


## 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.fe.unipasby.ac.id>

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Nomor : 221226/01/FEB/XI/2022  
Lampiran : -  
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:  
Bapak/Ibu Pimpinan  
PT. Indomaret Mojosarijejo 283  
Jl. Mojosarijejo No. 238, Kec. Driyorejo  
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 :

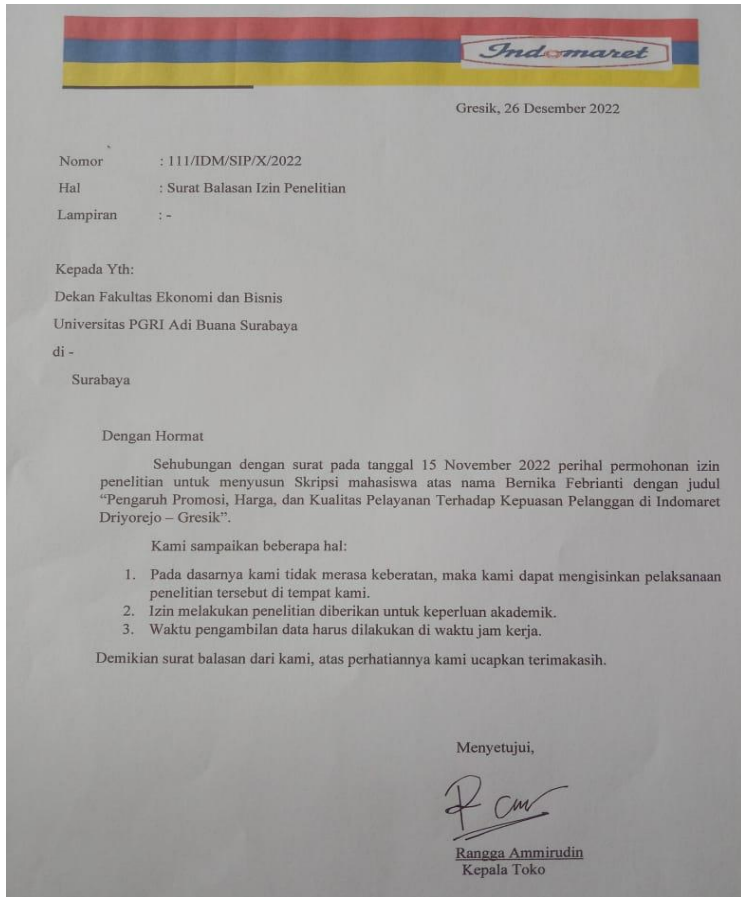
Nama : Bernika Febrianti  
NIM : 191500071  
Prodi : Manajemen  
Judul : Pengaruh Promosi, Harga dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Indomaret di Kecamatan Driyorejo Kabupaten Gresik

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


Surabaya, 15 November 2022

  
**Fony Susno Wibowo, SE., M.Pd., M.SM**  
EKONOMI UNPP : 0709494/DY

## Lampiran 2 Surat balasan Tempat Penelitian



### Lampiran 3 Berita Acara Bimbingan



**UNIVERSITAS PGRI ADI BUANA SURABAYA**  
**FAKULTAS EKONOMI DAN BISNIS**  
 Kampus / Jl. DukuhManunggal XII/4, Telp. Fax. 031-8281183 Surabaya 60214  
 Website : <http://www.unpriadi.ac.id>

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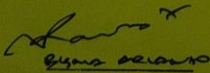
**KARTU BIMBINGAN SKRIPSI**


|                        |  |
|------------------------|--|
| Nama                   | BERNIKA FEBRIANTI  |
| Preidi / NIM           | MANAJEMEN / 191700071  |
| Judul Skripsi          | Pengaruh Promosi, Harga, dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Indomaret Kecamatan Driorejo Kabupaten Gresik |
| Dosen Pembimbing       | Disma Ananto, S.E., M.M.   |
| Periode Kepembimbingan | 17 September 2022 s/d 17 Maret 2023  |

**URAIAN KEGIATAN KEPEMBIMBINGAN :**

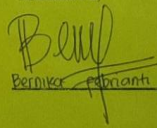
| NO | TANGGAL    | MATERI BIMBINGAN         | KET.  | TANDA TANGAN |
|----|------------|--------------------------|-------|--------------|
| 1  | 20/3/2022  | Manrik                   | Kesah |              |
| 2  | 06/04/2022 | Manrik, Konsep Sub I, II | ACC   |              |
| 3  | 21/4/2022  | Sos, P, II, III          | Kesah |              |
| 4  | 12/11/2022 | Sos, P, II               | ACC   |              |
|    |            | Sos II                   | Kesah |              |
| 5  | 22/4/2022  | Sos II                   | Kesah |              |
| 6  | 16/11/2022 | Sos II                   | ACC   |              |
| 7  | 8/01/2023  | Kesah (U, P)             | Kesah |              |
| 8  | 16/01/2023 | Kesah (U, P)             | ACC   |              |
|    |            |                          |       |              |

