

## LAMPIRAN

### Lampiran 1: Surat Izin 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.fc.unipasby.ac.id>

Nomor : 230.271 /01/FEB/II/2023  
Lampiran : -  
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:  
Pemilik UMKM  
Sayur ngerame di Sidoarjo.  
Jl.kolonel sugiono wedoro pp no 92 RT 03 RW 01  
di-  
Sidoarjo

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 : Nita Indrawati  
NIM : 191500113  
Prodi : Manajemen  
Judul : Pengaruh kualitas produk, harga, dan kualitas pelayanan terhadap kepuasan pelanggan (studi kasus UMKM sayur ngerame di Sidoarjo).

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

Surabaya, 25 Januari 2023  
Dekan,  
  
**Fonv Susilo Wibowo, SE., M.Pd., M.SM**  
NPP : 0709494/DY

## Lampiran 2: Surat Balasan Tempat Penelitian



Sayur Ngerame Sidoarjo  
Jl. Kolonel Sugiono Wedoro PP No 92 RT03 RW 01  
No. Telp: 08993358792

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Perihal: Balasan Permohonan Izin Penelitian

Dengan Hormat,

Sehubungan dengan surat saudara pada tanggal 25 Februari 2023 perihal perizinan tempat penelitian dalam rangka penyusunan skripsi mahasiswa atas nama Nita Indrawati dengan judul "Pengaruh Kualitas Produk, Harga, dan Kualitas Pelayanan terhadap Kepuasan Pelanggan (Studi Kasus UMKM sayur ngerame di Sidoarjo)"

Perlu kami sampaikan beberapa hal sebagai berikut:


1. Pada prinsipnya 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 selama tanggal ditetapkan

Demikian surat balasan dari kami.

Pemilik UMKM sayur ngerame  
Sidoarjo

M. Ashar Hanif

### Lampiran 3: Berita Acara Bimbingan Skripsi



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**FAKULTAS EKONOMI DAN BISNIS**  
 Kampus : Jl. Dukuh Menanggal XII/4, Telp-Fax. 031-8281183 Surabaya 60234  
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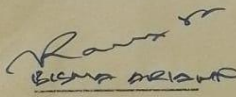
**KARTU BIMBINGAN SKRIPSI**


|                        |  |
|------------------------|--|
| Nama                   | : Nita Indrawati   |
| Prodi / NIM            | : Manajemen / 191500113  |
| Judul Skripsi          | : PENGARUH KUALITAS PRODUK, HARGA, DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN.<br>(Studi Kasus UMKM Sayur Agerame di Sidoarjo) |
| Dosen Pembimbing       | : Bisma Arianto, SE., M.M.   |
| Periode Kepembimbingan | : 17 September 2022 s/d 17 Maret 2023  |

**URAIAN KEGIATAN KEPEMBIMBINGAN :**

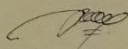
| NO | TANGGAL    | MATERI BIMBINGAN                        | KET.  | TANDA TANGAN |
|----|------------|---|-------|--------------|
| 1  | 27/9/2022  | Materi pendahuluan<br>Lamp. Bab 1, 2, 3 | BCC   |              |
| 2  | 9/10/2022  | Bab 1, 2, 3                             | Rensi |              |
| 3  | 11/11/2022 | Bab 1, 2, 3                             | BCC   |              |
| 4  | 22/12/2022 | kesimpulan                              | Rensi |              |
| 5  | 10/01/2023 | Bab 4, 5                                | Rensi |              |
| 6  | 6/02/2023  | Bab 4, 5                                | BCC   |              |
|    |            | kesimpulan                              | Rensi |              |
| 7  | 7/02/2023  | kesimpulan                              | BCC   |              |

Bimbingan selesai pada tanggal :  
 Dosen Pembimbing,

  
Bisma Arianto



Mahasiswa,

  
Nita Indrawati

## Lampiran 4: Berita Acara Proposal



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

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

#### CATATAN UJIAN PROPOSAL SKRIPSI

|   |               |   |
|---|---------------|---|
| 1 | Nama          | : Nita Indrawati  |
| 2 | NIM           | : 191500113   |
| 3 | Program Studi | : Manajemen   |
| 4 | Judul Skripsi | : Pengaruh Kualitas Produk, Harga dan Kualitas Pelayanan terhadap Kepuasan Pelanggan. |

| Hal   | Perbaikan / Koreksi  |
|-------|--|
| -     | Kata Pengantar belum ada → daftar isi akan berubah   |
| 10    | Pada penelitian terdahulu yang ke 6 ditulis Nama Sdr (2022), judulnya dan hasil penelitian masih dalam proses  |
| 34    | a.Setiap variabel diberi indikator yang jumlahnya sesuai dengan Indikator Variabel<br>b.Untuk garis Parsial dan Simultan apa tidak kebalik →   |
| 39    | Gambar rancangan penelitian agar diganti →   |
| 45    | Indikator Harga menurut siapa (= hal 25)   |
| 45    | Indikator Kualitas Pelayanan menurut siapa (= hal 30) dan penempatannya kurang ke kiri   |
| 50-54 | Contoh daftar pustaka : Hal 1 pada baris terakhir Kementerian Koperasi & UKM tidak ada didaftar pustaka dan masih ada yang lain agar Sdr teliti tiap halaman (wickof dalam nasution 2004). |
|       | Kuisisioner :<br>a.Pernyataan X1, X2, X3 dan Y tidak sesuai jumlah indikatornya dengan Bab 2 atau Bab 3.<br>b.Nomor pernyataan agar dimulai dari 1,2,3 dst bukan diawali dari 1,2 lagi.    |

Surabaya, 22 Nopember 2022.  
Penguji,

Drs. Suharyanto, MM

## Lampiran 5: Pengantar Plagiasi



**FAKULTAS EKONOMI**  
**UNIVERSITAS PGRI ADI BUANA SURABAYA**  
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Website : <http://www.unipasby.ac.id>

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### SURAT PENGANTAR PLAGIASI

Yang bertanda tangan dibawah ini:

Nama Dosen : Bisma Arianto, S.E., M.M.

Menerangkan bahwa artikel ilmiah atas:

Nama Mahasiswa : Nita Indrawati

NIM : 191500113

Prodi : Manajemen

Judul : Pengaruh Kualitas Produk, Harga, dan Kualitas Pelayanan Terhadap  
Kepuasan Pelanggan (studi kasus UMKM sayur ngerame di Sidoarjo)

Telah memenuhi syarat untuk dilakukan cek plagiasi

Surabaya, 27 Februari 2023

Dosen Pembimbing

Bisma Arianto, S.E., M.M.

NPP/ NIP: 1302663/DY

## Lampiran 6: 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 : Nita Indrawati  
NIM : 191500113  
Prodi : Manajemen

Telah melakukan uji plagiasi dengan judul artikel "**Pengaruh Kualitas Produk, Harga, dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan (studi kasus UMKM sayur ngerame di Sidoarjo)**" dengan hasil Similarity Index 16% sehingga layak untuk mengikuti sidang skripsi.

Demikian surat pernyataan ini kami buat untuk dipergunakan sebagaimana mestinya.

Surabaya, 01 Maret 2023  
Ketua Program Studi Manajemen



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

## Lampiran 7: Kuesioner Penelitian

### KUESIONER PENELITIAN

Kepada yang terhormat pelanggan sayur ngerame di Sidoarjo dalam rangka memenuhi tugas akhir (skripsi) saya Nita Indrawati mahasiswi program studi Manajemen Fakultas Ekonomi dan Bisnis, Universitas PGRI Adi Buana Surabaya mengadakan penelitian dengan judul “**Pengaruh Kualitas Produk, Harga, dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan (studi kasus UMKM sayur ngerame di Sidoarjo)**”. saya mengharap kesediaan anda untuk mengisi kuesioner yang diberikan. Informasi yang anda berikan akan kami jaga kerahasiaannya. Atas perhatiannya saya mengucapkan terima kasih.

