Lampiran 1

**LEMBAR KUESIONER**

* + - 1. **IDENTITAS PEMBERI KUESIONER**

Nama : Gusti Pratiwi

NPM : 173114441

Jenis Kelamin : Perempuan

Jurusan : Manajemen

Fakultas : Ekonomi

Saya adalah mahasiswa Universitas Muslim Nusantara Al Washliyah Fakultas Ekonomi Manajemen yang sedang melakukan penelitian Pengaruh Kualitas Produk Dan Harga Terhadap Kepuasan Pelanggan UD. Adli Di Desa Sukajadi Kecamatan Perbaungan.

Data dan Informasi yang Bapak/ibu berikan merupakan hal yang sangat berharga, oleh karena itu partisipasi dan kesediaan Bapak/ibu dalam menjawab kuesioner ini sangat saya hargai.

Akhir kata saya ucapkan terima kasih kepada responden yang telah bersedia meluangkan waktunya untuk mengisi kuesioner ini.

Medan, 2021

Peneliti

Gusti Pratiwi

**II. IDENTITAS RESPONDEN**

Nama :

Umur : Tahun

Jenis Kelamin : Laki-Laki / Perempuan

Pendidikan : SD SMP SMA

Diploma/D3 Sarjana/S1

**Kriteria untuk seluruh pertanyaan adalah sebagai berikut :**

|  |  |
| --- | --- |
| **Keterangan** | **Nilai** |
| Sangat Setuju (SS) | 5 |
| Setuju (S) | 4 |
| Kurang Setuju (KS) | 3 |
| Tidak Setuju (TS) | 2 |
| Sangat Tidak Setuju (STS) | 1 |

**III. PETUNJUK PENGISIAN**

1. Berikan tanda checklist (√) pada tempat yang tersedia pada jawaban yang Bapak/ibu anggap paling sesuai.
2. Setiap pernyataan hanya membutuhkan satu jawaban saja
3. Mohon Bapak/ibu memberikan jawaban yang sebenar-benarnya
4. **Kualitas Produk (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **1** | **2** | **3** | | | | |
| ***Performance*** | | **5** | **4** | **3** | **2** | **1** |
| 1. | Tahu yang djual UD. Adli di Desa Sukajadi Kecamatan Perbaungan memiliki tampilan yang bagus |  |  |  |  |  |
| 2. | Kemasan Tahu UD. Adli di Desa Sukajadi Kecamatan Perbaungan sangat menarik. |  |  |  |  |  |
| ***Feature*** | |  |  |  |  |  |
| 3. | Tahu UD. Adli di Desa Sukajadi Kecamatan Perbaungan memberikan hiasan yang menarik di setiap tahu yang dijual. |  |  |  |  |  |
| 4. | Tahu yang djual UD. Adli di Desa Sukajadi Kecamatan Perbaungan memiliki bentuk yang beragam |  |  |  |  |  |
| ***Reliability*** | |  |  |  |  |  |
| 5. | Tahu yang dijual UD. Adli di Desa Sukajadi Kecamatan Perbaungan tidak mudah rusak. |  |  |  |  |  |
| 6. | Tahu yang dijual UD. Adli di Desa Sukajadi Kecamatan Perbaungan memiliki bentuk yang bagus. |  |  |  |  |  |
| ***Conformance*** | |  |  |  |  |  |
| 7. | Kualitas Tahu yang dijual UD. Adli di Desa Sukajadi Kecamatan Perbaungan sudah teruji. |  |  |  |  |  |
| ***Durability*** | |  |  |  |  |  |
| 8. | Tahu yang dijual UD. Adli di Desa Sukajadi Kecamatan Perbaungan dapat bertahan beberapa hari. |  |  |  |  |  |
| ***Aesthetic*** | |  |  |  |  |  |
| 9. | Tahu yang dijual UD. Adli di Desa Sukajadi Kecamatan Perbaungan memiliki aroma yang khas. |  |  |  |  |  |
| 10. | Tahu yang dijual UD. Adli di Desa Sukajadi Kecamatan Perbaungan memiliki tekstur yang bagus |  |  |  |  |  |

