

Lampiran 1

Surat ijin penelitian



UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI DAN BISNIS
Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
Website : <http://www.fe.unipasby.ac.id>

Nomor : 22.1040 /01/FEB/ X /2022
Lampiran : -
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:
Bapak/Ibu Pimpinan
Colors Café
Jl. Raya Domas, RT.02/RW.01, Kec. Menganti
di-
Gresik

Sesuai Kurikulum Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya, maka mahasiswa wajib menulis Skripsi/Tugas Akhir dalam bentuk Laporan Penelitian dan Artikel Ilmiah. Berkaitan dengan hal tersebut mohon perkenan Bapak/Ibu untuk memberikan ijin penelitian kepada mahasiswa kami yang tersebut dibawah ini :


Nama : M. Zidal Khoir
NIM : 191500211
Prodi : Manajemen
Judul : Pengaruh Harga Produk, Kualitas Pelayanan dan Store Atmosphere terhadap Kepuasan Konsumen di Colors Café Menganti Gresik

Demikian atas perkenan serta kebijaksanaan Bapak/Ibu kami sampaikan terima kasih.

SURABAYA, 10 Oktober 2022
De L. 110

Tony Susilo Wibowo, SE., M.Pd., M.SM
NPP : 0709494/DY

Lampiran 2 : Surat balasan dari tempat penelitian



COLOURS CAFE
Jl. Raya Domas RT.07/RW.01, Domas, Menganti – Gresik.
Instagram : @colourscafecc


Lampiran : -
Perihal : Surat perijinan penelitian

Kepada Yth:
Saudara/i yang bersangkutan
Universitas PGRI Adi Buana Fakultas Ekonomi dan Bisnis
Jl. Dukuh Menanggal XII/4 Surabaya
di tempat,

Perihal permohonan ijin yang dilakukan kepada Saudari M. Zidal Khair untuk tugas akhir (skripsi) yang diajukan ke Colours Cafe telah kami terima dan perlu kami sampaikan beberapa hal sebagai berikut:

1. Kami tidak keberatan dan dapat mengizinkan pelaksanaan penelitian tersebut di tempat kami
2. Izin melakukan penelitian diberikan semata-mata untuk keperluan akademik
3. Waktu pengambilan data dilakukan sesuai tanggal yang ditetapkan

Demikian surat perijinan penelitian yang kami buat.
Terimakasih.

Gresik, 20 November 2022

Colours Cafe

Lampiran 3 Berita acara ujian proposal



UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

Kampus : Jl. Dakuah Menanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234
Website : <http://www.fecapriabusa.ac.id>

BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Jumat tanggal 23 bulan Desember tahun 2022 bertempat bertempat di Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil / Genap *) Tahun Akademi 2022 / 2023


| | |
|----------------|---|
| Nama Mahasiswa | : M. ZIDAL KHOIR |
| NIM | : 191500211 |
| Program Studi | : MANAJEMEN |
| Judul Proposal | : PENGARUH HARGA PRODUK, KUALITAS PELAYANAN DAN STORE ATMOSPHERE TERHADAP KEPUASAN KONSUMEN DI COLOURS CAFÉ MENGANTI GRESIK |

Dihadiri oleh :

| No. | NIM | Nama Mahasiswa | Tanda Tangan |
|-----|-----------|-------------------------|--------------|
| 1. | 191500166 | Sundara J.A | 1. Sundara |
| 2. | 191500120 | Fajro Sidiq | 2. Fajro |
| 3. | 191500924 | Muhammad Ridho | 3. Ridho |
| 4. | 191500424 | Kelvin Aji A | 4. Kelvin |
| 5. | 191500006 | Yusu Dan Nerya | 5. Yusu |
| 6. | 191500092 | Mohamad Fathu Ramadhan | 6. Fathu |
| 7. | 191500167 | AGOS Syamsul Huda | 7. Agus |
| 8. | 191500190 | Mir Aunwalina Rahmawati | 8. Mir |
| 9. | 191500190 | Hery Anjocah M. | 9. Hery |
| 10. | 191500159 | Isanica Anggun R | 10. Isanica |
| 11. | 191500205 | Ali Huda Pratomo | 11. Ali |
| 12. | 191500187 | Fitria Inanghi | 12. Fitria |
| 13. | | | 13. |
| 14. | | | 14. |
| 15. | | | 15. |


Surabaya, 23 Desember 2022

Penguji : Tri Aripriabowo, S.E., M.Si ()

Pembimbing1 : Siti Samsiyah, S.E., M.M ()

Pembimbing 2 : -

Lampiran 4 Berita Bimbingan Skripsi



UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI DAN BISNIS
Kampus II, Dukuhtelunggar XII/4, Telp-Fax: 031-4291103 Surabaya 60124
Website: <http://www.pgrisab.ac.id>

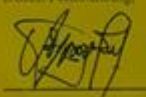

KARTU BIMBINGAN SKRIPSI


| | |
|------------------------|---|
| Nama | M. Zilal Khor |
| Prodi / NIM | Manajemen / 19152021 |
| Judul Skripsi | Pengaruh Harga Produk, Kualitas Pelayanan dan Store Atmosphere Terhadap Kepuasan Konsumen di Calorie Caps Makanan Cakes |
| Dosen Pembimbing | Siti Samudrah, S.E., MM |
| Periode Kepembimbingan | 17 September 2022 s.d 17 Maret 2023 |


URAIAN KEGIATAN KEPEMBIMBINGAN :

| NO | TANGGAL | MATERI BIMBINGAN | KET. | TANDA TANGAN |
|-----|------------|-----------------------------|-------|--------------|
| 1. | 09-10-2022 | Bab 1 Latar belakang | Kesih | |
| 2. | 11-10-2022 | Bab 2 Latar belakang | Rusli | |
| 3. | 11-10-2022 | Bab 1 Latar belakang | Lee | |
| 4. | 20-10-2022 | Bab 2 Definisi pustaka | Rusli | |
| 5. | 6-11-2022 | Bab 1 Pembahasan umum | Kusni | |
| 6. | 14-11-2022 | Bab 2 Pembahasan | Lee | |
| 7. | 21-11-2022 | Bab 3 Metodologi penelitian | Kesih | |
| 8. | 24-11-2022 | Bab 2 pembahasan | Rusli | |
| 9. | 28-11-2022 | Bab 2 pembahasan | Lee | |
| 10. | 09-02-2023 | Bab 10/11 hasil pembahasan | Kusni | |
| 11. | 14-02-2023 | Bab 10/11 pembahasan | Kesih | |
| 12. | 14-02-2023 | Bab 10/11 bab penutup | Lee | |

Bimbingan selesai pada tanggal : _____

Dosen Pembimbing:  Mahasiswa: 





Dipindai dengan CamScanner

Lampiran 5 Surat Pengantar Plagiasi



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Website : <http://www.unipasby.ac.id>

SURAT PENGANTAR PLAGIASI

Yang bertanda tangan dibawah ini:

Nama Dosen : Siti Samsiyah, S.E., M.M

Menerangkan bahwa artikel ilmiah atas:

Nama Mahasiswa : M. Zidal Khoir

NIM : 191500211

Prodi : Manajemen

Judul : Pengaruh Kenaikan Harga Produk, Kualitas Pelayanan dan Store Atmosphere Terhadap Kepuasan Konsumen di Colours Cafe Menganti

Telah memenuhi syarat untuk dilakukan cek plagiasi

Surabaya, 02 Maret 2023

Siti Samsiyah, S.E., M.M

Lampiran 6 Surat Bebas Plagiasi



FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS PGRI ADI BUANA SURABAYA
Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
Website : <http://www.unipasby.ac.id>

SURAT PERNYATAAN BEBAS PLAGIASI

Yang bertanda tangan di bawah ini :
Nama : I Made Bagus Dwiarta, S.E., M.M.
Jabatan : Ketua Program Studi Manajemen

Menyatakan bahwa

Nama : M. Zidal Khoir
NIM : 191500211
Prodi : Manajemen

Telah melakukan uji plagiasi dengan judul artikel “Pengaruh Harga Produk, Kualitas Pelayanan dan *Store Atmosphere* Terhadap Kepuasan Konsumen di Colours Cafe Menganti Gresik” dengan hasil Similarity Index 20% sehingga layak untuk mengikuti sidang skripsi.

Demikian surat pernyataan ini kami buat untuk dipergunakan sebagaimana mestinya.

Surabaya, 07 Maret 2023
Ketua Program Studi Manajemen,


I Made Bagus Dwiarta, S.E., M.M.

