**Lampiran 1 : Kuesioner**

**Angket**

Prihal. Permohonan Penelitian

Kepada.

Yth. Ibu/Bapak Pemimpin Kedai Kopi KOMBUR

Dengan hormat,

Saya mahasiswa Universitas Muslim Nusantara AL- Washliyah yang bertanda tangan dibawah ini yang bernama:

Nama : Anwar Efendi Harahap

Npm : 163114162

Prodi :Manajemen

 Dengan ini mengatakan Kuesioner ini merupakan alat pengumpul data yang diperlukan untuk melengkapi penulisan skripsi saya dengan judul “Pengaruh Promosi dan harga terhadap kepuasan konsumen pada kedai Kopi KOMBUR jalan Sisingamangaraja medan”. Oleh karena itu, dengan kerendahan hati saya mohonkan kesediaan Saudara/i untuk menjawab pertanyaan yang ada pada kuesioner ini dengan jelas dan lengkap. Atas kesediaannya, saya haturkan terima kasih.

Petunjuk Pengisian :

1. Bacalah dengan teliti setiap pertanyaan dan seluruh alternatif jawabannya.

2. Pilihlah alternatif jawaban yang paling sesuai menurut anda dan berilah tanda ceklis (√) pada jawaban yang anda pilih

3. Jawablah pertanyaan dengan jujur dan benar, sesuai dengan pengetahuan Anda

4. Mohon untuk tidak mengisi kotak kode yang berada di sebelah kanan pertanyaan

5. Kuesioner ini dipergunakan hanya untuk penelitian akademis.

Salam Hormat,

 **(Peneliti)**

**No. Responden :**

1. **Karakteristik Responden**
2. Jenis Kelamin
3. Perempuan
4. Laki-laki
5. Usia
6. 18 – 20 Tahun
7. 21 – 22 Tahun
8. 23 – 25 Tahun
9. **Promosi (X1)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Keterangan** | **SS** | **S** | **TS** | **STS** |
| *Informing* (Memberikan Informasi) |
| 1. | Karyawan kedai kopi kombur memberikan informasi terkait dengan produk yang sediakan melaui menu |  |  |  |  |
| *Persuading* (Membujuk) |
| 2. | Karyawan kedai kopi kombur membujuk pelanggan untuk dengan rekomendasi menu  |  |  |  |  |
| *Reminding* (Mengingatkan) |
| 3. | Karyawan kedai kopi kombur mengingatkan pelanggan ketika salah satu menu yang disediakan sudah habis |  |  |  |  |
| *Adding Value* (Menambah nilai) |
| 4. | Karyawan kopi kombur menambah nilai dengan pelayanan yang cepat  |  |  |  |  |
| *Assisting* (Mendampingi upaya-upaya lain dari perusahaan) |
| 5. | Karyawan kopi kombur mengarahakan pelanggan yang baru datang untuk mengisi kursi yang di sediakan |  |  |  |  |

1. **harga (X2)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Keterangan** | **SS** | **S** | **TS** | **STS** |
| Referensi harga. |
| 1. | Saya merasa referensi harganya sangat tepat karena sesuai dengan produk yang di berikan |  |  |  |  |
| Harga yang relative lebih murah |
| 2. | Saya merasa harga makanan yang ditawarkan pada kedai kompur relative murah  |  |  |  |  |
| **Kesesuaian pengorbanan** |
| 3. | Saya merasa puas dengan yang saya beli pada kedai kopi kombur |  |  |  |  |
| Kesesuaian harga dengan manfaat produk |
| 4. | Saya merasa harga yang ditawarkan pada produk yang disediakan oleh kedai kopi kombur sangat pas  |  |  |  |  |