1. **Harga (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **1** | **2** | **3** | | | | |
| **Harga terjangkau daya beli konsumen** | | **5** | **4** | **3** | **2** | **1** |
| 1. | Harga tahu UD. Adli di Desa Sukajadi Kecamatan Perbaungan sesuai dengan kualitas yang diberikan |  |  |  |  |  |
| 2. | Konsumen tidak memiliki masalah dengan harga tahu UD. Adli di Desa Sukajadi Kecamatan Perbaungan |  |  |  |  |  |
| 3. | Harga tahu UD. Adli di Desa Sukajadi Kecamatan Perbaungan tidak terlalu mahal |  |  |  |  |  |
| 4. | Pelanggan puas dengan harga tahu UD. Adli di Desa Sukajadi Kecamatan Perbaungan |  |  |  |  |  |
| **Harga bersaing dengan merek lain** | |  |  |  |  |  |
| 5. | Harga tahu UD. Adli di Desa Sukajadi Kecamatan Perbaungan bersaing dengan tahu yang dijual di tempat lain. |  |  |  |  |  |
| 6. | Harga tahu UD. Adli di Desa Sukajadi Kecamatan Perbaungan tidak berbeda jauh dengan harga tahu yang dijual ditempat lain. |  |  |  |  |  |
| 7. | Harga tahu UD. Adli di Desa Sukajadi Kecamatan Perbaungan lebih murah dibandingkan tahu di tempat lain |  |  |  |  |  |
| **Pemberian diskon atau potongan harga** | |  |  |  |  |  |
| 8. | UD. Adli di Desa Sukajadi Kecamatan Perbaungan memberikan potongan harga pada hari tertentu |  |  |  |  |  |
| 9. | UD. Adli di Desa Sukajadi Kecamatan Perbaungan memberikan potongan harga kepada pelanggan khusus. |  |  |  |  |  |
| 10. | UD. Adli di Desa Sukajadi Kecamatan Perbaungan memperikan potongan harga kepada pelanggan yang membeli tahu dengan jumlah besar. |  |  |  |  |  |

1. **Kepuasan Pelanggan (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **1** | **2** | **3** | | | | |
|  | | **5** | **4** | **3** | **2** | **1** |
| **Kesesuaian Harapan** | |  |  |  |  |  |
| 1. | Kualitas tahu UD. Adli di Desa Sukajadi Kecamatan Perbaungan sesuai dengan harapan pelanggan |  |  |  |  |  |
| 2. | Bentuk tahu yang di jual UD. Adli di Desa Sukajadi Kecamatan Perbaungan sesuai dengan keinginan pelanggan |  |  |  |  |  |
| 3. | Harga yang ditawarkan sesuai dengan harapan pelanggan |  |  |  |  |  |
| **Minat Berkunjung Kembali** | |  |  |  |  |  |
| 4. | Pelanggan langsung tertarik waktu pertama kali membeli tahu di UD. Adli di Desa Sukajadi Kecamatan Perbaungan |  |  |  |  |  |
| 5. | Pelanggan sering melakukan pembelian ulang di UD. Adli di Desa Sukajadi Kecamatan Perbaungan untuk membeli tahu |  |  |  |  |  |
| 6. | Pelanggan selalu kembali lagi untuk membeli tahun |  |  |  |  |  |
| **Kesediaan Merekomendasikan** | |  |  |  |  |  |
| 7. | Pelanggan selalu merekomendasikan UD. Adli di Desa Sukajadi Kecamatan Perbaungan kepada kerabat dan teman-teman |  |  |  |  |  |
| 8. | Pelanggan mendapatkan rekomendasi dari kerabat lain mengenai UD. Adli di Desa Sukajadi Kecamatan Perbaungan |  |  |  |  |  |
| 9. | Pelanggan bersedia merekomendasikan tahu UD. Adli di Desa Sukajadi Kecamatan Perbaungan kepada orang lain |  |  |  |  |  |
| 10. | Tahun UD. Adli di Desa Sukajadi Kecamatan Perbaungan cocok untuk direkomendasikan kepada masyarakat. |  |  |  |  |  |

Lampiran 2.

