

LAMPIRAN

Lampiran 1 : Surat Keterangan Izin Penelitian Skripsi



UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

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

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

Nomor : 230967 / 01 / FEEB / V / 2023
Lampiran : -
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:
Bapak/Ibu Pimpinan
Kedai Minuman Yakini, Gresik
Jl. Raya Bertian, BA 11A KBD, 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 : M. Syifaul Fuadi
NIM : 191500139
Prodi : Manajemen
Judul : Pengaruh Kualitas Produk, Harga, dan Keragaman Menu Terhadap Kepuasan Konsumen Pada Kedai Minuman Yakini, Gresik

Demikian atas perkenan serta kebijaksanaan Bapak/Ibu kami sampaikan terimakasih.



Lampiran 2 : Surat Keterangan Izin Balasan Penelitian Skripsi

KEDAI MINUMAN YAKINI GRESIK

Alamat: Jl. Raya Berlian BA 11A Kota Baru Driyorejo, Driyorejo, Gresik

No. Telp. 0856-0868-8896

Sifat : Penting
Lampiran : -
Perihal : Pemberian Izin Penelitian

Kepada Yth:
Bapak/Ibu
Dekan Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana
Di – Surabaya

Menunjukkan surat Saudarā tanggal 1 Februari 2023, Perihal: Izin Penelitian dan Pengambilan Data, maka dengan ini diberitahukan dengan hormat, bahwa kami telah menyetujui dan mengizinkan Mahasiswa tersebut di bawah ini:

Nama : M. Syifaul Fuadi
NIM : 191500137
Prodi : Manajemen
Judul : **“Pengaruh Kualitas Produk, Harga, dan Keragaman Menu Terhadap Kepuasan Konsumen Kedai Minuman Yakini, Gresik”**

Melaksanakan penelitian dan pengambilan data di Kedai Minuman Yakini Gresik sebagai bahan untuk menulis skripsi.

Demikian surat pemberian izin penelitian ini kami sampaikan, atas perhatian dan kerjasamanya kami sampaikan terimakasih.

Gresik, 6 Februari 2023


Asfahmivah J.S.Pd.
Pemilik Kedai

Lampiran 3 : Berita Acara Bimbingan Skripsi



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

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

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

KARTU PERPANJANGAN BIMBINGAN SKRIPSI

| | | |
|------------------------|---|------------------------------------------------------------------------------------------------------------------|
| Nama | : | M. Syifaul Fuadi |
| Prodi / NIM | : | Manajemen / 191500137 |
| Judul Skripsi | : | Pengaruh kualitas Produk, Harga, dan Keragaman Menu Terhadap Kepuasan Konsumen Pada Kafe Minuman Yakeni, Gresik. |
| Dosen Pembimbing | : | Dis. Suharyanto, M.M. |
| Periode Kepembimbingan | : | 20 Maret 2023 s/d 20 Juni 2023 |

URAIAN KEGIATAN KEPEMBIMBINGAN :

| NO | TANGGAL | MATERI BIMBINGAN | KET. | TANDA TANGAN |
|----|---------|------------------|------|--------------|
| 1 | 4-5-23 | Bab III + Ideasi | Ku | [Signature] |
| 2 | 17-5-23 | - < - + Kecek | Ku | [Signature] |
| 3 | 27-7-23 | Bab IV + D | Ku | [Signature] |
| 4 | 20-7-23 | - < - | ded | [Signature] |
| | | | | |
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| | | | | |
| | | | | |
| | | | | |

Bimbingan selesai pada tanggal :
Dosen Pembimbing,

[Signature of Dosen Pembimbing]



Mahasiswa,

[Signature of Mahasiswa]
M. Syifaul fuadi

Lampiran 4 : Berita Acara Ujian 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.fe.unipasby.ac.id>

BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Rabu tanggal 21 bulan Juni tahun 2023 bertempat bertempat di Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil / Genap *) Tahun Akademik 20 22 / 20 23

| | |
|----------------|-------------------------------------------------------------------------------------------------------------------|
| Nama Mahasiswa | : M. Syifaul Fuadi |
| NIM | : 191500157 |
| Program Studi | : Manajemen |
| Judul Proposal | : Pengaruh Kualitas produk, Harga, Dan Keragaman menu terhadap kepuasan konsumen pada kedai minuman yakini Gresik |

Dihadiri oleh :

| No. | NIM | Nama Mahasiswa | Tanda Tangan |
|-----|-------------|------------------------|--------------|
| 1. | 191500162 | Ibnu Ainul Fatin | 1. |
| 2. | 191600217 | Selving Prahesti | 2. |
| 3. | 191600178 | Wili DROBUS M. Sanggul | 3. |
| 4. | 211500065 | Cristotonus Tarsi | 4. |
| 5. | 22082000050 | Marta Fenedita Bahuk | 5. |
| 6. | 191500110 | Flabia Rahmatul Ula | 6. |
| 7. | 191500121 | Fina Fatinah | 7. |
| 8. | 191500163 | Syafira Zuhrotul Anif | 8. |
| 9. | 191500185 | Dini Zuni da Sulitna | 9. |
| 10. | 191500168 | Dyah Ayu Rahmawati | 10. |
| 11. | | | 11. |
| 12. | | | 12. |
| 13. | | | 13. |
| 14. | | | 14. |
| 15. | | | 15. |

Surabaya, 21 Juni 2023

Penguji :

Pembimbing :

Lampiran 5 : Lembar Persetujuan Skripsi

LEMBAR PERSETUJUAN

Judul Skripsi : Pengaruh Kualitas Produk, Harga,
dan Keragaman Menu terhadap
Kepuasan Konsumen Pada Kedai
Minuman Yakini Gresik

Identitas Mahasiswa

- a. Nama : M. Syifaul Fuadi
- b. NIM : 191500137
- c. Program Studi : Manajemen
- d. Fakultas : Ekonomi dan Bisnis Universitas
PGRI Adi Buana Surabaya

Skripsi ini telah disetujui oleh dosen pembimbing dan layak
diuji:

Tanggal :

Dosen Pembimbing,



Drs. Suharyanto, M.M.

NPP. 0101403/DY

Lampiran 6 : Kuisisioner Penelitian

KUISISIONER PENELITIAN PENGARUH KUALITAS PRODUK, HARGA, DAN KERAGAMAN MENU TERHADAP KEPUASAN KONSUMEN PADA KEDAI MINUMAN YAKINI GRESIK

Perihal : Permohonan Pengisian Kuisisioner Penelitian

Lampiran : Kuisisioner Penelitian

Kepada Yth,

Bapak/Ibu

Konsumen Kedai Minuman Yakini Driyorejo, Gresik

Dengan Hormat,

Sehubungan dengan kegiatan penelitian yang saya lakukan dengan judul, "Pengaruh Kualitas Produk, Harga, dan Keragaman Menu Terhadap Kepuasan Konsumen Pada Kedai Minuman Yakini Gresik", saya bermaksud untuk mengajukan permohonan pengisian kuisisioner. Adapun tujuan dari kuisisioner ini yaitu sebagai bahan masukan untuk memperoleh data yang akurat dalam penyusunan skripsi. Oleh karena itu, mohon Bapak/Ibu berkenan mengisi kuisisioner dengan sebenar-benarnya. Jawaban-jawaban yang Bapak/Ibu berikan akan saya jamin kerahasiannya karena kuisisioner ini hanya digunakan untuk kegiatan penelitian.

