

LAMPIRAN
KUESIONER PENELITIAN

Kepada:
Yth. Bapak/Ibu/Saudara/i
di Café Cuci Mulut Depok

Bersama ini disampaikan bahwa dalam rangka menyelesaikan tugas akhir pada Program Studi Pariwisata di Universitas Nasional Jakarta, maka saya:

Nama : Agum Saputra
NIM : 183112340450017

Bermaksud mengadakan penelitian dengan judul **“Pengaruh Harga, Produk dan Kualitas Pelayanan terhadap Kepuasan Pelanggan di Café Cuci Mulut Depok”**. Tujuan umum penelitian ini adalah untuk mengetahui pengaruh harga, produk dan kualitas pelayanan terhadap kepuasan pelanggan.

Penelitian ini tidak akan menimbulkan kerugian dan pengaruh apapun. Hal tersebut karena semua informasi dan kerahasiaan identitas yang diberikan akan dijaga dan hanya digunakan untuk penelitian ini semata. Jika Bapak/Ibu telah menjadi responden dan terjadi hal-hal yang menimbulkan ketidaknyamanan, maka Bapak/Ibu diperkenankan untuk mengundurkan diri dari penelitian dengan memberikan informasi kepada peneliti. Bapak/Ibu tidak mendapat manfaat secara langsung dalam penelitian ini, akan tetapi penelitian ini sangat bermanfaat bagi perbaikan pelayanan di Café Cuci Mulut Depok dan pengembangan keilmuan dalam bidang pariwisata.

Melalui penjelasan ini, maka saya sangat mengharapkan agar Bapak/Ibu berkenan menjadi responden dalam penelitian ini. Atas perhatian dan kesediaannya, saya ucapkan banyak terima kasih.

2022

Jakarta, Januari

Peneliti

Agum Saputra

A. Identitas Responden :

1. Nama : _____
2. Jenis Kelamin : a. Laki-laki
b. Perempuan
3. Usia : a. <17 tahun
b. 17-25 tahun
c. 26-35 tahun
d. 36-45 tahun
e. >45 tahun
4. Pekerjaan : a. Pelajar
b. Mahasiswa
c. Pegawai Swasta
d. PNS
e. Wiraswasta

B. Petunjuk

1. Bapak/Ibu berikan tanggapan terhadap pernyataan-pernyataan di bawah ini sesuai dengan kenyataan yang dialami selama bekerja di tempat ini.
2. Berikan tanggapan dengan memberi tanda (√) pada kolom yang telah disediakan pada bagian kanan dari masing-masing pernyataan.
3. Huruf-huruf pada kolom “Jawaban” instrumen harga, produk, kualitas pelayanan, dan kepuasan pelanggan mengandung makna :
SS = Sangat Setuju
S = Setuju
N = Netral
TS = Tidak Setuju
STS = Sangat Tidak Setuju

A. HARGA (X1)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Harga makanan dan minuman di Café Cuci Mulut Depok terjangkau.					
2	Harga makanan dan minuman bervariasi sesuai dengan jenis makanan dan minuman					
3	Harga yang ditetapkan oleh café sesuai dengan apa yang disajikan					
4	Harga makanan dan minuman di café cuci mulut lebih terjangkau dibanding makanan dan minuman yang sama di café lain					
5	Harga yang ditetapkan café cuci mulut termasuk harga yang standar dan tidak terlalu mahal					
6	Harga yang ditetapkan café cuci mulut mempunyai daya saing terhadap pesaingnya					
7	Harga makanan dan minuman di café cuci mulut sesuai dengan kualitas produk					
8	Harga makanan dan minuman di café cuci mulut sesuai dengan yang diinginkan					
9	Harga makanan dan minuman di café cuci mulut sesuai dengan manfaat yang saya rasakan					
10	Harga makanan dan minuman di café cuci mulut memiliki manfaat yang bagus dibandingkan dengan makanan dan minuman lain					

B. PRODUK (X2)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Aroma makanan dari café cuci mulut sangat menggugah selera					
2	Semua rasa menu makanan dan minuman dari café cuci mulut sangat nikmat di lidah					
3	Tampilan atau penyajian makanan dan minuman yang dihidangkan di café cuci mulut sangat menarik					
4	Tampilan makanan dan minuman di café cuci mulut dapat menambah selera makan					
5	Penyajian makanan dan minuman di café cuci mulut sangat menarik					
6	Varian menu makanan yang disajikan oleh café cuci mulut menarik untuk dicoba					
7	Varian menu minuman yang disajikan café cuci mulut menarik untuk dicoba					
8	Porsi makanan yang disajikan oleh café cuci mulut					

	sesuai dengan keinginan/kebutuhan saya					
9	Café cuci mulut menyajikan menu makanan yang bervariasi					
10	Café cuci mulut menyajikan menu minuman yang bervariasi					
11	Café cuci mulut menjual makanan dan minuman yang higienis					
12	Semua makanan dan minuman yang disajikan selalu fresh karena pembuatannya melalui system made to order					
13	Makanan dan minuman disajikan dengan menarik					
14	Keadaan tempat café cuci mulut sangat bersih					

C. KUALITAS PELAYANAN (X3)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Café cuci mulut selalu buka tepat waktu					
2	Karyawan café cuci mulut mampu dipercaya tanpa melakukan kesalahan					
3	Karyawan café cuci mulut memberikan pelayanan dengan cepat dan tepat					
4	Karyawan café cuci mulut selalu cepat tanggap dalam melayani keluhan pelanggan					
5	Karyawan café cuci mulut selalu siap memberikan pelayanan saat dibutuhkan pelanggan					
6	Karyawan café cuci mulut selalu terbuka terhadap kritik dan saran					
7	Café cuci mulut memiliki karyawan yang ramah dan sopan					
8	Karyawan café cuci mulut mampu memberikan informasi suatu menu makanan dengan jelas					
9	Café cuci mulut selalu menjaga kebersihan dan kesegaran makanan dan minuman yang disajikan					
10	Karyawan café cuci mulut lebih mendahulukan kepentingan pelanggan					
11	Karyawan café cuci mulut selalu melayani dan menghargai setiap pelanggan tanpa membedakan					
12	Karyawan café cuci mulut selalu memberikan perhatian penuh pada pelanggan					
13	Ruangan café cuci mulut selalu bersih					
14	Tempat parkir café cuci mulut luas dan aman					
15	Smua karyawan di café cuci mulut selalu berpenampilan rapi					