**Tabulasi Penelitian**

**Tabulasi Data Variabel Kualitas Produk (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Responden** | **Nomor Item Pernyataan** | | | | | | | | | | **Jumlah** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 3 | 4 | 5 | 42 |
| 2 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 43 |
| 3 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 42 |
| 5 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 43 |
| 6 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 7 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 45 |
| 8 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 44 |
| 9 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 5 | 42 |
| 10 | 5 | 2 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 44 |
| 11 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 43 |
| 12 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 44 |
| 13 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 43 |
| 14 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 42 |
| 15 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 45 |
| 16 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 17 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 43 |
| 18 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 19 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 43 |
| 20 | 5 | 3 | 4 | 3 | 5 | 4 | 5 | 3 | 5 | 5 | 42 |
| 21 | 5 | 5 | 5 | 3 | 5 | 3 | 4 | 4 | 5 | 5 | 44 |
| 22 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 43 |
| 23 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 24 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 25 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 26 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 44 |
| 27 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 42 |
| 28 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 41 |
| 29 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 30 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 43 |
| 31 | 5 | 5 | 5 | 3 | 4 | 3 | 4 | 4 | 5 | 5 | 43 |
| 32 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 43 |
| 33 | 5 | 2 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 43 |
| 34 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 40 |
| 35 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 43 |
| 36 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 43 |
| 37 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 43 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 42 |
| 39 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 42 |
| 40 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 43 |
| 41 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 40 |
| 42 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 44 |
| 43 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 43 |
| 44 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 45 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 41 |
| 46 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 41 |
| 47 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 44 |
| 48 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 49 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 50 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 43 |
| 51 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 52 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 43 |
| 53 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 40 |
| 54 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 43 |
| 55 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 56 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 57 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 41 |
| 58 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 42 |
| 59 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 43 |
| 60 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 40 |
| 61 | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 3 | 4 | 40 |
| 62 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 42 |
| 63 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 43 |
| 64 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 43 |
| 65 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 66 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 42 |
| 67 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 44 |
| 68 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 42 |
| 69 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 42 |
| 70 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 71 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 43 |
| 72 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 44 |
| 73 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 74 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 44 |
| 75 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 43 |
| 76 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 42 |
| 77 | 3 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 42 |
| 78 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 43 |
| 79 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 44 |
| 80 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 81 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 44 |
| 82 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 5 | 5 | 43 |
| 83 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 84 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 43 |
| 85 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 43 |
| 86 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 87 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 88 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 89 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 42 |
| 90 | 4 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 4 | 44 |
|  | ∑X1 | | | | | | | | | | 3841 |

Sumber : Data Penelitian Diolah (2021)

**Tabulasi Data Variabel Harga (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Responden** | **Nomor Item Pernyataan** | | | | | | | | | | **Jumlah** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 4 | 5 | 5 | 2 | 5 | 5 | 4 | 4 | 5 | 5 | 44 |
| 2 | 5 | 4 | 5 | 2 | 4 | 5 | 5 | 4 | 5 | 5 | 44 |
| 3 | 5 | 4 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 4 | 5 | 4 | 4 | 2 | 5 | 5 | 4 | 5 | 5 | 5 | 44 |
| 5 | 4 | 4 | 4 | 2 | 5 | 5 | 4 | 5 | 5 | 5 | 43 |
| 6 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 7 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 47 |
| 8 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 45 |
| 9 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 10 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 11 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 45 |
| 12 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 13 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 46 |
| 14 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 44 |
| 15 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 47 |
| 16 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 45 |
| 17 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 44 |
| 18 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 43 |
| 19 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 45 |
| 20 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 44 |
| 21 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 22 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 46 |
| 23 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 24 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 43 |
| 25 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 45 |
| 26 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 46 |
| 27 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 44 |
| 28 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 43 |
| 29 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 45 |
| 30 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 43 |
| 31 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 44 |
| 32 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 44 |
| 33 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 44 |
| 34 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 42 |
| 35 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 36 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 44 |
| 37 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 44 |
| 38 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 43 |
| 39 | 5 | 4 | 5 | 5 | 5 | 5 | 2 | 4 | 4 | 4 | 43 |
| 40 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 43 |
| 41 | 5 | 4 | 4 | 5 | 2 | 5 | 5 | 4 | 4 | 4 | 42 |
| 42 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 43 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 44 |
| 44 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 2 | 4 | 42 |
| 45 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 42 |
| 46 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 47 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 45 |
| 48 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 49 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 44 |
| 50 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 44 |
| 51 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| 52 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 53 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 43 |
| 54 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 44 |
| 55 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 56 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 47 |
| 57 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 58 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 59 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 43 |
| 60 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 61 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 40 |
| 62 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 44 |
| 63 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 44 |
| 64 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 46 |
| 65 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 44 |
| 66 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 43 |
| 67 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 44 |
| 68 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| 69 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 44 |
| 70 | 5 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 44 |
| 71 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 43 |
| 72 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 73 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 74 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 44 |
| 75 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 76 | 5 | 4 | 3 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 44 |
| 77 | 5 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 5 | 5 | 43 |
| 78 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 45 |
| 79 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 80 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 43 |
| 81 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 82 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 43 |
| 83 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 43 |
| 84 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 45 |
| 85 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 45 |
| 86 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 44 |
| 87 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 46 |
| 88 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 43 |
| 89 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 44 |
| 90 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 45 |
|  | ∑X2 | | | | | | | | | | 3967 |

