

LAMPIRAN 1

Kuesioner Penelitian

KUESIONER

I. PENGANTAR

Tujuan dari penelitian ini adalah untuk mengetahui Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Konsumen Pandu Logistik Semarang, juga untuk memenuhi syarat untuk pengumpulan data demi kelengkapan skripsi ini .

Demi tercapainya tujuan penelitian ini, maka penulis mohon kehadiran saudara/saudari untuk membantu mengisi daftar pertanyaan/kuisisioner yang telah disediakan, sesuai dengan keadaan yang sebenarnya .

Atas kesediaan saudara/saudari yang telah meluangkan waktunya untuk mengisi angket ini dalam kesempatan ini penulis ucapkan terimakasih .

Semarang, 4 Januari 2019

Hormat saya



Candra Anugrah

II. IDENTITAS RESPONDEN

1. Nama :
2. Jenis kelamin : ☐ Pria ☐ Wanita
3. Usia :
4. Pendidikan Terakhir : ☐ SD ☐ SMA
☐ SMP ☐ Sarjana
5. Pekerjaan Anda : ☐ Pelajar/Mahasiswa
☐ Wiraswasta
☐ Pegawai Swasata
☐ Pegawai Negri

III. PETUNJUK PENGISIAN

Untuk Pertanyaan dibawah ini pilihlah satu jawaban yang menurut jawaban saudara/saudari paling tepat dengan cara mencentang ($\surd$) huruf pilihan yang tersedia, isilah jawaban sesuai dengan keadaan yang sebenarnya .

Keterangan :

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

IV. DAFTAR PERTANYAAN VARIABEL

A. KEPUASAN KONSUMEN (Y)

NO	PERNYATAAN	SS	S	N	TS	STS
KESESUAIAN HARAPAN						
1	Produk yang dimiliki Pandu Logistik Semarang sesuai dengan harapan saya					
2	Pelayanan yang diberikan Pandu Logistik Semarang sesuai dengan yang saya harapkan					
MINAT BERKUNJUNG KEMBALI						
3	Saya berminat berkunjung kembali karena pelayanan yang diberikan Pandu Logistik Semarang memuaskan					
4	Dengan adanya fasilitas penunjang yang dimiliki Pandu Logistik Semarang memadai membuat saya berminat berkunjung kembali					
KESEDIAAN MEREKOMENDASIKAN						
5	Saya bersedia merekomendasikan Pandu Logistik Semarang kepada teman atau kerabat saya atas pelayanan yang memuaskan yang diberikan					
6	Saya akan merekomendasikan Pandu Logistik Semarang atas fasilitas pununjang yang memadai yang dimiliki kepada kerabat saya					

B. KUALITAS PELAYANAN (X)

NO	PERNYATAAN	SS	S	N	TS	STS
KEHANDALAN						
1	Pengiriman barang yang dilakukan Pandu Logistik Semarang dapat dihandalkan dan akurat					
2	Pelayanan yang diberikan Pandu Logistik Semarang konsisten					
TANGGAPAN						
3	Pandu Logistik Semarang bersedia membantu konsumen dan memberikan pelayanan jasa dengan segera					
4	Standar pelayanan yang diberikan Pandu Logistik Semarang sesuai dengan yang saya inginkan					
JAMINAN						
5	Jasa pengiriman Pandu Logistik Semarang dapat dihandalkan dan dapat dipercaya					
6	Pandu Logistik Semarang memiliki kecakapan dan pengetahuan yang diperlukan untuk mengerjakan jasa pelayanan					
EMPATI						
7	Pegawai Pandu Logistik Semarang dapat berkomunikasi dengan baik					
8	Pandu Logistik Semarang mampu memahami					

7	Harga produk pada Pandu Logistik Semarang sesuai dengan manfaat yang dirasakan					
NO	PERNYATAAN	SS	S	N	TS	STS
8	Kesesuaian manfaat yg diberikan dengan harga produk pada Pandu Logistik Semarang, menjadikan saya berminat untuk melakukan pembelian ulang					



LAMPIRAN 2.