#### A. Identitas Responden

Berikan tanda (√) untuk setiap jawaban yang menurut anda paling sesuai dengan diri anda.

Nama :

Usia :  23-29

50-79

30-49

Jenis Kelamin:  perempuan

laki-laki

Pekerjaan :  pelajar / mahasiswa

Karyawan

Lainnya

.....

Wiraswasta

#### B. Petunjuk pengisian kuesioner

Berikan tanda (√) pada salah satu alternatif jawaban pada kolom yang tersedia untuk jawaban yang paling tepat menurut persepsi saudara/I setelah anda berkunjung ke UMKM sayur ngerame di Sidoarjo.

Keterangan mengenai skor penelitian:

|      |                           |
|------|---------------------------|
| skor | keterangan                |
| 5    | Sangat setuju (SS)        |
| 4    | Setuju (S)                |
| 3    | Ragu-ragu (RG)            |
| 2    | Tidak setuju (ST)         |
| 1    | Sangat tidak setuju (STS) |

### 1. Variabel Kualitas Produk

| NO   | Pertanyaan  | Jawaban |    |    |   |    |
|--|---|---------|----|----|---|----|
|  |   | STS     | TS | RG | S | SS |
| <b>Kualitas Produk X1</b>                  |   |         |    |    |   |    |
| <b>Bentuk (ukuran/struktur) X1.1</b>       |   |         |    |    |   |    |
| 1  | Saya merasa produk sayur ngerame mudah dibawa   |         |    |    |   |    |
| 2  | Saya merasa produk sayur ngerame cocok dijadikan oleh-oleh (paket sayur asem, cap cay, DLL) |         |    |    |   |    |
| <b>Features (Fitur) X1.2</b>               |   |         |    |    |   |    |
| 3  | Saya merasa kemasan produk menarik perhatian konsumen                                       |         |    |    |   |    |
| 4  | Saya merasa produk sayur ngerame memiliki ciri khas yang membuat konsumen tertarik          |         |    |    |   |    |
| <b>Penyesuaian keinginan konsumen X1.3</b> |   |         |    |    |   |    |
| 5  | Saya merasa produk yang ditawarkan sesuai dengan kebutuhan konsumen                         |         |    |    |   |    |



|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| 6   | Saya merasa produk sayur ngerame dapat memenuhi keinginan pelanggan                |  |  |  |  |  |
| <b>performance (Kinerja) X1.4</b>         |  |  |  |  |  |  |
| 7   | Saya merasa kualitas produk yang diberikan memuaskan                               |  |  |  |  |  |
| 8   | Saya merasa dapat memakai produk setiap saat ingin memasak                         |  |  |  |  |  |
| <b>kesesuaian dengan spesifikasi X1.5</b> |  |  |  |  |  |  |
| 9   | Saya merasa produk yang dijual sesuai dengan standart dan kualitas yang ditawarkan |  |  |  |  |  |
| 10  | Saya merasa produk yang dijual sesuai dengan kebutuhan pelanggan                   |  |  |  |  |  |
| <b>Ketahanan X1.6</b>                     |  |  |  |  |  |  |
| 11  | Saya merasa produk sayur ngerame dapat bertahan selama 2-3 hari                    |  |  |  |  |  |
| 12  | Saya merasa produk yang ditawarkan masih <i>fresh</i> atau segar                   |  |  |  |  |  |
| <b>Keandalan X1.7</b>                     |  |  |  |  |  |  |
| 13  | Saya merasa produk yang disediakan sayur ngerame tidak mengalami kerusakan         |  |  |  |  |  |
| 14  | Saya merasa produk sayur ngerame memuaskan pelanggan                               |  |  |  |  |  |
| <b>Kemudahan Perbaikan X1.8</b>           |  |  |  |  |  |  |

|                     |   |  |  |  |  |  |
|---------------------|---|--|--|--|--|--|
| 15                  | Saya merasa produk sayur ngerame mudah diperbaiki atau diolah             |  |  |  |  |  |
| 16                  | Saya merasa produk yang disediakan sayur ngerame sangat banyak manfaatnya |  |  |  |  |  |
| <b>Gaya X1.9</b>    |   |  |  |  |  |  |
| 17                  | Saya merasa nama sayur ngerame memiliki tampilan yang menarik             |  |  |  |  |  |
| 18                  | Saya merasa nama dari produk yang dijual mudah diingat                    |  |  |  |  |  |
| <b>Desain X1.10</b> |   |  |  |  |  |  |
| 19                  | Saya merasa tampilan sayur ngerame memiliki ketertarikan para pelanggan   |  |  |  |  |  |
| 20                  | Saya merasa sayur yang dikemas dalam <i>styrofoam</i> sangat praktis      |  |  |  |  |  |

## 2.Variabel Harga

|   |   |  |  |  |  |  |
|---|---|--|--|--|--|--|
| <b>Harga X2</b>                                     |   |  |  |  |  |  |
| <b>Keterjangkauan Harga X2.1</b>                    |   |  |  |  |  |  |
| 1   | Saya merasa harga yang ditawarkan terjangkau                  |  |  |  |  |  |
| 2   | Saya merasa harga produk sesuai dengan yang ditawarkan        |  |  |  |  |  |
| <b>Kesesuaian harga dengan kualitas produk X2.2</b> |   |  |  |  |  |  |
| 3   | Saya merasa harga produk sesuai dengan barang yang ditawarkan |  |  |  |  |  |

|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
| 4  | Saya merasa harga sangat terjangkau dengan kualitas produk                               |  |  |  |  |  |
| <b>kesesuaian harga dengan manfaat produk X2.3</b> |  |  |  |  |  |  |
| 5  | Saya merasa pembayaran sesuai dengan manfaat yang dirasakan                              |  |  |  |  |  |
| 6  | Saya merasa memiliki keinginan untuk melakukan pembelian ulang produk yang ditawarkan    |  |  |  |  |  |
| <b>Daya Saing Harga X2.4</b>                       |  |  |  |  |  |  |
| 7  | Saya merasa harus membandingkan harga dengan produk lain                                 |  |  |  |  |  |
| 8  | Saya merasa tertarik pada produk sayur lainnya dengan pertimbangan harga yang ditawarkan |  |  |  |  |  |

### 3. Variabel Kualitas Pelayanan

|   |   |  |  |  |  |  |
|---|---|--|--|--|--|--|
| <b>Kualitas Pelayanan X3</b>              |   |  |  |  |  |  |
| <b>Reliability (keandalan) X3.1</b>       |   |  |  |  |  |  |
| 1   | Saya merasa pelayanan sayur ngerame sesuai dengan yang diharapkan |  |  |  |  |  |
| 2   | Saya merasa respon penjual sayur ngerame sangat cepat             |  |  |  |  |  |
| <b>Tangibles (berwujud) X3.2</b>          |   |  |  |  |  |  |
| 3   | Saya merasa menyediakan produk sayur ngerame sangat lengkap       |  |  |  |  |  |
| 4   | Saya merasa penyediaan sayur selalu baru atau selalu segar        |  |  |  |  |  |
| <b>Responsiveness (daya tanggap) X3.3</b> |   |  |  |  |  |  |

|                                 |   |  |  |  |  |  |
|---------------------------------|---|--|--|--|--|--|
| 5                               | Saya merasa informasi yang diberikan sangat jelas                                 |  |  |  |  |  |
| 6                               | Saya merasa respon penjual sangat baik apabila ada complain                       |  |  |  |  |  |
| <b>Assurance (jaminan) X3.4</b> |   |  |  |  |  |  |
| 7                               | Saya merasa etika penjual sangat ramah  |  |  |  |  |  |
| 8                               | Saya merasa penjual sangat sabar dalam memberikan pelayanan kepada para pelanggan |  |  |  |  |  |
| <b>Empati X3.5</b>              |   |  |  |  |  |  |
| 9                               | Saya merasa pedagang sayur ngerame selalu mengutamakan kebutuhan para pelanggan   |  |  |  |  |  |
| 10                              | Saya merasa pelayanan pedagang sayur ngerame bisa diandalkan para pelanggan       |  |  |  |  |  |