Bimbingan selesai pada tanggal : \_\_\_\_\_  
 Dosen Pembimbing, \_\_\_\_\_


  
Disma Ananto



Mahasiswa,

  
Bernika Febrianti

## Lampiran 4 Berita Acara Proposal



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

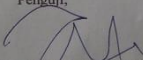
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**CATATAN UJIAN PROPOSAL SKRIPSI**


|    |                |  |
|----|----------------|--|
| 1. | Nama           | : Bernika Febrianti  |
| 2. | NIM            | : 191500071  |
| 3. | Program Studi  | : Manajemen  |
| 4. | Judul Proposal | : Pengaruh Promosi, Harga, dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Indomaret Kecamatan Driyorejo Kabupaten Gresik. |

| Bab/<br>Halaman | Perbaikan/Koreksi  |
|-----------------|--|
| V               | → Daftar isi / font berbeda  |
| BAB I / 1       | → Latar Belakang / Lebih mengedepankan fenomena yg terjadi   |
| BAB II / 9      | → Penelitian Terdahulu / dupayakan yang sejenis No: 5  |
| BAB III / 39    | → Populasi / tidak usah menggunakan jumlah Responden<br>→ Teknik pengambilan sampel / dipasitikan kembali definisinya. |
| 60              | → Daftar pustaka / font Berbeda  |

Surabaya, 21 Desember 2022  
 Penguji,  
  
Sutarna Wisnu Dyahmika S.E. M.M

## Lampiran 5 Surat 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 : Bernika Febrianti  
NIM : 191500071  
Prodi : Manajemen  
Judul : Pengaruh Promosi, Harga, dan Kualitas Pelayanan Terhadap  
Kepuasan Pelanggan di Indomaret Kecamatan Driyorejo Kabupaten Gresik.

Telah memenuhi syarat untuk dilakukan cek plagiasi

Surabaya, 27 Februari 2023

  
Bisma Arianto

## Lampiran 6 Surat Pernyataan Bebas Plagiasi

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

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**SURAT PERNYATAAN BEBAS PLAGIASI**

Yang bertanda tangan dibawah ini:

Nama Dosen : I Made Bagus Dwiarta, S.E., M.M.  
Jabatan : Ketua Program Studi Manajemen

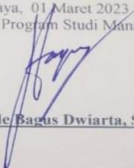
Menerangkan bahwa artikel ilmiah atas:

Nama Mahasiswa : Bernika Febrianti  
NIM : 191500071  
Prodi : Manajemen

Telah melakukan uji plagiasi dengan judul artikel "**Pengaruh Promosi, Harga, dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Indomaret Kecamatan Dryorejo Kabupaten Gresik**" dengan hasil similarity Index 13% 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 Kuisisioner Penelitian

### KUESIONER PENELITIAN

Dalam rangka untuk memenuhi tugas akhir, saya Bernika Febrianti mahasiswa Fakultas Ekonomi dan Bisnis Program Studi Manajemen, memohon kesediaan Bapak/Ibu untuk mengisi kuisisioner penelitian dengan judul "PENGARUH PROMOSI, HARGA, DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DI INDOMARET KECAMATAN DRIYOREJO KABUPATEN GRESIK". Informasi yang Bapak/Ibu berikan akan dijaga kerahasiaannya. Saya mengharapkan kesediaan Bapak/Ibu untuk mengisi kuisisioner yang diberikan. Atas kerjasama Bapak/Ibu, saya ucapkan terimakasih.

#### IDENTITAS RESPONDEN

1. Nama :
2. Jenis Kelamin :
3. Usia :

#### A. PETUNJUK PENGISIAN

- 1) Bacalah dengan teliti setiap pertanyaan atau pernyataan dan pilihlah jawaban menurut pendapat Bapak/ibu/saudara/i dan yang paling sesuai dengan keadaan.
- 2) Berilah tanda centang (√) pada pilihan jawaban temanteman kehendaki pada kolom yang dianggap paling sesuai.
- 3) Identitas dan isi jawaban dijaga kerahasiaannya.