Hal : Pengisian Kuesioner Penelitian

Kepada
Responden yang terhormat,

Sehubungan dengan penyusunan skripsi, bersama ini saya memohon kesediaan saudara/i untuk berpartisipasi dalam mengisi semua pernyataan yang terdapat pada kuisisioner. Penelitian ini berjudul: “Pengaruh Harga Produk, Kualitas Pelayanan dan *Store Atmosphere* terhadap Kepuasan Konsumen di Colours Cafe Menganti”.

Penelitian ini kami tujukan kepada konsumen Colours Cafe. Semua data dan identitas saudara/i dari hasil penelitian ini bersifat rahasia dan hanya untuk kepentingan akademis.

Demikian disampaikan, atas kesediaan saudara/i dalam meluangkan waktu untuk mengisi kuisisioner ini saya ucapkan terima kasih.

Hormat Penulis

M. Zidal Khoir

Bagian 1: Identitas Responden

Nama : _____

Jenis Kelamin : Pria

Wanita

Usia : 15 - 25th

25 - 35th

>35th

Bagian 2: Petunjuk Pengisian

1. Bacalah dengan seksama pernyataan yang telah disediakan.
2. Pilihlah salah satu jawaban yang telah tersedia dengan jujur dan apa adanya.
3. Berilah tanda check list (√) pada pilihan jawaban yang tersedia sesuai dengan jawaban yang benar menurut anda.
4. Lakukan pengecekan ulang setelah selesai mengisi semua kuisioner. Agar tidak ada pernyataan yang terlewatkan.

Kriteria penilaian:

| | |
|---------------------------|---|
| Sangat Tidak Setuju (STS) | 1 |
| Tidak Setuju (TS) | 2 |
| Ragu-Ragu (RR) | 3 |
| Setuju (S) | 4 |
| Sangat Setuju (SS) | 5 |

Variabel Penelitian

| No | Pernyataan | Jawaban | | | | |
|---|--|---------|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| Harga Produk (X1) | | | | | | |
| Keterjangkauan Harga | | | | | | |
| 1. | Harga makanan dan minuman di Colours Cafe terjangkau | | | | | |
| 2. | Harga bervariasi dengan berbagai macam menu | | | | | |
| 3. | Harga yang diberikan dapat dijangkau oleh semua kalangan | | | | | |
| Kesesuaian Harga dengan Kualitas | | | | | | |
| 4. | Kualitas makanan dan minuman Colours Cafe sesuai dengan harga yang diberikan | | | | | |
| 5. | Harga yang diberikan sesuai dengan bahan yang digunakan | | | | | |
| 6. | Harga yang diberikan sesuai dengan rasa yang didapat | | | | | |
| Kesesuaian Harga dengan Manfaat | | | | | | |
| 7. | Harga sudah sesuai dengan manfaat yang didapatkan | | | | | |
| 8. | Banyak makanan di Colours Cafe yang memiliki manfaat lebih dari pesaing lain | | | | | |

| | | | | | | | |
|------------------------------------|--|--|--|--|--|--|--|
| 9. | Banyak minuman di Colours Cafe yang memiliki manfaat lebih dari pesaing lain | | | | | | |
| Daya Saing Harga | | | | | | | |
| 10. | Harga yang ditawarkan Colours Cafe memiliki persamaan dengan cafe lainnya | | | | | | |
| 11. | Harga yang ditawarkan Colours Cafe cenderung mahal | | | | | | |
| 12. | Harga yang ditawarkan Colours Cafe cenderung lebih rendah | | | | | | |
| Kualitas Pelayanan (X2) | | | | | | | |
| Reliability | | | | | | | |
| 13. | Kecepatan makanan dan minuman yang dipesan sangat baik | | | | | | |
| 14. | Terdapat fasilitas yang menunjang (Wifi, musik) | | | | | | |
| 15. | Tersedia banyak tempat duduk | | | | | | |
| Responsiveness | | | | | | | |
| 16. | Pegawai Colours Cafe ramah terhadap konsumen | | | | | | |
| 17. | Pegawai melayani konsumen dengan cepat | | | | | | |
| 18. | Pegawai tanggap dan merespon dengan baik atas keluhan konsumen | | | | | | |
| Assurance | | | | | | | |

| | | | | | | |
|------------------------------|--|--|--|--|--|--|
| 19. | Konsumen merasa aman ketika berada di Colours Cafe | | | | | |
| 20. | Konsumen merasa nyaman ketika berada di Colours Cafe | | | | | |
| 21. | Colours Cafe memberikan jaminan apabila terjadi kesalahan yang dibuat oleh pegawai | | | | | |
| Empati | | | | | | |
| 22. | Pegawai perhatian kepada setiap kebutuhan konsumen | | | | | |
| 23. | Kepekaan pegawai dalam memahami keinginan pembeli | | | | | |
| 24. | Pegawai Colours Cafe selalu memberikan saran menu terbaik | | | | | |
| Tangible | | | | | | |
| 25. | Ruangan dalam Colours Cafe sangat bersih | | | | | |
| 26. | Ketepatan penataan tata letak cafe yang menarik | | | | | |
| 27. | Pegawai Colours Cafe berpenampilan rapih | | | | | |
| Store Atmosphere (X3) | | | | | | |
| Exterior | | | | | | |
| 28. | Tampilan depan Colours Cafe sangat menarik | | | | | |
| 29. | Suasana depan terlihat bersih dan sejuk | | | | | |
| 30. | Terdapat lahan parkir yang luas | | | | | |
| Interior | | | | | | |

| | | | | | | |
|---------------------------------|--|--|--|--|--|--|
| 31. | Penerangan didalam Colours cafe sangat baik | | | | | |
| 32. | Colours Cafe mempunyai konsep yang unik dan menarik | | | | | |
| 33.. | Banyak spot foto yang bagus didalam Colours Cafe | | | | | |
| Layout | | | | | | |
| 34. | Penataan barang didalam cafe sudah bagus | | | | | |
| 35. | Meja dan kursi tertata rapi | | | | | |
| 36. | Penataan didalam cafe memudahkan konsumen ketika datang | | | | | |
| Kepuasan Konsumen(Y) | | | | | | |
| Kesesuaian Harapan | | | | | | |
| 37. | Saya puas dengan harga yang diberikan | | | | | |
| 38. | Saya puas mengenai pelayanan yang diberikan | | | | | |
| 39. | Saya puas dengan tempat dan suasana Colours Cafe | | | | | |
| Minat Berkunjung Kembali | | | | | | |
| 40. | Saya puas dan akan berkunjung kembali ke Colours Cafe | | | | | |
| 41. | Saya puas dan akan melakukan pembelian ulang di Colours cafe | | | | | |

| | | | | | | |
|--------------------------------------|---|--|--|--|--|--|
| 42. | Saya puas dan akan mencari informasi tentang Colours Cafe di media sosial | | | | | |
| Ketersediaan Merekomendasikan | | | | | | |
| 43. | Saya akan menyarankan orang lain untuk mencoba hidangan di Colours Cafe | | | | | |
| 44. | Saya akan menyarankan orang lain untuk mengunjungi Colours Cafe | | | | | |
| 45. | Saya akan memberi informasi mengenai Colours Cafe ke orang lain | | | | | |

Tabulasi harga Produk (X1)

| TABULASI HARGA PRODUK X1 | | | | | | | | | | | | |
|--------------------------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | X1.11 | X1.12 | TOTAL |
| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 51 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 44 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 2 | 5 | 48 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 48 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 55 |
| 4 | 5 | 2 | 2 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 50 |
| 4 | 4 | 5 | 3 | 3 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 47 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 44 |
| 4 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 49 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 57 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 57 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 57 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 55 |
| 3 | 4 | 5 | 4 | 4 | 2 | 2 | 3 | 3 | 5 | 4 | 3 | 42 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 44 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 48 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 47 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 2 | 2 | 4 | 49 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 4 | 4 | 2 | 4 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 3 | 34 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 47 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 2 | 2 | 51 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 46 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 46 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 54 |
| 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 52 |
| 4 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 52 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 52 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 46 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 57 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 51 |
| 5 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 3 | 51 |
| 2 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 49 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 45 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 57 |
| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 54 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 53 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 44 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 49 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 47 |
| 4 | 4 | 5 | 3 | 3 | 4 | 2 | 3 | 3 | 4 | 1 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 54 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 44 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 54 |
| 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
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| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 53 |
| 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 54 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 55 |
| 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 54 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 56 |
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| 5 | 4 | 4 | 5 | 4 | 4 | 2 | 2 | 5 | 1 | 4 | 3 | 43 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 55 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 5 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 53 |
| 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 50 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 49 |
| 2 | 4 | 3 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 3 | 4 | 30 |
| 3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 1 | 2 | 4 | 3 | 28 |
| 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 4 | 2 | 4 | 30 |
| 4 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 31 |
| 3 | 2 | 4 | 4 | 3 | 3 | 2 | 5 | 2 | 4 | 3 | 3 | 38 |
| 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 52 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 2 | 5 | 5 | 5 | 2 | 4 | 1 | 3 | 5 | 4 | 5 | 5 | 46 |
| 4 | 3 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 40 |
| 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 42 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 4 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 2 | 2 | 3 | 5 | 38 |
| 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 30 |
| 4 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 3 | 4 | 4 | 4 | 43 |
| 5 | 4 | 5 | 2 | 5 | 2 | 4 | 5 | 3 | 3 | 3 | 4 | 45 |
| 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 47 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 53 |
| 4 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 52 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 4 | 4 | 5 | 4 | 3 | 4 | 2 | 5 | 2 | 4 | 5 | 3 | 45 |
| 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 48 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 54 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 51 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 47 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 56 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 4 | 2 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 2 | 5 | 5 | 48 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 44 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 57 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |

Tabulasi Kualitas Pelayanan (X2)

| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | X2.11 | X2.12 | X2.13 | X2.14 | X2.15 | Total |
|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|
| 4 | 3 | 4 | 3 | 2 | 2 | 4 | 3 | 4 | 3 | 4 | 2 | 2 | 3 | 2 | 45 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 60 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 71 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 69 |
| 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 4 | 3 | 1 | 1 | 3 | 3 | 38 |
| 3 | 2 | 2 | 1 | 3 | 3 | 2 | 2 | 1 | 1 | 4 | 3 | 4 | 5 | 5 | 41 |
| 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 59 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 4 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 60 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 71 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 69 |
| 4 | 4 | 3 | 3 | 3 | 2 | 1 | 1 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 44 |
| 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 1 | 1 | 3 | 2 | 36 |
| 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 59 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 5 | 5 | 4 | 4 | 4 | 2 | 3 | 3 | 2 | 4 | 2 | 5 | 4 | 5 | 3 | 55 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 55 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 65 |
| 4 | 3 | 4 | 3 | 2 | 2 | 4 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 2 | 44 |
| 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 1 | 1 | 3 | 2 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 59 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 68 |
| 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 55 |
| 2 | 4 | 2 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 55 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 65 |
| 4 | 3 | 4 | 3 | 2 | 2 | 4 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 2 | 44 |
| 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 65 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 58 |
| 3 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 60 |
| 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 65 |
| 4 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 4 | 3 | 3 | 2 | 43 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 68 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 4 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 45 |
| 4 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 4 | 3 | 1 | 1 | 3 | 2 | 38 |
| 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 1 | 1 | 3 | 2 | 36 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 59 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 60 |
| 5 | 5 | 5 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 71 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 69 |
| 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 55 |
| 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 55 |
| 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 66 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 68 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 3 | 3 | 1 | 2 | 2 | 3 | 2 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 40 |
| 2 | 2 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 4 | 1 | 2 | 2 | 1 | 1 | 36 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 66 |
| 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 65 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 55 |
| 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 55 |
| 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 1 | 43 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 70 |
| 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 67 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 68 |
| 3 | 2 | 2 | 4 | 4 | 3 | 2 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 45 |
| 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 69 |
| 3 | 3 | 4 | 4 | 2 | 3 | 5 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 49 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 71 |
| 5 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 70 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 66 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 60 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 5 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 55 |
| 4 | 3 | 2 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 2 | 2 | 50 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 59 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 66 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 65 |
| 2 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | 1 | 2 | 3 | 5 | 4 | 5 | 5 | 58 |
| 5 | 5 | 5 | 2 | 3 | 5 | 3 | 4 | 3 | 3 | 5 | 5 | 4 | 3 | 5 | 60 |
| 3 | 2 | 4 | 2 | 2 | 3 | 4 | 4 | 5 | 2 | 4 | 2 | 2 | 2 | 3 | 44 |
| 4 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 5 | 5 | 5 | 3 | 4 | 2 | 56 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 70 |
| 5 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 65 |
| 5 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 58 |
| 3 | 4 | 3 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 45 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 70 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 4 | 4 | 3 | 5 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 3 | 59 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 60 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 60 |
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 71 |
| 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 69 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 60 |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 60 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 66 |
| 5 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 65 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 58 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 60 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 64 |
| 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 5 | 60 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 68 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 69 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 73 |

Tabulasi Store Atmosphere (X3)

| TABULASI STOE ATMOSPHERE(X3) | | | | | | | | | |
|------------------------------|------|------|------|------|------|------|------|------|-------|
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | TOTAL |
| 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 42 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 39 |
| 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 42 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 3 | 2 | 3 | 5 | 3 | 2 | 3 | 4 | 4 | 29 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 37 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 35 |

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|---|---|---|---|---|---|---|---|---|----|
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 44 |
| 5 | 4 | 5 | 5 | 3 | 3 | 5 | 4 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 41 |
| 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 41 |
| 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 42 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 3 | 5 | 3 | 2 | 4 | 5 | 5 | 4 | 5 | 36 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 41 |
| 4 | 4 | 4 | 4 | 2 | 1 | 3 | 5 | 3 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 38 |
| 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 38 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 39 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 5 | 36 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 44 |

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|---|---|---|---|---|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 35 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 44 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 38 |
| 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 42 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 41 |
| 5 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 38 |
| 2 | 3 | 4 | 3 | 3 | 1 | 2 | 2 | 1 | 21 |
| 2 | 2 | 3 | 1 | 1 | 2 | 3 | 3 | 2 | 19 |
| 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 2 | 22 |
| 3 | 2 | 3 | 3 | 3 | 3 | 3 | 1 | 2 | 23 |
| 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 40 |
| 5 | 5 | 2 | 2 | 1 | 5 | 5 | 4 | 4 | 33 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 38 |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 41 |
| 4 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 39 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 2 | 2 | 2 | 3 | 2 | 4 | 2 | 2 | 2 | 21 |
| 2 | 1 | 2 | 3 | 4 | 2 | 1 | 2 | 2 | 19 |
| 3 | 2 | 2 | 4 | 2 | 4 | 1 | 2 | 2 | 22 |
| 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 23 |
| 3 | 2 | 4 | 4 | 5 | 2 | 4 | 4 | 3 | 31 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 39 |
| 2 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 38 |
| 2 | 2 | 4 | 3 | 3 | 5 | 2 | 4 | 2 | 27 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 28 |
| 3 | 5 | 4 | 5 | 5 | 3 | 5 | 3 | 4 | 37 |

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|---|---|---|---|---|---|---|---|---|----|
| 4 | 5 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 31 |
| 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 21 |
| 4 | 4 | 4 | 4 | 3 | 5 | 5 | 3 | 5 | 37 |
| 4 | 1 | 5 | 3 | 2 | 5 | 5 | 2 | 2 | 29 |
| 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 38 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 42 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 5 | 3 | 4 | 2 | 5 | 4 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 38 |
| 1 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 37 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 42 |
| 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 31 |
| 4 | 5 | 4 | 4 | 3 | 4 | 2 | 4 | 5 | 35 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |

Tabulasi Kepuasan Konsumen

| Tabulasi Kepuasan Konsumen (Y) | | | | | | | | | |
|--------------------------------|------|------|------|------|------|------|------|------|-------|
| Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y1.6 | Y1.7 | Y1.8 | Y1.9 | TOTAL |
| 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 40 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 35 |
| 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 39 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 42 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 43 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 40 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 38 |
| 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 41 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 4 | 4 | 4 | 3 | 5 | 5 | 3 | 3 | 36 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 43 |
| 5 | 3 | 2 | 3 | 2 | 1 | 4 | 4 | 3 | 27 |
| 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 34 |
| 4 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 5 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 36 |