Data Penelitian

kepuasan konsumen						jumlah
kesesuaian harapan		minat berkunjung		kesediaan merekomendasikan		
y1.1	y1.2	y1.3	y1.4	y1.5	y1.6	
4	4	4	4	4	2	22
4	4	4	3	4	2	21
4	4	2	4	5	4	23
5	4	5	4	5	3	26
3	3	5	5	4	3	23
5	2	4	4	2	2	19
4	2	3	3	4	4	20
4	4	5	5	4	4	26
3	3	4	4	2	4	20
4	3	3	3	3	5	21
5	5	3	4	5	4	26
3	4	4	4	4	5	24
5	2	2	4	4	4	21
4	4	3	5	3	4	23
4	3	4	4	3	4	22
4	4	4	4	3	3	22
4	4	3	5	4	4	24
5	4	2	5	3	2	21
3	3	4	2	4	4	20
3	3	5	3	4	4	22
4	3	4	4	3	3	21
4	5	4	4	3	2	22
3	2	3	4	5	1	18
2	3	4	3	4	4	20
5	3	5	3	4	3	23
4	3	4	4	3	5	23
4	3	4	2	5	4	22
4	4	4	4	4	4	24
5	5	4	4	5	4	27
3	4	2	4	2	4	19
4	4	2	4	3	4	21
4	3	3	4	3	4	21
4	4	5	5	4	2	24

4	5	4	5	5	2	25
4	4	4	4	2	4	22
4	4	4	2	2	3	19
4	4	2	4	2	4	20
4	4	4	4	4	4	24
3	3	5	3	4	4	22
4	5	4	4	3	4	24
4	4	4	4	4	4	24
4	4	4	4	4	4	24
4	4	4	4	4	4	24
5	4	5	5	5	4	28
4	4	5	3	3	4	23
4	3	4	4	4	4	23
5	5	4	4	5	4	27
3	3	3	3	3	4	19
4	3	3	3	4	4	21
4	4	4	4	4	4	24
5	5	4	4	4	4	26
4	4	3	4	4	4	23
4	4	3	2	4	4	21
4	4	3	4	4	4	23
4	4	4	4	4	2	22
4	3	4	4	2	4	21
4	4	3	4	4	4	23
4	4	3	4	3	4	22
3	3	5	3	4	4	22
5	5	4	4	4	4	26
5	5	4	4	4	4	26
4	3	4	4	3	4	22
4	4	4	4	4	4	24
4	4	3	4	4	4	23
4	4	3	4	4	4	23
4	4	3	4	4	4	23
4	3	4	2	5	4	22
4	4	3	4	4	4	23
4	3	4	2	5	4	22
4	4	4	4	4	4	24
3	3	3	3	3	4	19
4	3	4	2	5	4	22
4	4	3	4	3	4	22

4	4	4	5	4	4	25
4	3	4	4	3	4	22
3	3	5	3	4	4	22
4	3	3	3	4	4	21
4	5	4	4	4	4	25
5	5	4	4	4	4	26
4	5	4	4	2	4	23
5	5	4	4	5	4	27
4	3	4	4	3	4	22
5	3	4	4	4	4	24
4	3	3	3	4	4	21
4	4	4	5	4	4	25
4	4	4	4	4	4	24
5	5	4	4	5	4	27
3	3	4	4	4	4	22
5	5	5	3	4	3	25
4	4	4	3	4	3	22
3	4	2	2	4	4	19
3	4	4	3	4	2	20
4	3	5	3	4	4	23
4	4	4	3	5	4	24
4	4	3	4	3	4	22
4	3	3	3	3	4	20
4	4	4	4	4	4	24
5	5	4	4	4	2	24
4	3	4	2	5	4	22
4	4	5	3	5	5	26

