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Universitas PGRI  
Adi Buana Surabaya

## UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI

Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234

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


Nomor : 27952/01/FE/IV/2019  
Lampiran : -  
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:  
Bapak/Ibu Manajer 45Coffeshop Kopi Nusantara  
Perum Graha Asri Blok B No. 1 Sukodono  
di -  
Sidoarjo

Sesuai kurikulum Fakultas Ekonomi 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 :

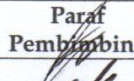
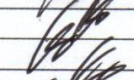
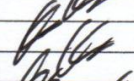
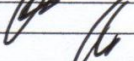
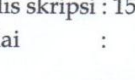


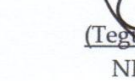
Nama : Rafinda Derista  
NIM : 151500253  
Prodi : Manajemen  
Judul Skripsi : Pengaruh Kualitas Pelayanan, Harga, dan Suasana Toko terhadap Kepuasan Konsumen pada 45Coffeshop Graha Kopi Nusantara Sidoarjo

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

12 April 2019  
  
Dra. Siti Istikhroh, M.Si  
NIP. 19671019.199203.2001

### BERITA ACARA BIMBINGAN SKRIPSI

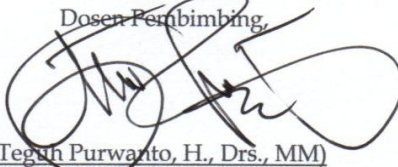
1. Nama Mahasiswa : Rafinda Derista
2. NIM : 151500253
3. Program Studi : Manajemen
4. Tanggal Mengajukan Skripsi : 24 Oktober 2018
5. Judul Skripsi : Pengaruh Kualitas Pelayanan, Harga dan Suasana Toko Terhadap Kepuasan Konsumen pada *45 Coffeshop* Graha Kopi Nusantara Sidoarjo"
6. Dosen Pembimbing : Teguh Purwanto, H., Drs., MM
7. Konsultasi :

No.	Tanggal	Paraf Pembimbing	Uraian/Kegiatan
1.	31-10-2018		Judul Penelitian - Acc
2.	15-11-2018		BAB I - Acc
3.	26-11-2018		BAB II Revisi
4.	17-12-2018		BAB II - Acc
5.	07-01-2018		BAB III - Revisi
6.	14-01-2018		BAB III - Acc
7.	19-03-2018		BAB IV - Revisi
8.	08-04-2019		BAB IV & V Acc

8. Tanggal selesai menulis skripsi : 15 April 2019
9. Telah diuji dengan nilai :

Surabaya, 15 April 2019

Dosen Pembimbing,



(Teguh Purwanto, H., Drs., MM)

NIP: 19601222 199003 1001



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FAKULTAS EKONOMI**

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

**BERITA ACARA BIMBINGAN REVISI SKRIPSI**

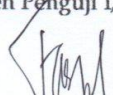
Nama : Rafinda Derista  
NIM/Program Studi : 151500253/Manajemen  
Judul Skripsi : Pengaruh Kualitas Pelayanan, Haarga dan Suasana Toko terhadap Kepuasan pada 45Coffeshop Graha Kopi Nusantara Sidoarjo.

Tanggal Ujian Skripsi : 28 April 2019

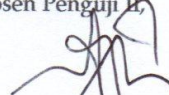
Penguji : 1. Dr. Facrudy Asj'ari,MM.,S.Psi  
2. Dr. Aji Prasetyo, SEL,MSA

No	Tanggal	Materi Konsultasi	Paraf	
			Penguji 1	Penguji 2
1.	08-05-2019	Bab 1,2,3,4 dan 5 (Acc)		
2.	08-05-2019	Lampiran Validitas (Acc)		
3.	08-05-2019	Tabel dirapikan (Acc)		
4.	08-05-2019	Indikator Kepuasan direvisi (Acc)		
5.	08-05-2019	Latar Belakang diperalam (Acc)		

Surabaya, 9 Mei 2019  
Dosen Penguji I,

  
Dr. Facrudy Asj'ari,MM.,S.Psi  
NPP : 1202612/DY

Dosen Penguji II,

  
Dr. Aji Prasetyo,SEL,MSA  
NPP : 1507730/DY

## Lampiran 2

### **KUESIONER PENELITIAN**

**“Pengaruh Kualitas Pelayanan, Harga, dan Suasana Toko terhadap Kepuasan Konsumen pada Coffee Shop 45 di Sukodono”**

Kpd Yth Bpk/Ibu/Sdr

Konsumen Coffee Shop 45

Di Tempat

Dengan Hormat,

Saya yang bertanda tangan dibawah ini :

Nama : Rafinda Derista

Nim : 15-150-0253

Prodi : Manajemen Fakultas Ekonomi

Universitas PGRI Adi Buana Surabaya

Kuesioner ini ditujukan untuk membantu pengumpulan data penelitian guna penyusunan skripsi yang berjudul **“Pengaruh Kualitas Pelayanan, Harga, dan Suasana Toko Terhadap Kepuasan Konsumen pada Coffee Shop 45 di Sukodono”**. Yang merupakan salah satu syarat bagi peneliti untuk menyelesaikan studi program S1 jurusan Manajemen Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya.

Untuk itu peneliti memohon bantuan kepada saudara/saudari untuk bersedia meluangkan waktunya untuk mengisi kuesioner ini dengan benar. Atas ketersediaannya peneliti mengucapkan terimakasih.

### **Petunjuk Pengisian Kuesioner :**

Mohon untuk memberikan tanda (X) pada setiap jawaban yang anda pilih.

### **Identitas Responden**

Umur	: a. 15 – 20 tahun	<input type="checkbox"/>
	b. 21 – 25 tahun	<input type="checkbox"/>
	c. 26 – 30 tahun	<input type="checkbox"/>
	d. 31 – 40 tahun	<input type="checkbox"/>
	e. > 41	<input type="checkbox"/>
Jenis Kelamin :	a. Laki-Laki	<input type="checkbox"/>
	b. Perempuan	<input type="checkbox"/>
Pendidikan	: a. SMP	<input type="checkbox"/>
	b. SMA	<input type="checkbox"/>
	c. S1	<input type="checkbox"/>
	d. S2	<input type="checkbox"/>
Pekerjaan	: a. Pelajar/Mahasiswa	<input type="checkbox"/>
	b. Swasta	<input type="checkbox"/>
	c. Wiraswasta	<input type="checkbox"/>
	d. PNS	<input type="checkbox"/>
	e. Lain-lain	<input type="checkbox"/>