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|---|---|---|---|---|---|---|---|---|----|
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 42 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 37 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 41 |
| 5 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 39 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 42 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 5 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 39 |
| 5 | 4 | 3 | 5 | 5 | 5 | 4 | 3 | 2 | 36 |
| 4 | 3 | 1 | 1 | 1 | 3 | 3 | 2 | 3 | 21 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 40 |
| 5 | 3 | 2 | 5 | 4 | 2 | 5 | 3 | 5 | 34 |
| 4 | 3 | 3 | 5 | 3 | 3 | 2 | 2 | 2 | 27 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 37 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 43 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 34 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 42 |
| 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 41 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 42 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 42 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 41 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 40 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 41 |
| 3 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 35 |
| 4 | 1 | 4 | 3 | 4 | 5 | 2 | 4 | 4 | 31 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 33 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 4 | 5 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 36 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 41 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 2 | 4 | 2 | 4 | 2 | 4 | 2 | 4 | 2 | 26 |
| 2 | 2 | 2 | 4 | 2 | 2 | 4 | 2 | 2 | 22 |
| 2 | 2 | 3 | 4 | 2 | 2 | 2 | 2 | 1 | 20 |
| 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 22 |
| 3 | 4 | 2 | 4 | 4 | 2 | 3 | 4 | 5 | 31 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 27 |
| 5 | 5 | 2 | 4 | 5 | 2 | 4 | 4 | 3 | 34 |
| 3 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 28 |
| 5 | 4 | 4 | 4 | 2 | 4 | 5 | 4 | 4 | 36 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 4 | 2 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 33 |
| 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 33 |
| 5 | 4 | 4 | 3 | 3 | 2 | 5 | 4 | 1 | 31 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 2 | 4 | 31 |
| 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 38 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 39 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 4 | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 31 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 36 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 41 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 39 |
| 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 40 |
| 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 32 |
| 4 | 4 | 4 | 5 | 5 | 5 | 2 | 4 | 3 | 36 |
| 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |

| Distribusi Frekuensi dan Presentase Harga Produk (X1) | | | | | | | | | | |
|--|-----------|----------|-----------|-----------|------------|--------------|--------------|--------------|-------------|-------------|
| No | SS | S | RR | TS | STS | SS | S | RR | TS | STS |
| X1.1 | 36 | 59 | 5 | 5 | 0 | 34,3% | 56,2% | 4,8% | 4,8% | 0,0% |
| X1.2 | 32 | 61 | 7 | 5 | 0 | 30,5% | 58,1% | 6,7% | 4,8% | 0,0% |
| X1.3 | 34 | 57 | 9 | 5 | 0 | 32,4% | 54,3% | 8,6% | 4,8% | 0,0% |
| X1.4 | 32 | 59 | 8 | 6 | 0 | 30,5% | 56,2% | 7,6% | 5,7% | 0,0% |
| X1.5 | 29 | 63 | 8 | 4 | 1 | 27,6% | 60,0% | 7,6% | 3,8% | 1,0% |
| X1.6 | 32 | 59 | 8 | 6 | 0 | 30,5% | 56,2% | 7,6% | 5,7% | 0,0% |
| X1.7 | 26 | 59 | 9 | 9 | 2 | 24,8% | 56,2% | 8,6% | 8,6% | 1,9% |
| X1.8 | 33 | 55 | 12 | 5 | 0 | 31,4% | 52,4% | 11,4% | 4,8% | 0,0% |
| X1.9 | 32 | 54 | 10 | 8 | 1 | 30,5% | 51,4% | 9,5% | 7,6% | 1,0% |
| X1.10 | 30 | 53 | 12 | 9 | 1 | 28,6% | 50,5% | 11,4% | 8,6% | 1,0% |
| X1.11 | 34 | 38 | 22 | 11 | 0 | 32,4% | 36,2% | 21,0% | 10,5% | 0,0% |
| X1.12 | 29 | 57 | 16 | 3 | 0 | 27,6% | 54,3% | 15,2% | 2,9% | 0,0% |
| Mean | | | | | | 30,1% | 53,5% | 10,0% | 6,0% | 0,4% |

| Distribusi Frekuensi dan Presentase Kualitas Pelayanan (X2) | | | | | | | | | | |
|---|----|----|----|----|-----|-------|-------|-------|-------|------|
| No | SS | S | RR | TS | STS | SS | S | RR | TS | STS |
| X2.1 | 29 | 59 | 14 | 3 | 0 | 27,6% | 56,2% | 13,3% | 2,9% | 0,0% |
| X2.2 | 32 | 51 | 17 | 5 | 0 | 30,5% | 48,6% | 16,2% | 4,8% | 0,0% |
| X2.3 | 30 | 51 | 13 | 10 | 1 | 28,6% | 48,6% | 12,4% | 9,5% | 1,0% |
| X2.4 | 38 | 40 | 18 | 8 | 1 | 36,2% | 38,1% | 17,1% | 7,6% | 1,0% |
| X2.5 | 24 | 55 | 19 | 7 | 0 | 22,9% | 52,4% | 18,1% | 6,7% | 0,0% |
| X2.6 | 39 | 39 | 13 | 14 | 0 | 37,1% | 37,1% | 12,4% | 13,3% | 0,0% |
| X2.7 | 32 | 51 | 13 | 8 | 1 | 30,5% | 48,6% | 12,4% | 7,6% | 1,0% |
| X2.8 | 28 | 48 | 25 | 3 | 1 | 26,7% | 45,7% | 23,8% | 2,9% | 1,0% |
| X2.9 | 30 | 44 | 27 | 2 | 2 | 28,6% | 41,9% | 25,7% | 1,9% | 1,9% |
| X2.10 | 31 | 50 | 20 | 3 | 1 | 29,5% | 47,6% | 19,0% | 2,9% | 1,0% |
| X2.11 | 27 | 56 | 17 | 4 | 1 | 25,7% | 53,3% | 16,2% | 3,8% | 1,0% |
| X2.12 | 26 | 54 | 12 | 8 | 5 | 24,8% | 51,4% | 11,4% | 7,6% | 4,8% |
| X2.13 | 32 | 50 | 11 | 7 | 5 | 30,5% | 47,6% | 10,5% | 6,7% | 4,8% |
| X2.14 | 28 | 49 | 24 | 3 | 1 | 26,7% | 46,7% | 22,9% | 2,9% | 1,0% |
| X2.15 | 26 | 49 | 15 | 13 | 2 | 24,8% | 46,7% | 14,3% | 12,4% | 1,9% |
| Mean | | | | | | 28,7% | 47,4% | 16,4% | 6,2% | 1,3% |

| Distribusi Frekuensi dan Presentase Store Atmosphere (X3) | | | | | | | | | | |
|--|----|----|----|----|-----|-------|-------|-------|------|------|
| No | SS | S | RR | TS | STS | SS | S | RR | TS | STS |
| X3.1 | 32 | 56 | 12 | 7 | 1 | 30,5% | 53,3% | 11,4% | 6,7% | 1,0% |
| X3.2 | 39 | 50 | 7 | 7 | 2 | 37,1% | 47,6% | 6,7% | 6,7% | 1,9% |
| X3.3 | 41 | 46 | 13 | 5 | 0 | 39,0% | 43,8% | 12,4% | 4,8% | 0,0% |
| X3.4 | 31 | 56 | 14 | 3 | 1 | 29,5% | 53,3% | 13,3% | 2,9% | 1,0% |
| X3.5 | 34 | 50 | 12 | 7 | 2 | 32,4% | 47,6% | 11,4% | 6,7% | 1,9% |
| X3.6 | 35 | 52 | 10 | 6 | 2 | 33,3% | 49,5% | 9,5% | 5,7% | 1,9% |
| X3.7 | 38 | 49 | 8 | 8 | 2 | 36,2% | 46,7% | 7,6% | 7,6% | 1,9% |
| X3.8 | 32 | 55 | 10 | 6 | 2 | 30,5% | 52,4% | 9,5% | 5,7% | 1,9% |
| X3.9 | 35 | 50 | 10 | 9 | 1 | 33,3% | 47,6% | 9,5% | 8,6% | 1,0% |
| Mean | | | | | | 33,5% | 49,1% | 10,2 | 6,1% | 1,4% |

| Distribusi Frekuensi dan Presentase kepuasan Konsumen (Y) | | | | | | | | | | |
|--|----|----|----|----|-----|-------|-------|-------|------|------|
| No | SS | S | RR | TS | STS | SS | S | RR | TS | STS |
| Y.1 | 38 | 59 | 4 | 4 | 0 | 36,2% | 56,2% | 3,8% | 3,8% | 0,0% |
| Y.2 | 30 | 61 | 8 | 5 | 1 | 28,6% | 58,1% | 7,6% | 4,8% | 1,0% |
| Y.3 | 28 | 57 | 13 | 6 | 1 | 26,7% | 54,3% | 12,4% | 5,7% | 1,0% |
| Y.4 | 35 | 61 | 7 | 1 | 1 | 33,3% | 58,1% | 6,7% | 1,0% | 1,0% |
| Y.5 | 32 | 59 | 8 | 5 | 1 | 30,5% | 56,2% | 7,6% | 4,8% | 1,0% |
| Y.6 | 33 | 56 | 8 | 7 | 1 | 31,4% | 53,3% | 7,6% | 6,7% | 1,0% |
| Y.7 | 36 | 54 | 7 | 8 | 0 | 34,3% | 51,4% | 6,7% | 7,6% | 0,0% |
| Y.8 | 30 | 60 | 8 | 7 | 0 | 28,6% | 57,1% | 7,6% | 6,7% | 0,0% |
| Y.9 | 35 | 51 | 12 | 5 | 2 | 33,3% | 48,6% | 11,4% | 4,8% | 1,9% |
| Mean | | | | | | 31,4% | 54,8% | 7,9% | 5,1% | 0,7% |