Kualitas Pelayanan										Jumlah
kehandalan		Tanggapan		jaminan		empati		Tangible		
x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	x1.9	x1.10	
4	3	3	3	4	4	3	3	3	4	34
4	4	3	4	4	4	4	4	4	4	39
4	3	3	3	4	4	3	3	3	4	34
4	4	4	4	4	4	4	3	4	4	39
4	4	4	4	4	2	2	3	4	4	35
4	4	3	4	4	4	5	5	4	4	41

5	5	4	4	5	4	5	4	5	4	45
5	5	5	4	5	4	5	5	3	4	45
5	4	3	4	4	3	4	4	5	4	40
3	3	3	4	3	4	4	3	4	4	35
3	4	4	4	4	4	4	2	4	4	37
4	4	5	4	5	5	5	5	5	5	47
5	2	3	3	4	4	4	4	3	3	35
4	3	2	2	2	3	4	4	2	2	28
4	2	4	4	4	4	5	4	3	3	37
4	4	4	4	4	4	2	3	4	4	37
4	4	4	4	4	4	2	4	4	4	38
4	4	3	3	4	4	4	4	3	3	36
4	3	3	3	3	5	3	3	3	4	34
3	2	3	4	5	2	4	4	3	5	35
3	3	4	4	4	4	4	4	2	2	34
3	3	3	3	2	2	4	3	4	4	31
3	4	4	4	5	5	4	4	2	2	37
4	5	4	4	3	4	4	2	4	4	38
2	2	4	4	5	5	4	5	2	3	36
4	4	4	5	4	5	5	5	2	4	42
4	4	3	4	4	4	4	5	4	4	40
4	4	5	5	3	3	5	5	5	5	44
4	4	5	5	3	4	5	4	4	3	41
4	3	3	3	4	4	4	4	5	3	37
4	5	3	3	4	4	4	4	4	5	40
4	3	4	4	3	5	4	4	4	3	38
5	3	5	3	4	3	4	3	2	3	35
4	5	4	4	3	2	4	4	4	4	38
4	5	4	4	2	4	2	4	3	3	35
4	4	4	5	4	4	4	4	3	3	39
4	4	4	2	2	3	4	4	3	3	33
2	3	4	3	4	4	3	4	5	3	35
3	3	5	3	4	4	3	2	2	4	33
5	5	4	4	4	2	3	3	4	4	38
4	3	4	4	3	3	4	4	4	3	36
4	3	3	4	3	4	2	4	2	5	34
4	4	3	2	4	4	3	3	3	3	33
4	4	3	4	3	4	2	4	4	4	36
4	4	2	4	2	4	3	4	4	4	35
4	3	4	2	5	4	4	5	4	3	38

4	3	4	2	5	4	4	5	4	3	38
4	4	4	4	4	2	2	4	4	4	36
4	4	4	4	4	4	4	4	4	4	40
4	3	4	4	3	4	3	3	4	3	35
4	4	4	4	4	4	4	4	4	4	40
4	4	4	3	4	2	4	3	3	3	34
4	4	3	4	4	4	5	5	4	4	41
4	4	3	4	4	4	4	4	4	4	39
4	4	3	4	3	4	5	4	2	5	38
4	3	4	4	2	4	2	4	4	4	35
5	5	4	4	4	4	5	5	4	4	44
4	3	3	3	3	4	4	4	4	4	36
4	3	3	3	4	4	3	3	3	4	34
3	3	5	3	4	4	5	4	4	3	38
3	3	5	3	4	4	3	2	5	4	36
4	4	4	4	4	4	4	4	4	4	40
4	4	2	4	3	4	5	5	3	5	39
5	5	4	4	5	4	5	4	5	4	45
4	3	4	2	5	4	4	5	4	3	38
4	3	4	4	3	4	4	4	4	3	37
4	4	3	4	3	4	5	4	2	2	35
4	4	3	4	4	4	5	5	4	4	41
4	4	4	4	4	4	3	4	4	4	39
5	5	4	4	4	4	4	4	5	4	43
4	4	5	3	3	4	4	4	4	3	38
5	4	5	5	5	4	4	4	4	4	44
3	3	5	3	4	4	3	5	5	4	39
4	5	4	4	4	4	4	4	4	4	41
4	3	4	4	4	4	4	3	3	4	37
4	4	4	4	4	4	3	4	4	4	39
5	5	4	4	5	4	5	4	5	4	45
3	3	3	3	3	4	3	3	3	3	31
3	4	4	4	4	4	4	4	4	3	38
5	4	3	4	4	4	4	4	2	5	39
4	4	3	4	4	4	4	4	4	3	38
4	4	4	4	4	4	4	3	4	4	39
3	2	3	4	4	4	4	4	2	3	33
4	3	4	2	5	4	4	5	4	3	38
4	4	4	4	4	4	4	5	4	4	41
3	3	3	3	3	4	3	3	3	3	31