D. KEPUASAN PELANGGAN (Y)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Saya puas dengan pelayanan yang diberikan café cuci mulut					
2	Saya puas dengan makanan dan minuman yang disajikan café cuci mulut					
3	Saya puas dengan fasilitas yang disediakan café cuci mulut					
4	Pelayanan yang diberikan café cuci mulut sesuai dengan apa yang saya harapkan					
5	Makanan dan minuman yang diberikan café cuci mulut sesuai dengan yang saya harapkan					
6	Café cuci mulut menyediakan tempat makan yang sesuai dengan yang saya harapkan					
7	Saya ingin merekomendasikan café cuci mulut kepada teman-teman saya					
8	Saya berminat untuk berkunjung Kembali ke café cuci mulut					
9	Saya akan membawa teman-teman saya Kembali untuk makan dan minum di café cuci mulut					



LAMPIRAN TABULASI DATA KUESIONER

1. Harga

No Resp	Harga										HG
	HG1	HG2	HG3	HG4	HG5	HG6	HG7	HG8	HG9	HG10	
1	3	4	4	5	5	4	4	5	4	4	42
2	5	4	4	5	5	5	4	5	5	4	46
3	4	3	3	5	5	5	5	5	5	5	45
4	4	3	4	4	5	5	4	5	4	5	43
5	4	3	3	5	5	4	5	5	5	4	43
6	5	4	4	4	4	5	5	5	5	5	46
7	5	5	5	4	3	4	4	3	3	4	40
8	4	4	4	5	5	5	5	5	5	5	47
9	3	4	3	3	4	4	3	4	3	4	35
10	5	3	4	4	4	4	5	4	4	4	41
11	5	3	5	5	5	5	5	5	5	5	48
12	4	3	3	4	4	5	4	5	4	4	40
13	3	3	3	5	5	4	4	4	2	4	37
14	4	4	4	4	4	5	4	4	4	4	41
15	4	4	5	4	4	4	4	4	4	4	41
16	4	3	4	4	3	4	4	4	2	4	36
17	4	3	4	5	5	4	4	4	3	4	40
18	3	3	3	4	4	4	4	4	3	4	36
19	3	4	4	4	4	5	4	4	3	4	39
20	4	4	4	5	5	5	5	5	4	5	46
21	4	4	4	5	4	4	5	4	5	5	44
22	5	5	4	4	4	4	4	4	4	4	42
23	3	3	3	3	4	4	3	4	3	4	34
24	4	4	5	5	5	5	5	5	5	5	48
25	4	4	4	4	4	5	5	5	4	5	44
26	3	3	3	5	5	5	4	5	5	5	43
27	4	4	4	4	4	4	4	4	4	4	40
28	3	3	4	4	4	4	4	4	4	4	38
29	4	4	5	4	4	4	4	4	4	4	41
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31	4	4	5	4	4	4	4	4	4	4	41
32	4	3	4	4	4	5	4	4	4	4	40
33	4	4	4	4	4	4	4	4	4	4	40
34	3	3	4	3	4	4	3	4	4	4	36
35	4	3	5	3	4	4	4	4	4	4	39
36	3	4	5	4	4	3	4	4	4	4	39
37	4	5	4	4	4	3	4	4	4	4	40
38	3	3	4	3	4	4	3	4	3	4	35
39	4	4	4	4	4	4	5	4	5	4	42
40	4	4	4	3	4	3	4	3	4	4	37
41	3	4	4	4	4	4	3	4	4	4	38
42	4	3	4	4	4	5	3	4	4	4	39
43	3	3	4	4	4	4	3	3	4	4	36
44	4	3	4	3	4	4	3	4	4	4	37
45	4	3	5	3	5	4	4	5	5	5	43
46	4	4	4	4	4	4	4	4	4	4	40
47	4	4	4	3	4	3	3	4	3	4	36
48	3	3	5	3	4	5	3	4	4	4	38
49	4	4	4	3	4	5	3	4	3	4	38

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51	4	3	5	4	4	4	4	4	4	4	40
52	4	4	4	4	4	4	4	4	4	4	40
53	3	3	3	3	4	4	3	4	3	4	34
54	4	4	4	3	4	5	4	5	4	4	41
55	4	4	3	3	4	3	3	4	4	4	36
56	3	3	3	3	4	3	3	3	3	4	32
57	4	3	4	4	4	4	4	4	4	4	39
58	4	4	4	4	4	4	3	4	4	4	39
59	3	3	3	3	4	3	3	3	3	4	32
60	5	5	4	4	4	4	5	5	5	4	45
61	5	5	5	5	4	5	5	5	5	4	48
62	3	3	4	3	4	3	3	4	3	4	34
63	4	3	4	4	5	4	4	4	4	5	41
64	3	3	5	4	4	3	4	4	4	4	38
65	4	4	4	4	4	4	4	4	4	4	40
66	4	4	5	4	4	4	4	4	4	4	41
67	3	3	4	3	4	4	3	4	3	4	35
68	3	3	4	3	4	4	4	4	3	4	36
69	4	4	4	3	4	4	4	4	4	4	39
70	3	3	5	4	4	4	4	4	4	4	39
71	4	4	5	3	4	4	4	4	3	4	39
72	4	3	4	3	4	4	3	4	4	4	37
73	4	3	5	3	5	4	4	5	5	5	43
74	4	4	4	4	4	4	4	4	4	4	40
75	4	4	4	3	4	3	3	4	3	4	36
76	3	3	5	3	4	5	3	4	4	4	38
77	4	4	4	3	4	5	3	4	3	4	38
78	3	3	4	3	5	3	3	3	3	5	35
79	4	3	5	4	4	4	4	4	4	4	40
80	4	4	4	4	4	4	4	4	4	4	40
81	3	3	3	3	4	4	3	4	3	4	34
82	4	4	4	3	4	5	4	5	4	4	41
83	4	4	3	3	4	3	3	4	4	4	36
84	3	3	3	3	4	3	3	3	3	4	32
85	4	3	4	4	4	4	4	4	4	4	39
86	4	4	4	4	4	4	3	4	4	4	39
87	3	3	3	3	4	3	3	3	3	4	32
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89	3	4	3	3	4	4	3	4	3	4	35
90	5	3	4	4	4	4	5	4	4	4	41
91	5	3	5	5	5	5	5	5	5	5	48
92	4	3	3	4	4	5	4	5	4	4	40
93	3	3	3	5	5	4	4	4	2	4	37
94	4	4	4	4	4	5	4	4	4	4	41
95	4	4	5	4	4	4	4	4	4	4	41
96	4	3	4	4	3	4	4	4	2	4	36
97	4	3	4	5	5	4	4	4	3	4	40
98	3	3	3	4	4	4	4	4	3	4	36
99	3	4	4	4	4	5	4	4	3	4	39
100	4	4	4	4	4	5	4	4	4	4	41

