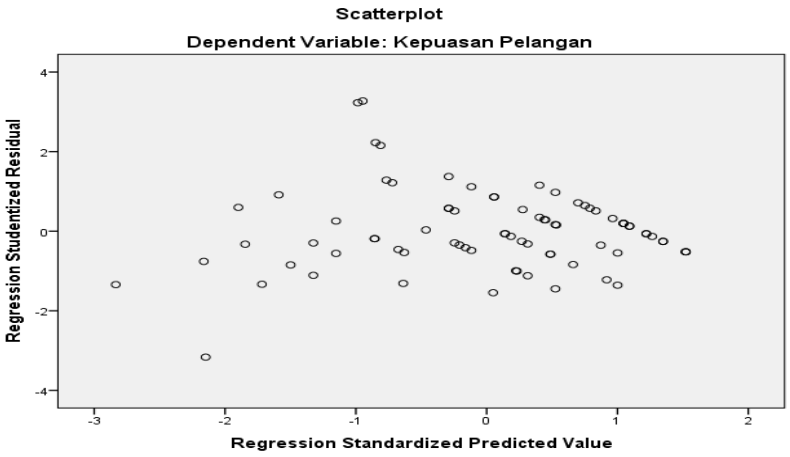
a. Dependent Variable: Kepuasan Pelangan

**Residuals Statistics[a]**

| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 7,5674 | 15,6401 | 12,8205 | 1,85276 | 78 |
| Std. Predicted Value | -2,835 | 1,522 | ,000 | 1,000 | 78 |
| Standard Error of Predicted Value | ,145 | ,664 | ,234 | ,081 | 78 |
| Adjusted Predicted Value | 7,8287 | 15,6700 | 12,8265 | 1,83740 | 78 |
| Residual | -3,84082 | 4,00442 | ,00000 | 1,24404 | 78 |
| Std. Residual | -3,047 | 3,177 | ,000 | ,987 | 78 |
| Stud. Residual | -3,166 | 3,272 | -,002 | 1,012 | 78 |
| Deleted Residual | -4,14632 | 4,32432 | -,00595 | 1,30972 | 78 |
| Stud. Deleted Residual | -3,379 | 3,510 | ,002 | 1,045 | 78 |
| Mahal. Distance | ,035 | 20,371 | 1,974 | 2,758 | 78 |
| Cook's Distance | ,000 | ,354 | ,018 | ,052 | 78 |
| Centered Leverage Value | ,000 | ,265 | ,026 | ,036 | 78 |

a. Dependent Variable: Kepuasan Pelangan






**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 78 |
| Normal Parameters[a,b] | Mean | 0E-7 |
| | Std. Deviation | 1,24404030 |
| Most Extreme Differences | Absolute | ,090 |
| | Positive | ,090 |
| | Negative | -,088 |
| Kolmogorov-Smirnov Z | | ,792 |
| Asymp. Sig. (2-tailed) | | ,557 |

a. Test distribution is Normal.

b. Calculated from data.

## Lampiran 06. Hasil Output Analisis Regresi Linier Berganda

**Variables Entered/Removed[a]**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | Kualitas Pelayanan, Promosi[b] | . | Enter |

a. Dependent Variable: Kepuasan Pelangan

b. All requested variables entered.

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,830[a] | ,689 | ,681 | 1,26052 |

a. Predictors: (Constant), Kualitas Pelayanan, Promosi

**ANOVA[a]**

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 264,319 | 2 | 132,160 | 83,176 | ,000[b] |
| | Residual | 119,168 | 75 | 1,589 | | |
| | Total | 383,487 | 77 | | | |

a. Dependent Variable: Kepuasan Pelangan

b. Predictors: (Constant), Kualitas Pelayanan, Promosi

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -1,568 | 1,125 | | -1,393 | ,168 |
| | Promosi | ,238 | ,053 | ,350 | 4,493 | ,000 |
| | Kualitas Pelayanan | ,322 | ,043 | ,581 | 7,469 | ,000 |

a. Dependent Variable: Kepuasan Pelangan

**Lampiran 07. Dokumentasi**

## RIWAYAT HIDUP

Gede Redama lahir pada tanggal 11 Januari 1998. Penulis lahir dari pasangan suami istri Made Cita dan Nyoman Sukerti. Penulis berkebangsaan Warga Negara Indonesia (WNI) dan beragama Hindu. Penulis berasal dari Banjar Dinas Ceblong, Desa Sudaji, Kecamatan Sawan, Kabupaten Buleleng. Penulis menyelesaikan Pendidikan sekolah dasar di SD Negeri 3 Sudaji pada tahun 2010, kemudian melanjutkan Sekolah Menengah Pertama di SMP Negeri 3 Sawan dan lulus pada tahun 2013. Kemudian penulis melanjutkan Sekolah Menengah Kejuruan di SMK Negeri 1 Singaraja (SMENSI) dan lulus pada tahun 2016 dan melanjutkan Strata 1 di Prodi Manajemen, Fakultas Ekonomi Universitas Pendidikan Ganesha. Pada semester delapan, penulis menulis skripsi dengan judul Pengaruh Promosi dan Kualitas Pelayanan terhadap Kepuasan Pelanggan pada PT. FIF GROUP Cabang Singaraja. Penulis berharap setelah mendapatkan ilmu dan gelar, dapat menggapai cita-cita dan menjadi orang yang bermanfaat bagi orang lain mulai dari hal-hal terkecil.