Harga								jumlah
keterjangkauan harga		Harga Sesuai Kemampuan atau Daya Saing Harga		Kesesuaian Harga dengan Kualitas Produk		Kesesuaian Harga dengan Manfaat Produk		
x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	
4	4	2	4	2	4	4	4	28
4	3	4	2	5	4	5	4	31
4	4	3	4	4	4	3	3	29
3	4	4	3	4	2	3	4	27

Harga								jumlah
keteranganjangkauan harga		Harga Sesuai Kemampuan atau Daya Saing Harga		Kesesuaian Harga dengan Kualitas Produk		Kesesuaian Harga dengan Manfaat Produk		
x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	
4	4	2	4	2	4	4	4	28
4	3	4	2	5	4	5	4	31
4	4	3	4	4	4	3	3	29
3	4	4	3	4	2	3	4	27
5	5	4	4	4	4	3	4	33
4	5	4	4	4	5	4	2	32
5	5	4	5	4	5	3	4	35
5	5	3	5	5	5	4	4	36
4	3	5	5	5	5	3	4	34
4	3	5	3	4	4	3	3	29
5	4	5	4	5	3	4	4	34
4	4	4	4	4	4	5	4	33

5	5	4	4	5	4	3	3	33
4	4	4	4	4	4	4	4	32
4	4	4	4	4	2	4	2	28
4	3	4	4	4	4	4	4	31
5	4	5	5	5	4	4	5	37
5	5	4	4	4	4	2	2	30
4	3	3	3	4	4	4	3	28
4	4	2	4	5	4	2	4	29
3	3	4	4	4	4	3	4	29
4	4	3	5	3	4	4	4	31
4	4	4	4	2	4	5	4	31
3	3	5	3	4	4	4	4	30
3	4	4	4	4	5	3	3	30
3	2	3	4	5	1	4	4	26
4	3	4	4	3	3	3	4	28
4	4	4	4	4	2	3	4	29
4	3	3	3	3	5	4	5	30
5	4	2	5	3	2	4	4	29
3	3	4	2	4	4	5	3	28
3	4	2	4	2	4	4	4	27
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4	4	4	2	2	3	3	3	25
5	5	4	4	4	2	4	5	33
5	3	5	3	4	3	5	4	32
4	3	4	4	2	4	5	5	31
4	5	4	5	4	4	4	4	34
4	5	4	4	3	4	3	4	31
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3	3	5	3	4	4	4	5	31
4	4	5	3	4	4	4	4	32
4	3	3	4	3	4	4	4	29
4	4	4	3	4	2	3	3	27
4	5	4	4	3	4	4	4	32