Keterangan pilihan :

SS = Sangat setuju

S = Setuju

KS = Kurang Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

Mohon setiap pertanyaan dapat diisi seluruhnya.

1. Promosi

| No.  | Pernyataan   | STS | TS | KS | S | SS |
|--|--|-----|----|----|---|----|
| <b>Variabel Promosi (<math>x_1</math>)</b> |  |     |    |    |   |    |
| Periklanan                                 |  |     |    |    |   |    |
| 1.   | Iklan yang disajikan oleh Indomaret di Kec. Driyorejo - Gresik sangat menarik ?                        |     |    |    |   |    |
| 2.   | Iklan yang ditampilkan oleh Indomaret di Kec. Driyorejo - Gresik mudah dipahami dan dimengerti ?       |     |    |    |   |    |
| Promosi Lewat Brosur                       |  |     |    |    |   |    |
| 1.   | Harga produk pada brosur di Indomaret Kec. Driyorejo - Gresik sesuai dengan harga yang ada pada toko ? |     |    |    |   |    |



|                       |   |  |  |  |  |  |
|-----------------------|---|--|--|--|--|--|
| 2.                    | Brosur Indomaret di Kec. Driyorejo - Gresik sangat membantu saya dalam melihat informasi tentang promosi terbaru. |  |  |  |  |  |
| Promosi dengan Hadiah |   |  |  |  |  |  |
| 1.                    | Hadiah yang ditawarkan di Indomaret Kec. Driyorejo - Gresik cukup menarik.  |  |  |  |  |  |
| 2.                    | Saya sangat senang dengan hadiah yang diberikan Indomaret di Kec. Driyorejo - Gresik.                             |  |  |  |  |  |

## 2. Harga

| No.                                   | Pernyataan  | STS | TS | KS | S | SS |
|---------------------------------------|---|-----|----|----|---|----|
| <b>Variabel Harga (x<sub>2</sub>)</b> |   |     |    |    |   |    |
| Keterjangkauan Harga                  |   |     |    |    |   |    |
| 1.                                    | Harga produk di Indomaret Kec. Driyorejo -Gresik cukup terjangkau ? |     |    |    |   |    |
| 2.                                    | Saya merasa lebih hemat ketika membeli barang di Indomaret ?        |     |    |    |   |    |

| Daya Saing Harga                        |   |  |  |  |  |  |
|---|---|--|--|--|--|--|
| 1.                                      | Harga yang dibandrol di Indomaret Kec. Driyorejo - Gresik cukup kompetitif.                           |  |  |  |  |  |
| 2.                                      | Harga yang diterapkan di Indomaret Kec. Driyorejo - Gresik sangat stabil.                             |  |  |  |  |  |
| Kesesuaian Harga dengan Kualitas produk |   |  |  |  |  |  |
| 1.                                      | Harga di Indomaret Kec. Driyorejo - Gresik sesuai dengan kualitas produk.                             |  |  |  |  |  |
| 2.                                      | Saya sangat senang dengan harga yang ditetapkan dan kualitas yang didapatkan dari produk di Indomaret |  |  |  |  |  |

### 3. Kualitas Pelayanan

| No.                                       | Pernyataan                                      | STS | TS | KS | S | SS |
|---|---|-----|----|----|---|----|
| <b>Kualitas Pelayanan (x<sub>2</sub>)</b> |   |     |    |    |   |    |
| Kehandalan                                |   |     |    |    |   |    |
| 1.  | Indomaret di Kec. Driyorejo - Gresik memberikan |     |    |    |   |    |

|              |   |  |  |  |  |  |
|--------------|---|--|--|--|--|--|
|              | pelayanan yang baik terhadap pelanggannya   |  |  |  |  |  |
| 2.           | Indomaret di Kec. Driyorejo<br>- Gresik dapat diandalkan dalam menangani masalah layanan konsumen       |  |  |  |  |  |
| Daya Tanggap |   |  |  |  |  |  |
| 1.           | Indomaret di Kec. Driyorejo<br>- Gresik memberikan layanan yang cepat dan selalu bersedia membantu Anda |  |  |  |  |  |
| 2.           | Indomaret di Kec. Driyorejo<br>- Gresik selalu siap merespon permintaan Anda                            |  |  |  |  |  |
| Jaminan      |   |  |  |  |  |  |
| 1.           | Indomaret di Kec. Driyorejo<br>-Gresik dapat dipercaya  |  |  |  |  |  |
| 2.           | Karyawan Indomaret di Kec. Driyorejo -Gresik selalu bersikap sopan dan sabar saat melayani anda         |  |  |  |  |  |
| Empati       |   |  |  |  |  |  |
| 1.           | Karyawan Indomaret di Kec. Driyorejo - Gresik   |  |  |  |  |  |