### **Keterangan Pilihan Jawaban**

SS : Sangat Setuju = 5

S : Setuju = 4

KS : Kurang Setuju = 3

TS : Tidak Setuju = 2

STS : Sangat Tidak Setuju = 1

## KUESIONER

### 1. Variabel Kualitas Pelayanan (X1)

Pertanyaan		Jawaban				
<b>No</b>	<b>Kehandalan (Realibility)</b>	<b>SS</b>	<b>S</b>	<b>KS</b>	<b>TS</b>	<b>STS</b>
1.	Ketepatan karyawan coffee shop 45 dalam membuat pesanan konsumen					
2.	Ketepatan karyawan coffee shop 45 dalam memberikan informasi					
3.	Karyawan melayani dengan teliti dan berusaha menghindari kesalahan					
<b>No</b>	<b>Daya Tanggap (Responsive)</b>	<b>SS</b>	<b>S</b>	<b>KS</b>	<b>TS</b>	<b>STS</b>
1.	Kesigapan karyawan coffee shop 45 dalam menangani kebutuhan konsumen					
2.	Kesigapan karyawan coffee shop 45 dalam merespon keluhan					

	konsumen					
3.	Kecepatan karyawan coffee shop 45 dalam menangani pesanan					
<b>No</b>	<b>Empati (Emphaty)</b>	<b>SS</b>	<b>S</b>	<b>KS</b>	<b>TS</b>	<b>STS</b>
1.	Karyawan coffee shop 45 selalu mengutamakan kepentingan pelanggan					
2.	Kepekaan karyawan coffee shop 45 dalam memahami keinginan pelanggan dibutuhkan pelanggan					
3.	Karyawan memberikan sapa dan salam saat memberikan pelayanan					

## 2. Variabel Harga (X2)

<b>No</b>	<b>Kesesuaian harga dengan kualitas produk</b>	<b>SS</b>	<b>S</b>	<b>KS</b>	<b>TS</b>	<b>STS</b>
1.	Harga yang ditawarkan sesuai dengan kualitas produk yang di					

	berikan					
2.	Harga sesuai dengan kualitas pelayanan yang diberikan oleh karyawan kepada konsumen					
3.	Harga di coffee shop 45 cukup terjangkau					
<b>No</b>	<b>Kesesuaian harga dengan manfaat</b>	<b>SS</b>	<b>S</b>	<b>KS</b>	<b>TS</b>	<b>STS</b>
1.	Manfaat yang di peroleh pelanggan sama dengan harga yang di berikan					
2.	Harga sesuai dengan produk yang diterima konsumen					
3.	Harga yang ditawarkan sesuai dengan pesanan					
<b>No</b>	<b>Harga bersaing</b>	<b>SS</b>	<b>S</b>	<b>KS</b>	<b>TS</b>	<b>STS</b>
1.	Harga di coffee Shop 45 lebih terjangkau dibanding tempat lainnya					

2.	Harga di coffee shop 45 lebih murah dari tempat lain					
3.	Coffe shop 45 memberikan potongan harga untuk setiap pembelian tertentu					

### 3. Variabel Suasana Toko (X3)

No	Bagian Luar Toko (Eksterior)	SS	S	KS	TS	STS
1.	Coffee shop 45 memiliki area parkir yang luas					
2.	Coffee shop memiliki logo yang mudah diingat					
3.	Bagian luar toko terlihat sangat dihias dengan bagus sehingga menarik minat beli konsumen					
No	Bagian Dalam Toko (interior)	SS	S	KS	TS	STS
1.	Ruangan Coffee shop memiliki dekorasi yang menarik					

2.	Desain interior coffee shop 45 sangat indah					
3.	Ruangan coffee shop 45 nyaman untuk bersantai					
<b>No</b>	<b>Tata Letak (Store Layout)</b>	<b>SS</b>	<b>S</b>	<b>KS</b>	<b>TS</b>	<b>STS</b>
1.	Letak meja kasir coffee shop 45 mempermudah melakukan pemesanan dan pembayaran					
2.	Penataan meja dan fasilitas lainnya yang rapi membuat suasana toko menjadi lapang					
3.	Tata letak perlengkapan di coffee shop rapi dan bersih					
<b>No</b>	<b>Interior display</b>	<b>SS</b>	<b>S</b>	<b>KS</b>	<b>TS</b>	<b>STS</b>
1.	Coffe shop 45 memberikan petunjuk lokasi, seperti (toilet, wastafle, dll)					
2.	Meja, kursi dan lantai di coffe shop 45 selalu					

	bersih					
3.	Letak benda-benda pelengkap ruangan tertata rapi					

#### 4. Variabel Kepuasan Konsumen (Y)

No	Kepuasan konsumen keseluruhan	SS	S	KS	TS	STS
1.	Konsumen puas dengan produk, harga dan pelayanan yang diberikan					
2.	Konsumen merasa puas dari segi keseluruhan					
3.	Konsumen merasa puas dengan fasilitas yang ada di coffee shop 45					
No	Konfirmasi harapan	SS	S	KS	TS	STS
1.	Konsumen puas karena merasa pelayanan sesuai dengan pesanan					
2.	Konsumen puas karena pesanan selalu tepat					
3.	Konsumen puas dengan					

	produk yang di berikan					
<b>No</b>	<b>Minat beli ulang</b>	<b>SS</b>	<b>S</b>	<b>KS</b>	<b>TS</b>	<b>STS</b>
1.	Konsumen puas dengan berbagai macam produk yang di tawarkan					
2.	Konsumen puas dengan pelayanan yang diberikan					
3.	Konsumen merasa puas dan ingin membeli ulang produk di coffee shop 45					
<b>No</b>	<b>Kesediaan untuk merekomendasikan</b>	<b>SS</b>	<b>S</b>	<b>KS</b>	<b>TS</b>	<b>STS</b>
1.	Konsumen puas terhadap hasil yang di pesan					
2.	Konsumen puas dan bersedia merekomendasikan ke rekan-rekannya					
3.	Konsumen ingin mengajak teman atau rekan untuk mencoba produk di coffee shop 45					



### LAMPIRAN 3 TABULASI DATA

#### Kualitas Pelayanan (X1)

Responden	X1.1.1	X1.1.2	X1.1.3	X1.2.1	X1.2.2	X1.2.3	X1.3.1	X1.3.2	X1.3.3	Total
resp_1	2	5	4	5	2	5	2	5	5	35
resp_2	4	4	4	4	4	4	4	4	4	36
resp_3	5	3	5	3	5	3	4	3	3	34
resp_4	2	3	4	3	2	3	2	3	3	25
resp_5	4	4	4	4	4	5	5	4	4	38
resp_6	5	4	5	4	5	4	2	4	4	37
resp_7	2	3	4	3	2	3	2	3	3	25
resp_8	4	5	5	5	5	5	5	5	5	44
resp_9	2	4	2	4	2	4	2	4	4	28
resp_10	4	4	4	4	5	4	5	4	4	38
resp_11	5	5	5	5	5	5	2	5	5	42
resp_12	4	3	4	3	5	3	5	3	3	33
resp_13	5	3	5	3	5	3	1	3	3	31
resp_14	4	4	5	3	5	3	4	3	3	34
resp_15	5	4	3	3	4	4	2	4	3	32