4	4	3	5	5	5	3	4	33
4	4	3	5	5	4	4	4	33
3	4	5	4	4	4	4	4	32
3	3	3	3	3	4	3	4	26
4	4	3	4	3	4	3	4	29
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3	4	4	4	5	5	4	4	33
4	4	4	4	4	4	5	4	33
5	5	4	4	4	4	3	4	33
4	4	5	3	3	4	3	3	29
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4	5	4	5	4	5	3	4	34
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5	5	4	4	4	4	4	4	34
4	4	5	5	4	5	3	4	34
3	4	4	5	4	4	3	3	30
4	4	5	3	5	5	4	3	33
5	5	4	4	5	4	3	4	34
4	4	4	3	5	4	4	4	32
4	3	4	2	5	4	4	2	28
4	2	3	3	4	4	4	4	28
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4	4	2	4	3	4	3	4	28
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4	3	3	3	3	4	4	3	27
4	4	5	5	4	2	4	4	32
4	5	4	5	5	2	3	3	31
5	5	3	4	5	4	4	2	32

5	5	5	3	4	3	2	2	29
4	4	4	3	4	3	4	5	31
4	3	4	2	5	4	4	4	30
4	4	3	4	3	4	5	4	31
4	5	4	4	3	2	4	5	31
4	4	3	2	4	4	5	4	30
5	2	4	4	2	2	3	4	26
4	3	4	4	3	5	4	4	31



LAMPIRAN 3

Hasil Uji Validitas Dan Reliabilitas

1. Hasil Uji Validitas Kepuasan Konsumen

Correlations								
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	JML
Y1.1	Pearson Correlation	1	.413**	.026	.263**	.186*	-.084	.585**
	Sig. (1-tailed)		.000	.398	.004	.032	.204	.000
	N	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	.413**	1	.050	.331**	.145	-.049	.659**
	Sig. (1-tailed)	.000		.309	.000	.076	.314	.000
	N	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	.026	.050	1	-.037	.225*	-.096	.433**
	Sig. (1-tailed)	.398	.309		.358	.012	.170	.000
	N	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	.263**	.331**	-.037	1	-.144	-.144	.440**
	Sig. (1-tailed)	.004	.000	.358		.076	.077	.000
	N	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	.186*	.145	.225*	-.144	1	-.007	.518**
	Sig. (1-tailed)	.032	.076	.012	.076		.474	.000
	N	100	100	100	100	100	100	100
Y1.6	Pearson Correlation	-.084	-.049	-.096	-.144	-.007	1	.215*
	Sig. (1-tailed)	.204	.314	.170	.077	.474		.016
	N	100	100	100	100	100	100	100
JML	Pearson Correlation	.585**	.659**	.433**	.440**	.518**	.215*	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.016	
	N	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	JML
Y1.1 Pearson Correlation	1	.413**	.026	.263**	.186*	-.084	.585**
Sig. (1-tailed)		.000	.398	.004	.032	.204	.000
N	100	100	100	100	100	100	100
Y1.2 Pearson Correlation	.413**	1	.050	.331**	.145	-.049	.659**
Sig. (1-tailed)	.000		.309	.000	.076	.314	.000
N	100	100	100	100	100	100	100
Y1.3 Pearson Correlation	.026	.050	1	-.037	.225*	-.096	.433**
Sig. (1-tailed)	.398	.309		.358	.012	.170	.000
N	100	100	100	100	100	100	100
Y1.4 Pearson Correlation	.263**	.331**	-.037	1	-.144	-.144	.440**
Sig. (1-tailed)	.004	.000	.358		.076	.077	.000
N	100	100	100	100	100	100	100
Y1.5 Pearson Correlation	.186*	.145	.225*	-.144	1	-.007	.518**
Sig. (1-tailed)	.032	.076	.012	.076		.474	.000
N	100	100	100	100	100	100	100
Y1.6 Pearson Correlation	-.084	-.049	-.096	-.144	-.007	1	.215*
Sig. (1-tailed)	.204	.314	.170	.077	.474		.016
N	100	100	100	100	100	100	100
JML Pearson Correlation	.585**	.659**	.433**	.440**	.518**	.215*	1
Sig. (1-tailed)	.000	.000	.000	.000	.000	.016	
N	100	100	100	100	100	100	100

*. Correlation is significant at the 0.05 level (1-tailed).