2. Produk

No Resp	Kualitas produk														
	PR1	PR2	PR3	PR4	PR5	PR6	PR7	PR8	PR9	PR10	PR11	PR12	PR13	PR14	PR
1	5	4	5	5	5	4	4	5	5	5	5	5	5	5	67
2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
3	5	4	5	4	5	5	5	4	5	4	5	5	4	5	65
4	4	5	4	4	4	5	5	4	5	4	4	5	5	4	62
5	5	5	5	4	5	4	5	5	5	4	4	4	5	5	65
6	4	4	4	4	4	4	4	4	5	5	5	5	5	4	61
7	3	4	4	4	4	4	4	3	4	3	3	4	4	3	51
8	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
9	3	4	3	3	3	4	3	3	4	3	3	4	4	3	47
10	4	4	4	4	4	4	4	5	4	4	4	4	3	4	56
11	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
12	4	4	4	4	4	4	5	4	5	4	4	4	4	4	58
13	2	4	5	5	5	5	4	4	4	4	5	5	5	2	59
14	4	4	5	5	5	5	5	4	4	4	4	4	4	4	61
15	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
16	3	4	4	4	4	4	4	3	4	4	3	4	4	3	52
17	3	4	4	5	4	4	4	4	4	4	5	5	4	3	57
18	3	4	3	3	3	3	3	3	4	3	3	4	4	3	46
19	3	4	5	4	5	5	5	4	4	4	4	4	4	3	58
20	4	5	5	5	5	5	5	5	5	5	5	5	5	4	68
21	5	5	4	4	4	3	4	5	4	5	5	4	5	5	62
22	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
23	3	4	4	3	4	3	4	3	4	4	3	4	4	3	50
24	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
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26	5	4	3	3	3	3	5	5	5	5	5	4	4	5	59
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36	4	4	5	5	5	4	3	4	4	4	4	4	4	4	58
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38	3	4	3	4	3	4	4	4	3	4	4	3	4	3	50
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55	4	4	5	4	5	3	3	3	4	4	3	4	4	4	54
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57	4	4	3	4	3	3	4	4	4	4	4	4	4	4	53
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59	3	4	3	3	3	4	3	3	3	3	3	4	4	3	46
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62	3	4	4	4	4	4	4	4	4	3	4	4	4	3	53
63	4	5	3	3	3	4	4	4	4	4	4	5	5	4	56
64	4	4	4	3	4	4	3	4	4	4	4	4	4	4	54
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66	4	4	3	3	3	3	4	4	4	4	4	4	4	4	52
67	4	4	4	5	4	4	4	3	4	3	3	4	4	4	54
68	3	4	4	3	4	3	4	3	4	4	3	4	4	3	50
69	4	4	4	4	4	4	4	4	4	4	4	3	4	4	55
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75	3	5	3	4	3	4	3	3	3	3	3	5	5	3	50
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93	2	4	5	5	5	5	4	4	4	4	5	5	5	2	59
94	4	4	5	5	5	5	5	4	4	4	4	4	4	4	61
95	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
96	3	4	4	4	4	4	4	4	4	3	4	4	4	3	53
97	3	4	4	5	4	4	4	4	4	4	5	5	4	3	57
98	3	4	3	3	3	4	3	3	4	3	3	4	4	3	47
99	3	4	5	4	5	5	5	4	4	4	4	4	4	3	58
100	4	4	5	5	5	5	5	4	4	4	4	4	4	4	61

3. Kualitas Pelayanan

No Resp	PL1	PL2	PL3	PL4	PL5	PL6	PL7	PL8	PL9	PL10
1	3	4	4	4	4	4	4	5	5	4
2	5	4	4	5	5	5	5	5	4	4
3	4	3	3	5	3	4	4	5	5	5
4	4	3	4	4	4	4	4	5	4	5

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

60	5	5	4	4	5	5	5	5	4	4
61	5	5	5	5	5	5	5	5	5	5
62	3	3	4	4	4	4	3	4	3	4
63	4	3	4	4	4	4	4	4	4	3
64	3	3	5	5	4	4	5	4	4	4
65	4	4	4	4	4	4	4	4	4	4
66	4	4	5	4	5	4	4	4	4	4
67	3	3	4	4	5	3	3	4	3	4
68	3	3	4	4	4	3	3	4	3	4
69	4	4	4	4	4	4	4	4	4	4
70	3	3	5	5	5	4	4	4	4	4
71	4	4	5	5	4	3	3	4	3	4
72	4	3	4	4	4	4	4	4	3	4
73	4	3	5	4	5	3	4	5	3	4
74	4	4	4	4	5	4	4	4	4	4
75	4	4	4	4	4	3	3	4	3	4
76	3	3	5	5	4	4	3	4	3	4
77	4	4	4	4	4	4	4	4	4	4
78	3	3	4	4	5	3	3	3	3	3
79	4	3	5	3	4	4	4	4	4	3
80	4	4	4	4	4	4	4	4	4	4
81	3	3	3	4	4	4	4	4	4	4
82	4	4	4	4	5	4	4	5	4	5
83	4	4	3	4	4	4	4	4	4	5
84	3	3	3	3	3	3	3	3	3	3
85	4	3	4	4	4	4	4	4	4	4
86	4	4	4	4	5	4	4	4	4	4
87	3	3	3	3	3	3	3	3	3	3
88	5	5	4	4	5	5	5	5	4	4
89	3	4	3	3	3	3	3	4	4	4
90	5	3	4	4	3	4	4	4	4	4
91	5	3	5	5	5	5	5	5	5	5
92	4	3	3	3	3	4	4	5	4	4
93	3	3	3	3	3	4	4	4	4	5
94	4	4	4	4	4	4	4	4	4	5
95	4	4	5	5	4	5	5	4	4	4
96	4	3	4	4	3	4	4	4	4	4
97	4	3	4	3	3	3	4	4	4	4
98	3	3	3	3	3	3	3	4	3	4
99	3	4	4	4	4	4	4	4	4	4
100	4	4	4	4	4	4	4	4	4	5