resp_16	4	4	5	4	3	4	4	4	4	36
resp_17	2	3	4	3	2	4	2	4	3	27
resp_18	5	4	4	3	5	4	5	4	3	37
resp_19	5	4	5	4	5	4	2	4	4	37
resp_20	3	4	5	4	3	4	3	4	4	34
resp_21	4	4	4	4	3	4	4	4	4	35
resp_22	5	5	5	5	5	5	2	5	5	42
resp_23	5	4	5	4	5	4	5	4	2	38
resp_24	4	4	5	4	5	3	5	3	3	36
resp_25	5	4	5	4	5	4	4	4	4	39
resp_26	3	5	5	4	5	4	3	4	5	38
resp_27	4	5	4	4	5	5	4	5	5	41
resp_28	5	4	5	4	4	4	5	4	4	39
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resp_30	4	3	4	4	4	3	4	3	4	33
resp_31	4	4	5	4	5	4	2	4	4	36
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resp_33	4	3	4	3	3	3	5	3	3	31

resp_34	4	3	5	3	4	3	3	3	3	31
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resp_82	3	4	5	4	4	4	4	4	3	35
resp_83	3	4	4	4	4	3	5	3	4	34
resp_84	4	3	5	3	3	3	4	3	3	31
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resp_86	4	5	5	4	4	5	4	4	4	39
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resp_100	3	3	3	5	4	5	5	3	4	35
resp_101	4	4	4	4	3	5	5	4	4	37
resp_102	4	4	5	4	3	4	4	4	3	35
resp_103	4	4	5	5	4	5	4	4	3	38
resp_104	3	5	4	5	4	5	4	3	5	38
resp_105	4	5	4	4	4	4	4	5	5	39









resp_35	4	4	4	3	3	2	4	4	4	32
resp_36	3	4	3	4	3	3	4	3	4	31
resp_37	3	4	3	3	3	3	3	3	4	29
resp_38	3	3	3	3	3	3	3	3	3	27
resp_39	3	3	3	3	3	3	3	3	3	27
resp_40	3	4	3	4	4	3	3	3	4	31
resp_41	5	5	5	5	5	5	5	4	5	44
resp_42	5	5	5	5	5	5	5	4	5	44
resp_43	5	5	5	5	5	5	5	4	5	44
resp_44	5	3	5	5	5	5	5	4	5	42
resp_45	4	3	4	4	4	4	4	4	3	34
resp_46	4	3	4	4	4	3	4	4	3	33
resp_47	3	3	4	4	4	4	4	3	3	32
resp_48	3	3	3	3	3	3	3	3	3	27
resp_49	3	3	3	3	3	3	3	3	3	27
resp_50	4	4	4	4	4	4	3	4	4	35
resp_51	4	4	5	5	5	4	3	4	4	38
resp_52	3	4	3	3	3	4	4	3	4	31

resp_53	4	4	4	4	4	4	3	4	4	35
resp_54	4	3	4	3	4	4	3	4	3	32
resp_55	3	4	4	4	4	4	4	3	4	34
resp_56	4	4	3	4	4	4	3	4	4	34
resp_57	4	4	4	3	3	2	4	4	4	32
resp_58	4	4	4	4	4	4	4	4	4	36
resp_59	4	4	4	4	4	4	4	4	4	36
resp_60	4	4	4	4	4	4	4	4	4	36
resp_61	4	4	4	3	3	2	4	4	4	32
resp_62	4	2	4	4	4	4	2	4	2	30
resp_63	3	3	4	4	4	4	3	3	3	31
resp_64	3	3	3	3	3	3	3	3	3	27
resp_65	3	3	3	3	3	3	3	3	3	27
resp_66	4	4	4	4	4	4	4	4	4	36
resp_67	4	4	5	5	5	4	4	4	4	39
resp_68	3	4	3	3	3	4	4	3	4	31
resp_69	4	4	4	4	4	4	4	4	4	36
resp_70	4	3	4	3	4	4	3	4	3	32

resp_71	3	4	4	4	4	4	4	3	4	34
resp_72	4	4	4	4	4	4	4	4	4	36
resp_73	4	4	5	5	5	4	4	4	4	39
resp_74	3	4	3	3	3	4	4	3	4	31
resp_75	4	4	4	4	4	4	4	4	4	36
resp_76	4	3	4	3	4	4	3	4	3	32
resp_77	3	4	4	4	4	4	4	3	4	34
resp_78	4	4	4	4	4	4	4	4	4	36
resp_79	4	4	5	5	5	4	4	4	4	39
resp_80	3	4	3	3	3	4	4	3	4	31
resp_81	4	4	4	4	4	4	4	4	4	36
resp_82	4	3	4	3	4	4	3	4	3	32
resp_83	3	4	4	4	4	4	4	3	4	34
resp_84	3	3	3	3	3	3	3	3	3	27
resp_85	4	4	4	4	4	4	4	4	3	35
resp_86	4	4	5	5	5	4	4	5	4	40
resp_87	5	4	5	5	5	4	4	4	4	40
resp_88	5	5	5	5	5	5	4	4	5	43



resp_107	4	4	4	4	4	5	5	5	5	40
resp_108	4	5	5	5	5	5	3	4	3	39
resp_109	5	5	5	5	5	5	5	3	4	42
resp_110	4	4	4	4	4	4	5	4	4	37
resp_111	4	4	4	4	4	3	3	4	5	35
resp_112	5	5	5	5	5	4	4	4	4	41







resp_35	3	3	4	4	4	5	4	4	4	4	3	4	46
resp_36	4	4	5	4	3	4	3	3	3	3	4	3	43
resp_37	4	4	4	3	5	4	4	3	5	4	5	3	48
resp_38	4	4	5	5	5	4	3	4	5	3	4	3	49
resp_39	5	5	4	3	5	5	3	3	5	3	3	3	47
resp_40	4	3	3	4	4	3	3	3	4	3	3	3	40
resp_41	4	4	4	4	5	3	5	5	5	5	4	4	52
resp_42	3	2	4	3	3	3	5	5	3	5	4	4	44
resp_43	4	4	4	4	4	4	5	5	4	5	3	3	49
resp_44	3	4	3	3	4	3	5	5	4	5	5	4	48
resp_45	4	4	5	5	5	3	4	4	5	4	4	4	51
resp_46	4	3	3	4	5	4	3	4	5	3	4	4	46
resp_47	4	4	4	4	4	4	4	4	4	4	5	3	48
resp_48	4	4	4	3	3	4	3	3	3	3	3	3	40
resp_49	5	5	5	5	5	5	3	3	5	3	3	3	50
resp_50	4	4	4	4	4	4	4	4	4	4	4	4	48
resp_51	4	5	5	4	5	3	4	5	5	4	4	4	52
resp_52	4	4	4	4	4	4	4	3	4	4	4	3	46