2. Hasil Uji Validitas Kualitas Pelayanan

Correlations

[illegible]

X1.6	Pearson Correlation	-.089	-.082	.053	.128	.216*	1	.152	.213*	-.035	-.125	.281**
	Sig. (1-tailed)	.189	.207	.300	.102	.015		.066	.017	.364	.107	.002
	N	100	100	100	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	.103	.137	.074	.164	.257**	.152	1	.427**	.029	-.044	.515**
	Sig. (1-tailed)	.154	.087	.231	.052	.005	.066		.000	.386	.331	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1.8	Pearson Correlation	.073	.009	-.002	.081	.253**	.213*	.427**	1	.135	-.055	.471**
	Sig. (1-tailed)	.236	.466	.491	.213	.006	.017	.000		.091	.295	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1.9	Pearson Correlation	.215*	.299**	.266**	.090	.179*	-.035	.029	.135	1	.206*	.535**
	Sig. (1-tailed)	.016	.001	.004	.186	.037	.364	.386	.091		.020	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1.10	Pearson Correlation	.261**	.334**	-.132	.259**	.038	-.125	-.044	-.055	.206*	1	.366**
	Sig. (1-tailed)	.004	.000	.094	.005	.354	.107	.331	.295	.020		.000
	N	100	100	100	100	100	100	100	100	100	100	100
JML	Pearson Correlation	.485**	.579**	.390**	.497**	.530**	.281**	.515**	.471**	.535**	.366**	1

X2.7	Pearson Correlation	-.078	-.165	.074	-.150	.040	.048	1	.193*	.283**
	Sig. (1-tailed)	.221	.051	.234	.069	.347	.318		.027	.002
	N	100	100	100	100	100	100	100	100	100
X2.8	Pearson Correlation	-.078	-.193*	-.051	.169*	-.243**	-.043	.193*	1	.211*
	Sig. (1-tailed)	.219	.027	.307	.047	.007	.336	.027		.018
	N	100	100	100	100	100	100	100	100	100
JML	Pearson Correlation	.445**	.535**	.405**	.507**	.498**	.403**	.283**	.211*	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	.002	.018	
	N	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

3. Hasil Uji Reliabilitas Kepuasan Konsumen

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.656	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	41.4900	15.384	.478	.613
Y1.2	41.7500	14.331	.536	.589
Y1.3	41.7400	15.790	.266	.646
Y1.4	41.8000	15.758	.277	.644
Y1.5	41.7000	15.121	.356	.627
Y1.6	41.7700	17.250	.042	.689
JML	22.7500	4.513	1.000	.301

4. Hasil Uji Reliabilitas Kualitas Pelayanan

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.700	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	71.7400	44.942	.411	.682
X1.2	71.9900	43.121	.497	.669
X1.3	71.9600	45.493	.299	.689
X1.4	72.0000	44.364	.414	.679
X1.5	71.8800	43.723	.444	.674
X1.6	71.8400	46.742	.195	.698
X1.7	71.8400	43.489	.418	.675
X1.8	71.8200	44.371	.378	.681
X1.9	72.0500	43.159	.439	.672
X1.10	72.0300	45.706	.273	.691
JML	37.8500	12.210	1.000	.605

5. Hasil Uji Reliabilitas Harga

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.637	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	57.6500	24.129	.337	.614
X1.2	57.7700	22.926	.412	.597
X1.3	57.8000	23.919	.261	.622
X1.4	57.7900	23.036	.373	.602
X1.5	57.7600	23.073	.362	.604
X1.6	57.8200	23.886	.254	.623
X1.7	57.9100	25.032	.141	.641
X1.8	57.9500	25.604	.069	.651
JML	30.8300	6.668	1.000	.302