No Resp	PL11	PL12	PL13	PL14	PL15	PL
1	4	4	4	4	4	61
2	4	5	5	5	4	69
3	5	5	5	5	5	66
4	4	4	5	5	4	63
5	5	5	4	4	5	65
6	4	5	4	5	5	66
7	4	3	4	4	4	65
8	5	5	5	5	5	70
9	4	4	4	4	3	53
10	4	4	4	4	5	60
11	5	5	5	5	5	73

12	4	4	4	5	4	58
13	5	5	5	4	4	59
14	5	5	5	5	4	65
15	4	4	4	4	4	64
16	3	4	4	4	4	57
17	5	4	4	4	4	57
18	4	4	4	4	4	52
19	4	5	5	5	4	62
20	5	5	5	5	5	67
21	4	4	3	4	5	61
22	4	4	4	4	4	65
23	4	4	4	4	3	53
24	5	5	5	5	5	73
25	4	4	4	5	5	63
26	5	5	5	5	4	60
27	4	4	4	4	4	60
28	4	4	4	4	4	55
29	4	4	4	4	4	65
30	5	5	5	5	5	61
31	3	4	4	4	4	63
32	3	3	3	5	4	60
33	5	3	3	4	4	60
34	5	4	4	4	3	55
35	5	3	4	4	4	54
36	5	5	4	3	4	65
37	5	5	4	3	4	65
38	4	4	4	4	3	51
39	5	3	5	4	5	65
40	5	3	3	3	4	56
41	4	3	3	4	3	56
42	4	4	4	5	3	60
43	3	3	4	4	3	54
44	3	3	4	4	3	55
45	3	3	3	4	4	57
46	4	4	4	4	4	61
47	3	3	4	3	3	53
48	3	4	3	5	3	56
49	3	4	5	5	3	60
50	4	3	4	3	3	51
51	3	3	3	4	4	55
52	3	3	3	4	4	57
53	3	4	3	4	3	54
54	5	5	3	5	4	65
55	4	5	3	3	3	58
56	3	3	3	3	3	45
57	4	3	3	4	4	57
58	3	4	3	4	3	58
59	3	3	4	3	3	46
60	3	4	4	4	5	66
61	3	3	3	5	5	69
62	3	3	3	3	3	51
63	3	3	4	4	4	56
64	3	4	4	3	4	59
65	4	4	4	4	4	60
66	3	3	3	4	4	59

67	3	3	4	4	3	53
68	4	3	4	4	4	54
69	4	4	4	4	4	60
70	3	3	4	4	4	59
71	4	3	4	4	4	58
72	3	3	4	4	3	55
73	3	3	3	4	4	57
74	4	4	4	4	4	61
75	3	3	4	3	3	53
76	3	4	3	5	3	56
77	3	4	5	5	3	60
78	4	3	4	3	3	51
79	3	3	3	4	4	55
80	3	3	3	4	4	57
81	3	4	3	4	3	54
82	5	5	3	5	4	65
83	4	5	3	3	3	58
84	3	3	3	3	3	45
85	4	3	3	4	4	57
86	3	4	3	4	3	58
87	3	3	4	3	3	46
88	3	4	4	4	5	66
89	4	4	4	4	3	53
90	4	4	4	4	5	60
91	5	5	5	5	5	73
92	4	4	4	5	4	58
93	5	5	5	4	4	59
94	5	5	5	5	4	65
95	4	4	4	4	4	64
96	3	4	4	4	4	57
97	5	4	4	4	4	57
98	4	4	4	4	4	52
99	4	5	5	5	4	62
100	5	5	5	5	4	65

4. Kepuasan Pelanggan

No Resp	Kepuasan Pelanggan									
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP
1	5	5	5	5	5	4	4	4	4	41
2	5	4	5	5	4	5	5	5	4	42
3	5	5	5	5	5	3	4	4	3	39
4	5	4	4	5	5	4	4	4	4	39
5	5	5	5	5	5	4	4	4	3	40
6	5	4	4	4	5	4	4	4	4	38
7	3	4	4	3	4	5	5	5	5	38
8	5	5	5	5	5	4	5	5	4	43
9	4	4	3	4	4	3	3	3	3	31
10	4	4	4	4	3	3	4	4	4	34
11	5	5	5	5	5	5	5	5	5	45
12	5	4	4	4	4	3	4	4	3	35
13	4	4	5	5	5	3	4	4	3	37

14	4	4	4	4	4	4	4	4	4	36
15	4	4	4	4	4	4	5	5	5	39
16	4	4	4	3	4	3	4	4	4	34
17	4	4	5	5	4	3	3	4	4	36
18	4	3	4	4	4	3	3	3	3	31
19	4	4	4	4	4	4	4	4	4	36
20	5	5	5	5	5	4	4	4	4	41
21	4	5	5	4	5	4	4	4	4	39
22	4	4	4	4	4	5	5	5	4	39
23	4	4	3	4	4	4	3	3	3	32
24	5	5	5	5	5	5	5	5	5	45
25	5	4	4	4	4	4	4	4	4	37
26	5	5	5	5	5	3	3	3	3	37
27	4	4	4	4	4	4	4	4	4	36
28	4	4	4	4	4	2	3	3	4	32
29	4	4	4	4	4	5	5	5	5	40
30	5	5	5	5	5	4	4	5	4	42
31	4	4	4	4	4	4	5	5	5	39
32	4	4	4	4	4	4	5	5	4	38
33	4	4	4	4	4	5	4	4	4	37
34	4	3	3	4	4	3	3	3	4	31
35	4	3	3	4	4	3	3	3	5	32
36	4	4	4	4	4	4	5	5	5	39
37	4	4	4	4	4	4	5	5	4	38
38	4	3	3	4	4	3	3	3	4	31
39	4	4	4	4	4	4	5	5	4	38
40	3	4	3	4	4	4	4	4	4	34
41	4	4	4	4	4	4	4	4	4	36
42	4	4	4	4	4	4	4	5	4	37
43	3	4	4	4	4	4	4	4	4	35
44	4	3	3	4	4	4	4	4	4	34
45	5	3	3	5	5	5	3	4	5	38
46	4	4	4	4	4	5	4	4	4	37
47	4	3	3	4	4	4	3	3	4	32
48	4	3	3	4	4	4	4	3	5	34
49	4	4	3	4	4	4	4	4	4	35
50	3	3	3	5	5	5	3	2	4	33
51	4	4	4	4	4	4	4	4	5	37
52	4	4	4	4	4	4	4	4	4	36
53	4	4	3	4	4	4	4	4	3	34
54	5	4	3	4	4	5	4	4	4	37
55	4	4	3	4	4	4	4	4	3	34
56	3	3	3	4	4	2	2	2	3	26
57	4	4	4	4	4	4	4	4	4	36
58	4	4	4	4	4	5	4	4	4	37
59	3	3	3	4	4	3	3	3	3	29
60	5	4	4	4	4	5	5	5	4	40
61	5	5	5	4	4	5	5	5	5	43
62	4	3	3	4	4	4	4	3	4	33
63	4	4	4	5	5	4	4	4	4	38
64	4	4	4	4	4	4	4	5	5	38
65	4	4	4	4	4	4	4	4	4	36
66	4	4	4	4	4	5	4	4	5	38
67	4	3	3	4	4	5	3	3	4	33
68	4	3	3	4	4	4	3	3	4	32