TABEL Rhitung

Distribusi nilai r_{tabel} Signifikansi 5% dan 1%

| N | The Level of Significance | | N | The Level of Significance | |
|----|---------------------------|-------|------|---------------------------|-------|
| | 5% | 1% | | 5% | 1% |
| 3 | 0.997 | 0.999 | 38 | 0.320 | 0.413 |
| 4 | 0.950 | 0.990 | 39 | 0.316 | 0.408 |
| 5 | 0.878 | 0.959 | 40 | 0.312 | 0.403 |
| 6 | 0.811 | 0.917 | 41 | 0.308 | 0.398 |
| 7 | 0.754 | 0.874 | 42 | 0.304 | 0.393 |
| 8 | 0.707 | 0.834 | 43 | 0.301 | 0.389 |
| 9 | 0.666 | 0.798 | 44 | 0.297 | 0.384 |
| 10 | 0.632 | 0.765 | 45 | 0.294 | 0.380 |
| 11 | 0.602 | 0.735 | 46 | 0.291 | 0.376 |
| 12 | 0.576 | 0.708 | 47 | 0.288 | 0.372 |
| 13 | 0.553 | 0.684 | 48 | 0.284 | 0.368 |
| 14 | 0.532 | 0.661 | 49 | 0.281 | 0.364 |
| 15 | 0.514 | 0.641 | 50 | 0.279 | 0.361 |
| 16 | 0.497 | 0.623 | 55 | 0.266 | 0.345 |
| 17 | 0.482 | 0.606 | 60 | 0.254 | 0.330 |
| 18 | 0.468 | 0.590 | 65 | 0.244 | 0.317 |
| 19 | 0.456 | 0.575 | 70 | 0.235 | 0.306 |
| 20 | 0.444 | 0.561 | 75 | 0.227 | 0.296 |
| 21 | 0.433 | 0.549 | 80 | 0.220 | 0.286 |
| 22 | 0.432 | 0.537 | 85 | 0.213 | 0.278 |
| 23 | 0.413 | 0.526 | 90 | 0.207 | 0.267 |
| 24 | 0.404 | 0.515 | 95 | 0.202 | 0.263 |
| 25 | 0.396 | 0.505 | 100 | 0.195 | 0.256 |
| 26 | 0.388 | 0.496 | 125 | 0.176 | 0.230 |
| 27 | 0.381 | 0.487 | 150 | 0.159 | 0.210 |
| 28 | 0.374 | 0.478 | 175 | 0.148 | 0.194 |
| 29 | 0.367 | 0.470 | 200 | 0.138 | 0.181 |
| 30 | 0.361 | 0.463 | 300 | 0.113 | 0.148 |
| 31 | 0.355 | 0.456 | 400 | 0.098 | 0.128 |
| 32 | 0.349 | 0.449 | 500 | 0.088 | 0.115 |
| 33 | 0.344 | 0.442 | 600 | 0.080 | 0.105 |
| 34 | 0.339 | 0.436 | 700 | 0.074 | 0.097 |
| 35 | 0.334 | 0.430 | 800 | 0.070 | 0.091 |
| 36 | 0.329 | 0.424 | 900 | 0.065 | 0.086 |
| 37 | 0.325 | 0.418 | 1000 | 0.062 | 0.081 |

Correlations

| | | X101 | X102 | X103 | X104 | X105 | X106 | X107 | X108 | X109 | X110 | X111 | X112 | Total |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X101 | Pearson Correlation | 1 | .387** | .425** | .463** | .611** | .480** | .570** | .445** | .414** | .236* | .225* | .311** | .659** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .015 | .021 | .001 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X102 | Pearson Correlation | .387** | 1 | .253** | .474** | .485** | .558** | .451** | .256** | .605** | .476** | .276** | .406** | .673** |
| | Sig. (2-tailed) | .000 | | .009 | .000 | .000 | .000 | .000 | .008 | .000 | .000 | .004 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X103 | Pearson Correlation | .425** | .253** | 1 | .458** | .420** | .248* | .327** | .344** | .388** | .350** | .388** | .358** | .597** |
| | Sig. (2-tailed) | .000 | .009 | | .000 | .000 | .011 | .001 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X104 | Pearson Correlation | .463** | .474** | .458** | 1 | .467** | .601** | .454** | .312** | .550** | .425** | .389** | .323** | .710** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .001 | .000 | .000 | .000 | .001 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X105 | Pearson Correlation | .611** | .485** | .420** | .467** | 1 | .483** | .635** | .528** | .643** | .347** | .318** | .363** | .753** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .001 | .000 | .000 |

| | | | | | | | | | | | | | | |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X106 | Pearson Correlation | .480** | .558** | .248* | .601** | .483** | 1 | .521** | .391** | .592** | .357** | .330** | .440** | .719** |
| | Sig. (2-tailed) | .000 | .000 | .011 | .000 | .000 | | .000 | .000 | .000 | .000 | .001 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X107 | Pearson Correlation | .570** | .451** | .327** | .454** | .635** | .521** | 1 | .555** | .563** | .522** | .360** | .346** | .765** |
| | Sig. (2-tailed) | .000 | .000 | .001 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X108 | Pearson Correlation | .445** | .256** | .344** | .312** | .528** | .391** | .555** | 1 | .422** | .487** | .278** | .371** | .648** |
| | Sig. (2-tailed) | .000 | .008 | .000 | .001 | .000 | .000 | .000 | | .000 | .000 | .004 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X109 | Pearson Correlation | .414** | .605** | .388** | .550** | .643** | .592** | .563** | .422** | 1 | .460** | .459** | .479** | .798** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X110 | Pearson Correlation | .236* | .476** | .350** | .425** | .347** | .357** | .522** | .487** | .460** | 1 | .470** | .502** | .695** |
| | Sig. (2-tailed) | .015 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X111 | Pearson Correlation | .225* | .276** | .388** | .389** | .318** | .330** | .360** | .278** | .459** | .470** | 1 | .413** | .614** |

| | | | | | | | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .021 | .004 | .000 | .000 | .001 | .001 | .000 | .004 | .000 | .000 | | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| | Pearson Correlation | .311** | .406** | .358** | .323** | .363** | .440** | .346** | .371** | .479** | .502** | .413** | 1 | .639** |
| X112 | Sig. (2-tailed) | .001 | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| | Pearson Correlation | .659** | .673** | .597** | .710** | .753** | .719** | .765** | .648** | .798** | .695** | .614** | .639** | 1 |
| TOTAL | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| L | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |

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

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

Kualitas Pelayanan

Correlations

| | X201 | X202 | X203 | X204 | X205 | X206 | X207 | X208 | X209 | X210 | X211 | X212 | X213 | X214 | X215 | TOTAL |
|------|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X201 | 1 | .592** | .561** | .365** | .517** | .504** | .429** | .466** | .444** | .399** | .335** | .532** | .450** | .352** | .582** | .704** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |

| | | | | | | | | | | | | | | | | | |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | |
| X202 | Pearson Correlation | .592** | 1 | .488** | .537** | .402** | .405** | .341** | .523** | .416** | .532** | .337** | .509** | .595** | .489** | .472** | .712** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X203 | Pearson Correlation | .561** | .488** | 1 | .408** | .620** | .518** | .509** | .474** | .407** | .386** | .569** | .554** | .488** | .559** | .448** | .743** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X204 | Pearson Correlation | .365** | .537** | .408** | 1 | .387** | .545** | .475** | .462** | .446** | .379** | .386** | .448** | .812** | .497** | .628** | .726** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X205 | Pearson Correlation | .517** | .402** | .620** | .387** | 1 | .483** | .514** | .317** | .298** | .420** | .299** | .471** | .469** | .683** | .429** | .682** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .001 | .002 | .000 | .002 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X206 | Pearson Correlation | .504** | .405** | .518** | .545** | .483** | 1 | .438** | .504** | .535** | .293** | .410** | .424** | .546** | .324** | .803** | .732** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .002 | .000 | .000 | .000 | .001 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X207 | Pearson Correlation | .429** | .341** | .509** | .475** | .514** | .438** | 1 | .572** | .497** | .386** | .499** | .446** | .450** | .390** | .562** | .702** |