resp_53	5	5	5	4	5	4	4	4	5	4	3	4	52
resp_54	5	5	5	5	5	5	4	4	5	4	4	4	55
resp_55	4	3	2	4	4	2	4	4	4	4	4	3	42
resp_56	5	5	5	5	5	3	4	3	5	4	4	4	52
resp_57	5	3	4	3	5	5	5	4	5	5	4	4	52
resp_58	5	4	5	5	5	5	4	4	5	4	5	4	55
resp_59	3	3	4	4	3	4	4	4	3	4	4	4	44
resp_60	3	4	3	2	5	5	4	4	5	4	4	4	47
resp_61	4	4	3	5	5	4	3	4	5	3	4	4	48
resp_62	4	4	4	4	4	4	4	4	4	4	4	4	48
resp_63	4	4	4	5	4	5	4	4	4	4	4	3	49
resp_64	5	5	5	5	4	5	3	3	4	3	4	3	49
resp_65	5	4	3	4	3	4	3	3	3	3	5	3	43
resp_66	3	3	4	5	5	4	4	4	5	4	3	4	48
resp_67	3	3	3	4	3	3	4	5	3	4	4	4	43
resp_68	4	4	5	4	3	4	4	3	3	4	4	3	45
resp_69	5	5	4	4	4	4	5	4	4	5	3	4	51
resp_70	3	3	3	3	4	2	4	4	4	4	3	4	41

resp_71	5	5	5	5	5	4	4	4	5	4	3	3	52
resp_72	4	4	4	4	4	4	4	4	4	4	3	4	47
resp_73	3	3	4	4	4	2	3	5	4	3	4	4	43
resp_74	5	5	5	5	5	5	4	3	5	4	4	3	53
resp_75	5	4	4	3	5	5	4	4	5	4	4	4	51
resp_76	5	5	5	4	5	5	4	4	5	4	3	4	53
resp_77	5	4	5	5	5	3	4	4	5	4	3	3	50
resp_78	4	4	4	4	4	4	4	4	4	4	4	4	48
resp_79	5	4	4	4	4	4	4	5	4	4	4	4	50
resp_80	5	5	5	5	5	5	4	3	5	4	4	3	53
resp_81	5	5	5	5	5	5	4	4	5	4	4	4	55
resp_82	4	4	4	4	4	4	4	4	4	4	4	4	48
resp_83	3	4	4	3	5	4	4	4	5	4	4	3	47
resp_84	3	4	2	4	3	4	3	3	3	3	4	3	39
resp_85	3	3	3	3	3	4	4	4	3	4	5	4	43
resp_86	3	3	3	3	3	3	4	5	3	4	5	5	44
resp_87	5	5	4	4	4	5	4	5	4	4	4	4	52
resp_88	4	4	4	4	4	4	5	5	4	5	4	4	51

resp_89	5	5	5	4	5	4	5	4	5	5	5	4	56
resp_90	4	4	4	4	4	4	4	5	4	4	5	4	50
resp_91	4	4	4	5	4	5	5	5	4	5	4	4	53
resp_92	3	3	4	4	4	5	4	4	4	4	4	4	47
resp_93	4	3	4	4	4	3	4	4	4	4	5	4	47
resp_94	5	5	4	3	5	4	4	5	5	4	2	4	50
resp_95	4	4	4	4	3	5	4	5	3	4	4	4	48
resp_96	4	4	5	4	5	4	5	3	5	5	5	5	54
resp_97	5	5	4	4	5	4	5	4	5	5	2	5	53
resp_98	5	5	5	4	5	5	4	4	5	4	4	4	54
resp_99	5	4	4	3	5	5	5	4	5	5	5	5	55
resp_100	5	4	3	3	4	5	5	3	4	5	2	5	48
resp_101	3	4	4	4	4	3	4	4	4	4	5	5	48
resp_102	5	4	4	4	4	4	4	4	4	4	2	4	47
resp_103	5	5	5	4	5	5	5	4	5	5	5	5	58
resp_104	3	3	3	4	4	3	5	5	4	5	5	5	49
resp_105	5	5	5	5	5	5	4	5	5	4	5	4	57
resp_106	5	5	5	4	5	5	4	4	5	4	5	4	55

resp_107	5	5	5	5	5	5	5	4	5	5	5	5	59
resp_108	5	5	5	5	5	5	5	5	5	5	4	4	58
resp_109	4	5	5	5	5	5	5	5	5	5	3	3	55
resp_110	4	4	4	4	4	4	4	4	4	4	2	4	46
resp_111	4	4	4	4	4	4	3	4	4	3	5	4	47
resp_112	4	4	4	4	4	3	4	5	4	4	5	4	49

### Kepuasan Konsumen (Y)

Responden	Y.1.1	Y.1.2	Y.1.3	Y.2.1	Y.2.2	Y.2.3	Y.3.1	Y.3.2	Y.3.3	Y.4.1	Y.4.2	Y.4.3	Total
resp_1	2	5	4	4	2	5	2	5	4	4	4	4	45
resp_2	4	4	4	5	4	4	4	4	5	5	5	4	52
resp_3	5	4	5	5	5	5	4	4	5	5	5	3	55
resp_4	2	3	4	4	2	5	2	5	4	4	4	3	42
resp_5	4	4	4	4	4	4	5	4	4	4	4	4	49
resp_6	5	5	5	5	5	5	2	5	5	5	5	3	55
resp_7	2	4	4	5	2	4	2	5	5	5	5	3	46
resp_8	4	4	5	4	5	5	5	5	4	4	4	3	52
resp_9	2	3	2	4	2	4	2	5	4	4	4	3	39
resp_10	4	4	4	5	5	5	5	3	5	5	5	3	53
resp_11	5	2	5	4	5	4	2	5	4	3	4	5	48
resp_12	4	2	4	4	5	5	5	3	4	3	4	5	48
resp_13	5	5	5	5	5	4	1	5	5	5	5	5	55
resp_14	4	5	5	4	5	5	4	5	4	5	4	5	55
resp_15	5	4	3	4	4	3	2	4	4	5	3	4	45
resp_16	4	4	5	4	3	4	4	4	4	5	4	4	49

resp_17	2	5	4	4	2	5	2	5	4	5	4	3	45
resp_18	5	5	4	4	5	4	5	4	4	5	5	3	53
resp_19	5	5	5	4	5	5	2	5	4	4	4	3	51
resp_20	3	3	5	4	3	3	3	4	4	5	4	4	45
resp_21	4	3	4	4	3	4	4	4	4	4	3	4	45
resp_22	5	5	5	4	5	5	2	5	4	5	4	4	53
resp_23	5	5	5	4	5	3	5	3	4	4	4	4	51
resp_24	4	5	5	3	5	5	5	5	3	3	3	4	50
resp_25	5	3	5	3	5	2	4	2	3	4	3	4	43
resp_26	3	5	5	2	5	5	3	5	2	2	4	4	45
resp_27	4	3	4	3	5	3	4	4	3	5	3	4	45
resp_28	5	5	5	3	4	5	5	5	3	4	3	4	51
resp_29	5	4	4	3	5	3	2	5	3	4	3	4	45
resp_30	4	5	4	4	4	4	4	4	4	4	5	5	51
resp_31	4	5	5	4	5	5	2	4	4	5	4	4	51
resp_32	4	5	4	5	4	4	4	4	5	5	4	4	52
resp_33	4	4	4	4	3	4	5	5	4	4	5	5	51
resp_34	4	4	5	5	4	3	3	5	5	3	4	5	50