|             |  |  |  |  |  |  |
|-------------|--|--|--|--|--|--|
|             | memberikan pelayanan tanpa memandang status sosial   |  |  |  |  |  |
| 2.          | Kemampuan Karyawan Indomaret di Kec. Driyorejo - Gresik memberikan perhatian secara personal |  |  |  |  |  |
| Bukti Fisik |  |  |  |  |  |  |
| 1.          | Indomaret di Kec. Driyorejo - Gresik memiliki produk yang lengkap                            |  |  |  |  |  |
| 2.          | Lokasi Indomaret di Kec. Driyorejo -Gresik strategis dan mudah dijangkau                     |  |  |  |  |  |

#### 4. Kepuasan Pelanggan

| No.                           | Pernyataan  | STS | TS | KS | S | SS |
|-------------------------------|---|-----|----|----|---|----|
| <b>Kepuasan Pelanggan (y)</b> |   |     |    |    |   |    |
| Kesesuaian Harapan            |   |     |    |    |   |    |
| 1.                            | Saya merasa puas dengan pelayanan yang cepat dan tepat yang diberikan karyawan Indomaret di Kec. Driyorejo -Gresik. |     |    |    |   |    |

|                            |   |  |  |  |  |  |
|----------------------------|---|--|--|--|--|--|
| 2.                         | Saya merasa puas dengan kelengkapan produk yang ada di Indomaret di Kec. Driyorejo -Gresik.                 |  |  |  |  |  |
| Minat Berkunjung Kembali   |   |  |  |  |  |  |
| 1.                         | Saya akan kembali berbelanja dan melakukan berbagai macam transaksi di Indomaret di Kec. Driyorejo -Gresik. |  |  |  |  |  |
| 2.                         | Saya merasa puas dan mempercayakan kebutuhan sehari-hari di Indomaret Kec. Driyorejo -Gresik                |  |  |  |  |  |
| Kesediaan Merekomendasikan |   |  |  |  |  |  |
| 1.                         | Saya akan merekomendasikan Produk yang ada di Indomaret Kec. Driyorejo -Gresik kepada orang lain.           |  |  |  |  |  |
| 2.                         | Saya membeli produk di Indomaret Kec. Driyorejo - Gresik setelah mendapat rekomendasi dari teman            |  |  |  |  |  |

## Lampiran 8 Tabulasi Data

### A. PROMOSI

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

|    |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|----|
| 26 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 28 | 4 | 4 | 3 | 2 | 3 | 2 | 18 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 30 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 32 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 33 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 34 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 35 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 37 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 38 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 39 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 40 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 43 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 44 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 45 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 46 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 47 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 48 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 49 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 50 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 51 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 52 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 53 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 54 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |

|    |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|----|
| 55 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 56 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 57 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 58 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 59 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 60 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 61 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 62 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 63 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 64 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 65 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 66 | 5 | 4 | 5 | 4 | 3 | 5 | 26 |
| 67 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 68 | 5 | 5 | 5 | 4 | 4 | 3 | 26 |
| 69 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 70 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 71 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 73 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 75 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 76 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 77 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 78 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 79 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 80 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 82 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 83 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |



|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 84  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 85  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 86  | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 87  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 88  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 89  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 90  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 91  | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 92  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 93  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 94  | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 95  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 96  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 97  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 98  | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 99  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 100 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 101 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 102 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 103 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 104 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 105 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 106 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 107 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 108 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 109 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 110 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 111 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 112 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |

## B. HARGA

| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | TOTAL |
|------|------|------|------|------|------|-------|
| 5    | 5    | 5    | 4    | 4    | 5    | 28    |
| 5    | 4    | 5    | 4    | 5    | 4    | 27    |
| 4    | 4    | 4    | 4    | 4    | 4    | 24    |
| 4    | 4    | 3    | 3    | 4    | 4    | 22    |
| 5    | 4    | 4    | 5    | 4    | 5    | 27    |
| 4    | 5    | 4    | 5    | 4    | 4    | 26    |
| 4    | 3    | 2    | 4    | 5    | 4    | 22    |
| 5    | 4    | 5    | 5    | 4    | 4    | 27    |
| 5    | 5    | 5    | 5    | 5    | 5    | 30    |
| 4    | 4    | 3    | 4    | 5    | 5    | 25    |
| 5    | 5    | 5    | 4    | 5    | 5    | 29    |
| 5    | 5    | 4    | 4    | 5    | 5    | 28    |
| 4    | 4    | 4    | 4    | 3    | 4    | 23    |
| 4    | 5    | 5    | 5    | 4    | 4    | 27    |
| 4    | 5    | 4    | 5    | 4    | 5    | 27    |
| 4    | 3    | 4    | 4    | 4    | 5    | 24    |
| 4    | 4    | 4    | 4    | 4    | 4    | 24    |
| 5    | 5    | 3    | 5    | 3    | 4    | 25    |
| 4    | 5    | 5    | 4    | 5    | 4    | 27    |
| 4    | 4    | 4    | 5    | 4    | 4    | 25    |
| 5    | 5    | 5    | 5    | 5    | 5    | 30    |
| 5    | 5    | 5    | 4    | 5    | 5    | 29    |
| 4    | 5    | 5    | 4    | 4    | 5    | 27    |
| 5    | 4    | 4    | 4    | 5    | 5    | 27    |
| 3    | 4    | 5    | 4    | 5    | 4    | 25    |
| 4    | 5    | 4    | 4    | 4    | 4    | 25    |
| 5    | 4    | 4    | 5    | 4    | 5    | 27    |

|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 4 | 2 | 2 | 4 | 3 | 5 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 5 | 4 | 3 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 3 | 4 | 4 | 4 | 5 | 3 | 23 |
| 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 3 | 4 | 4 | 5 | 5 | 4 | 25 |
| 5 | 4 | 3 | 4 | 5 | 4 | 25 |
| 4 | 5 | 5 | 4 | 4 | 2 | 24 |
| 3 | 4 | 4 | 4 | 5 | 5 | 25 |
| 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 |

|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 5 | 4 | 5 | 5 | 3 | 27 |
| 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |

|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |

### C. KUALITAS PELAYANAN

| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | TOTAL |
|------|------|------|------|------|------|------|------|------|-------|-------|
| 5    | 5    | 5    | 4    | 4    | 5    | 5    | 5    | 5    | 5     | 48    |
| 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 5     | 46    |
| 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 4     | 39    |
| 4    | 4    | 3    | 3    | 4    | 4    | 3    | 3    | 4    | 4     | 36    |
| 5    | 4    | 4    | 5    | 4    | 5    | 4    | 4    | 5    | 4     | 44    |
| 4    | 5    | 4    | 5    | 4    | 4    | 4    | 5    | 5    | 4     | 44    |
| 4    | 3    | 2    | 4    | 5    | 4    | 5    | 4    | 4    | 5     | 40    |
| 5    | 4    | 5    | 5    | 4    | 4    | 4    | 4    | 4    | 5     | 44    |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 50    |
| 4    | 4    | 3    | 4    | 5    | 5    | 5    | 5    | 5    | 4     | 44    |
| 5    | 5    | 5    | 4    | 5    | 5    | 5    | 5    | 5    | 5     | 49    |
| 5    | 5    | 4    | 4    | 5    | 5    | 5    | 4    | 4    | 5     | 46    |
| 4    | 4    | 4    | 4    | 3    | 4    | 5    | 5    | 5    | 4     | 42    |
| 4    | 5    | 5    | 5    | 4    | 4    | 4    | 5    | 5    | 4     | 45    |
| 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5     | 45    |
| 4    | 3    | 4    | 4    | 4    | 5    | 5    | 5    | 4    | 4     | 42    |
| 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 40    |
| 5    | 5    | 3    | 5    | 3    | 4    | 5    | 5    | 5    | 5     | 45    |
| 4    | 5    | 5    | 4    | 5    | 4    | 5    | 5    | 4    | 4     | 45    |
| 4    | 4    | 4    | 5    | 4    | 4    | 5    | 5    | 4    | 5     | 44    |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 3    | 5     | 48    |
| 5    | 5    | 5    | 4    | 5    | 5    | 5    | 4    | 5    | 4     | 47    |
| 4    | 5    | 5    | 4    | 4    | 5    | 5    | 5    | 5    | 4     | 46    |
| 5    | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 4    | 5     | 46    |
| 3    | 4    | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 4     | 42    |
| 4    | 5    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4     | 42    |

|   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|----|
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 46 |
| 4 | 2 | 2 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 44 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 45 |
| 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 46 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 42 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 44 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 42 |
| 3 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 5 | 40 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 48 |
| 3 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 42 |
| 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 42 |
| 4 | 5 | 5 | 4 | 4 | 2 | 3 | 5 | 5 | 5 | 42 |
| 3 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 43 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 45 |

|   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|----|
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 45 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 45 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 45 |
| 5 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 46 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 45 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 49 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 46 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 46 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 47 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |



|   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|----|
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |

#### D. KEPUASAN PELANGGAN

| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | TOTAL |
|-----|-----|-----|-----|-----|-----|-------|
| 5   | 4   | 5   | 4   | 5   | 5   | 28    |
| 4   | 3   | 4   | 4   | 3   | 4   | 22    |
| 5   | 5   | 5   | 5   | 5   | 5   | 30    |
| 3   | 3   | 4   | 4   | 4   | 4   | 22    |
| 4   | 5   | 4   | 5   | 5   | 4   | 27    |
| 4   | 4   | 4   | 5   | 5   | 5   | 27    |
| 4   | 4   | 4   | 5   | 2   | 2   | 21    |
| 4   | 4   | 4   | 5   | 4   | 5   | 26    |
| 5   | 5   | 5   | 5   | 5   | 5   | 30    |
| 5   | 4   | 5   | 4   | 5   | 5   | 28    |
| 5   | 4   | 5   | 5   | 5   | 5   | 29    |
| 5   | 5   | 5   | 4   | 5   | 5   | 29    |
| 4   | 5   | 5   | 3   | 5   | 5   | 27    |
| 5   | 4   | 4   | 4   | 5   | 3   | 25    |
| 4   | 5   | 4   | 5   | 4   | 5   | 27    |
| 5   | 5   | 4   | 4   | 5   | 5   | 28    |
| 5   | 5   | 5   | 5   | 5   | 5   | 30    |
| 5   | 5   | 5   | 5   | 4   | 4   | 28    |
| 5   | 4   | 4   | 5   | 5   | 5   | 28    |
| 4   | 4   | 4   | 4   | 4   | 4   | 24    |
| 5   | 5   | 4   | 5   | 5   | 5   | 29    |
| 4   | 4   | 5   | 4   | 4   | 4   | 25    |
| 5   | 4   | 4   | 5   | 5   | 5   | 28    |
| 5   | 5   | 4   | 5   | 5   | 5   | 29    |
| 4   | 4   | 4   | 5   | 4   | 4   | 25    |
| 5   | 5   | 5   | 5   | 5   | 5   | 30    |
| 4   | 4   | 5   | 5   | 4   | 4   | 26    |

|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 3 | 3 | 2 | 2 | 3 | 1 | 14 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 4 | 4 | 3 | 3 | 4 | 5 | 23 |
| 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |

|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 3 | 5 | 3 | 5 | 5 | 5 | 26 |
| 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |

|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |

## Lampiran 9 Hasil SPSS

### A. Hasil Uji Validitas Promosi

| Correlations |                     |        |        |        |        |        |        |        |
|--------------|---------------------|--------|--------|--------|--------|--------|--------|--------|
|              | X1.1                | X1.2   | X1.3   | X1.4   | X1.5   | X1.6   | X1     |        |
| X1.1         | Pearson Correlation | 1      | .125   | .505** | .204   | .428** | .437** | .651** |
|              | Sig. (2-tailed)     |        | .190   | .000   | .031   | .000   | .000   | .000   |
|              | N                   | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X1.2         | Pearson Correlation | .125   | 1      | .054   | .482** | .201   | .412** | .544** |
|              | Sig. (2-tailed)     | .190   |        | .573   | .000   | .034   | .000   | .000   |
|              | N                   | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X1.3         | Pearson Correlation | .505** | .054   | 1      | .391** | .461** | .496** | .699** |
|              | Sig. (2-tailed)     | .000   | .573   |        | .000   | .000   | .000   | .000   |
|              | N                   | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X1.4         | Pearson Correlation | .204   | .482** | .391** | 1      | .361** | .535** | .725** |
|              | Sig. (2-tailed)     | .031   | .000   | .000   |        | .000   | .000   | .000   |
|              | N                   | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X1.5         | Pearson Correlation | .428** | .201   | .461** | .361** | 1      | .446** | .701** |
|              | Sig. (2-tailed)     | .000   | .034   | .000   | .000   |        | .000   | .000   |
|              | N                   | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X1.6         | Pearson Correlation | .437** | .412** | .496** | .535** | .446** | 1      | .813** |
|              | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        | .000   |
|              | N                   | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X1           | Pearson Correlation | .651** | .544** | .699** | .725** | .701** | .813** | 1      |
|              | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   |        |
|              | N                   | 112    | 112    | 112    | 112    | 112    | 112    | 112    |