6. Distribusi r tabel

Berdasarkan hasil perhitungan menunjukkan bahwa $r_{hitung} > r_{tabel}$ yaitu untuk $N=100$ dengan taraf signifikan 5% adalah 0.1654

df=(N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903

67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

LAMPIRAN 4

Data Penelitian Perindikator Kepuasan Konsumen

Kesesuaian harapan

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	15	15.0	15.0	16.0
	4	66	66.0	66.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	33	33.0	33.0	37.0
	4	47	47.0	47.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Minat Berkunjung Kembali

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	24	24.0	24.0	31.0
	4	55	55.0	55.0	86.0
	5	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	9.0	9.0	9.0
	3	22	22.0	22.0	31.0
	4	59	59.0	59.0	90.0
	5	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Kesediaan merekomendasikan

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	8.0	8.0	8.0
	3	21	21.0	21.0	29.0
	4	54	54.0	54.0	83.0
	5	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Y1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	10	10.0	10.0	11.0
	3	8	8.0	8.0	19.0
	4	77	77.0	77.0	96.0
	5	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Data Penelitian Perindikator Kualitas Pelayanan**Kehandalan****X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	16	16.0	16.0	18.0
	4	66	66.0	66.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.0	5.0	5.0
	3	34	34.0	34.0	39.0
	4	46	46.0	46.0	85.0
	5	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Tanggapan

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	32	32.0	32.0	35.0
	4	53	53.0	53.0	88.0
	5	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	8.0	8.0	8.0
	3	21	21.0	21.0	29.0
	4	64	64.0	64.0	93.0
	5	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Jaminan

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6.0	6.0	6.0
	3	22	22.0	22.0	28.0
	4	56	56.0	56.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	7	7.0	7.0	14.0
	4	79	79.0	79.0	93.0
	5	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Empati**X1.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
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X1.9

Valid	2	8	8.0	8.0	8.0
	3	19	19.0	19.0	27.0
	4	52	52.0	52.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	24	24.0	24.0	28.0
	4	52	52.0	52.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

T
angible

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	13	13.0	13.0	13.0
	3	21	21.0	21.0	34.0
	4	54	54.0	54.0	88.0
	5	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

X1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.0	5.0	5.0
	3	32	32.0	32.0	37.0
	4	54	54.0	54.0	91.0
	5	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Data Penelitian Perindikator Harga

Keterjangkuan harga

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	17	17.0	17.0	18.0
	4	62	62.0	62.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	25	25.0	25.0	29.0
	4	49	49.0	49.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

Harga Sesuai Kemampuan atau Daya Saing Harga

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	20	20.0	20.0	27.0
	4	53	53.0	53.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	20	20.0	20.0	27.0
	4	52	52.0	52.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Kesesuaian Harga dengan Manfaat Produk

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	19	19.0	19.0	26.0
	4	51	51.0	51.0	77.0
	5	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	10	10.0	10.0	11.0
	3	8	8.0	8.0	19.0
	4	66	66.0	66.0	85.0
	5	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Kesesuaian Harga dengan Kualitas Produk

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	32	32.0	32.0	36.0
	4	49	49.0	49.0	85.0
	5	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
--	--	-----------	---------	---------------	--------------------

Valid	2	8	8.0	8.0	8.0
	3	22	22.0	22.0	30.0
	4	61	61.0	61.0	91.0
	5	9	9.0	9.0	100.0
Total		100	100.0	100.0	