resp_35	2	5	4	4	2	2	2	5	4	4	4	4	42
resp_36	5	1	5	3	5	5	5	5	3	5	5	5	52
resp_37	5	5	5	3	2	5	5	5	3	5	4	5	52
resp_38	4	5	4	4	4	4	4	4	4	4	4	5	50
resp_39	5	5	5	4	4	5	3	4	4	5	4	5	53
resp_40	5	5	5	3	3	5	5	5	3	3	5	5	52
resp_41	4	4	3	5	3	4	5	4	5	4	5	4	50
resp_42	5	5	2	4	2	5	5	5	4	5	4	5	51
resp_43	5	5	5	4	2	5	5	5	4	5	5	4	54
resp_44	4	5	5	5	4	4	3	2	5	4	3	4	48
resp_45	5	5	5	3	2	5	5	5	3	4	4	5	51
resp_46	5	4	5	3	4	5	5	5	3	4	4	4	51
resp_47	5	5	2	3	2	5	5	5	3	4	3	4	46
resp_48	5	5	5	3	4	4	3	4	3	4	3	5	48
resp_49	5	4	5	4	5	5	4	4	4	2	4	4	50
resp_50	5	4	5	3	4	4	3	2	3	5	3	5	46
resp_51	4	3	3	3	2	4	3	4	3	4	3	4	40
resp_52	4	4	3	4	4	4	5	4	4	4	3	4	47



resp_53	5	5	5	5	2	5	5	5	5	5	5	2	54
resp_54	4	5	4	4	5	4	4	4	4	5	4	4	51
resp_55	5	5	2	5	4	5	5	5	5	5	5	2	53
resp_56	4	4	3	3	4	4	3	4	3	4	4	3	43
resp_57	4	3	3	4	3	4	3	3	4	4	4	4	43
resp_58	5	5	2	5	2	5	5	5	5	5	5	2	51
resp_59	4	5	5	3	4	5	3	3	3	4	4	3	46
resp_60	5	5	4	5	5	5	4	4	5	5	5	3	55
resp_61	4	4	4	5	3	4	4	4	5	5	4	3	49
resp_62	3	3	4	2	5	5	3	2	2	3	3	2	37
resp_63	3	4	2	3	3	4	4	5	3	4	5	3	43
resp_64	4	4	5	5	5	5	5	4	5	4	5	4	55
resp_65	5	4	5	3	5	4	5	4	3	3	5	3	49
resp_66	4	4	4	4	4	4	4	4	4	4	4	5	49
resp_67	2	4	5	3	2	3	3	3	3	4	3	2	37
resp_68	4	4	4	4	4	4	4	4	4	4	4	4	48
resp_69	5	3	5	2	4	4	3	3	2	3	2	1	37
resp_70	4	4	2	3	2	5	4	4	3	4	5	1	41

resp_71	5	5	5	5	3	5	5	5	5	5	5	2	55
resp_72	5	4	5	4	4	4	5	4	4	4	4	2	49
resp_73	4	5	2	5	5	4	5	5	5	4	4	4	52
resp_74	3	5	4	5	3	4	5	4	5	4	4	4	50
resp_75	4	4	4	4	4	4	3	5	4	4	4	4	48
resp_76	5	4	3	4	4	4	4	5	4	5	5	4	51
resp_77	5	5	3	5	4	4	5	5	5	4	3	4	52
resp_78	4	5	3	5	4	4	5	4	5	5	4	5	53
resp_79	3	3	4	3	4	5	4	3	3	4	4	4	44
resp_80	4	4	4	3	4	5	5	3	3	4	4	3	46
resp_81	4	4	5	3	3	4	3	3	3	4	4	4	44
resp_82	4	4	4	4	5	5	4	4	4	4	4	4	50
resp_83	3	3	3	4	4	5	5	3	4	4	4	3	45
resp_84	4	4	4	4	3	5	5	4	4	4	4	4	49
resp_85	4	4	5	3	3	4	4	4	3	5	5	5	49
resp_86	4	4	5	3	4	5	4	4	3	3	3	3	45
resp_87	3	5	4	5	4	5	4	3	5	3	3	3	47
resp_88	4	5	4	5	4	4	4	5	5	3	4	3	50

resp_89	4	4	4	4	5	4	4	4	4	3	4	4	48
resp_90	4	4	4	4	4	5	2	4	4	4	4	4	47
resp_91	4	5	4	4	4	4	5	4	4	3	3	4	48
resp_92	4	5	4	5	4	3	4	5	5	3	4	4	50
resp_93	4	4	4	4	5	4	4	4	4	4	4	4	49
resp_94	4	4	4	4	4	4	4	4	4	4	4	4	48
resp_95	4	5	4	5	4	4	4	5	5	4	4	4	52
resp_96	4	4	4	4	4	4	3	4	4	5	5	5	50
resp_97	4	4	4	3	4	4	5	4	3	2	4	4	45
resp_98	3	4	4	4	3	3	2	3	4	3	4	3	40
resp_99	4	3	4	4	4	4	4	4	4	4	4	4	47
resp_100	4	4	3	4	4	4	4	4	4	5	5	4	49
resp_101	3	4	3	4	4	4	2	4	4	5	5	5	47
resp_102	4	4	3	4	4	4	2	4	4	4	4	4	45
resp_103	3	4	4	4	4	4	4	4	4	4	5	4	48
resp_104	4	4	4	4	4	4	4	4	4	4	3	3	46
resp_105	4	4	4	2	4	4	3	4	2	4	4	4	43
resp_106	4	4	4	3	4	3	4	3	3	3	4	4	43

resp_107	3	3	3	3	4	3	5	3	3	3	3	3	39
resp_108	4	3	4	3	3	3	4	3	3	3	3	3	39
resp_109	4	4	4	4	3	4	4	4	4	4	4	4	47
resp_110	4	5	4	4	4	4	5	4	4	4	3	3	48
resp_111	3	3	4	4	4	3	4	3	4	3	5	5	45
resp_112	4	4	4	4	4	4	3	4	4	4	5	5	49

## Lampiran 4

### Karakteristik Responden Berdasarkan Usia

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Usia	Frekuensi	Presentase
15-20	24	21.40%
21-25	38	33.90%
26-30	28	25.00%
31-40	19	17.00%
> 40	3	2.70%
Total	112	100%

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### Karakteristik Responden Berdasarkan Jenis Kelamin

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Jenis Kelamin	Frekuensi	Presentase
Laki-Laki	68	60.70%
Perempuan	44	39.30%
Total	112	100%

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### Karakteristik Responden Berdasarkan Pekerjaan

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Pekerjaan	Frekuensi	Presentase
Pelajar/Mahasiswa	32	28.60%
Pegawai Swasta	51	45.50%

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PNS	10	8.90%
Lain-Lain	19	17.00%
Total	112	100%

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## Lampiran 5 Output Frekuensi Kuesioner

Variabel Kualitas Pelayanan (X1)

### X1.1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	5.4	5.4	5.4
	3.00	19	17.0	17.0	22.3
	4.00	70	62.5	62.5	84.8
	5.00	17	15.2	15.2	100.0
	Total	112	100.0	100.0	