Sumber : Data Penelitian Diolah (2021)

**Tabulasi Data Variabel Kepuasan Pelanggan (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Responden** | **Nomor Item Pernyataan** | | | | | | | | | | **Jumlah** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 45 |
| 2 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 45 |
| 3 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 47 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 46 |
| 5 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 44 |
| 6 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 46 |
| 7 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 8 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 46 |
| 9 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 45 |
| 10 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 11 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 46 |
| 12 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 47 |
| 13 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 14 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 45 |
| 15 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| 16 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 46 |
| 17 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 45 |
| 18 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 45 |
| 19 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 46 |
| 20 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 44 |
| 21 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 46 |
| 22 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 46 |
| 23 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 24 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 45 |
| 25 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 26 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| 27 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 46 |
| 28 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 2 | 5 | 43 |
| 29 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 48 |
| 30 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 46 |
| 31 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 45 |
| 32 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 46 |
| 33 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 45 |
| 34 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 3 | 5 | 44 |
| 35 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 46 |
| 36 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 37 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 45 |
| 38 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| 39 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 46 |
| 40 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 3 | 5 | 5 | 44 |
| 41 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 42 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 48 |
| 43 | 5 | 3 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 45 |
| 44 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 43 |
| 45 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 44 |
| 46 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 44 |
| 47 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 48 | 4 | 5 | 5 | 3 | 4 | 5 | 3 | 5 | 5 | 5 | 44 |
| 49 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 50 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 47 |
| 51 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 43 |
| 52 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 45 |
| 53 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 44 |
| 54 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 55 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 46 |
| 56 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 57 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 3 | 5 | 4 | 43 |
| 58 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 46 |
| 59 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 45 |
| 60 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 44 |
| 61 | 4 | 3 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 42 |
| 62 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
| 63 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 45 |
| 64 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 65 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 45 |
| 66 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 44 |
| 67 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 68 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 46 |
| 69 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 46 |
| 70 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 45 |
| 71 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 72 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 47 |
| 73 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 45 |
| 74 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 75 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 46 |
| 76 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 77 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 47 |
| 78 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 79 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 80 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 46 |
| 81 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 46 |
| 82 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 2 | 5 | 44 |
| 83 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 45 |
| 84 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 85 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 46 |
| 86 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 45 |
| 87 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 47 |
| 88 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 2 | 5 | 5 | 45 |
| 89 | 5 | 5 | 2 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 44 |
| 90 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
|  | ∑Y | | | | | | | | | | 4110 |

Sumber : Data Penelitian Diolah (2021)