69	4	4	3	4	4	4	4	4	4	35
70	4	4	4	4	4	5	4	4	5	38
71	4	3	3	4	4	4	3	3	5	33
72	4	3	3	4	4	4	4	4	4	34
73	5	3	3	5	5	5	3	4	5	38
74	4	4	4	4	4	5	4	4	4	37
75	4	3	3	4	4	4	3	3	4	32
76	4	3	3	4	4	4	4	3	5	34
77	4	4	3	4	4	4	4	4	4	35
78	3	3	3	5	5	5	3	2	4	33
79	4	4	4	4	4	4	4	4	5	37
80	4	4	4	4	4	4	4	4	4	36
81	4	4	3	4	4	4	4	4	3	34
82	5	4	3	4	4	5	4	4	4	37
83	4	4	3	4	4	4	4	4	3	34
84	3	3	3	4	4	2	2	2	3	26
85	4	4	4	4	4	4	4	4	4	36
86	4	4	4	4	4	5	4	4	4	37
87	3	3	3	4	4	3	3	3	3	29
88	5	4	4	4	4	5	5	5	4	40
89	4	4	3	4	4	3	3	3	3	31
90	4	4	4	4	3	3	4	4	4	34
91	5	5	5	5	5	5	5	5	5	45
92	5	4	4	4	4	3	4	4	3	35
93	4	4	5	5	5	3	4	4	3	37
94	4	4	4	4	4	4	4	4	4	36
95	4	4	4	4	4	4	5	5	5	39
96	4	4	4	3	4	3	4	4	4	34
97	4	4	5	5	4	3	3	4	4	36
98	4	3	4	4	4	3	3	3	3	31
99	4	4	4	4	4	4	4	4	4	36
100	4	4	4	4	4	4	4	4	4	36



LAMPIRAN UJI VALIDITAS

1. PRODUK

		PR1	PR2	PR3	PR4	PR5	PR6	PR7	PR8	PR9	PR10	PR11	PR12
PR1	Pearson Correlation	1	,426**	,175	,206*	,197*	,011	,358**	,565**	,594**	,480**	,382**	,327**
	Sig. (2-tailed)		,000	,081	,039	,050	,915	,000	,000	,000	,000	,000	,001
	N	100	100	100	100	100	100	100	100	100	100	100	100
PR2	Pearson Correlation	,426**	1	,187	,237*	,201*	,285**	,281**	,404**	,419**	,315**	,303**	,639**
	Sig. (2-tailed)	,000		,062	,018	,045	,004	,005	,000	,000	,001	,002	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100
PR3	Pearson Correlation	,175	,187	1	,600**	,974**	,540**	,462**	,364**	,494**	,518**	,426**	,275**
	Sig. (2-tailed)	,081	,062		,000	,000	,000	,000	,000	,000	,000	,000	,006
	N	100	100	100	100	100	100	100	100	100	100	100	100
PR4	Pearson Correlation	,206*	,237*	,600**	1	,598**	,472**	,270**	,434**	,272**	,418**	,431**	,397**
	Sig. (2-tailed)	,039	,018	,000		,000	,000	,007	,000	,006	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100
PR5	Pearson Correlation	,197*	,201*	,974**	,598**	1	,524**	,460**	,348**	,493**	,545**	,445**	,285**
	Sig. (2-tailed)	,050	,045	,000	,000		,000	,000	,000	,000	,000	,000	,004
	N	100	100	100	100	100	100	100	100	100	100	100	100
PR6	Pearson Correlation	,011	,285**	,540**	,472**	,524**	1	,408**	,323**	,242*	,303**	,411**	,365**
	Sig. (2-tailed)	,915	,004	,000	,000	,000		,000	,001	,015	,002	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100
PR7	Pearson Correlation	,358**	,281**	,462**	,270**	,460**	,408**	1	,409**	,630**	,467**	,408**	,193
	Sig. (2-tailed)	,000	,005	,000	,007	,000	,000		,000	,000	,000	,000	,054
	N	100	100	100	100	100	100	100	100	100	100	100	100
PR8	Pearson Correlation	,565**	,404**	,364**	,434**	,348**	,323**	,409**	1	,591**	,628**	,702**	,272**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,001	,000		,000	,000	,000	,006
	N	100	100	100	100	100	100	100	100	100	100	100	100
PR9	Pearson Correlation	,594**	,419**	,494**	,272**	,493**	,242*	,630**	,591**	1	,519**	,457**	,420**
	Sig. (2-tailed)	,000	,000	,000	,006	,000	,015	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100
PR10	Pearson Correlation	,480**	,315**	,518**	,418**	,545**	,303**	,467**	,628**	,519**	1	,772**	,301**
	Sig. (2-tailed)	,000	,001	,000	,000	,000	,002	,000	,000	,000		,000	,002
	N	100	100	100	100	100	100	100	100	100	100	100	100
PR11	Pearson Correlation	,382**	,303**	,426**	,431**	,445**	,411**	,408**	,702**	,457**	,772**	1	,445**
	Sig. (2-tailed)	,000	,002	,000	,000	,000	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100	100	100	100	100	100
PR12	Pearson Correlation	,327**	,639**	,275**	,397**	,285**	,365**	,193	,272**	,420**	,301**	,445**	1
	Sig. (2-tailed)	,001	,000	,006	,000	,004	,000	,054	,006	,000	,002	,000	
	N	100	100	100	100	100	100	100	100	100	100	100	100
PR13	Pearson Correlation	,283**	,795**	,258**	,298**	,269**	,317**	,203*	,286**	,399**	,357**	,401**	,748**
	Sig. (2-tailed)	,004	,000	,009	,003	,007	,001	,042	,004	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100
PR14	Pearson Correlation	1,000**	,426**	,175	,206*	,197*	,011	,358**	,565**	,594**	,480**	,382**	,327**
	Sig. (2-tailed)	,000	,000	,081	,039	,050	,915	,000	,000	,000	,000	,000	,001
	N	100	100	100	100	100	100	100	100	100	100	100	100
PR	Pearson Correlation	,648**	,570**	,719**	,647**	,728**	,561**	,640**	,747**	,755**	,768**	,748**	,589**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100