| | | | | | | | | | | | | | | | | | |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | |
| | Pearson Correlation | .466** | .523** | .474** | .462** | .317** | .504** | .572** | 1 | .510** | .475** | .439** | .540** | .396** | .375** | .546** | .710** |
| X208 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| | Pearson Correlation | .444** | .416** | .407** | .446** | .298** | .535** | .497** | .510** | 1 | .478** | .483** | .394** | .497** | .250* | .636** | .688** |
| X209 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .002 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .010 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| | Pearson Correlation | .399** | .532** | .386** | .379** | .420** | .293** | .386** | .475** | .478** | 1 | .452** | .607** | .489** | .473** | .324** | .659** |
| X210 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .002 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| | Pearson Correlation | .335** | .337** | .569** | .386** | .299** | .410** | .499** | .439** | .483** | .452** | 1 | .485** | .455** | .299** | .420** | .639** |
| X211 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .002 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .002 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| | Pearson Correlation | .532** | .509** | .554** | .448** | .471** | .424** | .446** | .540** | .394** | .607** | .485** | 1 | .541** | .658** | .502** | .757** |
| X212 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |

| | | | | | | | | | | | | | | | | | |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Pearson Correlation | .450** | .595** | .488** | .812** | .469** | .546** | .450** | .396** | .497** | .489** | .455** | .541** | 1 | .561** | .641** | .782** |
| X213 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| | Pearson Correlation | .352** | .489** | .559** | .497** | .683** | .324** | .390** | .375** | .250* | .473** | .299** | .658** | .561** | 1 | .391** | .675** |
| X214 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .001 | .000 | .000 | .010 | .000 | .002 | .000 | .000 | | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| | Pearson Correlation | .582** | .472** | .448** | .628** | .429** | .803** | .562** | .546** | .636** | .324** | .420** | .502** | .641** | .391** | 1 | .790** |
| X215 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 | .000 | .000 | .000 | | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| TOT | Pearson Correlation | .704** | .712** | .743** | .726** | .682** | .732** | .702** | .710** | .688** | .659** | .639** | .757** | .782** | .675** | .790** | 1 |
| AL | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |

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

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

Store Atmosphere

Correlations

| | | X301 | X302 | X303 | X304 | X305 | X306 | X307 | X308 | X309 | TOTAL |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X301 | Pearson Correlation | 1 | .622** | .430** | .417** | .292** | .437** | .485** | .541** | .513** | .704** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .002 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X302 | Pearson Correlation | .622** | 1 | .444** | .412** | .423** | .486** | .547** | .592** | .653** | .776** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X303 | Pearson Correlation | .430** | .444** | 1 | .584** | .634** | .371** | .564** | .559** | .531** | .755** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X304 | Pearson Correlation | .417** | .412** | .584** | 1 | .556** | .324** | .406** | .597** | .583** | .708** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .001 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X305 | Pearson Correlation | .292** | .423** | .634** | .556** | 1 | .259** | .578** | .519** | .548** | .711** |

| | | | | | | | | | | | |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .002 | .000 | .000 | .000 | | .008 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| | Pearson Correlation | .437** | .486** | .371** | .324** | .259** | 1 | .515** | .389** | .521** | .646** |
| X306 | Sig. (2-tailed) | .000 | .000 | .000 | .001 | .008 | | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| | Pearson Correlation | .485** | .547** | .564** | .406** | .578** | .515** | 1 | .583** | .668** | .803** |
| X307 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| | Pearson Correlation | .541** | .592** | .559** | .597** | .519** | .389** | .583** | 1 | .637** | .797** |
| X308 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| | Pearson Correlation | .513** | .653** | .531** | .583** | .548** | .521** | .668** | .637** | 1 | .839** |
| X309 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| TOTA | Pearson Correlation | .704** | .776** | .755** | .708** | .711** | .646** | .803** | .797** | .839** | 1 |
| L | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |

| | | | | | | | | | | |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

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

Kepuasan Konsumen

Correlations

| | | Y01 | Y02 | Y03 | Y04 | Y05 | Y06 | Y07 | Y08 | Y09 | TOTAL |
|-----|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Y01 | Pearson Correlation | 1 | .497** | .441** | .446** | .484** | .434** | .613** | .505** | .547** | .714** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y02 | Pearson Correlation | .497** | 1 | .487** | .449** | .579** | .443** | .548** | .556** | .418** | .723** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y03 | Pearson Correlation | .441** | .487** | 1 | .502** | .624** | .647** | .515** | .618** | .505** | .782** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |

| | | | | | | | | | | | |
|-----|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Y04 | Pearson Correlation | .446** | .449** | .502** | 1 | .671** | .547** | .573** | .612** | .478** | .759** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y05 | Pearson Correlation | .484** | .579** | .624** | .671** | 1 | .560** | .525** | .639** | .571** | .822** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y06 | Pearson Correlation | .434** | .443** | .647** | .547** | .560** | 1 | .376** | .540** | .533** | .745** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y07 | Pearson Correlation | .613** | .548** | .515** | .573** | .525** | .376** | 1 | .546** | .581** | .763** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y08 | Pearson Correlation | .505** | .556** | .618** | .612** | .639** | .540** | .546** | 1 | .566** | .810** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y09 | Pearson Correlation | .547** | .418** | .505** | .478** | .571** | .533** | .581** | .566** | 1 | .762** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |

| | | | | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----|
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| | Pearson Correlation | .714** | .723** | .782** | .759** | .822** | .745** | .763** | .810** | .762** | 1 |
| TOTAL | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |

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

Uji Reliabilitas

Harga Produk (X1)

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 105 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 105 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .898 | 12 |

Kualitas Pelayanan

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 105 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 105 | 100.0 |

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

Reliability Statistics

| | |
|---------------------|------------|
| Cronbach's Alpha | N of Items |
| .931 | 15 |

Store Atmosphere (X3)

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 105 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 105 | 100.0 |

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

Reliability Statistics

| | |
|---------------------|------------|
| Cronbach's Alpha | N of Items |
| .901 | 9 |

Kepuasan Konsumen (Y)

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 105 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 105 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .910 | 9 |

UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 105 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 3.49841286 |
| | Absolute | .089 |
| Most Extreme Differences | Positive | .045 |
| | Negative | -.089 |
| Kolmogorov-Smirnov Z | | .907 |
| Asymp. Sig. (2-tailed) | | .138 |

a. Test distribution is Normal.

b. Calculated from data.

UJI MULTIKOLINERITAS

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|--------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| | | | | | | | |
| 1 (Constant) | 11.446 | 3.351 | | 3.415 | .001 | | |
| HARGA PRODUK | .389 | .065 | .487 | 5.989 | .000 | .641 | 1.559 |
| KUALITAS PELAYANAN | -.070 | .034 | -.132 | -2.027 | .045 | .998 | 1.002 |
| STORE ATMOSPHERE | .292 | .070 | .341 | 4.185 | .000 | .641 | 1.560 |

a. Dependent Variable: KEPUASAN KONSUMEN

UJI HETEROSKEDASTISITAS

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| | | | | | |
| 1 (Constant) | 4.022 | 1.655 | | 2.431 | .017 |
| HARGA PRODUK | -.022 | .054 | -.069 | -.418 | .677 |
| KUALITAS PELAYANAN | -.052 | .059 | -.205 | -.880 | .381 |
| STORE ATMOSPHERE | .063 | .091 | .161 | .696 | .488 |

a. Dependent Variable: RES_2

UJI AUTOKORELASI DAN TABEL DUBIN WATSON

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .839 ^a | .703 | .695 | 3.063 | 1.913 |