Lampiran 3

**Hasil Output SPSS**

**Regression**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 11-JUL-2021 12:32:18 |
| Comments | |  |
| Input | Active Dataset | DataSet0 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 90 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on cases with no missing values for any variable used. |
| Syntax | | REGRESSION  /DESCRIPTIVES MEAN STDDEV CORR SIG N  /MISSING LISTWISE  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP  /CRITERIA=PIN(.05) POUT(.10)  /NOORIGIN  /DEPENDENT Y  /METHOD=ENTER X1 X2  /SCATTERPLOT=(\*ZRESID ,\*ZPRED)  /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID)  /CASEWISE PLOT(ZRESID) ALL  /SAVE RESID. |
| Resources | Processor Time | 00:00:00.86 |
| Elapsed Time | 00:00:01.09 |
| Memory Required | 1644 bytes |
| Additional Memory Required for Residual Plots | 904 bytes |
| Variables Created or Modified | RES\_1 | Unstandardized Residual |

[DataSet0]

|  |  |  |  |
| --- | --- | --- | --- |
| **Descriptive Statistics** | | | |
|  | Mean | Std. Deviation | N |
| Kepuasan Pelanggan | 45.67 | 1.332 | 90 |
| Kualitas Produk | 42.68 | 1.188 | 90 |
| Harga | 44.08 | 1.274 | 90 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Harga, Kualitas Produkb | . | Enter |
| a. Dependent Variable: Kepuasan Pelanggan | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson | |
|
| 1 | .740a | .548 | .537 | .907 | 2.107 | |
| a. Predictors: (Constant), Harga, Kualitas Produk | | | | | |
| b . Dependent Variable: Kepuasan Pelanggan | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 86.505 | 2 | 43.253 | 52.633 | .000b |
| Residual | 71.495 | 87 | .822 |  |  |
| Total | 158.000 | 89 |  |  |  |
| a. Dependent Variable: Kepuasan Pelanggan | | | | | | |
| b . Predictors: (Constant), Harga, Kualitas Produk | | | | | | |

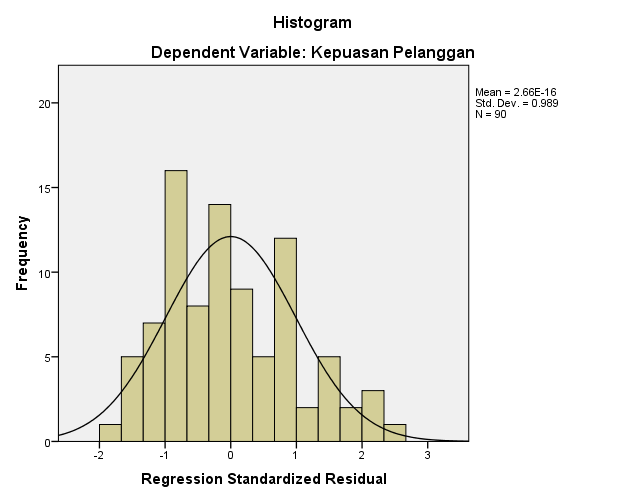
|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | | |
| B | Std. Error | Beta | Tolerance | VIF | |
| 1 | (Constant) | 8.471 | 3.649 |  | 2.322 | .023 |  |  | |
| Kualitas Produk | .374 | .118 | .334 | 3.165 | .002 | .468 | 2.136 | |
| Harga | .482 | .110 | .461 | 4.369 | .000 | .468 | 2.136 | |
| a. Dependent Variable: Kepuasan Pelanggan | | | | | | | | |

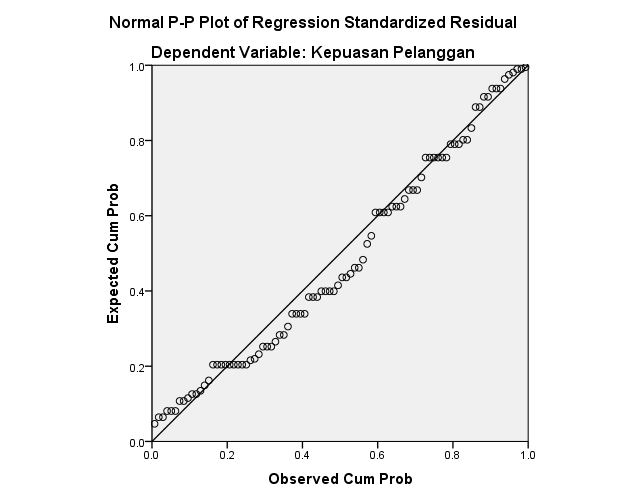
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Collinearity Diagnosticsa** | | | | | | |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | |
| (Constant) | Kualitas Produk | Harga |
| 1 | 1 | 2.999 | 1.000 | .00 | .00 | .00 |
| 2 | .000 | 80.762 | .99 | .10 | .18 |
| 3 | .000 | 118.221 | .01 | .90 | .82 |
| a. Dependent Variable: Kepuasan Pelanggan | | | | | | |