		PR13	PR14	PR
PR1	Pearson Correlation Sig. (2-tailed) N	,283** ,004 100	1,000** ,000 100	,648** ,000 100
PR2	Pearson Correlation Sig. (2-tailed) N	,795** ,000 100	,426** ,000 100	,570** ,000 100
PR3	Pearson Correlation Sig. (2-tailed) N	,258** ,009 100	,175 ,081 100	,719** ,000 100
PR4	Pearson Correlation Sig. (2-tailed) N	,298** ,003 100	,206* ,039 100	,647** ,000 100
PR5	Pearson Correlation Sig. (2-tailed) N	,269** ,007 100	,197* ,050 100	,728** ,000 100
PR6	Pearson Correlation Sig. (2-tailed) N	,317** ,001 100	,011 ,915 100	,561** ,000 100
PR7	Pearson Correlation Sig. (2-tailed) N	,203* ,042 100	,358** ,000 100	,640** ,000 100
PR8	Pearson Correlation Sig. (2-tailed) N	,286** ,004 100	,565** ,000 100	,747** ,000 100
PR9	Pearson Correlation Sig. (2-tailed) N	,399** ,000 100	,594** ,000 100	,755** ,000 100
PR10	Pearson Correlation Sig. (2-tailed) N	,357** ,000 100	,480** ,000 100	,768** ,000 100
PR11	Pearson Correlation Sig. (2-tailed) N	,401** ,000 100	,382** ,000 100	,748** ,000 100
PR12	Pearson Correlation Sig. (2-tailed) N	,748** ,000 100	,327** ,001 100	,589** ,000 100
PR13	Pearson Correlation Sig. (2-tailed) N	1 100	,283** ,004 100	,565** ,000 100
PR14	Pearson Correlation Sig. (2-tailed) N	,283** ,004 100	1 100	,648** ,000 100
PR	Pearson Correlation Sig. (2-tailed) N	,565** ,000 100	,648** ,000 100	1 100

2. HARGA

		Correlations										
		HG1	HG2	HG3	HG4	HG5	HG6	HG7	HG8	HG9	HG10	HG
HG1	Pearson Correlation	1	,451**	,345**	,305**	-,036	,270**	,549**	,381**	,489**	,117	,666**
	Sig. (2-tailed)		,000	,000	,002	,719	,007	,000	,000	,000	,248	,000
	N	100	100	100	100	100	100	100	100	100	100	100
HG2	Pearson Correlation	,451**	1	,204*	,103	-,250*	,047	,224*	,129	,239*	-,147	,364**
	Sig. (2-tailed)	,000		,042	,306	,012	,639	,025	,199	,017	,144	,000
	N	100	100	100	100	100	100	100	100	100	100	100
HG3	Pearson Correlation	,345**	,204*	1	,067	-,068	,120	,229*	,084	,307**	,082	,414**
	Sig. (2-tailed)	,000	,042		,509	,503	,234	,022	,403	,002	,416	,000
	N	100	100	100	100	100	100	100	100	100	100	100
HG4	Pearson Correlation	,305**	,103	,067	1	,445**	,408**	,702**	,457**	,382**	,303**	,692**
	Sig. (2-tailed)	,002	,306	,509		,000	,000	,000	,000	,000	,002	,000
	N	100	100	100	100	100	100	100	100	100	100	100
HG5	Pearson Correlation	-,036	-,250*	-,068	,445**	1	,193	,272**	,420**	,327**	,639**	,421**
	Sig. (2-tailed)	,719	,012	,503	,000		,054	,006	,000	,001	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100
HG6	Pearson Correlation	,270**	,047	,120	,408**	,193	1	,409**	,630**	,358**	,281**	,613**
	Sig. (2-tailed)	,007	,639	,234	,000	,054		,000	,000	,000	,005	,000
	N	100	100	100	100	100	100	100	100	100	100	100
HG7	Pearson Correlation	,549**	,224*	,229*	,702**	,272**	,409**	1	,591**	,565**	,404**	,826**
	Sig. (2-tailed)	,000	,025	,022	,000	,006	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100
HG8	Pearson Correlation	,381**	,129	,084	,457**	,420**	,630**	,591**	1	,594**	,419**	,761**
	Sig. (2-tailed)	,000	,199	,403	,000	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100
HG9	Pearson Correlation	,489**	,239*	,307**	,382**	,327**	,358**	,565**	,594**	1	,426**	,782**
	Sig. (2-tailed)	,000	,017	,002	,000	,001	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100
HG10	Pearson Correlation	,117	-,147	,082	,303**	,639**	,281**	,404**	,419**	,426**	1	,514**
	Sig. (2-tailed)	,248	,144	,416	,002	,000	,005	,000	,000	,000		,000
	N	100	100	100	100	100	100	100	100	100	100	100
HG	Pearson Correlation	,666**	,364**	,414**	,692**	,421**	,613**	,826**	,761**	,782**	,514**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000		
	N	100	100	100	100	100	100	100	100	100	100	100