### X1.1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	26	23.2	23.2	23.2
	4.00	59	52.7	52.7	75.9
	5.00	27	24.1	24.1	100.0
	Total	112	100.0	100.0	

### X1.1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.8	1.8	1.8
	3.00	13	11.6	11.6	13.4
	4.00	71	63.4	63.4	76.8
	5.00	26	23.2	23.2	100.0

Total	112	100.0	100.0
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**X1.2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.7	2.7	2.7
	3.00	23	20.5	20.5	23.2
	4.00	66	58.9	58.9	82.1
	5.00	20	17.9	17.9	100.0
	Total	112	100.0	100.0	

**X1.2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	5.4	5.4	5.4
	3.00	13	11.6	11.6	17.0
	4.00	66	58.9	58.9	75.9
	5.00	27	24.1	24.1	100.0
	Total	112	100.0	100.0	

**X1.2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	31	27.7	27.7	27.7
	4.00	66	58.9	58.9	86.6
	5.00	15	13.4	13.4	100.0



Total	112	100.0	100.0
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### X1.3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.8	1.8	1.8
	2.00	25	22.3	22.3	24.1
	3.00	21	18.8	18.8	42.9
	4.00	38	33.9	33.9	76.8
	5.00	26	23.2	23.2	100.0
	Total	112	100.0	100.0	

### X1.3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	35	31.3	31.3	31.3
	4.00	60	53.6	53.6	84.8
	5.00	17	15.2	15.2	100.0
	Total	112	100.0	100.0	

### X1.3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.8	1.8	1.8
	3.00	33	29.5	29.5	31.3
	4.00	58	51.8	51.8	83.0

5.00	19	17.0	17.0	100.0
Total	112	100.0	100.0	

Variabel harga (X2)

**X2.1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	34	30.4	30.4	30.4
	4.00	59	52.7	52.7	83.0
	5.00	19	17.0	17.0	100.0
	Total	112	100.0	100.0	

**X2.1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.8	1.8	1.8
	3.00	34	30.4	30.4	32.1
	4.00	57	50.9	50.9	83.0
	5.00	19	17.0	17.0	100.0
	Total	112	100.0	100.0	

**X2.1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	26	23.2	23.2	23.2
	4.00	59	52.7	52.7	75.9
	5.00	27	24.1	24.1	100.0
	Total	112	100.0	100.0	

### X2.2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	30	26.8	26.8	26.8
	4.00	56	50.0	50.0	76.8
	5.00	26	23.2	23.2	100.0
	Total	112	100.0	100.0	

### X2.2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	27	24.1	24.1	24.1
	4.00	62	55.4	55.4	79.5
	5.00	23	20.5	20.5	100.0
	Total	112	100.0	100.0	

### X2.2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	2.00	3	2.7	2.7	2.7
	3.00	23	20.5	20.5	23.2
	4.00	66	58.9	58.9	82.1
	5.00	20	17.9	17.9	100.0
	Total	112	100.0	100.0	

### X2.3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.8	1.8	1.8
	3.00	35	31.3	31.3	33.0
	4.00	59	52.7	52.7	85.7
	5.00	16	14.3	14.3	100.0
	Total	112	100.0	100.0	

### X2.3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	31	27.7	27.7	27.7
	4.00	66	58.9	58.9	86.6
	5.00	15	13.4	13.4	100.0
	Total	112	100.0	100.0	

### X2.3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.8	1.8	1.8
	3.00	35	31.3	31.3	33.0
	4.00	58	51.8	51.8	84.8
	5.00	17	15.2	15.2	100.0
	Total	112	100.0	100.0	

Variabel Suasana Toko (X3)

### X3.1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	23	20.5	20.5	20.5
	4.00	49	43.8	43.8	64.3
	5.00	40	35.7	35.7	100.0
	Total	112	100.0	100.0	

### X3.1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	.9	.9	.9
	3.00	20	17.9	17.9	18.8
	4.00	61	54.5	54.5	73.2
	5.00	30	26.8	26.8	100.0
	Total	112	100.0	100.0	

**X3.1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	3.6	3.6	3.6
	3.00	19	17.0	17.0	20.5
	4.00	60	53.6	53.6	74.1
	5.00	29	25.9	25.9	100.0
	Total	112	100.0	100.0	

**X3.2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.8	1.8	1.8
	3.00	21	18.8	18.8	20.5
	4.00	64	57.1	57.1	77.7
	5.00	25	22.3	22.3	100.0
	Total	112	100.0	100.0	

**X3.2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	18	16.1	16.1	16.1
	4.00	51	45.5	45.5	61.6
	5.00	43	38.4	38.4	100.0
	Total	112	100.0	100.0	

**X3.2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	4.5	4.5	4.5
	3.00	26	23.2	23.2	27.7
	4.00	52	46.4	46.4	74.1
	5.00	29	25.9	25.9	100.0
	Total	112	100.0	100.0	

**X3.3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	24	21.4	21.4	21.4
	4.00	66	58.9	58.9	80.4
	5.00	22	19.6	19.6	100.0
	Total	112	100.0	100.0	

**X3.3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	25	22.3	22.3	22.3
	4.00	60	53.6	53.6	75.9
	5.00	27	24.1	24.1	100.0
	Total	112	100.0	100.0	

**X3.3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	18	16.1	16.1	16.1
	4.00	51	45.5	45.5	61.6
	5.00	43	38.4	38.4	100.0
	Total	112	100.0	100.0	

**X3.4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	24	21.4	21.4	21.4
	4.00	66	58.9	58.9	80.4
	5.00	22	19.6	19.6	100.0
	Total	112	100.0	100.0	

**X3.4.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	14	12.5	12.5	12.5
	3.00	20	17.9	17.9	30.4
	4.00	52	46.4	46.4	76.8
	5.00	26	23.2	23.2	100.0
	Total	112	100.0	100.0	

**X3.4.3**



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	32	28.6	28.6	28.6
	4.00	65	58.0	58.0	86.6
	5.00	15	13.4	13.4	100.0
	Total	112	100.0	100.0	

Variabel Kepuasan Konsumen (Y)

**Y.1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	6.3	6.3	6.3
	3.00	13	11.6	11.6	17.9
	4.00	58	51.8	51.8	69.6
	5.00	34	30.4	30.4	100.0
	Total	112	100.0	100.0	

**X3.1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	.9	.9	.9
	3.00	20	17.9	17.9	18.8
	4.00	61	54.5	54.5	73.2
	5.00	30	26.8	26.8	100.0
	Total	112	100.0	100.0	

**Y.1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	7.1	7.1	7.1
	3.00	14	12.5	12.5	19.6
	4.00	51	45.5	45.5	65.2
	5.00	39	34.8	34.8	100.0
Total		112	100.0	100.0	

**Y.2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	3.6	3.6	3.6
	3.00	29	25.9	25.9	29.5
	4.00	54	48.2	48.2	77.7
	5.00	25	22.3	22.3	100.0
Total		112	100.0	100.0	

**Y.2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	16	14.3	14.3	14.3
	3.00	17	15.2	15.2	29.5
	4.00	50	44.6	44.6	74.1
	5.00	29	25.9	25.9	100.0