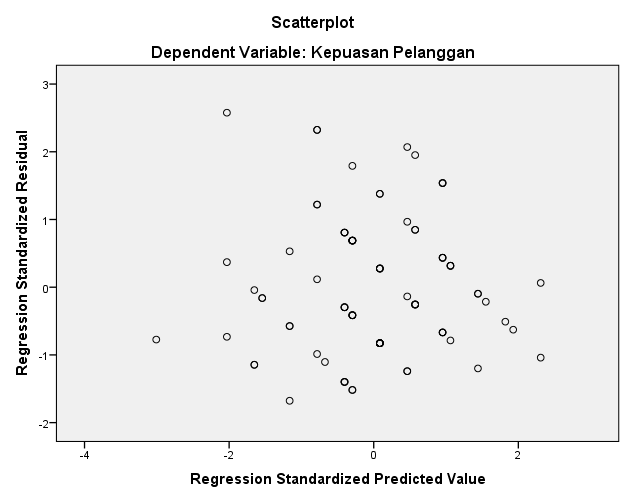
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Casewise Diagnosticsa** | | | | |
| Case Number | Std. Residual | Kepuasan Pelanggan | Predicted Value | Residual |
| 1 | -.414 | 45 | 45.38 | -.376 |
| 2 | -.827 | 45 | 45.75 | -.750 |
| 3 | .317 | 47 | 46.71 | .287 |
| 4 | .689 | 46 | 45.38 | .624 |
| 5 | -1.399 | 44 | 45.27 | -1.268 |
| 6 | -.668 | 46 | 46.61 | -.606 |
| 7 | .063 | 48 | 47.94 | .057 |
| 8 | -.668 | 46 | 46.61 | -.606 |
| 9 | -.414 | 45 | 45.38 | -.376 |
| 10 | -.096 | 47 | 47.09 | -.087 |
| 11 | -.255 | 46 | 46.23 | -.231 |
| 12 | .435 | 47 | 46.61 | .394 |
| 13 | .317 | 47 | 46.71 | .287 |
| 14 | -.414 | 45 | 45.38 | -.376 |
| 15 | -1.040 | 47 | 47.94 | -.943 |
| 16 | -.668 | 46 | 46.61 | -.606 |
| 17 | -.827 | 45 | 45.75 | -.750 |
| 18 | -.296 | 45 | 45.27 | -.268 |
| 19 | -.255 | 46 | 46.23 | -.231 |
| 20 | -1.517 | 44 | 45.38 | -1.376 |
| 21 | -.137 | 46 | 46.12 | -.124 |
| 22 | -.787 | 46 | 46.71 | -.713 |
| 23 | 1.220 | 46 | 44.89 | 1.106 |
| 24 | .530 | 45 | 44.52 | .480 |
| 25 | 1.538 | 48 | 46.61 | 1.394 |
| 26 | -.096 | 47 | 47.09 | -.087 |
| 27 | .689 | 46 | 45.38 | .624 |
| 28 | -1.677 | 43 | 44.52 | -1.520 |
| 29 | 1.951 | 48 | 46.23 | 1.769 |
| 30 | .807 | 46 | 45.27 | .732 |
| 31 | -.827 | 45 | 45.75 | -.750 |
| 32 | .276 | 46 | 45.75 | .250 |
| 33 | -.827 | 45 | 45.75 | -.750 |
| 34 | .371 | 44 | 43.66 | .336 |
| 35 | .276 | 46 | 45.75 | .250 |
| 36 | .276 | 46 | 45.75 | .250 |
| 37 | -.827 | 45 | 45.75 | -.750 |
| 38 | 2.323 | 47 | 44.89 | 2.106 |
| 39 | 1.220 | 46 | 44.89 | 1.106 |
| 40 | -1.399 | 44 | 45.27 | -1.268 |
| 41 | 2.577 | 46 | 43.66 | 2.336 |
| 42 | 1.538 | 48 | 46.61 | 1.394 |
| 43 | -.827 | 45 | 45.75 | -.750 |
| 44 | -.733 | 43 | 43.66 | -.664 |
| 45 | -.042 | 44 | 44.04 | -.038 |
| 46 | -.573 | 44 | 44.52 | -.520 |
| 47 | 1.538 | 48 | 46.61 | 1.394 |
| 48 | -.573 | 44 | 44.52 | -.520 |