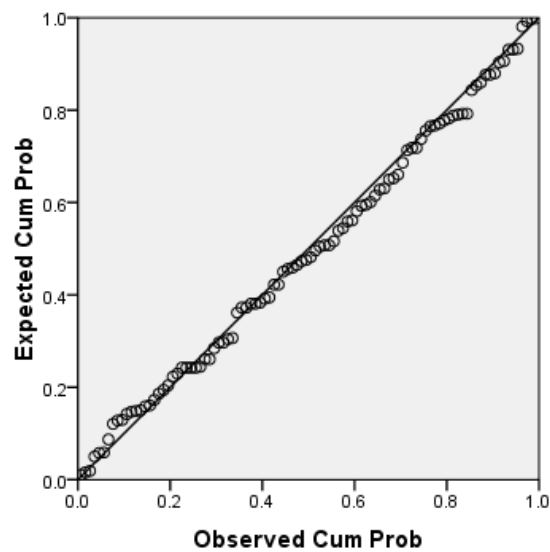
LAMPIRAN 5

Hasil Uji Asumsi Klasik

1. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Kepuasan Konsumen



2. Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.398	1.658		-.240	.811		
Kualitas Pelayanan	.266	.040	.437	6.607	.000	.780	1.283
Harga	.425	.054	.516	7.805	.000	.780	1.283

a. Dependent Variable: Kepuasan Konsumen

3. Uji Heterokedastisitas

LAMPIRAN 6

Hasil Analisis Regresi Linier Berganda

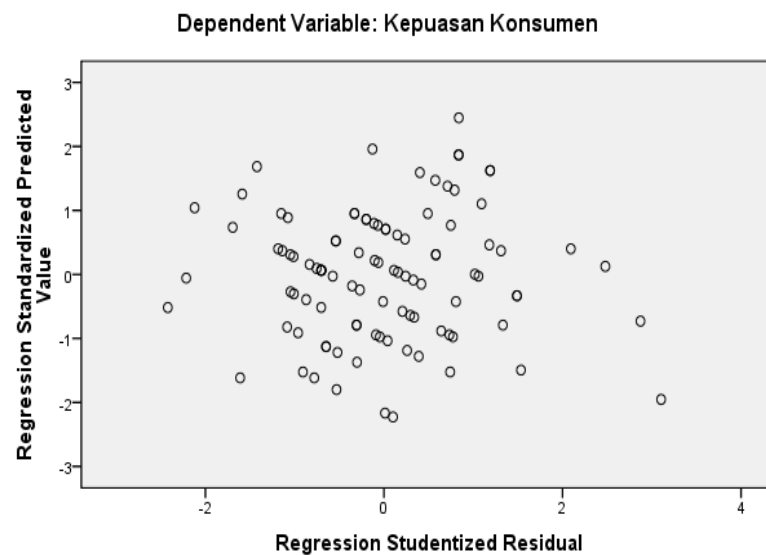
Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	-.398	1.658		-.240
	Kualitas Pelayanan	.266	.040	.437	6.607
	Harga	.425	.054	.516	7.805

a. Dependent Variable: Kepuasan Konsumen

LAMPIRAN 7

Uji

Scatterplot



Hipotesis

1. Uji Simultan (Uji F)

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	298.992	2	149.496	98.141	.000 ^a
	Residual	147.758	97	1.523		
	Total	446.750	99			

a. Predictors: (Constant), Harga, Kualitas Pelayanan

2. Uji Simultan (Uji t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.398	1.658		-.240	.811
	Kualitas Pelayanan	.266	.040	.437	6.607	.000
	Harga	.425	.054	.516	7.805	.000

a. Dependent Variable: Kepuasan Konsumen

3. Distribusi t table

Berdasarkan hasil perhitungan menunjukkan bahwa $r_{hitung} > r_{tabel}$ yaitu untuk N=100 dengan taraf signifikan 5% adalah 1.66071

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df							
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967

LAMPIRAN 8

Hasil Koefisien Determinasi

1. Simultan

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.818 ^a	.669	.662	1.23421	1.760

a. Predictors: (Constant), Harga, Kualitas Pelayanan

b. Dependent Variable: Kepuasan Konsumen