#### 4. Variabel Kepuasan Pelanggan

|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
| <b>Kepuasan pelanggan (Y)</b>          |  |  |  |  |  |  |
| <b>Kesesuaian Harapan Y1.1</b>         |  |  |  |  |  |  |
| 1                                      | Saya merasa produk yang disediakan pernah mengalami kegagalan                  |  |  |  |  |  |
| 2                                      | Saya merasa produk yang disediakan sesuai dengan harapan                       |  |  |  |  |  |
| <b>Minat Berkunjung Kembali Y1.2</b>   |  |  |  |  |  |  |
| 3                                      | Saya berminat membeli produk kembali karena pelayanan yang diberikan memuaskan |  |  |  |  |  |
| 4                                      | Saya berminat membeli produk karena kualitasnya memuaskan                      |  |  |  |  |  |
| <b>kesediaan merekomendasikan Y1.3</b> |  |  |  |  |  |  |

|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| 5 | Saya merekomendasikan produk yang dijual sayur ngerame kepada konsumen karena kualitasnya                              |  |  |  |  |  |
| 6 | Saya merekomendasikan produk yang dijual sayur ngerame kepada konsumen karena kualitas yang diberikan sangat memuaskan |  |  |  |  |  |

## Lampiran 8: Tabulasi Data Tabulasi Data Penelitian Kuesioner

| responden | Kualitas 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 | X1.13 | X1.14 | X1.15 | X1.16 | X1.17 | X1.18 | X1.19 | X1.20 |
| 1         | 4                  | 5    | 5    | 5    | 4    | 4    | 4    | 5    | 4    | 4     | 4     | 3     | 4     | 4     | 3     | 4     | 5     | 4     | 4     | 4     |
| 2         | 4                  | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 4     | 4     | 3     | 5     | 5     | 4     | 5     | 4     | 5     | 4     | 4     |
| 3         | 4                  | 5    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 5     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 5     | 4     |
| 4         | 5                  | 5    | 4    | 5    | 4    | 4    | 4    | 5    | 5    | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 4     |
| 5         | 4                  | 5    | 5    | 5    | 4    | 5    | 5    | 5    | 5    | 5     | 4     | 3     | 5     | 5     | 5     | 5     | 4     | 4     | 4     | 5     |
| 6         | 5                  | 5    | 5    | 5    | 5    | 4    | 5    | 4    | 5    | 5     | 4     | 4     | 5     | 5     | 5     | 4     | 4     | 5     | 5     | 4     |
| 7         | 4                  | 5    | 4    | 4    | 4    | 5    | 4    | 5    | 4    | 5     | 4     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 3     |
| 8         | 4                  | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 5    | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 4     | 4     |
| 9         | 4                  | 5    | 4    | 5    | 4    | 5    | 5    | 4    | 5    | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 4     |
| 10        | 5                  | 5    | 5    | 4    | 4    | 4    | 4    | 5    | 4    | 4     | 4     | 3     | 4     | 4     | 3     | 4     | 4     | 4     | 5     | 4     |
| 11        | 5                  | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 4     | 4     | 5     | 4     |
| 12        | 4                  | 5    | 4    | 5    | 5    | 5    | 4    | 5    | 5    | 4     | 4     | 5     | 5     | 4     | 4     | 4     | 5     | 5     | 4     | 4     |
| 13        | 4                  | 5    | 5    | 5    | 4    | 5    | 5    | 4    | 4    | 5     | 5     | 5     | 5     | 4     | 5     | 4     | 2     | 4     | 4     | 3     |
| 14        | 5                  | 5    | 4    | 4    | 5    | 5    | 4    | 4    | 4    | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 5     | 4     | 5     | 4     |
| 15        | 4                  | 5    | 4    | 4    | 5    | 4    | 4    | 5    | 5    | 4     | 5     | 4     | 5     | 4     | 5     | 4     | 3     | 4     | 5     | 4     |
| 16        | 5                  | 4    | 5    | 5    | 5    | 4    | 5    | 5    | 4    | 5     | 5     | 4     | 5     | 4     | 5     | 4     | 5     | 5     | 4     | 4     |
| 17        | 4                  | 5    | 5    | 5    | 4    | 5    | 4    | 5    | 5    | 5     | 4     | 4     | 4     | 4     | 4     | 5     | 5     | 4     | 4     | 4     |
| 18        | 2                  | 4    | 2    | 3    | 2    | 4    | 4    | 2    | 3    | 5     | 2     | 3     | 5     | 2     | 4     | 4     | 4     | 4     | 4     | 4     |
| 19        | 4                  | 5    | 4    | 5    | 4    | 4    | 5    | 2    | 4    | 5     | 4     | 2     | 5     | 3     | 4     | 5     | 5     | 4     | 4     | 4     |
| 20        | 4                  | 4    | 5    | 5    | 5    | 5    | 5    | 2    | 5    | 5     | 4     | 2     | 5     | 3     | 4     | 4     | 5     | 4     | 5     | 4     |
| 21        | 5                  | 4    | 5    | 5    | 5    | 4    | 5    | 4    | 5    | 5     | 4     | 5     | 4     | 4     | 5     | 5     | 4     | 5     | 4     | 5     |
| 22        | 4                  | 5    | 5    | 4    | 5    | 5    | 4    | 5    | 5    | 4     | 4     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 4     | 5     |
| 23        | 3                  | 4    | 3    | 5    | 3    | 4    | 3    | 4    | 5    | 5     | 4     | 2     | 5     | 3     | 4     | 4     | 4     | 4     | 4     | 5     |
| 24        | 3                  | 4    | 2    | 3    | 3    | 4    | 3    | 2    | 5    | 5     | 3     | 1     | 5     | 4     | 4     | 4     | 4     | 5     | 4     | 5     |
| 25        | 5                  | 4    | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 4     |
| 26        | 5                  | 4    | 4    | 5    | 5    | 5    | 5    | 4    | 4    | 4     | 5     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 4     | 4     |
| 27        | 5                  | 5    | 4    | 4    | 5    | 5    | 4    | 5    | 5    | 4     | 5     | 5     | 4     | 4     | 5     | 4     | 5     | 4     | 5     | 4     |
| 28        | 5                  | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 4    | 5     | 5     | 4     | 5     | 5     | 4     | 4     | 4     | 4     | 4     | 5     |
| 29        | 4                  | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 5     | 4     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 4     | 4     |
| 30        | 4                  | 5    | 4    | 5    | 5    | 4    | 4    | 5    | 5    | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 4     | 4     | 5     | 4     |
| 31        | 4                  | 5    | 4    | 5    | 5    | 5    | 5    | 4    | 4    | 4     | 4     | 5     | 5     | 5     | 4     | 3     | 4     | 5     | 4     | 5     |
| 32        | 4                  | 5    | 4    | 5    | 5    | 5    | 4    | 5    | 5    | 5     | 5     | 4     | 5     | 4     | 4     | 4     | 4     | 4     | 5     | 4     |
| 33        | 4                  | 5    | 5    | 4    | 5    | 5    | 5    | 4    | 5    | 5     | 5     | 5     | 4     | 5     | 4     | 5     | 4     | 5     | 4     | 5     |
| 34        | 4                  | 5    | 5    | 5    | 5    | 4    | 5    | 3    | 4    | 5     | 3     | 2     | 5     | 3     | 4     | 4     | 4     | 3     | 5     | 4     |
| 35        | 4                  | 5    | 4    | 5    | 5    | 4    | 4    | 5    | 4    | 5     | 4     | 5     | 4     | 4     | 4     | 5     | 5     | 4     | 4     | 4     |
| 36        | 4                  | 5    | 4    | 4    | 5    | 5    | 4    | 4    | 5    | 4     | 4     | 5     | 5     | 4     | 5     | 4     | 5     | 4     | 5     | 4     |
| 37        | 4                  | 5    | 4    | 4    | 4    | 5    | 4    | 5    | 4    | 4     | 4     | 5     | 5     | 4     | 4     | 5     | 4     | 4     | 5     | 5     |
| 38        | 4                  | 5    | 5    | 4    | 4    | 4    | 4    | 5    | 4    | 4     | 4     | 5     | 4     | 5     | 4     | 4     | 4     | 5     | 5     | 4     |
| 39        | 4                  | 5    | 4    | 4    | 5    | 4    | 4    | 5    | 4    | 4     | 5     | 4     | 4     | 5     | 4     | 5     | 4     | 4     | 5     | 4     |
| 40        | 4                  | 5    | 4    | 4    | 5    | 4    | 5    | 4    | 5    | 4     | 5     | 4     | 5     | 5     | 4     | 4     | 3     | 4     | 4     | 5     |
| 41        | 5                  | 4    | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 4     |
| 42        | 4                  | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 5    | 4     | 4     | 5     | 5     | 4     | 4     | 4     | 5     | 4     | 4     | 4     |
| 43        | 5                  | 4    | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 4     | 4     | 5     |
| 44        | 4                  | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 5     | 4     | 5     | 5     | 4     | 5     | 4     | 5     | 4     | 4     | 4     |
| 45        | 5                  | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 4    | 5     | 4     | 4     | 5     | 4     | 4     | 5     | 4     | 5     | 3     | 4     |
| 46        | 4                  | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 4    | 4     | 5     | 4     | 5     | 4     | 5     | 4     | 4     | 4     | 4     | 5     |
| 47        | 4                  | 5    | 4    | 4    | 4    | 5    | 4    | 5    | 4    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     |
| 48        | 2                  | 3    | 4    | 5    | 3    | 4    | 5    | 4    | 5    | 4     | 3     | 2     | 5     | 2     | 4     | 4     | 4     | 4     | 5     | 5     |
| 49        | 5                  | 4    | 5    | 4    | 4    | 5    | 5    | 4    | 5    | 4     | 5     | 5     | 5     | 4     | 5     | 4     | 4     | 4     | 5     | 4     |
| 50        | 4                  | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 4     | 4     | 5     | 5     | 4     | 5     | 4     | 4     | 5     | 4     | 5     |
| 51        | 5                  | 5    | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 5     | 4     | 4     | 5     | 4     | 4     | 5     | 4     | 4     | 4     | 5     |
| 52        | 5                  | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 4    | 5     | 5     | 5     | 4     | 4     | 4     | 4     | 5     | 5     | 5     | 5     |
| 53        | 5                  | 5    | 4    | 5    | 4    | 5    | 4    | 4    | 5    | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| 54        | 4                  | 5    | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 5     | 4     | 5     | 5     | 4     | 4     | 3     | 4     | 5     | 4     | 4     |
| 55        | 4                  | 5    | 4    | 5    | 4    | 5    | 5    | 5    | 4    | 5     | 4     | 5     | 4     | 5     | 4     | 2     | 5     | 5     | 3     | 5     |
| 56        | 4                  | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 5     | 5     | 4     | 5     | 4     | 5     | 4     | 5     | 4     | 5     | 4     |
| 57        | 4                  | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 5     | 4     | 5     | 5     | 4     | 4     | 5     | 4     | 5     | 4     | 4     |
| 58        | 4                  | 5    | 5    | 5    | 5    | 4    | 5    | 4    | 5    | 5     | 4     | 4     | 5     | 5     | 4     | 4     | 4     | 4     | 5     | 4     |
| 59        | 4                  | 5    | 5    | 5    | 5    | 4    | 5    | 4    | 5    | 5     | 4     | 4     | 5     | 5     | 4     | 4     | 5     | 4     | 5     | 4     |
| 60        | 4                  | 5    | 5    | 5    | 5    | 4    | 5    | 4    | 5    | 5     | 4     | 4     | 5     | 5     | 4     | 4     | 4     | 4     | 5     | 4     |