| 49 | -1.105 | 44 | 45.00 | -1.002 |
| 50 | 1.379 | 47 | 45.75 | 1.250 |
| 51 | -1.145 | 43 | 44.04 | -1.038 |
| 52 | -.827 | 45 | 45.75 | -.750 |
| 53 | -.161 | 44 | 44.15 | -.146 |
| 54 | 1.379 | 47 | 45.75 | 1.250 |
| 55 | .276 | 46 | 45.75 | .250 |
| 56 | -.215 | 47 | 47.19 | -.195 |
| 57 | -1.145 | 43 | 44.04 | -1.038 |
| 58 | .689 | 46 | 45.38 | .624 |
| 59 | -.296 | 45 | 45.27 | -.268 |
| 60 | -.161 | 44 | 44.15 | -.146 |
| 61 | -.773 | 42 | 42.70 | -.701 |
| 62 | .689 | 46 | 45.38 | .624 |
| 63 | -.827 | 45 | 45.75 | -.750 |
| 64 | .317 | 47 | 46.71 | .287 |
| 65 | -1.240 | 45 | 46.12 | -1.124 |
| 66 | -.986 | 44 | 44.89 | -.894 |
| 67 | .966 | 47 | 46.12 | .876 |
| 68 | .689 | 46 | 45.38 | .624 |
| 69 | .689 | 46 | 45.38 | .624 |
| 70 | -.414 | 45 | 45.38 | -.376 |
| 71 | .807 | 46 | 45.27 | .732 |
| 72 | .435 | 47 | 46.61 | .394 |
| 73 | -1.240 | 45 | 46.12 | -1.124 |
| 74 | 2.070 | 48 | 46.12 | 1.876 |
| 75 | -.255 | 46 | 46.23 | -.231 |
| 76 | 1.792 | 47 | 45.38 | 1.624 |
| 77 | 2.323 | 47 | 44.89 | 2.106 |
| 78 | .848 | 47 | 46.23 | .769 |
| 79 | -.627 | 47 | 47.57 | -.569 |
| 80 | .807 | 46 | 45.27 | .732 |
| 81 | -1.199 | 46 | 47.09 | -1.087 |
| 82 | -1.399 | 44 | 45.27 | -1.268 |
| 83 | -.296 | 45 | 45.27 | -.268 |
| 84 | .848 | 47 | 46.23 | .769 |
| 85 | -.255 | 46 | 46.23 | -.231 |
| 86 | -.827 | 45 | 45.75 | -.750 |
| 87 | -.509 | 47 | 47.46 | -.461 |
| 88 | .117 | 45 | 44.89 | .106 |
| 89 | -1.517 | 44 | 45.38 | -1.376 |
| 90 | .435 | 47 | 46.61 | .394 |
| a. Dependent Variable: Kepuasan Pelanggan | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Residuals Statisticsa** | | | | | |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 42.70 | 47.94 | 45.67 | .986 | 90 |
| Residual | -1.520 | 2.336 | .000 | .896 | 90 |
| Std. Predicted Value | -3.008 | 2.309 | .000 | 1.000 | 90 |
| Std. Residual | -1.677 | 2.577 | .000 | .989 | 90 |
| a. Dependent Variable: Kepuasan Pelanggan | | | | | |