Dengan surat permohonan ini saya ajukan, atas partisipasi dan kesediaan Bapak/Ibu, saya mengucapkan banyak terimakasih.

1. Petunjuk Pengisian:

- a. Bapak/Ibu.
- b. Jawaban yang anda berikan hanya akan digunakan isilah identitas Bapak/Ibu pada tempat yang telah ditentukan.

- c. Daftar pernyataan yang ada di bawah ini mohon diisi dengan teliti, jujur, dan merupakan pendapat pribadi.
- d. Daftar pernyataan ini dibuat untuk mengetahui penilaian Bapak/Ibu mengenai hal-hal yang ditanyakan.
- e. Semua pernyataan tidak ada yang benar atau salah, semua tergantung pendapat oleh peneliti sebagai data penelitian untuk penyelesaian skripsi.
- f. Berilah jawaban yang paling tepat menurut anda dengan memberikan tanda centang (√) pada kolom skor atau ke dalam kotak yang tersedia.
- g. Peneliti mengucapkan Terimakasih atas partisipasi dan bantuan Bapak/Ibu.

2. Identitas Responden:

- a. Nama :
- b. Usia :
- c. Jenis Kelamin :
- d. Berapa kali kunjungan :

Keterangan:

Berilah tanda centang (√) pada jawaban anda :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

RG : Ragu-ragu

S : Setuju

SS : Sangat Setuju

1. Kualitas Produk

| Daya tahan | | | | | | |
|------------|------------------------------------------|-----|----|----|---|----|
| No. | Pernyataan | STS | TS | RG | S | SS |
| 1. | Bahan yang digunakan untuk minuman aman, | | | | | |

| | | | | | | |
|-----------------------|---------------------------------------------------------------------------------|-----|----|----|---|----|
| | sehat, utuh, halal, dan bersih. | | | | | |
| 2. | Produk minuman yang dijual tidak basi atau rusak. | | | | | |
| 3. | Produk minuman memiliki daya tahan yang sesuai. | | | | | |
| Estetika | | | | | | |
| No. | Pernyataan | STS | TS | RG | S | SS |
| 1. | Kemasan produk minuman memiliki ciri khas. | | | | | |
| 2. | Penampilan menu dan kemasan produk minuman bervariasi. | | | | | |
| 3. | Penampilan produk minuman mengikuti tren mode yang sedang berlangsung saat ini. | | | | | |
| Kesan kualitas | | | | | | |
| No. | Pernyataan | STS | TS | RG | S | SS |
| 1. | Warna dan rasa minuman yang didapatkan sesuai dengan nama menu yang dipesan. | | | | | |
| 2. | Kemasan yang diberikan terlihat menarik. | | | | | |

| | | | | | | |
|----|---------------------------------------------------------|--|--|--|--|--|
| 3. | Produk minuman dikemas dengan baik tanpa ada kebocoran. | | | | | |
|----|---------------------------------------------------------|--|--|--|--|--|

2. Harga

| Keterjangkauan harga | | | | | | |
|----------------------|-----------------------------------------------------------------------|-----|----|----|---|----|
| No. | Pernyataan | STS | TS | RG | S | SS |
| 1. | Harga yang ditawarkan terjangkau. | | | | | |
| 2. | Variasi harga sesuai dengan ukuran produk. | | | | | |
| 3. | Harga sesuai dengan bahan yang digunakan dalam produk minuman. | | | | | |
| Daya saing harga | | | | | | |
| No. | Pernyataan | STS | TS | RG | S | SS |
| 1. | Harga yang ditawarkan pas, tidak terlalu murah ataupun terlalu mahal. | | | | | |
| 2. | Harga minuman dapat bersaing dengan minuman lainnya. | | | | | |
| 3. | Harga minuman lebih ekonomis dibandingkan produk minuman lainnya. | | | | | |
| Potongan harga | | | | | | |
| No. | Pernyataan | STS | TS | RG | S | SS |

| | | | | | | |
|----|--------------------------------------------------------------|--|--|--|--|--|
| 1. | Penjual sering memberikan promo potongan harga. | | | | | |
| 2. | Potongan harga yang diberikan terjangkau. | | | | | |
| 3. | Konsumen pernah mendapatkan potongan harga di Kedai Minuman. | | | | | |

3. Keragaman Menu

| Varian | | | | | | |
|--------|----------------------------------------------------------------------------------------|-----|----|----|---|----|
| No. | Pernyataan | STS | TS | RG | S | SS |
| 1. | Menu yang ditawarkan memiliki banyak varian. | | | | | |
| 2. | Varian menu yang ditawarkan mengikuti tren mode yang sedang berlangsung pada saat ini. | | | | | |
| 3. | Varian minuman yang diharapkan konsumen tertera di menu. | | | | | |
| Selera | | | | | | |
| No. | Pernyataan | STS | TS | RG | S | SS |
| 1. | Menu yang ditawarkan sesuai dengan selera masyarakat pada umumnya. | | | | | |

| 2. | Banyak varian menu yang sesuai dengan kesukaan konsumen. | | | | | |
|--------------|------------------------------------------------------------------|-----|----|----|---|----|
| 3. | Banyak varian menu yang ingin dicoba oleh konsumen. | | | | | |
| Porsi | | | | | | |
| No. | Pernyataan | STS | TS | RG | S | SS |
| 1. | Porsi menu minuman yang ditawarkan beragam. | | | | | |
| 2. | Porsi yang diberikan sesuai dengan menu. | | | | | |
| 3. | Porsi minuman yang diterima sesuai dengan harga, rasa, dan mutu. | | | | | |