| Kualitas Pelayanan (X3) |      |      |      |      |      |      |      |      |      |       |
|-------------------------|------|------|------|------|------|------|------|------|------|-------|
| responden               | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 |
| 1                       | 4    | 4    | 4    | 3    | 3    | 3    | 4    | 3    | 3    | 3     |
| 2                       | 5    | 5    | 4    | 4    | 4    | 4    | 5    | 4    | 5    | 4     |
| 3                       | 5    | 4    | 4    | 5    | 5    | 5    | 4    | 4    | 4    | 4     |
| 4                       | 5    | 5    | 4    | 5    | 4    | 5    | 5    | 4    | 4    | 4     |
| 5                       | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 4    | 4    | 4     |
| 6                       | 5    | 5    | 5    | 4    | 5    | 5    | 5    | 3    | 5    | 5     |
| 7                       | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 4    | 5     |
| 8                       | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 4    | 5     |
| 9                       | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 4    | 5     |
| 10                      | 4    | 4    | 4    | 3    | 5    | 3    | 4    | 3    | 3    | 4     |
| 11                      | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 5     |
| 12                      | 5    | 5    | 4    | 4    | 4    | 5    | 5    | 4    | 4    | 5     |
| 13                      | 5    | 4    | 4    | 4    | 5    | 4    | 4    | 5    | 5    | 5     |
| 14                      | 5    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 5     |
| 15                      | 5    | 4    | 5    | 5    | 4    | 4    | 4    | 5    | 4    | 5     |
| 16                      | 5    | 5    | 5    | 4    | 5    | 4    | 5    | 5    | 5    | 5     |
| 17                      | 4    | 4    | 4    | 4    | 4    | 5    | 5    | 4    | 4    | 4     |
| 18                      | 2    | 5    | 3    | 3    | 3    | 5    | 2    | 4    | 2    | 3     |
| 19                      | 5    | 5    | 4    | 5    | 2    | 5    | 5    | 4    | 4    | 2     |
| 20                      | 5    | 4    | 5    | 4    | 2    | 4    | 5    | 4    | 4    | 4     |
| 21                      | 4    | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 4     |
| 22                      | 5    | 4    | 5    | 5    | 5    | 4    | 4    | 4    | 4    | 5     |
| 23                      | 3    | 5    | 3    | 4    | 4    | 5    | 5    | 4    | 4    | 5     |
| 24                      | 3    | 5    | 2    | 2    | 2    | 4    | 3    | 4    | 4    | 5     |
| 25                      | 5    | 5    | 4    | 5    | 5    | 5    | 5    | 4    | 5    | 4     |
| 26                      | 5    | 5    | 4    | 5    | 5    | 4    | 5    | 5    | 5    | 5     |
| 27                      | 5    | 4    | 3    | 4    | 5    | 5    | 4    | 5    | 4    | 4     |
| 28                      | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4     |
| 29                      | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 4    | 5     |
| 30                      | 5    | 4    | 4    | 5    | 5    | 4    | 5    | 4    | 4    | 5     |
| 31                      | 5    | 4    | 5    | 5    | 5    | 5    | 4    | 4    | 5    | 5     |
| 32                      | 5    | 4    | 5    | 4    | 5    | 4    | 4    | 4    | 5    | 5     |
| 33                      | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 5    | 5     |
| 34                      | 5    | 5    | 5    | 5    | 2    | 2    | 3    | 4    | 2    | 3     |
| 35                      | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 4    | 5     |
| 36                      | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 5    | 4     |
| 37                      | 5    | 4    | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 5     |
| 38                      | 5    | 4    | 5    | 5    | 5    | 4    | 5    | 4    | 4    | 5     |
| 39                      | 4    | 4    | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 4     |
| 40                      | 4    | 5    | 4    | 4    | 4    | 5    | 4    | 5    | 5    | 4     |
| 41                      | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 5     |
| 42                      | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 5    | 4     |
| 43                      | 5    | 4    | 4    | 4    | 5    | 5    | 5    | 4    | 4    | 4     |
| 44                      | 5    | 4    | 5    | 5    | 4    | 4    | 4    | 5    | 4    | 5     |
| 45                      | 5    | 4    | 4    | 5    | 5    | 5    | 5    | 5    | 5    | 4     |
| 46                      | 4    | 5    | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 5     |
| 47                      | 5    | 4    | 5    | 5    | 5    | 4    | 5    | 4    | 4    | 5     |
| 48                      | 5    | 5    | 5    | 5    | 2    | 4    | 4    | 3    | 2    | 3     |
| 49                      | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4     |
| 50                      | 4    | 4    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 4     |
| 51                      | 4    | 4    | 4    | 5    | 4    | 4    | 5    | 5    | 4    | 4     |
| 52                      | 5    | 5    | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 4     |
| 53                      | 4    | 4    | 4    | 5    | 5    | 4    | 5    | 5    | 5    | 4     |
| 54                      | 4    | 4    | 5    | 4    | 4    | 5    | 4    | 4    | 5    | 4     |
| 55                      | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 5    | 4    | 5     |
| 56                      | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4     |
| 57                      | 5    | 4    | 4    | 5    | 4    | 5    | 5    | 4    | 5    | 4     |
| 58                      | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 4    | 4    | 5     |
| 59                      | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 4    | 4    | 5     |
| 60                      | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 4    | 4    | 5     |