Total	112	100.0	100.0
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### Y.2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.8	1.8	1.8
	3.00	13	11.6	11.6	13.4
	4.00	55	49.1	49.1	62.5
	5.00	42	37.5	37.5	100.0
	Total	112	100.0	100.0	

### Y.3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	17	15.2	15.2	16.1
	3.00	19	17.0	17.0	33.0
	4.00	38	33.9	33.9	67.0
	5.00	37	33.0	33.0	100.0
	Total	112	100.0	100.0	

### Y.3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	3.6	3.6	3.6
	3.00	17	15.2	15.2	18.8

	4.00	52	46.4	46.4	65.2
	5.00	39	34.8	34.8	100.0
	Total	112	100.0	100.0	

### Y.3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	3.6	3.6	3.6
	3.00	29	25.9	25.9	29.5
	4.00	54	48.2	48.2	77.7
	5.00	25	22.3	22.3	100.0
	Total	112	100.0	100.0	

### Y.4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.7	2.7	2.7
	3.00	19	17.0	17.0	19.6
	4.00	55	49.1	49.1	68.8
	5.00	35	31.3	31.3	100.0
	Total	112	100.0	100.0	

### Y.4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	.9	.9	.9

3.00	23	20.5	20.5	21.4
4.00	58	51.8	51.8	73.2
5.00	30	26.8	26.8	100.0
Total	112	100.0	100.0	

#### Y.4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	1.8	1.8	1.8
2.00	7	6.3	6.3	8.0
3.00	26	23.2	23.2	31.3
4.00	54	48.2	48.2	79.5
5.00	23	20.5	20.5	100.0
Total	112	100.0	100.0	



X1.1.3	Pearson Correlation	.004	.639**	1	.477**	.138	.349**	.042	.587**	1.000**	.743**
	Sig. (2-tailed)	.964	.000		.000	.148	.000	.658	.000	.000	.000
	N	112	112	112	112	112	112	112	112	112	112
X1.2.1	Pearson Correlation	.016	.542**	.477**	1	.189*	.548**	.067	.417**	.477**	.654**
	Sig. (2-tailed)	.871	.000	.000		.045	.000	.481	.000	.000	.000
	N	112	112	112	112	112	112	112	112	112	112
X1.2.2	Pearson Correlation	.610**	.189*	.138	.189*	1	.081	.157	.113	.138	.492**
	Sig. (2-tailed)	.000	.046	.148	.045		.396	.099	.236	.148	.000
	N	112	112	112	112	112	112	112	112	112	112
X1.2.3	Pearson Correlation	.020	.543**	.349**	.548**	.081	1	.073	.592**	.349**	.611**

	Sig. (2-tailed)	.836	.000	.000	.000	.396		.447	.000	.000	.000
	N	112	112	112	112	112	112	112	112	112	112
X1.3.1	Pearson Correlation	.150	.051	.042	.067	.157	.073	1	-.014	.042	.385**
	Sig. (2-tailed)	.115	.590	.658	.481	.099	.447		.881	.658	.000
	N	112	112	112	112	112	112	112	112	112	112
X1.3.2	Pearson Correlation	.126	.748**	.587**	.417**	.113	.592**	-.014	1	.587**	.714**
	Sig. (2-tailed)	.185	.000	.000	.000	.236	.000	.881		.000	.000
	N	112	112	112	112	112	112	112	112	112	112
X1.3.3	Pearson Correlation	.004	.639**	1.000**	.477**	.138	.349**	.042	.587**	1	.743**
	Sig. (2-tailed)	.964	.000	.000	.000	.148	.000	.658	.000		.000











X3.1.2	Pearson Correlation	.735**	1	.596**	.391**	.574**	.404**	.043	-.079	.574**	.043	-.034	-.078	.661**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.651	.410	.000	.651	.725	.415	.000
	N	112	112	112	112	112	112	112	112	112	112	112	112	112
X3.1.3	Pearson Correlation	.526**	.596**	1	.527**	.496**	.349**	.074	-.070	.496**	.074	.119	-.126	.655**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.435	.463	.000	.435	.212	.187	.000
	N	112	112	112	112	112	112	112	112	112	112	112	112	112
X3.2.1	Pearson Correlation	.385**	.391**	.527**	1	.329**	.158	-.100	-.019	.329**	-.100	.069	-.184	.449**
	Sig. (2-tailed)	.000	.000	.000		.000	.097	.292	.843	.000	.292	.471	.052	.000
	N	112	112	112	112	112	112	112	112	112	112	112	112	112
X3.2.2	Pearson Correlation	.591**	.574**	.496**	.329**	1	.273**	.187*	.029	1.000*	.187*	-.015	.056	.735**

	Sig. (2-tailed)	.000	.000	.000	.000		.004	.048	.762	.000	.048	.877	.555	.000
	N	112	112	112	112	112	112	112	112	112	112	112	112	112
X3.2.3	Pearson Correlation	.388**	.404**	.349**	.158	.273**	1	.066	-.127	.273**	.066	.113	-.105	.478**
	Sig. (2-tailed)	.000	.000	.000	.097	.004		.488	.184	.004	.488	.236	.269	.000
	N	112	112	112	112	112	112	112	112	112	112	112	112	112
X3.3.1	Pearson Correlation	.082	.043	.074	-.100	.187*	.066	1	.533**	.187*	1.000*	.069	.569**	.540**
	Sig. (2-tailed)	.392	.651	.435	.292	.048	.488		.000	.048	.000	.471	.000	.000
	N	112	112	112	112	112	112	112	112	112	112	112	112	112
X3.3.2	Pearson Correlation	-.112	-.079	-.070	-.019	.029	-.127	.533**	1	.029	.533**	.118	.506**	.335**

	Sig. (2-tailed)	.238	.410	.463	.843	.762	.184	.000		.762	.000	.216	.000	.000
	N	112	112	112	112	112	112	112	112	112	112	112	112	112
X3.3.3	Pearson Correlation	.591**	.574**	.496**	.329**	1.000*	.273**	.187*	.029	1	.187*	-.015	.056	.735**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.004	.048	.762		.048	.877	.555	.000
	N	112	112	112	112	112	112	112	112	112	112	112	112	112
X3.4.1	Pearson Correlation	.082	.043	.074	-.100	.187*	.066	1.000*	.533**	.187*	1	.069	.569**	.540**
	Sig. (2-tailed)	.392	.651	.435	.292	.048	.488	.000	.000	.048		.471	.000	.000
	N	112	112	112	112	112	112	112	112	112	112	112	112	112
X3.4.2	Pearson Correlation	-.048	-.034	.119	.069	-.015	.113	.069	.118	-.015	.069	1	.025	.279**

	Sig. (2-tailed)	.618	.725	.212	.471	.877	.236	.471	.216	.877	.471	.792	.003	
	N	112	112	112	112	112	112	112	112	112	112	112	112	
X3.4.3	Pearson Correlation	-.027	-.078	-.126	-.184	.056	-.105	.569**	.506**	.056	.569**	.025	1	.313**
	Sig. (2-tailed)	.774	.415	.187	.052	.555	.269	.000	.000	.555	.000	.792		.001
	N	112	112	112	112	112	112	112	112	112	112	112	112	112
TOTAL_X 3	Pearson Correlation	.664**	.661**	.655**	.449**	.735**	.478**	.540**	.335**	.735**	.540**	.279**	.313**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.003	.001	
	N	112	112	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).