**Charts**

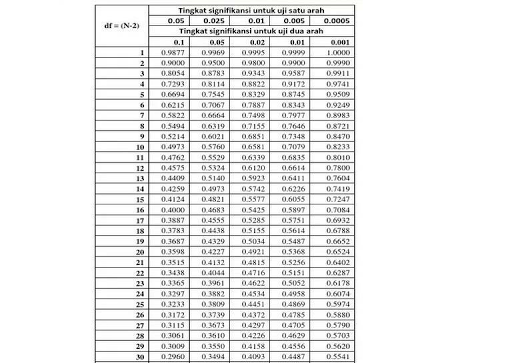


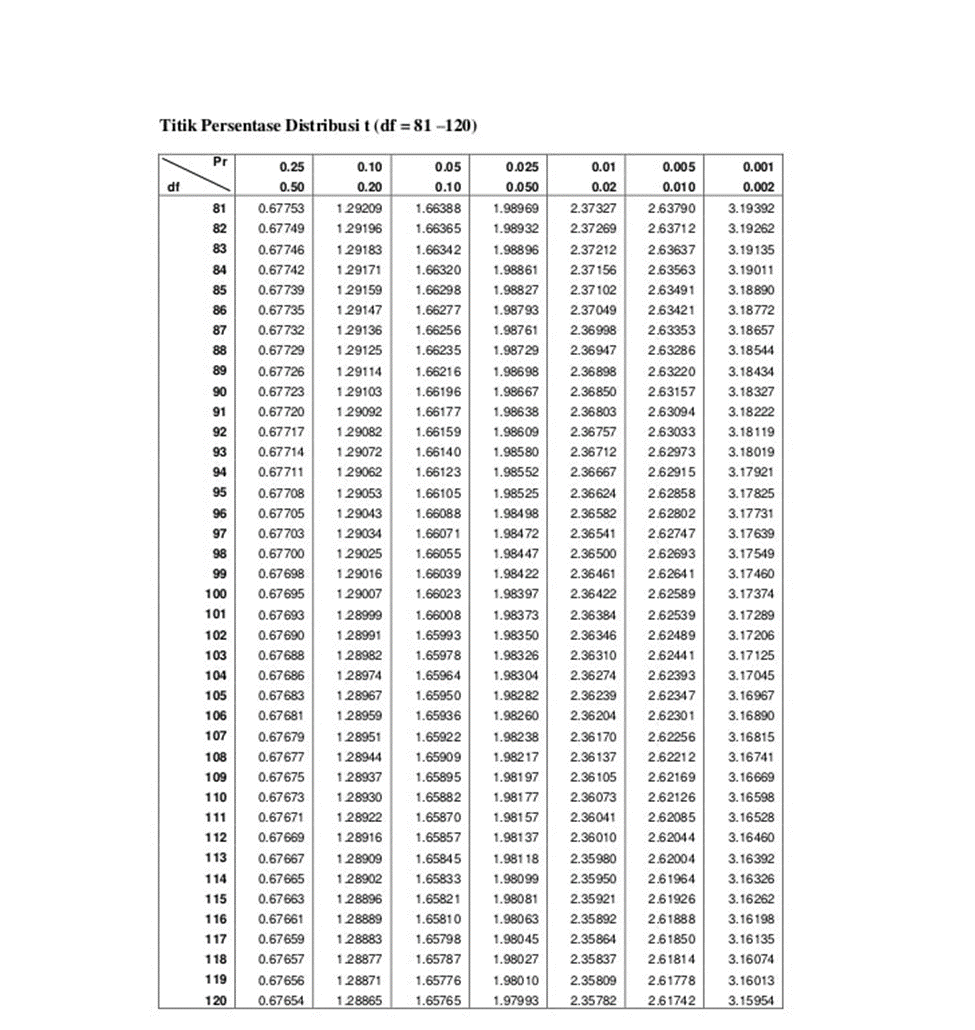




|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 90 |
| Normal Parametersa,b | Mean | 0E-7 |
| Std. Deviation | .89627616 |
| Most Extreme Differences | Absolute | .094 |
| Positive | .094 |
| Negative | -.051 |
| Kolmogorov-Smirnov Z | | .894 |
| Asymp. Sig. (2-tailed) | | .400 |
| a. Test distribution is Normal. | | |

Lampiran 4

r tabel

Lampiran 5

t tabel