| Kepuasan Pelanggan (Y) |    |    |    |    |    |    |
|------------------------|----|----|----|----|----|----|
| Responden              | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 |
| 1                      | 5  | 4  | 4  | 4  | 3  | 3  |
| 2                      | 5  | 4  | 4  | 5  | 4  | 4  |
| 3                      | 5  | 4  | 4  | 4  | 4  | 5  |
| 4                      | 4  | 4  | 4  | 5  | 4  | 4  |
| 5                      | 5  | 4  | 5  | 5  | 4  | 4  |
| 6                      | 5  | 4  | 4  | 4  | 4  | 5  |
| 7                      | 4  | 4  | 3  | 5  | 4  | 4  |
| 8                      | 4  | 4  | 4  | 4  | 4  | 4  |
| 9                      | 4  | 5  | 4  | 5  | 5  | 4  |
| 10                     | 5  | 4  | 4  | 4  | 5  | 5  |
| 11                     | 4  | 5  | 4  | 5  | 3  | 5  |
| 12                     | 4  | 4  | 4  | 4  | 5  | 4  |
| 13                     | 5  | 5  | 4  | 4  | 4  | 5  |
| 14                     | 4  | 5  | 4  | 4  | 5  | 4  |
| 15                     | 4  | 5  | 4  | 4  | 5  | 4  |
| 16                     | 5  | 5  | 4  | 4  | 5  | 5  |
| 17                     | 5  | 4  | 4  | 5  | 5  | 4  |
| 18                     | 2  | 2  | 4  | 3  | 3  | 3  |
| 19                     | 4  | 4  | 4  | 5  | 5  | 2  |
| 20                     | 5  | 4  | 4  | 5  | 5  | 2  |
| 21                     | 5  | 4  | 5  | 5  | 4  | 5  |
| 22                     | 5  | 4  | 5  | 4  | 4  | 5  |
| 23                     | 3  | 4  | 5  | 5  | 4  | 4  |
| 24                     | 2  | 3  | 5  | 5  | 2  | 2  |
| 25                     | 5  | 5  | 4  | 5  | 4  | 5  |
| 26                     | 4  | 5  | 4  | 4  | 4  | 5  |
| 27                     | 4  | 5  | 4  | 3  | 5  | 5  |
| 28                     | 4  | 5  | 5  | 4  | 5  | 5  |
| 29                     | 4  | 4  | 4  | 5  | 5  | 4  |
| 30                     | 4  | 5  | 4  | 4  | 5  | 5  |
| 31                     | 4  | 4  | 5  | 4  | 5  | 5  |
| 32                     | 4  | 5  | 4  | 4  | 5  | 5  |
| 33                     | 5  | 5  | 5  | 5  | 5  | 4  |
| 34                     | 5  | 3  | 4  | 2  | 5  | 2  |
| 35                     | 4  | 4  | 4  | 4  | 5  | 4  |
| 36                     | 4  | 4  | 4  | 4  | 5  | 4  |
| 37                     | 4  | 4  | 5  | 5  | 4  | 4  |
| 38                     | 5  | 4  | 4  | 4  | 5  | 5  |
| 39                     | 4  | 5  | 4  | 4  | 4  | 5  |
| 40                     | 4  | 4  | 5  | 4  | 5  | 4  |
| 41                     | 5  | 5  | 4  | 4  | 4  | 5  |
| 42                     | 5  | 4  | 4  | 5  | 5  | 4  |
| 43                     | 5  | 5  | 5  | 4  | 5  | 5  |
| 44                     | 4  | 4  | 4  | 5  | 5  | 4  |
| 45                     | 5  | 4  | 4  | 4  | 4  | 5  |
| 46                     | 5  | 5  | 5  | 4  | 4  | 4  |
| 47                     | 4  | 4  | 4  | 4  | 5  | 5  |
| 48                     | 4  | 3  | 5  | 5  | 5  | 2  |
| 49                     | 5  | 5  | 4  | 5  | 5  | 5  |
| 50                     | 4  | 4  | 5  | 4  | 5  | 5  |
| 51                     | 5  | 4  | 5  | 4  | 4  | 4  |
| 52                     | 4  | 5  | 5  | 4  | 4  | 5  |
| 53                     | 4  | 5  | 5  | 5  | 4  | 5  |
| 54                     | 4  | 4  | 4  | 4  | 5  | 4  |
| 55                     | 4  | 4  | 5  | 4  | 5  | 4  |
| 56                     | 4  | 5  | 4  | 4  | 5  | 5  |
| 57                     | 4  | 4  | 4  | 5  | 5  | 4  |
| 58                     | 5  | 4  | 4  | 5  | 5  | 4  |
| 59                     | 5  | 4  | 4  | 5  | 5  | 4  |
| 60                     | 5  | 4  | 4  | 5  | 5  | 4  |