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

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

3. KUALITAS PELAYANAN

		PL1	PL2	PL3	PL4	PL5	PL6	PL7	PL8	PL9	PL10	PL11	PL12
PL1	Pearson Correlation	1	,451**	,345**	,342**	,383**	,564**	,619**	,381**	,346**	,211*	,074	,102
	Sig. (2-tailed)		,000	,000	,001	,000	,000	,000	,000	,000	,035	,464	,315
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL2	Pearson Correlation	,451**	1	,204*	,308**	,461**	,511**	,462**	,129	,285**	,218*	,086	,186
	Sig. (2-tailed)	,000		,042	,002	,000	,000	,000	,199	,004	,029	,393	,064
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL3	Pearson Correlation	,345**	,204*	1	,618**	,529**	,398**	,415**	,084	,000	-,052	-,120	-,204*
	Sig. (2-tailed)	,000	,042		,000	,000	,000	,000	,403	1,000	,608	,235	,041
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL4	Pearson Correlation	,342**	,308**	,618**	1	,572**	,603**	,524**	,188	,239*	,307**	-,028	,121
	Sig. (2-tailed)	,001	,002	,000		,000	,000	,000	,061	,017	,002	,785	,230
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL5	Pearson Correlation	,383**	,461**	,529**	,572**	1	,454**	,447**	,186	,120	,099	-,131	-,078
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,064	,234	,326	,193	,443
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL6	Pearson Correlation	,564**	,511**	,398**	,603**	,454**	1	,899**	,280**	,526**	,384**	,081	,286**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,005	,000	,000	,424	,004
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL7	Pearson Correlation	,619**	,462**	,415**	,524**	,447**	,899**	1	,319**	,552**	,369**	,125	,267**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,001	,000	,000	,216	,007
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL8	Pearson Correlation	,381**	,129	,084	,188	,186	,280**	,319**	1	,519**	,558**	,272**	,493**
	Sig. (2-tailed)	,000	,199	,403	,061	,064	,005	,001		,000	,000	,006	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL9	Pearson Correlation	,346**	,285**	,000	,239*	,120	,526**	,552**	,519**	1	,505**	,418**	,545**
	Sig. (2-tailed)	,000	,004	1,000	,017	,234	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL10	Pearson Correlation	,211*	,218*	-,052	,307**	,099	,384**	,369**	,558**	,505**	1	,510**	,653**
	Sig. (2-tailed)	,035	,029	,608	,002	,326	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL11	Pearson Correlation	,074	,086	-,120	-,028	-,131	,081	,125	,272**	,418**	,510**	1	,598**
	Sig. (2-tailed)	,464	,393	,235	,785	,193	,424	,216	,006	,000	,000		,000
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL12	Pearson Correlation	,102	,186	-,204*	,121	-,078	,286**	,267**	,493**	,545**	,653**	,598**	1
	Sig. (2-tailed)	,315	,064	,041	,230	,443	,004	,007	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL13	Pearson Correlation	,052	,034	-,090	,041	-,168	,118	,143	,242*	,303**	,343**	,472**	,524**
	Sig. (2-tailed)	,607	,740	,375	,685	,095	,241	,155	,015	,002	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL14	Pearson Correlation	,270**	,047	,120	,159	,092	,284**	,248*	,630**	,467**	,453**	,270**	,460**
	Sig. (2-tailed)	,007	,639	,234	,113	,364	,004	,013	,000	,000	,000	,007	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL15	Pearson Correlation	,549**	,224*	,229*	,253*	,103	,450**	,496**	,591**	,628**	,392**	,434**	,348**
	Sig. (2-tailed)	,000	,025	,022	,011	,306	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100
PL	Pearson Correlation	,628**	,510**	,383**	,581**	,449**	,760**	,766**	,647**	,719**	,667**	,476**	,606**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100

		PL13	PL14	PL15	PL
PL1	Pearson Correlation	,052	,270**	,549**	,628**
	Sig. (2-tailed)	,607	,007	,000	,000
	N	100	100	100	100
PL2	Pearson Correlation	,034	,047	,224*	,510**
	Sig. (2-tailed)	,740	,639	,025	,000
	N	100	100	100	100
PL3	Pearson Correlation	-,090	,120	,229*	,383**
	Sig. (2-tailed)	,375	,234	,022	,000
	N	100	100	100	100
PL4	Pearson Correlation	,041	,159	,253*	,581**

	Sig. (2-tailed)	,685	,113	,011	,000
	N	100	100	100	100
PL5	Pearson Correlation	-,168	,092	,103	,449**
	Sig. (2-tailed)	,095	,364	,306	,000
	N	100	100	100	100
PL6	Pearson Correlation	,118	,284**	,450**	,760**
	Sig. (2-tailed)	,241	,004	,000	,000
	N	100	100	100	100
PL7	Pearson Correlation	,143	,248*	,496**	,766**
	Sig. (2-tailed)	,155	,013	,000	,000
	N	100	100	100	100
PL8	Pearson Correlation	,242*	,630**	,591**	,647**
	Sig. (2-tailed)	,015	,000	,000	,000
	N	100	100	100	100
PL9	Pearson Correlation	,303**	,467**	,628**	,719**
	Sig. (2-tailed)	,002	,000	,000	,000
	N	100	100	100	100
PL10	Pearson Correlation	,343**	,453**	,392**	,667**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	100	100	100	100
PL11	Pearson Correlation	,472**	,270**	,434**	,476**
	Sig. (2-tailed)	,000	,007	,000	,000
	N	100	100	100	100
PL12	Pearson Correlation	,524**	,460**	,348**	,606**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	100	100	100	100
PL13	Pearson Correlation	1	,408**	,323**	,434**
	Sig. (2-tailed)		,000	,001	,000
	N	100	100	100	100
PL14	Pearson Correlation	,408**	1	,409**	,592**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
PL15	Pearson Correlation	,323**	,409**	1	,719**
	Sig. (2-tailed)	,001	,000		,000
	N	100	100	100	100
PL	Pearson Correlation	,434**	,592**	,719**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

4. KEPUASAN PELANGGAN

		Correlations									
		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP
KP1	Pearson Correlation	1	,519**	,457**	,420**	,399**	,252*	,349**	,436**	,110	,654**
	Sig. (2-tailed)		,000	,000	,000	,000	,011	,000	,000	,276	,000
	N	100	100	100	100	100	100	100	100	100	100
KP2	Pearson Correlation	,519**	1	,772**	,301**	,357**	,175	,570**	,623**	,030	,750**
	Sig. (2-tailed)	,000		,000	,002	,000	,082	,000	,000	,768	,000
	N	100	100	100	100	100	100	100	100	100	100
KP3	Pearson Correlation	,457**	,772**	1	,445**	,401**	,048	,467**	,553**	,094	,721**
	Sig. (2-tailed)	,000	,000		,000	,000	,638	,000	,000	,353	,000
	N	100	100	100	100	100	100	100	100	100	100
KP4	Pearson Correlation	,420**	,301**	,445**	1	,748**	,103	-,044	,037	-,040	,427**
	Sig. (2-tailed)	,000	,002	,000		,000	,308	,666	,716	,689	,000
	N	100	100	100	100	100	100	100	100	100	100
KP5	Pearson Correlation	,399**	,357**	,401**	,748**	1	,170	,021	,039	-,006	,456**
	Sig. (2-tailed)	,000	,000	,000	,000		,092	,839	,702	,949	,000
	N	100	100	100	100	100	100	100	100	100	100
KP6	Pearson Correlation	,252*	,175	,048	,103	,170	1	,510**	,437**	,518**	,599**
	Sig. (2-tailed)	,011	,082	,638	,308	,092		,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100
KP7	Pearson Correlation	,349**	,570**	,467**	-,044	,021	,510**	1	,889**	,407**	,787**
	Sig. (2-tailed)	,000	,000	,000	,666	,839	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100