a. Predictors: (Constant), STORE ATMOSPHERE, HARGA PRODUK, KUALITAS PELAYANAN

b. Dependent Variable: KEPUASAN KONSUMEN

Tabel Durbin-Watson (DW), $\alpha = 5\%$

| n | k=1 | | k=2 | | k=3 | | k=4 | | k=5 | |
|-----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | dL | dU | dL | dU | dL | dU | dL | dU | dL | dU |
| 71 | 1.5865 | 1.6435 | 1.5577 | 1.6733 | 1.5284 | 1.7041 | 1.4987 | 1.7358 | 1.4685 | 1.7685 |
| 72 | 1.5895 | 1.6457 | 1.5611 | 1.6751 | 1.5323 | 1.7054 | 1.5029 | 1.7366 | 1.4732 | 1.7688 |
| 73 | 1.5924 | 1.6479 | 1.5645 | 1.6768 | 1.5360 | 1.7067 | 1.5071 | 1.7375 | 1.4778 | 1.7691 |
| 74 | 1.5953 | 1.6500 | 1.5677 | 1.6785 | 1.5397 | 1.7079 | 1.5112 | 1.7383 | 1.4822 | 1.7694 |
| 75 | 1.5981 | 1.6521 | 1.5709 | 1.6802 | 1.5432 | 1.7092 | 1.5151 | 1.7390 | 1.4866 | 1.7698 |
| 76 | 1.6009 | 1.6541 | 1.5740 | 1.6819 | 1.5467 | 1.7104 | 1.5190 | 1.7399 | 1.4909 | 1.7701 |
| 77 | 1.6036 | 1.6561 | 1.5771 | 1.6835 | 1.5502 | 1.7117 | 1.5228 | 1.7407 | 1.4950 | 1.7704 |
| 78 | 1.6063 | 1.6581 | 1.5801 | 1.6851 | 1.5535 | 1.7129 | 1.5265 | 1.7415 | 1.4991 | 1.7708 |
| 79 | 1.6089 | 1.6601 | 1.5830 | 1.6867 | 1.5568 | 1.7141 | 1.5302 | 1.7423 | 1.5031 | 1.7712 |
| 80 | 1.6114 | 1.6620 | 1.5859 | 1.6882 | 1.5600 | 1.7153 | 1.5337 | 1.7430 | 1.5070 | 1.7716 |
| 81 | 1.6139 | 1.6639 | 1.5888 | 1.6898 | 1.5632 | 1.7164 | 1.5372 | 1.7438 | 1.5109 | 1.7720 |
| 82 | 1.6164 | 1.6657 | 1.5915 | 1.6913 | 1.5663 | 1.7176 | 1.5406 | 1.7446 | 1.5146 | 1.7724 |
| 83 | 1.6188 | 1.6675 | 1.5942 | 1.6928 | 1.5693 | 1.7187 | 1.5440 | 1.7454 | 1.5183 | 1.7728 |
| 84 | 1.6212 | 1.6693 | 1.5969 | 1.6942 | 1.5723 | 1.7199 | 1.5472 | 1.7462 | 1.5219 | 1.7732 |
| 85 | 1.6235 | 1.6711 | 1.5995 | 1.6957 | 1.5752 | 1.7210 | 1.5505 | 1.7470 | 1.5254 | 1.7736 |
| 86 | 1.6258 | 1.6728 | 1.6021 | 1.6971 | 1.5780 | 1.7221 | 1.5536 | 1.7478 | 1.5289 | 1.7740 |
| 87 | 1.6280 | 1.6745 | 1.6046 | 1.6985 | 1.5808 | 1.7232 | 1.5567 | 1.7485 | 1.5322 | 1.7745 |
| 88 | 1.6302 | 1.6762 | 1.6071 | 1.6999 | 1.5836 | 1.7243 | 1.5597 | 1.7493 | 1.5356 | 1.7749 |
| 89 | 1.6324 | 1.6778 | 1.6095 | 1.7013 | 1.5863 | 1.7254 | 1.5627 | 1.7501 | 1.5388 | 1.7754 |
| 90 | 1.6345 | 1.6794 | 1.6119 | 1.7026 | 1.5889 | 1.7264 | 1.5656 | 1.7508 | 1.5420 | 1.7758 |
| 91 | 1.6366 | 1.6810 | 1.6143 | 1.7040 | 1.5915 | 1.7275 | 1.5685 | 1.7516 | 1.5452 | 1.7763 |
| 92 | 1.6387 | 1.6826 | 1.6166 | 1.7053 | 1.5941 | 1.7285 | 1.5713 | 1.7523 | 1.5482 | 1.7767 |
| 93 | 1.6407 | 1.6841 | 1.6188 | 1.7066 | 1.5966 | 1.7295 | 1.5741 | 1.7531 | 1.5513 | 1.7772 |
| 94 | 1.6427 | 1.6857 | 1.6211 | 1.7078 | 1.5991 | 1.7306 | 1.5768 | 1.7538 | 1.5542 | 1.7776 |
| 95 | 1.6447 | 1.6872 | 1.6233 | 1.7091 | 1.6015 | 1.7316 | 1.5795 | 1.7546 | 1.5572 | 1.7781 |
| 96 | 1.6466 | 1.6887 | 1.6254 | 1.7103 | 1.6039 | 1.7326 | 1.5821 | 1.7553 | 1.5600 | 1.7785 |
| 97 | 1.6485 | 1.6901 | 1.6275 | 1.7116 | 1.6063 | 1.7335 | 1.5847 | 1.7560 | 1.5628 | 1.7790 |
| 98 | 1.6504 | 1.6916 | 1.6296 | 1.7128 | 1.6086 | 1.7345 | 1.5872 | 1.7567 | 1.5656 | 1.7795 |
| 99 | 1.6522 | 1.6930 | 1.6317 | 1.7140 | 1.6108 | 1.7355 | 1.5897 | 1.7575 | 1.5683 | 1.7799 |
| 100 | 1.6540 | 1.6944 | 1.6337 | 1.7152 | 1.6131 | 1.7364 | 1.5922 | 1.7582 | 1.5710 | 1.7804 |
| 101 | 1.6558 | 1.6958 | 1.6357 | 1.7163 | 1.6153 | 1.7374 | 1.5946 | 1.7589 | 1.5736 | 1.7809 |
| 102 | 1.6576 | 1.6971 | 1.6376 | 1.7175 | 1.6174 | 1.7383 | 1.5969 | 1.7596 | 1.5762 | 1.7813 |
| 103 | 1.6593 | 1.6985 | 1.6396 | 1.7186 | 1.6196 | 1.7392 | 1.5993 | 1.7603 | 1.5788 | 1.7818 |
| 104 | 1.6610 | 1.6998 | 1.6415 | 1.7198 | 1.6217 | 1.7402 | 1.6016 | 1.7610 | 1.5813 | 1.7823 |
| 105 | 1.6627 | 1.7011 | 1.6433 | 1.7209 | 1.6237 | 1.7411 | 1.6038 | 1.7617 | 1.5837 | 1.7827 |

ANALISIS REGRESI LINIER BERGANDA

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| | (Constant) | 11.446 | 3.351 | | |
| 1 HARGA PRODUK | .389 | .065 | .487 | 5.989 | .000 |
| KUALITAS PELAYANAN | -.070 | .034 | -.132 | -2.027 | .045 |
| STORE ATMOSPHERE | .292 | .070 | .341 | 4.185 | .000 |

b. Dependent Variable: KEPUASAN KONSUMEN

UJI T

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| | (Constant) | 11.446 | 3.351 | | |
| 1 HARGA PRODUK | .389 | .065 | .487 | 5.989 | .000 |
| KUALITAS PELAYANAN | -.070 | .034 | -.132 | -2.027 | .045 |
| STORE ATMOSPHERE | .292 | .070 | .341 | 4.185 | .000 |