4. Kepuasan Konsumen

| Terpenuhinya harapan konsumen | | | | | | |
|--------------------------------------|-------------------------------------------------------------------------|-----|----|----|---|----|
| No. | Pernyataan | STS | TS | RG | S | SS |
| 1. | Minuman yang didapatkan sesuai dengan harapan konsumen. | | | | | |
| 2. | Konsumen merasa puas terhadap minuman dan pelayanan yang telah didapat. | | | | | |
| 3. | Kualitas minuman, harga, dan menu yang didapatkan sesuai | | | | | |

| | dengan harapan konsumen. | | | | | |
|-----------------------------------------------|----------------------------------------------------------------------------------|-----|----|----|---|----|
| Sikap atau keinginan untuk menggunakan produk | | | | | | |
| No. | Pernyataan | STS | TS | RG | S | SS |
| 1. | Konsumen melakukan pembelian minuman lebih dari satu kali. | | | | | |
| 2. | Melakukan pembelian dengan produk minuman lebih dari satu menu. | | | | | |
| 3. | Konsumen tertarik untuk melakukan pembelian ketika ada varian terbaru. | | | | | |
| Merekomendasikan kepada pihak lain | | | | | | |
| No. | Pernyataan | STS | TS | RG | S | SS |
| 1. | Konsumen mendengar orang lain menceritakan produk minuman. | | | | | |
| 2. | Konsumen sering membagikan pengalaman dan review setelah meminum produk minuman. | | | | | |
| 3. | Konsumen pernah/sering mengajak orang lain untuk membeli minuman. | | | | | |

Lampiran 7 : Tabulasi Kualitas Produk

| KUALITAS PRODUK (X1) | | | | | | | | | | |
|----------------------|------|------|------|------|------|------|------|------|------|-------|
| RESP | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | TOTAL |
| 1 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 39 |
| 2 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 39 |
| 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 40 |
| 4 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 38 |
| 5 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 37 |
| 6 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 39 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 9 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 41 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 11 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 33 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 13 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 29 |
| 14 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 16 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 34 |
| 17 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 33 |
| 18 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 4 | 4 | 30 |
| 19 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 43 |
| 20 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 42 |
| 21 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 36 |
| 22 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 38 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 24 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 38 |

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

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|----|---|---|---|---|---|---|---|---|---|----|
| 53 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 54 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 43 |
| 55 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 43 |
| 56 | 3 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 41 |
| 57 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 43 |
| 58 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 1 | 37 |
| 59 | 5 | 5 | 3 | 5 | 4 | 5 | 1 | 5 | 4 | 37 |
| 60 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 41 |
| 61 | 4 | 3 | 5 | 5 | 3 | 3 | 3 | 4 | 5 | 35 |
| 62 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 35 |
| 63 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 40 |
| 64 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 42 |
| 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 66 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 39 |
| 67 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 68 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 41 |
| 69 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 39 |
| 70 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 44 |
| 71 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 41 |
| 72 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 42 |
| 73 | 5 | 5 | 4 | 4 | 4 | 4 | 1 | 4 | 5 | 36 |
| 74 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 40 |
| 75 | 5 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 5 | 37 |
| 76 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 42 |
| 77 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 42 |
| 78 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 79 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 39 |
| 80 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 37 |
| 81 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 38 |
| 82 | 5 | 5 | 3 | 4 | 4 | 4 | 2 | 5 | 5 | 37 |

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| 83 | 5 | 5 | 4 | 2 | 5 | 5 | 3 | 3 | 4 | 36 |
| 84 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 85 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 41 |
| 86 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 40 |
| 87 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 42 |
| 88 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 42 |
| 89 | 2 | 4 | 3 | 5 | 3 | 3 | 3 | 5 | 5 | 33 |
| 90 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 4 | 33 |
| 91 | 1 | 4 | 3 | 3 | 2 | 4 | 4 | 5 | 3 | 29 |
| 92 | 5 | 3 | 2 | 3 | 3 | 2 | 2 | 5 | 3 | 28 |
| 93 | 3 | 4 | 5 | 2 | 4 | 3 | 4 | 3 | 5 | 33 |
| 94 | 5 | 5 | 3 | 3 | 5 | 4 | 3 | 3 | 4 | 35 |
| 95 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 3 | 2 | 29 |
| 96 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 5 | 5 | 29 |
| 97 | 4 | 3 | 4 | 5 | 4 | 2 | 5 | 4 | 3 | 34 |
| 98 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 30 |
| 99 | 2 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 33 |
| 100 | 4 | 3 | 2 | 5 | 4 | 3 | 5 | 3 | 3 | 32 |
| 101 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 39 |
| 102 | 3 | 1 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 27 |
| 103 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 40 |
| 104 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 42 |
| 105 | 1 | 4 | 4 | 3 | 3 | 2 | 2 | 1 | 4 | 24 |
| 106 | 5 | 4 | 5 | 4 | 2 | 4 | 3 | 4 | 5 | 36 |
| 107 | 1 | 2 | 1 | 5 | 5 | 4 | 5 | 2 | 2 | 27 |
| 108 | 5 | 2 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 38 |
| 109 | 2 | 5 | 3 | 4 | 5 | 5 | 3 | 4 | 2 | 33 |
| 110 | 5 | 2 | 4 | 3 | 4 | 4 | 1 | 4 | 5 | 32 |
| 111 | 4 | 2 | 3 | 4 | 4 | 5 | 5 | 4 | 1 | 32 |
| 112 | 5 | 2 | 4 | 3 | 4 | 4 | 2 | 4 | 5 | 33 |

| | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|-----------|
| 113 | 2 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 5 | 32 |
| 114 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 42 |
| 115 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 3 | 3 | 36 |
| 116 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 41 |
| 117 | 4 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 33 |
| 118 | 3 | 4 | 5 | 3 | 4 | 3 | 5 | 3 | 3 | 33 |
| 119 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 33 |
| 120 | 3 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 41 |

Lampiran output SPSS data diolah 2023

Lampiran 8 : Tabulasi Harga

| HARGA (X2) | | | | | | | | | | |
|------------|------|------|------|------|------|------|------|------|------|-------|
| RESP | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | TOTAL |
| 1 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 43 |
| 2 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 3 | 3 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 40 |
| 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 41 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 40 |
| 6 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 41 |
| 7 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 8 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 43 |
| 9 | 5 | 5 | 3 | 3 | 3 | 4 | 5 | 4 | 5 | 37 |
| 10 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 41 |
| 11 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 42 |
| 12 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 41 |
| 13 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 42 |
| 14 | 5 | 4 | 5 | 4 | 5 | 2 | 3 | 2 | 5 | 35 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 44 |
| 16 | 4 | 4 | 5 | 4 | 1 | 1 | 5 | 5 | 4 | 33 |
| 17 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 41 |
| 18 | 2 | 5 | 5 | 3 | 5 | 2 | 4 | 5 | 5 | 36 |
| 19 | 5 | 4 | 4 | 3 | 5 | 2 | 4 | 5 | 4 | 36 |
| 20 | 2 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 39 |
| 21 | 2 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 38 |
| 22 | 5 | 5 | 5 | 5 | 5 | 4 | 1 | 5 | 2 | 37 |
| 23 | 5 | 4 | 5 | 2 | 2 | 5 | 5 | 5 | 5 | 38 |