# Lampiran 9 : Hasil Data SPSS 26

## Hasil Olah Data SPSS

### UJI VALIDITAS KUALITAS PRODUK

#### Correlations

|                           | X1.1 | X1.2 | X1.3   | X1.4   | X1.5   | X1.6  | X1.7   | X1.8  | X1.9  | X1.10 | X1.11  | X1.12  | X1.13  | X1.14  | X1.15  | X1.16 | X1.17 | X1.18 | X1.19 | X1.20 | X1     |      |
|---------------------------|------|------|--------|--------|--------|-------|--------|-------|-------|-------|--------|--------|--------|--------|--------|-------|-------|-------|-------|-------|--------|------|
| X1.1 Pearson Correlation  | 1    | .117 | .481** | .100   | .525*  | .185  | .174   | .315* | -.067 | -.021 | .641** | .443*  | -.121  | .454** | .380** | .131  | .229  | .240  | .062  | -.073 | .709*  |      |
| Sig. (2-tailed)           |      | .372 | .000   | .445   | .000   | .158  | .165   | .014  | .610  | .874  | .000   | .000   | .358   | .000   | .003   | .317  | .078  | .065  | .640  | .577  | .000   |      |
| N                         | 60   | 60   | 60     | 60     | 60     | 60    | 60     | 60    | 60    | 60    | 60     | 60     | 60     | 60     | 60     | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.2 Pearson Correlation  |      | 1    | .082   | .129   | .326*  | -.056 | -.067  | .231  | .166  | -.010 | .070   | .316*  | -.080  | .520** | -.173* | .025  | -.021 | -.232 | .128  | -.248 | .316*  |      |
| Sig. (2-tailed)           |      |      | .372   | .533   | .027   | .011  | .671   | .614  | .075  | .205  | .942   | .594   | .014   | .544   | .000   | .187  | .852  | .874  | .075  | .329  | .056   |      |
| N                         |      |      | 60     | 60     | 60     | 60    | 60     | 60    | 60    | 60    | 60     | 60     | 60     | 60     | 60     | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.3 Pearson Correlation  |      |      | 1      | .366** | .481** | -.126 | .347** | .322* | .083  | -.098 | .289*  | .141   | -.177  | .276*  | .000   | .091  | .855  | -.017 | -.002 | -.098 | .504** |      |
| Sig. (2-tailed)           |      |      |        | .000   | .533   | .038  | .000   | .338  | .007  | .012  | .527   | .454   | .025   | .294   | .177   | .032  | 1.000 | .489  | .676  | .898  | .987   |      |
| N                         |      |      |        | 60     | 60     | 60    | 60     | 60    | 60    | 60    | 60     | 60     | 60     | 60     | 60     | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.4 Pearson Correlation  |      |      |        | 1      | .331** | -.076 | .495** | .073  | .273* | -.125 | .092   | .065   | .177   | .130   | .037   | .029  | .312  | .064  | -.002 | -.100 | .422** |      |
| Sig. (2-tailed)           |      |      |        |        | .445   | .327  | .038   | .010  | .554  | .000  | .581   | .035   | .342   | .486   | .623   | .175  | .322  | .779  | .828  | .015  | .626   |      |
| N                         |      |      |        |        | 60     | 60    | 60     | 60    | 60    | 60    | 60     | 60     | 60     | 60     | 60     | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.5 Pearson Correlation  |      |      |        |        | 1      | .052  | .426** | .211  | .256* | -.006 | .503** | .402** | -.010  | .475** | .123   | .048  | .182  | .007  | .091  | -.091 | .715** |      |
| Sig. (2-tailed)           |      |      |        |        |        | .000  | .011   | .000  | .010  | .691  | .001   | .106   | .040   | .964   | .000   | .000  | .348  | .714  | .193  | .956  | .491   |      |
| N                         |      |      |        |        |        | 60    | 60     | 60    | 60    | 60    | 60     | 60     | 60     | 60     | 60     | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.6 Pearson Correlation  |      |      |        |        |        | 1     | -.042  | .203  | -.025 | -.252 | .309*  | .218   | -.104  | .156   | .249   | -.094 | .326  | .298* | -.194 | .024  | .283*  |      |
| Sig. (2-tailed)           |      |      |        |        |        |       | .158   | .671  | .338  | .554  | .591   | .750   | .120   | .848   | .053   | .016  | .094  | .427  | .234  | .055  | .476   |      |
| N                         |      |      |        |        |        |       | 60     | 60    | 60    | 60    | 60     | 60     | 60     | 60     | 60     | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.7 Pearson Correlation  |      |      |        |        |        |       | 1      | -.186 | .120  | -.121 | .098   | .200   | .079   | .152   | .129   | -.119 | .116  | .169  | .053  | .039  | .404** |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        | .185  | .614  | .007  | .000   | .750   | .156   | .362   | .358   | .456  | .125  | .548  | .248  | .324  | .368   |      |
| N                         |      |      |        |        |        |       |        | 60    | 60    | 60    | 60     | 60     | 60     | 60     | 60     | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.8 Pearson Correlation  |      |      |        |        |        |       |        | 1     | .018  | -.254 | .392** | .494** | -.313* | .338** | .065   | .112  | .088  | .016  | -.041 | -.023 | .480** |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        |       | .014  | .075  | .012   | .581   | .106   | .120   | .156   | .889  | .051  | .002  | .000  | .015  | .008   |      |
| N                         |      |      |        |        |        |       |        |       | 60    | 60    | 60     | 60     | 60     | 60     | 60     | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.9 Pearson Correlation  |      |      |        |        |        |       |        |       | 1     | .017  | .073   | .081   | .211   | .164   | .136   | .146  | -.019 | -.074 | .202  | .125  | .338** |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        |       |       | .610  | .205   | .527   | .035   | .049   | .848   | .362  | .889  | .896  | .579  | .541  | .105   |      |
| N                         |      |      |        |        |        |       |        |       |       | 60    | 60     | 60     | 60     | 60     | 60     | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.10 Pearson Correlation |      |      |        |        |        |       |        |       |       | 1     | -.102  | -.115  | .053   | .059   | -.021  | -.001 | .036  | -.131 | -.129 | -.105 | -.016  |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        |       |       |       | .874   | .942   | .454   | .342   | .964   | .053  | .358  | .051  | .896  | .439  | .381   |      |
| N                         |      |      |        |        |        |       |        |       |       |       | 60     | 60     | 60     | 60     | 60     | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.11 Pearson Correlation |      |      |        |        |        |       |        |       |       |       | 1      | .466*  | -.224  | .488** | .378** | .021  | .063  | .228  | .131  | -.029 | .675** |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        |       |       |       |        | .000   | .594   | .025   | .486   | .000  | .016  | .456  | .002  | .579  | .439   |      |
| N                         |      |      |        |        |        |       |        |       |       |       |        | 60     | 60     | 60     | 60     | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.12 Pearson Correlation |      |      |        |        |        |       |        |       |       |       |        | 1      | -.255* | .515** | .367** | -.065 | .207  | .316* | -.045 | -.081 | .683** |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        |       |       |       |        |        | .000   | .014   | .284   | .623  | .001  | .094  | .125  | .000  | .541   |      |
| N                         |      |      |        |        |        |       |        |       |       |       |        |        | 60     | 60     | 60     | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.13 Pearson Correlation |      |      |        |        |        |       |        |       |       |       |        |        | 1      | -.144  | .156   | .061  | -.070 | -.165 | .079  | .102  | -.042  |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        |       |       |       |        |        |        | .358   | .544   | .177  | .175  | .941  | .427  | .548  | .015   |      |
| N                         |      |      |        |        |        |       |        |       |       |       |        |        |        | 60     | 60     | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.14 Pearson Correlation |      |      |        |        |        |       |        |       |       |       |        |        |        | 1      | .153   | -.004 | .003  | .279* | .028  | -.064 | .685** |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        |       |       |       |        |        |        |        | .000   | .000  | .032  | .322  | .000  | .234  | .248   |      |
| N                         |      |      |        |        |        |       |        |       |       |       |        |        |        |        | 60     | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.15 Pearson Correlation |      |      |        |        |        |       |        |       |       |       |        |        |        |        | 1      | .078  | .304  | .243  | .071  | -.043 | .440** |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        | .003  | .187  | 1.000 | .778  | .348  | .055   |      |
| N                         |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        | 60    | 60    | 60    | 60    | 60    | 60     |      |
| X1.16 Pearson Correlation |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        | 1     | .072  | -.126 | .175  | .068  | .211   |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       | .317  | .852  | .489  | .828  | .714   |      |
| N                         |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       | 60    | 60    | 60    | 60    | 60     |      |
| X1.17 Pearson Correlation |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       | 1     | .073  | -.133 | -.190 | .309*  |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       |       | .078  | .874  | .676  | .015   |      |
| N                         |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       |       | 60    | 60    | 60    | 60     |      |
| X1.18 Pearson Correlation |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       |       | 1     | -.228 | .070  | .267*  |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       |       |       | .065  | .075  | .898   |      |
| N                         |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       |       |       | 60    | 60    | 60     |      |
| X1.19 Pearson Correlation |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       |       |       | 1     | -.208 | .130   |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       |       |       |       | .640  | .329   |      |
| N                         |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       |       |       |       | 60    | 60     |      |
| X1.20 Pearson Correlation |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       |       |       |       | 1     | -.021  |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       |       |       |       |       | .073   |      |
| N                         |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       |       |       |       |       | 60     |      |
| X1 Pearson Correlation    |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       |       |       |       |       | 1      |      |
| Sig. (2-tailed)           |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       |       |       |       |       |        | .000 |
| N                         |      |      |        |        |        |       |        |       |       |       |        |        |        |        |        |       |       |       |       |       |        | 60   |