a. Dependent Variable: KEPUASAN KONSUMEN

Distribusi Nilai t_{tabel}

| d.f | 1% | 5% | 10% | 5% | 1% |
|-----|-------|-------|-------|-------|-------|
| 1 | 3.078 | 6.314 | 12.71 | 31.82 | 63.66 |
| 2 | 1.886 | 2.920 | 4.303 | 6.965 | 9.925 |
| 3 | 1.638 | 2.353 | 3.182 | 4.541 | 5.841 |
| 4 | 1.533 | 2.132 | 2.776 | 3.747 | 4.604 |
| 5 | 1.476 | 2.015 | 2.571 | 3.365 | 4.032 |
| 6 | 1.440 | 1.943 | 2.447 | 3.143 | 3.707 |
| 7 | 1.415 | 1.895 | 2.365 | 2.998 | 3.499 |
| 8 | 1.397 | 1.860 | 2.306 | 2.896 | 3.355 |
| 9 | 1.383 | 1.833 | 2.262 | 2.821 | 3.250 |
| 10 | 1.372 | 1.812 | 2.228 | 2.764 | 3.169 |
| 11 | 1.363 | 1.796 | 2.201 | 2.718 | 3.106 |
| 12 | 1.356 | 1.782 | 2.179 | 2.681 | 3.055 |
| 13 | 1.350 | 1.771 | 2.160 | 2.650 | 3.012 |
| 14 | 1.345 | 1.761 | 2.145 | 2.624 | 2.977 |
| 15 | 1.341 | 1.753 | 2.131 | 2.602 | 2.947 |
| 16 | 1.337 | 1.746 | 2.120 | 2.583 | 2.921 |
| 17 | 1.333 | 1.740 | 2.110 | 2.567 | 2.898 |
| 18 | 1.330 | 1.734 | 2.101 | 2.552 | 2.878 |
| 19 | 1.328 | 1.729 | 2.093 | 2.539 | 2.861 |
| 20 | 1.325 | 1.725 | 2.086 | 2.528 | 2.846 |
| 21 | 1.323 | 1.721 | 2.080 | 2.518 | 2.831 |
| 22 | 1.321 | 1.717 | 2.074 | 2.508 | 2.819 |
| 23 | 1.319 | 1.714 | 2.069 | 2.500 | 2.807 |
| 24 | 1.318 | 1.711 | 2.064 | 2.492 | 2.797 |
| 25 | 1.316 | 1.708 | 2.060 | 2.485 | 2.787 |
| 26 | 1.315 | 1.706 | 2.056 | 2.479 | 2.779 |
| 27 | 1.314 | 1.703 | 2.052 | 2.473 | 2.771 |
| 28 | 1.313 | 1.701 | 2.048 | 2.467 | 2.763 |
| 29 | 1.311 | 1.699 | 2.045 | 2.462 | 2.756 |
| 30 | 1.310 | 1.697 | 2.042 | 2.457 | 2.750 |
| 31 | 1.309 | 1.696 | 2.040 | 2.453 | 2.744 |
| 32 | 1.309 | 1.694 | 2.037 | 2.449 | 2.738 |
| 33 | 1.308 | 1.692 | 2.035 | 2.445 | 2.733 |
| 34 | 1.307 | 1.691 | 2.032 | 2.441 | 2.728 |
| 35 | 1.306 | 1.690 | 2.030 | 2.438 | 2.724 |
| 36 | 1.306 | 1.688 | 2.028 | 2.434 | 2.719 |
| 37 | 1.305 | 1.687 | 2.026 | 2.431 | 2.715 |
| 38 | 1.304 | 1.686 | 2.024 | 2.429 | 2.712 |
| 39 | 1.304 | 1.685 | 2.023 | 2.426 | 2.708 |
| 40 | 1.303 | 1.684 | 2.021 | 2.423 | 2.704 |
| 41 | 1.303 | 1.683 | 2.020 | 2.421 | 2.701 |
| 42 | 1.302 | 1.682 | 2.018 | 2.418 | 2.698 |
| 43 | 1.302 | 1.681 | 2.017 | 2.416 | 2.695 |
| 44 | 1.301 | 1.680 | 2.015 | 2.414 | 2.692 |
| 45 | 1.301 | 1.679 | 2.014 | 2.412 | 2.690 |
| 46 | 1.300 | 1.679 | 2.013 | 2.410 | 2.687 |
| 47 | 1.300 | 1.678 | 2.012 | 2.408 | 2.685 |
| 48 | 1.299 | 1.677 | 2.011 | 2.407 | 2.682 |
| 49 | 1.299 | 1.677 | 2.010 | 2.405 | 2.680 |
| 50 | 1.299 | 1.676 | 2.009 | 2.403 | 2.678 |
| 51 | 1.298 | 1.675 | 2.008 | 2.402 | 2.676 |
| 52 | 1.298 | 1.675 | 2.007 | 2.400 | 2.674 |
| 53 | 1.298 | 1.674 | 2.006 | 2.399 | 2.672 |
| 54 | 1.297 | 1.674 | 2.005 | 2.397 | 2.670 |
| 55 | 1.297 | 1.673 | 2.004 | 2.396 | 2.668 |
| 56 | 1.297 | 1.673 | 2.003 | 2.395 | 2.667 |
| 57 | 1.297 | 1.672 | 2.002 | 2.394 | 2.665 |
| 58 | 1.296 | 1.672 | 2.002 | 2.392 | 2.663 |
| 59 | 1.296 | 1.671 | 2.001 | 2.391 | 2.662 |
| 60 | 1.296 | 1.671 | 2.001 | 2.391 | 2.662 |
| 61 | 1.296 | 1.671 | 2.000 | 2.390 | 2.659 |
| 62 | 1.296 | 1.671 | 1.999 | 2.389 | 2.659 |
| 63 | 1.296 | 1.670 | 1.999 | 2.389 | 2.658 |
| 64 | 1.296 | 1.670 | 1.999 | 2.388 | 2.657 |
| 65 | 1.296 | 1.670 | 1.998 | 2.388 | 2.657 |
| 66 | 1.295 | 1.670 | 1.998 | 2.387 | 2.656 |
| 67 | 1.295 | 1.670 | 1.998 | 2.387 | 2.655 |
| 68 | 1.295 | 1.670 | 1.997 | 2.386 | 2.655 |
| 69 | 1.295 | 1.669 | 1.997 | 2.386 | 2.654 |
| 70 | 1.295 | 1.669 | 1.997 | 2.385 | 2.653 |
| 71 | 1.295 | 1.669 | 1.996 | 2.385 | 2.653 |
| 72 | 1.295 | 1.669 | 1.996 | 2.384 | 2.652 |
| 73 | 1.295 | 1.669 | 1.996 | 2.384 | 2.651 |
| 74 | 1.295 | 1.668 | 1.995 | 2.383 | 2.651 |
| 75 | 1.295 | 1.668 | 1.995 | 2.383 | 2.650 |
| 76 | 1.294 | 1.668 | 1.995 | 2.382 | 2.649 |
| 77 | 1.294 | 1.668 | 1.994 | 2.382 | 2.649 |
| 78 | 1.294 | 1.668 | 1.994 | 2.381 | 2.648 |
| 79 | 1.294 | 1.668 | 1.994 | 2.381 | 2.647 |
| 80 | 1.294 | 1.667 | 1.993 | 2.380 | 2.647 |
| 81 | 1.294 | 1.667 | 1.993 | 2.380 | 2.646 |
| 82 | 1.294 | 1.667 | 1.993 | 2.379 | 2.645 |
| 83 | 1.294 | 1.667 | 1.992 | 2.379 | 2.645 |
| 84 | 1.294 | 1.667 | 1.992 | 2.378 | 2.644 |
| 85 | 1.294 | 1.666 | 1.992 | 2.378 | 2.643 |
| 86 | 1.293 | 1.666 | 1.991 | 2.377 | 2.643 |
| 87 | 1.293 | 1.666 | 1.991 | 2.377 | 2.642 |
| 88 | 1.293 | 1.666 | 1.991 | 2.376 | 2.641 |
| 89 | 1.293 | 1.666 | 1.990 | 2.376 | 2.641 |
| 90 | 1.293 | 1.666 | 1.990 | 2.375 | 2.640 |
| 91 | 1.293 | 1.665 | 1.990 | 2.374 | 2.639 |
| 92 | 1.293 | 1.665 | 1.989 | 2.374 | 2.639 |
| 93 | 1.293 | 1.665 | 1.989 | 2.373 | 2.638 |
| 94 | 1.293 | 1.665 | 1.989 | 2.373 | 2.637 |
| 95 | 1.293 | 1.665 | 1.988 | 2.372 | 2.637 |
| 96 | 1.292 | 1.664 | 1.988 | 2.372 | 2.636 |
| 97 | 1.292 | 1.664 | 1.988 | 2.371 | 2.635 |
| 98 | 1.292 | 1.664 | 1.987 | 2.371 | 2.635 |
| 99 | 1.292 | 1.664 | 1.987 | 2.370 | 2.634 |
| 100 | 1.292 | 1.664 | 1.987 | 2.370 | 2.633 |
| 101 | 1.292 | 1.663 | 1.986 | 2.369 | 2.633 |
| 102 | 1.292 | 1.663 | 1.986 | 2.369 | 2.632 |
| 103 | 1.292 | 1.663 | 1.986 | 2.368 | 2.631 |
| 104 | 1.292 | 1.663 | 1.985 | 2.368 | 2.631 |
| 105 | 1.292 | 1.663 | 1.985 | 2.367 | 2.630 |
| 106 | 1.291 | 1.663 | 1.985 | 2.367 | 2.629 |
| 107 | 1.291 | 1.662 | 1.984 | 2.366 | 2.629 |
| 108 | 1.291 | 1.662 | 1.984 | 2.366 | 2.628 |
| 109 | 1.291 | 1.662 | 1.984 | 2.365 | 2.627 |
| 110 | 1.291 | 1.662 | 1.983 | 2.365 | 2.627 |
| 111 | 1.291 | 1.662 | 1.983 | 2.364 | 2.626 |
| 112 | 1.291 | 1.661 | 1.983 | 2.364 | 2.625 |
| 113 | 1.291 | 1.661 | 1.982 | 2.363 | 2.625 |
| 114 | 1.291 | 1.661 | 1.982 | 2.363 | 2.624 |
| 115 | 1.291 | 1.661 | 1.982 | 2.362 | 2.623 |
| 116 | 1.290 | 1.661 | 1.981 | 2.362 | 2.623 |
| 117 | 1.290 | 1.661 | 1.981 | 2.361 | 2.622 |
| 118 | 1.290 | 1.660 | 1.981 | 2.361 | 2.621 |
| 119 | 1.290 | 1.660 | 1.980 | 2.360 | 2.621 |

UJI F

ANOVA^a

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 1746.901 | 3 | 582.300 | 44.857 | .000 ^b |
| Residual | 1311.099 | 101 | 12.981 | | |
| Total | 3058.000 | 104 | | | |

a. Dependent Variable: KEPUASAN KONSUMEN

b. Predictors: (Constant), STORE ATMOSPHERE, HARGA PRODUK, KUALITAS PELAYANAN