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

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|----|---|---|---|---|---|---|---|---|---|----|
| 50 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 43 |
| 51 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 41 |
| 52 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 53 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 38 |
| 54 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 41 |
| 55 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 56 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 43 |
| 57 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 58 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 39 |
| 59 | 5 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 39 |
| 60 | 5 | 5 | 5 | 3 | 3 | 3 | 4 | 5 | 5 | 38 |
| 61 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 41 |
| 62 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 39 |
| 63 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 39 |
| 64 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 44 |
| 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 66 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 41 |
| 67 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 40 |
| 68 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 42 |
| 69 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 70 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 42 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 72 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 43 |
| 73 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 40 |
| 74 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 39 |
| 75 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 4 | 5 | 39 |

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|-----|---|---|---|---|---|---|---|---|---|----|
| 76 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 35 |
| 77 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 41 |
| 78 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 39 |
| 79 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 41 |
| 80 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 41 |
| 81 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 40 |
| 82 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 38 |
| 83 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 40 |
| 84 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 43 |
| 85 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 42 |
| 86 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 41 |
| 87 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 42 |
| 88 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 42 |
| 89 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 40 |
| 90 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 37 |
| 91 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 33 |
| 92 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 5 | 5 | 37 |
| 93 | 4 | 5 | 2 | 4 | 3 | 5 | 4 | 2 | 3 | 32 |
| 94 | 4 | 4 | 5 | 4 | 3 | 5 | 2 | 3 | 4 | 34 |
| 95 | 4 | 2 | 2 | 4 | 5 | 3 | 5 | 4 | 3 | 32 |
| 96 | 3 | 2 | 4 | 5 | 4 | 3 | 2 | 5 | 4 | 32 |
| 97 | 4 | 3 | 3 | 4 | 5 | 5 | 3 | 5 | 3 | 35 |
| 98 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 2 | 5 | 35 |
| 99 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 3 | 3 | 33 |
| 100 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 2 | 4 | 33 |
| 101 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |

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|-----|---|---|---|---|---|---|---|---|---|----|
| 102 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 103 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 43 |
| 104 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 35 |
| 105 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 32 |
| 106 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 40 |
| 107 | 4 | 3 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 32 |
| 108 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 34 |
| 109 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 110 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 111 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 31 |
| 112 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 30 |
| 113 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 114 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 115 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 34 |
| 116 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 117 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 36 |
| 118 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 40 |
| 119 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 38 |
| 120 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 33 |

Lampiran output SPSS data diolah 2023

Lampiran 9 : Tabulasi Keragaman Menu

| Keragaman Menu (X3) | | | | | | | | | | |
|---------------------|------|------|------|------|------|------|------|------|------|-------|
| RESP | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | TOTAL |
| 1 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 38 |
| 2 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 39 |
| 3 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 42 |
| 4 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 3 | 38 |
| 5 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 5 | 5 | 34 |
| 6 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 40 |
| 7 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 38 |
| 8 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 3 | 34 |
| 9 | 4 | 4 | 5 | 3 | 3 | 5 | 3 | 5 | 5 | 37 |
| 10 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 39 |
| 11 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 40 |
| 12 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 40 |
| 13 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 42 |
| 14 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 39 |
| 15 | 4 | 5 | 3 | 5 | 3 | 4 | 5 | 5 | 5 | 39 |
| 16 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 39 |
| 17 | 4 | 5 | 5 | 4 | 3 | 3 | 5 | 5 | 5 | 39 |
| 18 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 36 |
| 19 | 5 | 3 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 39 |
| 20 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 38 |
| 21 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 5 | 40 |
| 22 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 38 |
| 23 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 37 |

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

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|----|---|---|---|---|---|---|---|---|---|----|
| 50 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 40 |
| 51 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 44 |
| 52 | 3 | 3 | 4 | 5 | 4 | 5 | 5 | 3 | 5 | 37 |
| 53 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 42 |
| 54 | 2 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 40 |
| 55 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 44 |
| 56 | 2 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 41 |
| 57 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 43 |
| 58 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 41 |
| 59 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 40 |
| 60 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 39 |
| 61 | 5 | 3 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 38 |
| 62 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 3 | 5 | 36 |
| 63 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 41 |
| 64 | 2 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 40 |
| 65 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 43 |
| 66 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 40 |
| 67 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 42 |
| 68 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 41 |
| 69 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 3 | 5 | 41 |
| 70 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 41 |
| 71 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 40 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 73 | 4 | 4 | 4 | 1 | 4 | 5 | 5 | 5 | 4 | 36 |
| 74 | 2 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 39 |
| 75 | 2 | 4 | 4 | 2 | 4 | 5 | 5 | 5 | 5 | 36 |

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|-----|---|---|---|---|---|---|---|---|---|----|
| 76 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 42 |
| 77 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 40 |
| 78 | 5 | 5 | 3 | 4 | 5 | 5 | 3 | 5 | 5 | 40 |
| 79 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 37 |
| 80 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 5 | 5 | 37 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 83 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 33 |
| 84 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 42 |
| 85 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 33 |
| 86 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 33 |
| 87 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 89 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 33 |
| 90 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 30 |
| 91 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 92 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 96 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 42 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 98 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 33 |
| 99 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 42 |
| 100 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 42 |
| 101 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |

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|-----|---|---|---|---|---|---|---|---|---|----|
| 102 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 |
| 103 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 39 |
| 104 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 42 |
| 105 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 39 |
| 106 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 33 |
| 107 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 108 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 39 |
| 109 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 42 |
| 110 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 42 |
| 111 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 112 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 113 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 21 |
| 114 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 39 |
| 115 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 36 |
| 116 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 37 |
| 117 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 118 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 40 |
| 119 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 35 |
| 120 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 39 |

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Lampiran 10 : Tabulasi Kepuasan Konsumen

| KEPUASAN KONSUMEN (Y) | | | | | | | | | | |
|-----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| RESP | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | TOTAL |
| 1 | 4 | 3 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 38 |
| 2 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 42 |
| 3 | 4 | 5 | 3 | 5 | 3 | 5 | 4 | 5 | 5 | 39 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 42 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 6 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 41 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 42 |
| 8 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 44 |
| 9 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 42 |
| 10 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 42 |
| 11 | 5 | 3 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 40 |
| 12 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 40 |
| 13 | 4 | 3 | 4 | 5 | 2 | 4 | 5 | 5 | 5 | 37 |
| 14 | 4 | 3 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 37 |
| 15 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 42 |
| 16 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 40 |
| 17 | 4 | 5 | 3 | 3 | 5 | 3 | 5 | 5 | 5 | 38 |
| 18 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 41 |
| 19 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 42 |
| 20 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 36 |
| 21 | 5 | 5 | 5 | 3 | 2 | 5 | 3 | 5 | 5 | 38 |
| 22 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 3 | 5 | 40 |
| 23 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 43 |