Y..3	Pearson Correlation	.220*	.056	1	-.145	.281**	.086	-.100	-.080	-.145	-.078	-.064	.147	.247**
	Sig. (2- tailed)	.020	.556		.127	.003	.367	.293	.404	.127	.412	.505	.121	.009
	N	112	112	112	112	112	112	112	112	112	112	112	112	112
Y.2.1	Pearson Correlation	.010	.314**	-.145	1	.022	.027	.053	.237*	1.000**	.345**	.377**	.007	.590**
	Sig. (2- tailed)	.913	.001	.127		.820	.780	.582	.012	.000	.000	.000	.943	.000
	N	112	112	112	112	112	112	112	112	112	112	112	112	112
Y.2.2	Pearson Correlation	.328**	-.073	.281**	.022	1	.006	.022	-.191*	.022	-.147	-.040	.142	.310**
	Sig. (2- tailed)	.000	.443	.003	.820		.950	.816	.044	.820	.123	.676	.136	.001



	Sig. (2-tailed)	.141	.000	.404	.012	.044	.005	.945		.012	.047	.001	.242	.000
	N	112	112	112	112	112	112	112	112	112	112	112	112	112
Y.3.3	Pearson Correlation	.010	.314**	-.145	1.000**	.022	.027	.053	.237*	1	.345**	.377**	.007	.590**
	Sig. (2-tailed)	.913	.001	.127	.000	.820	.780	.582	.012		.000	.000	.943	.000
	N	112	112	112	112	112	112	112	112	112	112	112	112	112
Y.4.1	Pearson Correlation	.178	.192*	-.078	.345**	-.147	.143	-.079	.189*	.345**	1	.355**	.053	.434**
	Sig. (2-tailed)	.061	.042	.412	.000	.123	.131	.405	.047	.000		.000	.580	.000



TOTAL_Y	Pearson Correlation	.546**	.501**	.247**	.590**	.310**	.402**	.350*	.454**	.590**	.434**	.503**	.309*	1
	Sig. (2-tailed)	.000	.000	.009	.000	.001	.000	.000	.000	.000	.000	.000	.001	
	N	112	112	112	112	112	112	112	112	112	112	112	112	112

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

## Lampiran 7 Output Uji Reliabilitas

Uji Reliabilitas Kualitas Pelayanan (X1)

### **Reliability Statistics**

Cronbach's Alpha	N of Items
.743	10

Uji Reliabilitas Harga (X2)

### **Reliability Statistics**

Cronbach's Alpha	N of Items
.785	10

Uji Reliabilitas Suasana Toko (X3)

### **Reliability Statistics**

Cronbach's Alpha	N of Items
.730	13

Uji Reliabilitas Kepuasan Konsumen (Y)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.688	13



## Lampiran 8 Output Uji Normalitas

<b>One-Sample Kolmogorov-Smirnov Test</b>		
		Unstandardized Residual
N		112
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.03685808
Most Extreme Differences	Absolute	.061
	Positive	.041
	Negative	-.061
Test Statistic		.061
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.

## Lampiran 9 Output Uji Multikolonieritas

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	49.484	4.974		9.949	.000		
Kualitas Pelayanan (X1)	.554	.177	.459	3.127	.002	.379	2.642
Harga (X2)	-.394	.130	-.453	-3.026	.003	.364	2.746
Suasana Toko (X3)	-.146	.092	-.155	-1.580	.117	.851	1.175

a. Dependent Variable: Kepuasan Konsumen (Y)

## Lampiran 10 Output Uji Heteroskedastisitas

### Correlations

			Kualitas Pelayanan (X1)	Harga (X2)	Suasana Toko (X3)	Unstandardized Residual
Spearman's rho	Kualitas Pelayanan (X1)	Correlation Coefficient	1.000	.804**	.290**	-.009
		Sig. (2-tailed)	.	.000	.002	.926
		N	112	112	112	112
	Harga (X2)	Correlation Coefficient	.804**	1.000	.372**	-.033
		Sig. (2-tailed)	.000	.	.000	.732
		N	112	112	112	112
	Suasana Toko (X3)	Correlation Coefficient	.290**	.372**	1.000	.020
		Sig. (2-tailed)	.002	.000	.	.835
		N	112	112	112	112

## Lampiran 11 Output Uji Autokorelasi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.344 <sup>a</sup>	.118	.094	4.09254	1.680

a. Predictors: (Constant), Suasana Toko (X3), Kualitas Pelayanan (X1), Harga (X2)

b. Dependent Variable: Kepuasan Konsumen (Y)

## Lampiran 12 Output Uji t dan Analisis Regresi Linier Berganda

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	49.484	4.974		9.949	.000
	Kualitas Pelayanan (X1)	.554	.177	.459	3.127	.002
	Harga (X2)	.394	.130	-.453	-3.026	.003
	Suasana Toko (X3)	.146	.092	-.155	-1.580	.117

a. Dependent Variable: Kepuasan Konsumen (Y)

## Lampiran 13 Output Uji F

**ANOVA<sup>a</sup>**

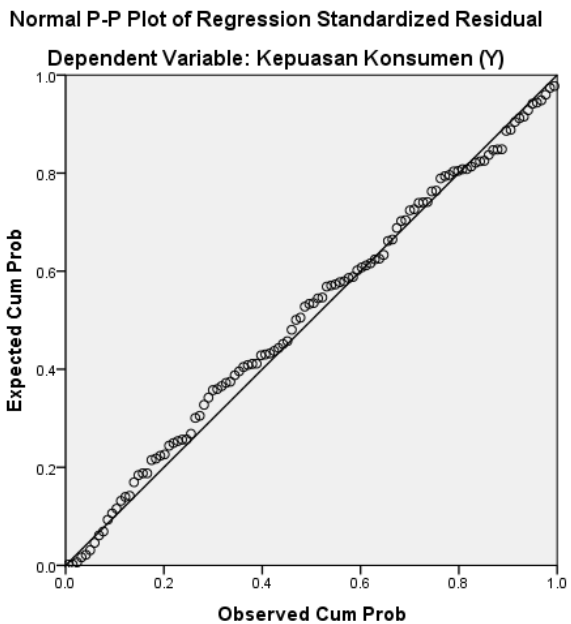
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	242.976	3	80.992	4.836	.003 <sup>b</sup>
	Residual	1808.881	108	16.749		
	Total	2051.857	111			

a. Dependent Variable: Kepuasan Konsumen (Y)

b. Predictors: (Constant), Suasana Toko (X3), Kualitas Pelayanan (X1), Harga (X2)

## Lampiran 14

P-P Plot



## Lampiran 15

### Scatterplot