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

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

## UJI VALIDITAS HARGA

|      |                     | Correlations |       |        |        |        |        |        |        |      |
|------|---------------------|--------------|-------|--------|--------|--------|--------|--------|--------|------|
|      |                     | X2.1         | X2.2  | X2.3   | X2.4   | X2.5   | X2.6   | X2.7   | X2.8   | X2   |
| X2.1 | Pearson Correlation | 1            |       |        |        |        |        |        |        |      |
|      | Sig. (2-tailed)     |              | .344  | .171   | .525   | .652   | .671   | .689   | .061   | .002 |
|      | N                   | 60           | 60    | 60     | 60     | 60     | 60     | 60     | 60     | 60   |
| X2.2 | Pearson Correlation | -.124        | 1     |        |        |        |        |        |        |      |
|      | Sig. (2-tailed)     | .344         |       | .865   | .491   | .643   | .465   | .370   | .786   | .430 |
|      | N                   | 60           | 60    | 60     | 60     | 60     | 60     | 60     | 60     | 60   |
| X2.3 | Pearson Correlation | .179         | -.022 | 1      |        |        |        |        |        |      |
|      | Sig. (2-tailed)     | .171         | .865  |        | .105   | .268   | .079   | .606   | .006   | .000 |
|      | N                   | 60           | 60    | 60     | 60     | 60     | 60     | 60     | 60     | 60   |
| X2.4 | Pearson Correlation | .084         | -.091 | .211   | 1      |        |        |        |        |      |
|      | Sig. (2-tailed)     | .525         | .491  | .105   |        | .438   | .000   | .629   | .000   | .000 |
|      | N                   | 60           | 60    | 60     | 60     | 60     | 60     | 60     | 60     | 60   |
| X2.5 | Pearson Correlation | -.059        | -.061 | .145   | .102   | 1      |        |        |        |      |
|      | Sig. (2-tailed)     | .652         | .643  | .268   | .438   |        | .002   | .029   | .042   | .000 |
|      | N                   | 60           | 60    | 60     | 60     | 60     | 60     | 60     | 60     | 60   |
| X2.6 | Pearson Correlation | .056         | -.096 | .228   | .509** | .389** | 1      |        |        |      |
|      | Sig. (2-tailed)     | .671         | .465  | .079   | .000   | .002   |        | .345   | .003   | .000 |
|      | N                   | 60           | 60    | 60     | 60     | 60     | 60     | 60     | 60     | 60   |
| X2.7 | Pearson Correlation | .053         | .118  | -.068  | -.064  | .282*  | -.124  | 1      |        |      |
|      | Sig. (2-tailed)     | .689         | .370  | .606   | .629   | .029   | .345   |        | .042   | .253 |
|      | N                   | 60           | 60    | 60     | 60     | 60     | 60     | 60     | 60     | 60   |
| X2.8 | Pearson Correlation | .243         | -.036 | .353** | .478** | .263*  | .379** | -.263* | 1      |      |
|      | Sig. (2-tailed)     | .061         | .786  | .006   | .000   | .042   | .003   | .042   |        | .000 |
|      | N                   | 60           | 60    | 60     | 60     | 60     | 60     | 60     | 60     | 60   |
| X2   | Pearson Correlation | .395**       | .104  | .566** | .641** | .522** | .655** | .150   | .697** | 1    |
|      | Sig. (2-tailed)     | .002         | .430  | .000   | .000   | .000   | .000   | .253   | .000   |      |
|      | N                   | 60           | 60    | 60     | 60     | 60     | 60     | 60     | 60     | 60   |

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

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

## UJI VALIDITAS KUALITAS PELAYANAN

### Correlations

|       |                     | X3.1   | X3.2   | X3.3   | X3.4   | X3.5   | X3.6   | X3.7   | X3.8   | X3.9   | X3.10  | X3     |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X3.1  | Pearson Correlation | 1      | -.145  | .627** | .479** | .237   | .014   | .377** | .105   | .261*  | .194   | .619** |
|       | Sig. (2-tailed)     |        | .270   | .000   | .000   | .068   | .917   | .003   | .423   | .044   | .137   | .000   |
|       | N                   | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     |
| X3.2  | Pearson Correlation | -.145  | 1      | -.194  | .038   | -.268* | .070   | .000   | -.167  | -.075  | -.049  | -.022  |
|       | Sig. (2-tailed)     | .270   |        | .137   | .774   | .039   | .596   | 1.000  | .203   | .568   | .709   | .867   |
|       | N                   | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     |
| X3.3  | Pearson Correlation | .627** | -.194  | 1      | .384** | .172   | -.005  | .141   | .117   | .102   | .167   | .496** |
|       | Sig. (2-tailed)     | .000   | .137   |        | .002   | .190   | .969   | .283   | .374   | .438   | .202   | .000   |
|       | N                   | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     |
| X3.4  | Pearson Correlation | .479** | .038   | .384** | 1      | .193   | .131   | .359** | .187   | .126   | .152   | .589** |
|       | Sig. (2-tailed)     | .000   | .774   | .002   |        | .139   | .317   | .005   | .151   | .336   | .246   | .000   |
|       | N                   | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     |
| X3.5  | Pearson Correlation | .237   | -.268* | .172   | .193   | 1      | .134   | .345** | .214   | .573** | .404** | .655** |
|       | Sig. (2-tailed)     | .068   | .039   | .190   | .139   |        | .308   | .007   | .100   | .000   | .001   | .000   |
|       | N                   | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     |
| X3.6  | Pearson Correlation | .014   | .070   | -.005  | .131   | .134   | 1      | .114   | .312*  | .294*  | .180   | .431** |
|       | Sig. (2-tailed)     | .917   | .596   | .969   | .317   | .308   |        | .388   | .015   | .022   | .168   | .001   |
|       | N                   | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     |
| X3.7  | Pearson Correlation | .377** | .000   | .141   | .359** | .345** | .114   | 1      | -.159  | .439** | .053   | .535** |
|       | Sig. (2-tailed)     | .003   | 1.000  | .283   | .005   | .007   | .388   |        | .225   | .000   | .687   | .000   |
|       | N                   | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     |
| X3.8  | Pearson Correlation | .105   | -.167  | .117   | .187   | .214   | .312*  | -.159  | 1      | .336** | .303*  | .441** |
|       | Sig. (2-tailed)     | .423   | .203   | .374   | .151   | .100   | .015   | .225   |        | .009   | .019   | .000   |
|       | N                   | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     |
| X3.9  | Pearson Correlation | .261*  | -.075  | .102   | .126   | .573** | .294*  | .439** | .336** | 1      | .342** | .702** |
|       | Sig. (2-tailed)     | .044   | .568   | .438   | .336   | .000   | .022   | .000   | .009   |        | .007   | .000   |
|       | N                   | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     |
| X3.10 | Pearson Correlation | .194   | -.049  | .167   | .152   | .404** | .180   | .053   | .303*  | .342** | 1      | .559** |
|       | Sig. (2-tailed)     | .137   | .709   | .202   | .246   | .001   | .168   | .687   | .019   | .007   |        | .000   |
|       | N                   | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     |
| X3    | Pearson Correlation | .619** | -.022  | .496** | .589** | .655** | .431** | .535** | .441** | .702** | .559** | 1      |
|       | Sig. (2-tailed)     | .000   | .867   | .000   | .000   | .000   | .001   | .000   | .000   | .000   | .000   |        |
|       | N                   | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     | 60     |