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

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

### B. Hasil Uji Validitas Harga

| Correlations |                     |        |        |        |        |        |        |        |
|--------------|---------------------|--------|--------|--------|--------|--------|--------|--------|
|              | X2.1                | X2.2   | X2.3   | X2.4   | X2.5   | X2.6   | X2     |        |
| X2.1         | Pearson Correlation | 1      | .373** | .300** | .322** | .232   | .438** | .652** |
|              | Sig. (2-tailed)     |        | .000   | .001   | .001   | .014   | .000   | .000   |
|              | N                   | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X2.2         | Pearson Correlation | .373** | 1      | .546** | .474** | .398** | .222   | .740** |
|              | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .019   | .000   |
|              | N                   | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X2.3         | Pearson Correlation | .300** | .546** | 1      | .397** | .442** | .318** | .755** |
|              | Sig. (2-tailed)     | .001   | .000   |        | .000   | .000   | .001   | .000   |
|              | N                   | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X2.4         | Pearson Correlation | .322** | .474** | .397** | 1      | .214   | .373** | .665** |
|              | Sig. (2-tailed)     | .001   | .000   | .000   |        | .023   | .000   | .000   |
|              | N                   | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X2.5         | Pearson Correlation | .232   | .398** | .442** | .214   | 1      | .270** | .621** |
|              | Sig. (2-tailed)     | .014   | .000   | .000   | .023   |        | .004   | .000   |
|              | N                   | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X2.6         | Pearson Correlation | .438** | .222   | .318** | .373** | .270** | 1      | .644** |
|              | Sig. (2-tailed)     | .000   | .019   | .001   | .000   | .004   |        | .000   |
|              | N                   | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X2           | Pearson Correlation | .652** | .740** | .755** | .665** | .621** | .644** | 1      |
|              | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   |        |
|              | N                   | 112    | 112    | 112    | 112    | 112    | 112    | 112    |

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

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

## C. Hasil 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      | .362** | .288** | .310** | .222   | .429** | .441** | .174   | .275*  | .445*  | .607** |
| Sig. (2-tailed)           |        | .000   | .002   | .001   | .019   | .000   | .000   | .067   | .003   | .000   | .000   |
| N                         | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X3.2 Pearson Correlation  | .362** | 1      | .546** | .474** | .398** | .222   | .275*  | .395*  | .406*  | .442*  | .696** |
| Sig. (2-tailed)           | .000   |        | .000   | .000   | .000   | .019   | .003   | .000   | .000   | .000   | .000   |
| N                         | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X3.3 Pearson Correlation  | .288** | .546** | 1      | .397** | .442** | .318** | .375** | .418** | .429** | .456** | .729** |
| Sig. (2-tailed)           | .002   | .000   |        | .000   | .000   | .001   | .000   | .000   | .000   | .000   | .000   |
| N                         | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X3.4 Pearson Correlation  | .310** | .474** | .397** | 1      | .214*  | .373** | .311** | .337** | .310*  | .360*  | .618** |
| Sig. (2-tailed)           | .001   | .000   | .000   |        | .023   | .000   | .001   | .000   | .001   | .000   | .000   |
| N                         | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X3.5 Pearson Correlation  | .222   | .398** | .442** | .214*  | 1      | .270*  | .359** | .185   | .391** | .507** | .610** |
| Sig. (2-tailed)           | .019   | .000   | .000   | .023   |        | .004   | .000   | .051   | .000   | .000   | .000   |
| N                         | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X3.6 Pearson Correlation  | .429** | .222   | .318** | .373** | .270*  | 1      | .600** | .320*  | .321** | .339** | .645** |
| Sig. (2-tailed)           | .000   | .019   | .001   | .000   | .004   |        | .000   | .001   | .001   | .000   | .000   |
| N                         | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X3.7 Pearson Correlation  | .441** | .275*  | .375** | .311** | .359** | .600** | 1      | .386*  | .323** | .371** | .667** |
| Sig. (2-tailed)           | .000   | .003   | .000   | .001   | .000   | .000   |        | .002   | .001   | .000   | .000   |
| N                         | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X3.8 Pearson Correlation  | .174   | .395** | .418** | .337** | .185   | .320*  | .286*  | 1      | .418** | .367** | .588** |
| Sig. (2-tailed)           | .067   | .000   | .000   | .000   | .051   | .001   | .002   |        | .000   | .000   | .000   |
| N                         | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X3.9 Pearson Correlation  | .275** | .406*  | .429** | .310** | .391** | .321** | .323** | .418** | 1      | .373** | .651** |
| Sig. (2-tailed)           | .003   | .000   | .000   | .001   | .000   | .001   | .001   | .000   |        | .000   | .000   |
| N                         | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X3.10 Pearson Correlation | .445** | .442** | .456** | .360** | .507** | .339** | .371** | .367** | .373** | 1      | .707** |
| Sig. (2-tailed)           | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   |
| N                         | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| X3 Pearson Correlation    | .607** | .696** | .729** | .618** | .610** | .645** | .667** | .588** | .651** | .707** | 1      |
| Sig. (2-tailed)           | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
| N                         | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    | 112    |