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

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|----|---|---|---|---|---|---|---|---|---|----|
| 50 | 5 | 5 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 39 |
| 51 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 40 |
| 52 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 40 |
| 53 | 5 | 4 | 5 | 2 | 5 | 5 | 3 | 5 | 2 | 36 |
| 54 | 5 | 4 | 5 | 4 | 2 | 5 | 5 | 5 | 5 | 40 |
| 55 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 38 |
| 56 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 5 | 35 |
| 57 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 43 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 59 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 43 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 61 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 31 |
| 62 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 40 |
| 63 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 64 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 38 |
| 65 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 43 |
| 66 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 38 |
| 67 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 29 |
| 68 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 32 |
| 69 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 71 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 36 |
| 72 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 41 |
| 73 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 74 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 37 |
| 75 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 35 |

| | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|----|
| 76 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 39 |
| 77 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 44 |
| 78 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 43 |
| 79 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 44 |
| 80 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 38 |
| 81 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 41 |
| 82 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 38 |
| 83 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 39 |
| 84 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 41 |
| 85 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 31 |
| 86 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 87 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 43 |
| 88 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 44 |
| 89 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 44 |
| 90 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 43 |
| 91 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 27 |
| 92 | 3 | 4 | 3 | 3 | 2 | 3 | 2 | 2 | 4 | 26 |
| 93 | 4 | 5 | 4 | 5 | 5 | 3 | 3 | 2 | 4 | 35 |
| 94 | 5 | 5 | 3 | 4 | 2 | 5 | 3 | 4 | 3 | 34 |
| 95 | 3 | 5 | 5 | 4 | 3 | 5 | 2 | 5 | 3 | 35 |
| 96 | 5 | 3 | 4 | 4 | 2 | 4 | 3 | 5 | 2 | 32 |
| 97 | 5 | 3 | 5 | 3 | 2 | 1 | 4 | 4 | 3 | 30 |
| 98 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 2 | 5 | 32 |
| 99 | 3 | 2 | 3 | 2 | 2 | 4 | 3 | 3 | 4 | 26 |
| 100 | 2 | 4 | 3 | 2 | 2 | 3 | 4 | 2 | 1 | 23 |
| 101 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 43 |

| | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|----|
| 102 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 103 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 43 |
| 104 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 105 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 31 |
| 106 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 40 |
| 107 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 33 |
| 108 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 38 |
| 109 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 43 |
| 110 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 38 |
| 111 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 29 |
| 112 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 32 |
| 113 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 44 |
| 114 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 115 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 36 |
| 116 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 41 |
| 117 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 |
| 118 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 37 |
| 119 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 35 |
| 120 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 39 |

Lampiran output SPSS data diolah 2023

Lampiran 11 : Hasil Distribusi Frekuensi Responden

Hasil Uji Deskriptif Responden

Jenis Kelamin

| No | Jenis Kelamin | Frekuensi | Presentase (%) |
|-------|---------------|-----------|----------------|
| 1. | Laki-laki | 31 | 25,8 |
| 2. | Perempuan | 89 | 74,2 |
| Total | | 120 | 100 |

Sumber: Data primer telah diolah SPSS (2023)

Usia atau Umur

| No | Usia | Frekuensi | Presentase (%) |
|-------|-------|-----------|----------------|
| 1. | <20 | 30 | 25,0 |
| 2. | 21-35 | 84 | 70,0 |
| 3. | 36-49 | 5 | 4,17 |
| 4. | >50 | 1 | 0,83 |
| Total | | 120 | 100 |

Sumber: Data primer telah diolah SPSS (2023)

Frekuensi Pembelian

| No | Pembelian | Frekuensi | Presentase (%) |
|-------|-------------------|-----------|----------------|
| 1. | 1 kali | 25 | 20,8 |
| 2. | 2 kali | 17 | 14,2 |
| 3. | lebih dari 2 kali | 78 | 65,0 |
| Total | | 120 | 100 |

Sumber: Data primer telah diolah SPSS (2023)

Hasil Tabel Frekuensi Jawaban Responden

Tabel Distribusi Frekuensi Variabel Kualitas Produk

| Frekuensi | | | | | | Presentase | | | | |
|-----------|----|----|----|----|-----|------------|-------|-------|------|------|
| Item | SS | S | R | TS | STS | SS | S | R | TS | STS |
| X1.1.1 | 54 | 36 | 12 | 3 | 3 | 50,0% | 33,3% | 11,1% | 2,8% | 2,8% |
| X1.1.2 | 51 | 40 | 13 | 3 | 1 | 47,2% | 37,0% | 12,0% | 2,8% | 0,9% |
| X1.1.3 | 46 | 46 | 12 | 3 | 1 | 42,6% | 42,6% | 11,1% | 2,8% | 0,9% |
| X1.2.1 | 54 | 37 | 14 | 3 | 0 | 50,0% | 34,3% | 13,0% | 2,8% | 0% |
| X1.2.2 | 54 | 37 | 13 | 4 | 0 | 50,0% | 34,3% | 12,0% | 3,8% | 0% |
| X1.2.3 | 46 | 42 | 15 | 5 | 0 | 42,6% | 38,9% | 13,9% | 4,6% | 0% |
| X1.3.1 | 50 | 37 | 15 | 4 | 2 | 46,3% | 34,3% | 13,9% | 3,7% | 1,8% |
| X1.3.2 | 44 | 50 | 12 | 1 | 1 | 40,7% | 46,3% | 11,1% | 0,9% | 0,9% |
| X1.3.3 | 63 | 32 | 9 | 3 | 1 | 58,3% | 29,6% | 8,3% | 2,8% | 0,9% |
| Mean | | | | | | 47,5% | 36,7% | 11,8% | 3,0% | 0,9% |

Tabel Distribusi Frekuensi Variabel Harga

| Frekuensi | | | | | | Presentase | | | | |
|-----------|----|----|----|----|-----|------------|-------|-------|------|------|
| Item | SS | S | R | TS | STS | SS | S | R | TS | STS |
| X2.1.1 | 52 | 49 | 4 | 3 | 0 | 48,1% | 45,4% | 3,7% | 2,8% | 0% |
| X2.1.2 | 65 | 35 | 6 | 2 | 0 | 60,2% | 32,4% | 5,6% | 1,8% | 0% |
| X2.1.3 | 62 | 38 | 6 | 2 | 0 | 57,4% | 35,2% | 5,6% | 1,8% | 0% |
| X2.2.1 | 53 | 42 | 11 | 2 | 0 | 49,1% | 38,9% | 10,2% | 1,8% | 0% |
| X2.2.2 | 63 | 30 | 13 | 1 | 1 | 58,3% | 27,8% | 12,0% | 0,9% | 0,9% |
| X2.2.3 | 60 | 32 | 11 | 4 | 1 | 55,6% | 29,6% | 10,2% | 3,7% | 0,9% |
| X2.3.1 | 55 | 41 | 9 | 2 | 1 | 50,9% | 38,0% | 8,3% | 1,8% | 0,9% |
| X2.3.2 | 59 | 31 | 13 | 5 | 0 | 53,6% | 28,1% | 12,0% | 4,6% | 0% |
| X2.3.3 | 64 | 32 | 11 | 1 | 0 | 59,3% | 29,6% | 10,2% | 0,9% | 0% |
| Mean | | | | | | 54,8% | 33,9% | 8,6% | 2,3% | 0,3% |

