**LAMPIRAN**

**TABULASI DATA**







**Lampiran**

**Uji Validitas**

**Uji Validitas Harga (x1)**

|  |
| --- |
| **Correlations** |
|  | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1 |
| X1.1 | Pearson Correlation | 1 | .688\*\* | .434\*\* | .285\*\* | .078 | .624\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .328 | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| X1.2 | Pearson Correlation | .688\*\* | 1 | .370\*\* | .204\*\* | -.069 | .532\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .010 | .384 | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| X1.3 | Pearson Correlation | .434\*\* | .370\*\* | 1 | .500\*\* | .108 | .715\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .174 | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| X1.4 | Pearson Correlation | .285\*\* | .204\*\* | .500\*\* | 1 | .415\*\* | .796\*\* |
| Sig. (2-tailed) | .000 | .010 | .000 |  | .000 | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| X1.5 | Pearson Correlation | .078 | -.069 | .108 | .415\*\* | 1 | .587\*\* |
| Sig. (2-tailed) | .328 | .384 | .174 | .000 |  | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| X1 | Pearson Correlation | .624\*\* | .532\*\* | .715\*\* | .796\*\* | .587\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

**Uji Validitas Kualitas Pelayanan (x2)**

|  |
| --- |
| **Correlations** |
|  | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2 |
| X2.1 | Pearson Correlation | 1 | .687\*\* | .508\*\* | .372\*\* | .107 | .682\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .179 | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| X2.2 | Pearson Correlation | .687\*\* | 1 | .591\*\* | .302\*\* | .149 | .708\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .060 | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| X2.3 | Pearson Correlation | .508\*\* | .591\*\* | 1 | .517\*\* | .294\*\* | .807\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| X2.4 | Pearson Correlation | .372\*\* | .302\*\* | .517\*\* | 1 | .445\*\* | .767\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| X2.5 | Pearson Correlation | .107 | .149 | .294\*\* | .445\*\* | 1 | .615\*\* |
| Sig. (2-tailed) | .179 | .060 | .000 | .000 |  | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| X2 | Pearson Correlation | .682\*\* | .708\*\* | .807\*\* | .767\*\* | .615\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

**Uji Validitas Kepuasan Konsumen (Y)**

|  |
| --- |
| **Correlations** |
|  | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y |
| Y1.1 | Pearson Correlation | 1 | .769\*\* | .504\*\* | .440\*\* | .273\*\* | .733\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| Y1.2 | Pearson Correlation | .769\*\* | 1 | .497\*\* | .320\*\* | .342\*\* | .725\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| Y1.3 | Pearson Correlation | .504\*\* | .497\*\* | 1 | .541\*\* | .306\*\* | .767\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| Y1.4 | Pearson Correlation | .440\*\* | .320\*\* | .541\*\* | 1 | .519\*\* | .800\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| Y1.5 | Pearson Correlation | .273\*\* | .342\*\* | .306\*\* | .519\*\* | 1 | .696\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 |
| N | 160 | 160 | 160 | 160 | 160 | 160 |
| Y | Pearson Correlation | .733\*\* | .725\*\* | .767\*\* | .800\*\* | .696\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 160 | 160 | 160 | 160 | 160 | 160 |

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**Uji Reliabilitas**

Uji Reliabilitas Harga

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .637 | 5 |

Uji Reliabilitas Kualitas pelayanan

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .751 | 5 |

Uji Reliabilitas Kepuasan Konsumen

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .783 | 5 |

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**Uji Asumsi Klasik**

1. **Uji Normalitas**



1. **Uji Multikolineritas**
2. **Coefficientsa**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 4.834 | 1.932 |  | 2.502 | .013 |  |  |
| Harga | .483 | .087 | .400 | 5.540 | .000 | .902 | 1.109 |
| Kualitas Pelayanan | .242 | .080 | .219 | 3.030 | .003 | .902 | 1.109 |
| a. Dependent Variable: Kepuasan Konsumen |

1. **Uji Heteroskedastisitas**



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**Uji Regresi Linier Berganda dan Uji Hipotesis**

1. **Hasil pengujian regresi linier berganda**

|  |
| --- |
| 1. **Coefficientsa**
 |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 4.834 | 1.932 |  | 2.502 | .013 |
| Harga | .483 | .087 | .400 | 5.540 | .000 |
| Kualitas Pelayanan | .242 | .080 | .219 | 3.030 | .003 |
| a. Dependent Variable: Kepuasan konsumen |

1. **Uji T (parsial)**

**Hasil uji T harga (x1)**

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 7.887 | 1.691 |  | 4.665 | .000 |
| Harga | .566 | .085 | .469 | 6.666 | .000 |
| a. Dependent Variable: Kepuasan Konsumen |

**Hasil uji T Kualitas Pelayanan (x2)**

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 11.720 | 1.612 |  | 7.271 | .000 |
| Kualitas Pelayanan | .381 | .083 | .344 | 4.608 | .000 |
| a. Dependent Variable: Kepuasan Konsumen |

1. **Uji F (Simultan)**

|  |
| --- |
| 1. **ANOVAa**
 |
| Model | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 188.034 | 2 | 94.017 | 27.959 | .000b |
| Residual | 527.941 | 157 | 3.363 |  |  |
| Total | 715.975 | 159 |  |  |  |
| a. Dependent Variable: Kepuasan Konsumen |
| b. Predictors: (Constant), Kualitas Pelayanan, Harga |

1. **Uji Koefisien Determinasi (R)2**

|  |
| --- |
| **Model Summary** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .809a | .654 | .650 | 1.62160 |
| a. Predictors: (Constant), Kualitas Pelayanan, Harga |