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

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

## D. Hasil Uji Validitas Kepuasan Pelanggan

**Correlations**

|                         | Y.1    | Y.2    | Y.3    | Y.4    | Y.5    | Y.6    | Y      |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|
| Y.1 Pearson Correlation | 1      | .443** | .484** | .481** | .514** | .423** | .729** |
| Sig. (2-tailed)         |        | .000   | .000   | .000   | .000   | .000   | .000   |
| N                       | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| Y.2 Pearson Correlation | .443** | 1      | .529** | .528** | .502** | .517** | .769** |
| Sig. (2-tailed)         | .000   |        | .000   | .000   | .000   | .000   | .000   |
| N                       | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| Y.3 Pearson Correlation | .484** | .529** | 1      | .498** | .480** | .461** | .757** |
| Sig. (2-tailed)         | .000   | .000   |        | .000   | .000   | .000   | .000   |
| N                       | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| Y.4 Pearson Correlation | .481** | .528** | .498** | 1      | .392** | .450** | .733** |
| Sig. (2-tailed)         | .000   | .000   | .000   |        | .000   | .000   | .000   |
| N                       | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| Y.5 Pearson Correlation | .514** | .502** | .480** | .392** | 1      | .640** | .779** |
| Sig. (2-tailed)         | .000   | .000   | .000   | .000   |        | .000   | .000   |
| N                       | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| Y.6 Pearson Correlation | .423** | .517** | .461** | .450** | .640** | 1      | .780** |
| Sig. (2-tailed)         | .000   | .000   | .000   | .000   | .000   |        | .000   |
| N                       | 112    | 112    | 112    | 112    | 112    | 112    | 112    |
| Y Pearson Correlation   | .729** | .769** | .757** | .733** | .779** | .780** | 1      |
| Sig. (2-tailed)         | .000   | .000   | .000   | .000   | .000   | .000   |        |
| N                       | 112    | 112    | 112    | 112    | 112    | 112    | 112    |

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

E. Hasil Uji Realibilitas Promosi

**Reliability Statistics**

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .781             | 6          |

F. Hasil Uji Realibilitas Harga

**Reliability Statistics**

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .767             | 6          |

G. Hasil Uji Realibilitas Kualitas Pelayanan

**Reliability Statistics**

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .850             | 10         |

H. Hasil Uji Realibilitas Kepuasan Pelanggan

**Reliability Statistics**

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .851             | 6          |

I. Hasil Uji Multikolinieritas, Uji Regresi Linier Berganda, Uji T, Uji f

**Coefficients<sup>a</sup>**

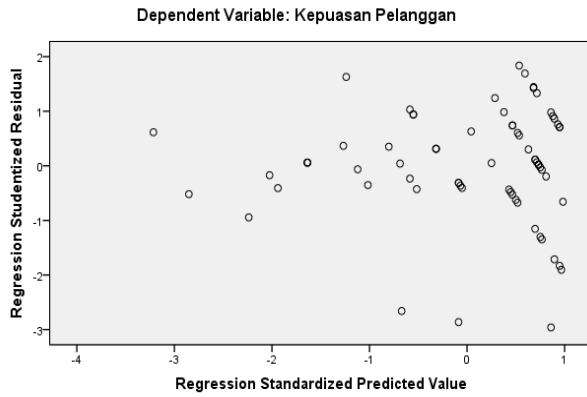
| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                    | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant)         | -.307                       | 1.802      |                           | -.170 | .865 |                         |       |
|       | Promosi            | .084                        | .066       | .089                      | 1.272 | .208 | .654                    | 1.529 |
|       | Harga              | .202                        | .073       | .219                      | 2.756 | .008 | .505                    | 1.978 |
|       | Kualitas Pelayanan | .435                        | .058       | .665                      | 7.532 | .000 | .410                    | 2.436 |

a. Dependent Variable: Kepuasan Pelanggan



## J. Hasil Uji Heteroskedastisitas

Scatterplot



## K. Foto Penyebaran Kuisiener