Tabel Distribusi Frekuensi Variabel Keragaman Menu

| Frekuensi | | | | | | Presentase | | | | |
|-----------|----|----|----|----|-----|------------|-------|-------|------|------|
| Item | SS | S | R | TS | STS | SS | S | R | TS | STS |
| X3.1.1 | 52 | 45 | 6 | 5 | 0 | 48,2% | 41,7% | 5,6% | 4,0% | 0% |
| X3.1.2 | 48 | 45 | 15 | 0 | 0 | 44,4% | 41,7% | 13,9% | 0% | 0% |
| X3.1.3 | 44 | 53 | 11 | 0 | 0 | 40,7% | 49,1% | 10,2% | 0% | 0% |
| X3.2.1 | 52 | 47 | 7 | 1 | 1 | 48,1% | 43,5% | 6,5% | 0,9% | 0,9% |
| X3.2.2 | 47 | 46 | 14 | 1 | 0 | 43,5% | 42,6% | 13,0% | 0,9% | 0% |
| X3.2.3 | 55 | 39 | 14 | 0 | 0 | 50,9% | 36,1% | 13,0% | 0% | 0% |
| X3.3.1 | 62 | 30 | 16 | 0 | 0 | 57,4% | 27,8% | 14,8% | 0% | 0% |
| X3.3.2 | 62 | 34 | 12 | 0 | 0 | 57,4% | 31,5% | 11,1% | 0% | 0% |
| X3.3.3 | 59 | 40 | 9 | 0 | 0 | 54,6% | 37,0% | 8,3% | 0% | 0% |
| Mean | | | | | | 49,5% | 39,0% | 10,7% | 0,7% | 0,1% |

Tabel Distribusi Frekuensi Variabel Kepuasan Konsumen

| Frekuensi | | | | | | Presentase | | | | |
|-----------|----|----|----|----|-----|------------|-------|-------|-------|------|
| Item | SS | S | R | TS | STS | SS | S | R | TS | STS |
| Y.1.1 | 56 | 38 | 13 | 1 | 0 | 51,8% | 35,2% | 15,0% | 0,9% | 0% |
| Y.1.2 | 58 | 35 | 14 | 1 | 0 | 53,7% | 32,4% | 13,0% | 0,9% | 0% |
| Y.1.3 | 52 | 35 | 21 | 0 | 0 | 48,1% | 32,4% | 19,4% | 0% | 0% |
| Y.2.1 | 45 | 46 | 13 | 4 | 0 | 41,7% | 42,6% | 12,0% | 3,7% | 0% |
| Y.2.2 | 44 | 31 | 20 | 13 | 0 | 40,7% | 28,7% | 18,5% | 12,0% | 0% |
| Y.2.3 | 62 | 30 | 15 | 0 | 1 | 57,4% | 27,8% | 13,9% | 0% | 0,9% |
| Y.3.1 | 50 | 33 | 22 | 3 | 0 | 46,3% | 30,6% | 20,4% | 2,8% | 0% |
| Y.3.2 | 37 | 20 | 10 | 5 | 0 | 67,6% | 18,5% | 9,3% | 4,6% | 0% |
| Y.3.3 | 66 | 27 | 11 | 3 | 1 | 61,1% | 25,0% | 10,2% | 2,8% | 0,9% |
| Mean | | | | | | 50,2% | 31,5% | 14,8% | 3,2% | 0,2% |

Lampiran 12 : Hasil Uji Validitas

Uji Validitas Variabel Kualitas Produk

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | TOTAL |
|-------|---------------------|------|------|------|------|------|------|-------|------|-------|-------|
| X1.1 | Pearson Correlation | 1 | .223 | .340 | .267 | .306 | .418 | .129 | .356 | .258 | .595 |
| | Sig. (2-tailed) | | .015 | .000 | .003 | .001 | .000 | .160 | .000 | .004 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.2 | Pearson Correlation | .223 | 1 | .358 | .343 | .362 | .331 | .181 | .313 | .344 | .613 |
| | Sig. (2-tailed) | .015 | | .000 | .000 | .000 | .000 | .048 | .001 | .000 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.3 | Pearson Correlation | .340 | .358 | 1 | .269 | .291 | .326 | .247 | .265 | .511 | .638 |
| | Sig. (2-tailed) | .000 | .000 | | .003 | .001 | .000 | .007 | .003 | .000 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.4 | Pearson Correlation | .267 | .343 | .269 | 1 | .507 | .464 | .470 | .425 | .237 | .700 |
| | Sig. (2-tailed) | .003 | .000 | .003 | | .000 | .000 | .000 | .000 | .009 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.5 | Pearson Correlation | .306 | .362 | .291 | .507 | 1 | .521 | .488 | .181 | .255 | .694 |
| | Sig. (2-tailed) | .001 | .000 | .001 | .000 | | .000 | .000 | .048 | .005 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.6 | Pearson Correlation | .418 | .331 | .326 | .464 | .521 | 1 | .364 | .368 | .130 | .691 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .158 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.7 | Pearson Correlation | .129 | .181 | .247 | .470 | .488 | .364 | 1 | .183 | -.003 | .556 |
| | Sig. (2-tailed) | .160 | .048 | .007 | .000 | .000 | .000 | | .045 | .970 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.8 | Pearson Correlation | .356 | .313 | .265 | .425 | .181 | .368 | .183 | 1 | .378 | .602 |
| | Sig. (2-tailed) | .000 | .001 | .003 | .000 | .048 | .000 | .045 | | .000 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.9 | Pearson Correlation | .258 | .344 | .511 | .237 | .255 | .130 | -.003 | .378 | 1 | .550 |
| | Sig. (2-tailed) | .004 | .000 | .000 | .009 | .005 | .158 | .970 | .000 | | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| TOTAL | Pearson Correlation | .595 | .613 | .638 | .700 | .694 | .691 | .556 | .602 | .550 | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |

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

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

Uji Validitas Variabel Harga

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | TOTAL |
|-------|---------------------|------|------|------|------|------|------|------|------|------|-------|
| X2.1 | Pearson Correlation | 1 | .213 | .122 | .092 | .103 | .283 | .254 | .116 | .177 | .480 |
| | Sig. (2-tailed) | | .020 | .183 | .318 | .261 | .002 | .005 | .205 | .054 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X2.2 | Pearson Correlation | .213 | 1 | .420 | .279 | .115 | .272 | .180 | .155 | .227 | .582 |
| | Sig. (2-tailed) | .020 | | .000 | .002 | .210 | .003 | .050 | .091 | .013 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X2.3 | Pearson Correlation | .122 | .420 | 1 | .198 | .145 | .060 | .051 | .211 | .299 | .501 |
| | Sig. (2-tailed) | .183 | .000 | | .030 | .115 | .517 | .580 | .021 | .001 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X2.4 | Pearson Correlation | .092 | .279 | .198 | 1 | .405 | .323 | .052 | .314 | .074 | .589 |
| | Sig. (2-tailed) | .318 | .002 | .030 | | .000 | .000 | .572 | .000 | .424 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X2.5 | Pearson Correlation | .103 | .115 | .145 | .405 | 1 | .278 | .148 | .162 | .042 | .522 |
| | Sig. (2-tailed) | .261 | .210 | .115 | .000 | | .002 | .106 | .078 | .648 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X2.6 | Pearson Correlation | .283 | .272 | .060 | .323 | .278 | 1 | .226 | .137 | .076 | .583 |
| | Sig. (2-tailed) | .002 | .003 | .517 | .000 | .002 | | .013 | .135 | .408 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X2.7 | Pearson Correlation | .254 | .180 | .051 | .052 | .148 | .226 | 1 | .141 | .285 | .493 |
| | Sig. (2-tailed) | .005 | .050 | .580 | .572 | .106 | .013 | | .124 | .002 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X2.8 | Pearson Correlation | .116 | .155 | .211 | .314 | .162 | .137 | .141 | 1 | .152 | .523 |
| | Sig. (2-tailed) | .205 | .091 | .021 | .000 | .078 | .135 | .124 | | .097 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X2.9 | Pearson Correlation | .177 | .227 | .299 | .074 | .042 | .076 | .285 | .152 | 1 | .470 |
| | Sig. (2-tailed) | .054 | .013 | .001 | .424 | .648 | .408 | .002 | .097 | | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| TOTAL | Pearson Correlation | .480 | .582 | .501 | .589 | .522 | .583 | .493 | .523 | .470 | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |

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

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

Uji Validitas Variabel Keragaman Menu

Correlations

| | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | TOTAL |
|-------|---------------------|------|------|------|------|------|------|------|------|------|-------|
| X3.1 | Pearson Correlation | 1 | .127 | .218 | .226 | .126 | .060 | .110 | .057 | .157 | .428 |
| | Sig. (2-tailed) | | .166 | .017 | .013 | .170 | .512 | .233 | .539 | .086 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.2 | Pearson Correlation | .127 | 1 | .349 | .291 | .579 | .242 | .217 | .496 | .172 | .694 |
| | Sig. (2-tailed) | .166 | | .000 | .001 | .000 | .008 | .018 | .000 | .060 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.3 | Pearson Correlation | .218 | .349 | 1 | .312 | .352 | .172 | .198 | .300 | .260 | .621 |
| | Sig. (2-tailed) | .017 | .000 | | .001 | .000 | .060 | .030 | .001 | .004 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.4 | Pearson Correlation | .226 | .291 | .312 | 1 | .316 | .018 | .212 | .107 | .130 | .524 |
| | Sig. (2-tailed) | .013 | .001 | .001 | | .000 | .844 | .020 | .245 | .157 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.5 | Pearson Correlation | .126 | .579 | .352 | .316 | 1 | .238 | .186 | .326 | .243 | .676 |
| | Sig. (2-tailed) | .170 | .000 | .000 | .000 | | .009 | .042 | .000 | .007 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.6 | Pearson Correlation | .060 | .242 | .172 | .018 | .238 | 1 | .180 | .239 | .373 | .501 |
| | Sig. (2-tailed) | .512 | .008 | .060 | .844 | .009 | | .050 | .009 | .000 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.7 | Pearson Correlation | .110 | .217 | .198 | .212 | .186 | .180 | 1 | .038 | .143 | .458 |
| | Sig. (2-tailed) | .233 | .018 | .030 | .020 | .042 | .050 | | .680 | .118 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.8 | Pearson Correlation | .057 | .496 | .300 | .107 | .326 | .239 | .038 | 1 | .310 | .567 |
| | Sig. (2-tailed) | .539 | .000 | .001 | .245 | .000 | .009 | .680 | | .001 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.9 | Pearson Correlation | .157 | .172 | .260 | .130 | .243 | .373 | .143 | .310 | 1 | .546 |
| | Sig. (2-tailed) | .086 | .060 | .004 | .157 | .007 | .000 | .118 | .001 | | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| TOTAL | Pearson Correlation | .428 | .694 | .621 | .524 | .676 | .501 | .458 | .567 | .546 | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |

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

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

Uji Validitas Kepuasan Konsumen

Correlations

| | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | TOTAL |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Y.1 | Pearson Correlation | 1 | .389** | .480** | .270** | .287** | .314** | .183 | .453** | .370** | .658** |
| | Sig. (2-tailed) | | .000 | .000 | .003 | .001 | .000 | .045 | .000 | .000 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.2 | Pearson Correlation | .389** | 1 | .390** | .318** | .177 | .348** | .323** | .277** | .304** | .617** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .053 | .000 | .000 | .002 | .001 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.3 | Pearson Correlation | .480** | .390** | 1 | .170 | .196 | .283** | .350** | .363** | .227** | .608** |
| | Sig. (2-tailed) | .000 | .000 | | .064 | .032 | .002 | .000 | .000 | .013 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.4 | Pearson Correlation | .270** | .318** | .170 | 1 | .225 | .270** | .259** | .308** | .333** | .571** |
| | Sig. (2-tailed) | .003 | .000 | .064 | | .014 | .003 | .004 | .001 | .000 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.5 | Pearson Correlation | .287** | .177 | .196 | .225 | 1 | .237** | .175 | .123 | .212** | .511** |
| | Sig. (2-tailed) | .001 | .053 | .032 | .014 | | .009 | .056 | .181 | .020 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.6 | Pearson Correlation | .314** | .348** | .283** | .270** | .237** | 1 | .313** | .453** | .280** | .627** |
| | Sig. (2-tailed) | .000 | .000 | .002 | .003 | .009 | | .001 | .000 | .002 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.7 | Pearson Correlation | .183 | .323** | .350** | .259** | .175 | .313** | 1 | .368** | .370** | .610** |
| | Sig. (2-tailed) | .045 | .000 | .000 | .004 | .056 | .001 | | .000 | .000 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.8 | Pearson Correlation | .453** | .277** | .363** | .308** | .123 | .453** | .368** | 1 | .478** | .686** |
| | Sig. (2-tailed) | .000 | .002 | .000 | .001 | .181 | .000 | .000 | | .000 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.9 | Pearson Correlation | .370** | .304** | .227** | .333** | .212** | .280** | .370** | .478** | 1 | .649** |
| | Sig. (2-tailed) | .000 | .001 | .013 | .000 | .020 | .002 | .000 | .000 | | .000 |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| TOTAL | Pearson Correlation | .658** | .617** | .608** | .571** | .511** | .627** | .610** | .686** | .649** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |

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

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

Lampiran 13 : Hasil Uji Reliabilitas

Uji Reliabilitas Variabel Kualitas Produk

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 120 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 120 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .801 | 9 |

Uji Reliabilitas Variabel Harga

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 120 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 120 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .674 | 9 |

Uji Reliabilitas Variabel Keragaman Menu

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 120 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 120 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .720 | 9 |

Uji Reliabilitas Variabel Kepuasan Konsumen

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 120 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 120 | 100.0 |

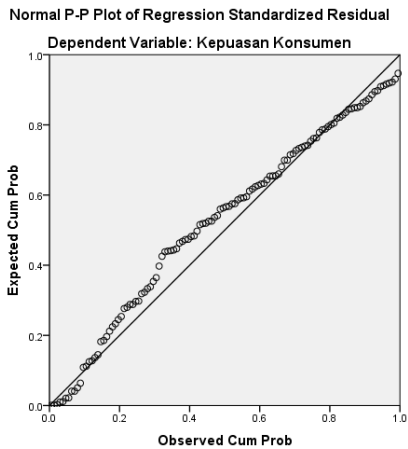
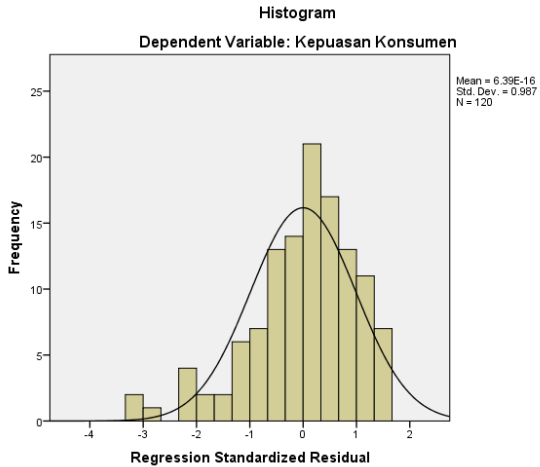
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .788 | 9 |

Lampiran 14 : Hasil Uji Asumsi Klasik

Uji Normalitas



One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 120 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 3.40775903 |
| Most Extreme Differences | Absolute | .073 |
| | Positive | .041 |
| | Negative | -.073 |
| Test Statistic | | .073 |
| Asymp. Sig. (2-tailed) | | .170 ^c |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

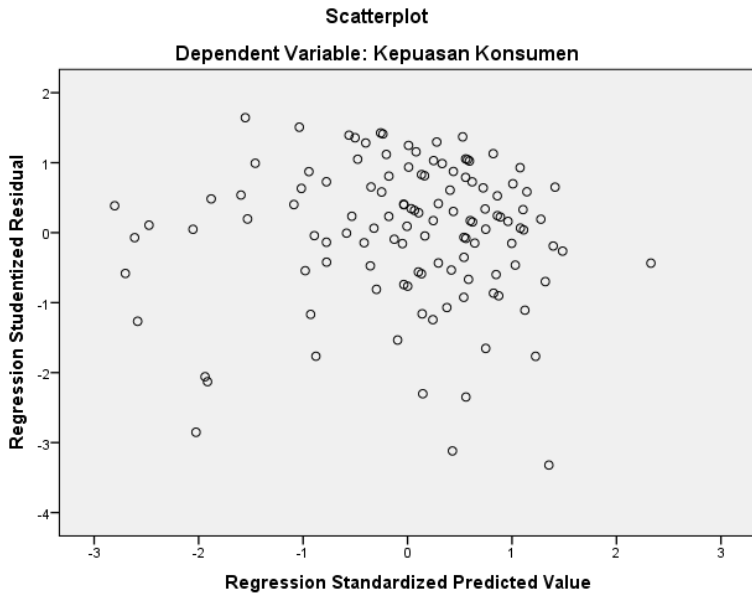
Uji Multikolinearitas

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|-----------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 19.066 | 5.004 | | 3.810 | .000 | | |
| | Kualitas Produk | .248 | .081 | .268 | 3.075 | .003 | .681 | 1.468 |
| | Harga | .539 | .106 | .431 | 5.077 | .000 | .719 | 1.390 |
| | Keragaman Menu | -.283 | .094 | -.225 | -3.010 | .003 | .932 | 1.073 |

- a. Dependent Variable: Kepuasan Konsumen

Uji Heteroskedastitas



Uji Autokorelasi

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .631 ^a | .398 | .382 | 3.55429 |

a. Predictors: (Constant), Keragaman Menu, Harga, Kualitas Produk

Uji Analisis Regresi Linier Berganda

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|----------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 19.066 | 5.004 | | 3.810 | .000 |
| Kaulitas Produk (X1) | .248 | .081 | .268 | 3.075 | .003 |
| Harga (X2) | .539 | .106 | .431 | 5.077 | .000 |
| Keragaman Menu (X3) | .283 | .094 | .225 | 3.010 | .003 |

Sumber : output SPSS data diolah (2023)

Lampiran 15 : Hasil Uji t dan Uji F

Uji t

| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
|----------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | t | Sig. |
| (Constant) | 19.066 | 5.004 | | 3.810 | .000 |
| Kaulitas Produk (X1) | .248 | .081 | .268 | 3.075 | .003 |
| Harga (X2) | .539 | .106 | .431 | 5.077 | .000 |
| Keragaman Menu (X3) | .283 | .094 | .225 | 3.010 | .003 |

Sumber : output SPSS data diolah (2023)

Uji F

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 968.166 | 3 | 322.722 | 25.546 | .000 ^b |
| | Residual | 1465.426 | 116 | 12.633 | | |
| | Total | 2433.592 | 119 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Lampiran 16 : Surat Bebas Plagiasi



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SURAT PERNYATAAN BEBAS PLAGIASI

Yang bertanda tangan di bawah ini :
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Jabatan : Ketua Program Studi Manajemen

Menyatakan bahwa

Nama : M. Syiful Fuadi
NIM : 191500137
Prodi : Manajemen

Telah melakukan uji plagiasi dengan judul “Pengaruh Kualitas Produk, Harga, dan Keragaman Menu Terhadap Kepuasan Konsumen Pada Kedai Minuman Yakini, Gresik” dengan hasil Similarity Index 18 % sehingga layak untuk mengikuti sidang skripsi.

Demikian surat pernyataan ini kami buat untuk dipergunakan sebagaimana mestinya.

Surat ini, 27 Juli 2023
Ketua Program Studi Manajemen X

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