KP8	Pearson Correlation	,436**	,623**	,553**	,037	,039	,437**	,889**	1	,396**	,823**
	Sig. (2-tailed)	,000	,000	,000	,716	,702	,000	,000		,000	,000
	N	100	100	100	100	100	100	100	100	100	100
KP9	Pearson Correlation	,110	,030	,094	-,040	-,006	,518**	,407**	,396**	1	,480**
	Sig. (2-tailed)	,276	,768	,353	,689	,949	,000	,000	,000		,000
	N	100	100	100	100	100	100	100	100	100	100
KP	Pearson Correlation	,654**	,750**	,721**	,427**	,456**	,599**	,787**	,823**	,480**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100	100

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

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



LAMPIRAN UJI RELIABILITAS

1. PRODUK

Reliability Statistics

Cronbach's Alpha	N of Items
,900	14

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PR1	51,8500	30,614	,565	,895
PR2	51,5000	33,485	,525	,897
PR3	51,7400	30,073	,651	,891
PR4	51,7800	30,497	,562	,895
PR5	51,7700	29,876	,659	,890
PR6	51,7500	31,745	,474	,898
PR7	51,5400	31,382	,569	,894
PR8	51,8000	30,323	,690	,889
PR9	51,5300	31,242	,711	,889
PR10	51,7800	30,880	,724	,888
PR11	51,8400	30,156	,689	,889
PR12	51,4900	32,899	,535	,896
PR13	51,4900	33,162	,512	,897
PR14	51,8500	30,614	,565	,895

2. HARGA

Reliability Statistics

Cronbach's Alpha	N of Items
,812	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HG1	35,6900	11,287	,555	,788
HG2	35,9200	12,741	,211	,824
HG3	35,4700	12,433	,255	,821
HG4	35,6400	10,899	,574	,785
HG5	35,2900	12,794	,313	,811
HG6	35,3400	11,479	,487	,795
HG7	35,6000	10,303	,753	,762
HG8	35,3300	11,193	,687	,775
HG9	35,6500	10,169	,681	,770
HG10	35,3000	12,717	,434	,803

3. KUALITAS PELAYANAN

Reliability Statistics

Cronbach's Alpha	N of Items
,866	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PL1	55,2500	29,745	,555	,856
PL2	55,4800	30,697	,427	,862
PL3	55,0300	31,464	,282	,869
PL4	55,0600	30,097	,503	,858
PL5	55,0400	30,766	,344	,867
PL6	55,1100	28,523	,706	,848
PL7	55,0800	28,398	,712	,847
PL8	54,8900	30,099	,587	,855
PL9	55,1400	29,394	,665	,851
PL10	54,9000	29,667	,603	,854
PL11	55,1400	30,243	,363	,867
PL12	55,1300	29,165	,513	,858
PL13	55,1100	30,927	,331	,867
PL14	54,9000	29,909	,513	,858
PL15	55,1600	28,742	,655	,850

4. KEPUASAN PELANGGAN

Reliability Statistics

Cronbach's Alpha	N of Items
,820	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	31,9000	10,859	,553	,798
KP2	32,1500	10,331	,665	,785
KP3	32,2100	10,006	,607	,790
KP4	31,8600	11,960	,316	,821
KP5	31,8600	11,920	,353	,818
KP6	32,0700	10,450	,438	,815
KP7	32,1300	9,670	,695	,778
KP8	32,1100	9,230	,734	,771
KP9	32,0300	11,343	,326	,824

LAMPIRAN UJI ASUMSI KLASIK

1. UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,39552103
Most Extreme Differences	Absolute	,066
	Positive	,053
	Negative	-,066
Test Statistic		,066
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

2. UJI MULTIKOLINEARITAS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,687	1,530		,449	,654		
	HG	,354	,089	,365	3,957	,000	,181	5,531
	PR	,143	,050	,236	2,844	,005	,223	4,479
	PL	,227	,056	,365	4,064	,000	,191	5,237

a. Dependent Variable: KP

3. UJI HETEROSKEDASTISITAS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,082	,892		1,213	,228
	PR	-,029	,029	-,213	-,995	,322
	HG	,064	,052	,290	1,221	,225
	PL	-,014	,033	-,102	-,440	,661

a. Dependent Variable: ABS_RES

4. UJI AUTOKORELASI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,923 ^a	,852	,848	1,41716	1,914

- a. Predictors: (Constant), PL, PR, HG
b. Dependent Variable: KP

Tabel DW

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

LAMPIRAN HASIL UJI REGRESI BERGANDA

1. UJI T

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,687	1,530		,449	,654
PR	,143	,050	,236	2,844	,005
HG	,354	,089	,365	3,957	,000
PL	,227	,056	,365	4,064	,000

a. Dependent Variable: KP

2. UJI F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1111,040	3	370,347	184,405	,000 ^b
	Residual	192,800	96	2,008		
	Total	1303,840	99			

a. Dependent Variable: KP

b. Predictors: (Constant), PL, PR, HG

3. UJI KOEFESIEN DETERMINASI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,923 ^a	,852	,848	1,41716

a. Predictors: (Constant), PL, PR, HG

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 Judul TA : Pengaruh Harga, Produk dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Caffe Cuci Mulut

No	Tanggal Bimbingan	Saran Bimbingan	Paraf Dosen
1	13 Juli 2021	Pengajuan Judul Skripsi	
2	16 Juli 2021	Pengajuan Bab I	
3	18 Juli 2021	Revisi Bab I	
4	26 Agustus 2021	Pengajuan Bab II dan III	
5	18 Oktober 2021	Revisi Kerangka Analisis	
6	24 Oktober 2021	Persiapan Seminar Proposal	
7	29 Maret 2022	Bimbingan Kuesioner	
8	8 April 2022	Menyebarkan Kuesioner	
9	21 April 2022	Bimbingan Bab IV dan V	
10	30 April 2022	Revisi Bab IV dan V	

Depok, 11 April 2022

Mengetahui,

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