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

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

## UJI VALIDITAS KEPUASAN PELANGGAN

### Correlations

|    |                     | Y1     | Y2     | Y3    | Y4    | Y5     | Y6     | Y      |
|----|---------------------|--------|--------|-------|-------|--------|--------|--------|
| Y1 | Pearson Correlation | 1      | .289*  | -.098 | .065  | .274*  | .259*  | .614** |
|    | Sig. (2-tailed)     |        | .025   | .454  | .624  | .034   | .046   | .000   |
|    | N                   | 60     | 60     | 60    | 60    | 60     | 60     | 60     |
| Y2 | Pearson Correlation | .289*  | 1      | -.029 | .059  | .198   | .622** | .739** |
|    | Sig. (2-tailed)     | .025   |        | .825  | .654  | .130   | .000   | .000   |
|    | N                   | 60     | 60     | 60    | 60    | 60     | 60     | 60     |
| Y3 | Pearson Correlation | -.098  | -.029  | 1     | .057  | -.128  | .001   | .172   |
|    | Sig. (2-tailed)     | .454   | .825   |       | .663  | .331   | .992   | .190   |
|    | N                   | 60     | 60     | 60    | 60    | 60     | 60     | 60     |
| Y4 | Pearson Correlation | .065   | .059   | .057  | 1     | -.059  | -.120  | .289*  |
|    | Sig. (2-tailed)     | .624   | .654   | .663  |       | .652   | .361   | .025   |
|    | N                   | 60     | 60     | 60    | 60    | 60     | 60     | 60     |
| Y5 | Pearson Correlation | .274*  | .198   | -.128 | -.059 | 1      | .086   | .466** |
|    | Sig. (2-tailed)     | .034   | .130   | .331  | .652  |        | .512   | .000   |
|    | N                   | 60     | 60     | 60    | 60    | 60     | 60     | 60     |
| Y6 | Pearson Correlation | .259*  | .622** | .001  | -.120 | .086   | 1      | .688** |
|    | Sig. (2-tailed)     | .046   | .000   | .992  | .361  | .512   |        | .000   |
|    | N                   | 60     | 60     | 60    | 60    | 60     | 60     | 60     |
| Y  | Pearson Correlation | .614** | .739** | .172  | .289* | .466** | .688** | 1      |
|    | Sig. (2-tailed)     | .000   | .000   | .190  | .025  | .000   | .000   |        |
|    | N                   | 60     | 60     | 60    | 60    | 60     | 60     | 60     |

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

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

## UJI RELIABILITAS

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .715             | 22         |

## UJI NORMALITAS

### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized<br>Residual |
|----------------------------------|----------------|----------------------------|
| N                                |                | 60                         |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                   |
|                                  | Std. Deviation | 1.06490035                 |
| Most Extreme Differences         | Absolute       | .060                       |
|                                  | Positive       | .060                       |
|                                  | Negative       | -.057                      |
| Test Statistic                   |                | .060                       |
| Asymp. Sig. (2-tailed)           |                | .200 <sup>c,d</sup>        |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

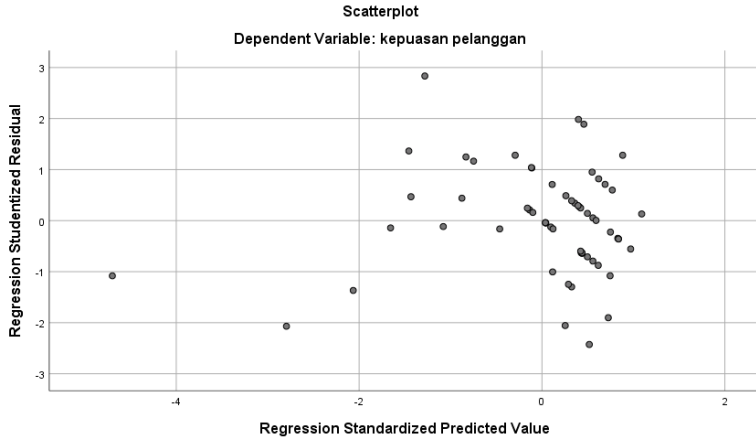
## UJI MULTIKOLINIERITAS

### Coefficients<sup>a</sup>

| Model |                    | Unstandardized Coefficients |            | Standardized<br>Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|--------------------|-----------------------------|------------|------------------------------|--------|------|-------------------------|-------|
|       |                    | B                           | Std. Error | Beta                         |        |      | Tolerance               | VIF   |
| 1     | (Constant)         | -4.659                      | 2.972      |                              | -1.567 | .123 |                         |       |
|       | Kualitas produk    | .229                        | .052       | .551                         | 4.406  | .000 | .362                    | 2.763 |
|       | harga              | .168                        | .075       | .206                         | 2.238  | .029 | .665                    | 1.504 |
|       | kualitas pelayanan | .101                        | .077       | .171                         | 1.314  | .194 | .336                    | 2.979 |

a. Dependent Variable: kepuasan pelanggan

# UJI HETEROSKEDASTISITAS



# UJI REGRESI LINIER BERGANDA

## Coefficients<sup>a</sup>

| Model |                    | Unstandardized Coefficients |            | Standardized         | t      | Sig. | Collinearity Statistics |       |
|-------|--------------------|-----------------------------|------------|----------------------|--------|------|-------------------------|-------|
|       |                    | B                           | Std. Error | Coefficients<br>Beta |        |      | Tolerance               | VIF   |
| 1     | (Constant)         | -4.659                      | 2.972      |                      | -1.567 | .123 |                         |       |
|       | Kualitas produk    | .229                        | .052       | .551                 | 4.406  | .000 | .362                    | 2.763 |
|       | harga              | .168                        | .075       | .206                 | 2.238  | .029 | .665                    | 1.504 |
|       | kualitas pelayanan | .101                        | .077       | .171                 | 1.314  | .194 | .336                    | 2.979 |

a. Dependent Variable: kepuasan pelanggan

## UJI t (persial)

### Coefficients<sup>a</sup>

| Model |                    | Unstandardized Coefficients |            | Standardized         | t      | Sig. | Collinearity Statistics |       |
|-------|--------------------|-----------------------------|------------|----------------------|--------|------|-------------------------|-------|
|       |                    | B                           | Std. Error | Coefficients<br>Beta |        |      | Tolerance               | VIF   |
| 1     | (Constant)         | -4.659                      | 2.972      |                      | -1.567 | .123 |                         |       |
|       | Kualitas produk    | .229                        | .052       | .551                 | 4.406  | .000 | .362                    | 2.763 |
|       | harga              | .168                        | .075       | .206                 | 2.238  | .029 | .665                    | 1.504 |
|       | kualitas pelayanan | .101                        | .077       | .171                 | 1.314  | .194 | .336                    | 2.979 |

a. Dependent Variable: kepuasan pelanggan

## Uji F (simultan)

### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 172.781        | 3  | 57.594      | 40.214 | .000 <sup>b</sup> |
|       | Residual   | 80.202         | 56 | 1.432       |        |                   |
|       | Total      | 252.983        | 59 |             |        |                   |

a. Dependent Variable: kepuasan pelanggan

b. Predictors: (Constant), kualitas pelayanan, harga, Kualitas produk