**c. Kepuasan konsumen ( Y )**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **Sistem Keluhan dan Saran.** |
| 1. | Kecepatan penanganan keluhan yang disampaikan konsumen ditanggapi dengan baik |  |  |  |  |  |
| ***Ghost shopping.*** |
| 2. | Pihak kedai kopi kombur selalu memperhatikan bahwa konsumen sudah dilayani dengan baik dengan observasi *ghost shopping* |  |  |  |  |  |
| ***Lost Customer Analysis.*** |
| 3 | Mempelajari apa yang diharapkan |  |  |  |  |  |
| **Survey kepuasan Konsumen.** |
| 4. | Memastikan bahwa penyampaian layanan sesuai dengan janji yang diberikan |  |  |  |  |  |

**Lampiran 2 : Tabulasi data Uji Validitas & Reliabilitas**

**Tabulasi data Uji Validitas & Reliabilitas Variabel Promosi (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| NO | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.TOTAL |
| 1 | 5 | 5 | 5 | 5 | 4 | 24 |
| 2 | 4 | 5 | 4 | 4 | 4 | 21 |
| 3 | 5 | 4 | 4 | 5 | 4 | 22 |
| 4 | 4 | 3 | 5 | 5 | 5 | 22 |
| 5 | 5 | 5 | 5 | 5 | 4 | 24 |
| 6 | 4 | 5 | 4 | 4 | 5 | 22 |
| 7 | 4 | 5 | 5 | 5 | 4 | 23 |
| 8 | 3 | 4 | 4 | 4 | 5 | 20 |
| 9 | 4 | 5 | 4 | 5 | 5 | 23 |
| 10 | 4 | 4 | 4 | 4 | 4 | 20 |
| 11 | 4 | 5 | 5 | 5 | 5 | 24 |
| 12 | 5 | 4 | 4 | 4 | 4 | 21 |
| 13 | 5 | 5 | 3 | 3 | 5 | 21 |
| 14 | 4 | 4 | 4 | 4 | 4 | 20 |
| 15 | 5 | 4 | 4 | 4 | 4 | 21 |
| 16 | 4 | 3 | 4 | 4 | 3 | 18 |
| 17 | 3 | 4 | 5 | 5 | 4 | 21 |
| 18 | 4 | 4 | 5 | 5 | 4 | 22 |
| 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 20 | 3 | 5 | 5 | 5 | 5 | 23 |
| 21 | 2 | 5 | 4 | 4 | 5 | 20 |
| 22 | 3 | 4 | 3 | 3 | 4 | 17 |
| 23 | 5 | 5 | 4 | 4 | 5 | 23 |
| 24 | 2 | 4 | 4 | 4 | 4 | 18 |
| 25 | 4 | 3 | 3 | 3 | 3 | 16 |
| 26 | 2 | 4 | 2 | 2 | 4 | 14 |
| 27 | 3 | 4 | 3 | 3 | 4 | 17 |
| 28 | 5 | 3 | 5 | 5 | 3 | 21 |
| 29 | 2 | 2 | 4 | 5 | 2 | 15 |
| 30 | 4 | 3 | 5 | 5 | 3 | 20 |

**Tabulasi data Uji Validitas & Reliabilitas Variabel Harga (X2)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| NO | X2.1 | X2.2 | X2.3 | X2.4 | X2.TOTAL |
| 1 | 5 | 4 | 4 | 5 | 18 |
| 2 | 4 | 3 | 4 | 4 | 15 |
| 3 | 3 | 4 | 5 | 5 | 17 |
| 4 | 5 | 4 | 4 | 4 | 17 |
| 5 | 5 | 3 | 5 | 5 | 18 |
| 6 | 5 | 4 | 5 | 5 | 19 |
| 7 | 4 | 4 | 4 | 4 | 16 |
| 8 | 5 | 5 | 5 | 5 | 20 |
| 9 | 4 | 4 | 4 | 4 | 16 |
| 10 | 5 | 5 | 5 | 5 | 20 |
| 11 | 4 | 4 | 4 | 4 | 16 |
| 12 | 5 | 5 | 5 | 4 | 19 |
| 13 | 4 | 4 | 4 | 3 | 15 |
| 14 | 4 | 4 | 3 | 4 | 15 |
| 15 | 3 | 3 | 4 | 4 | 14 |
| 16 | 4 | 4 | 4 | 4 | 16 |
| 17 | 4 | 4 | 4 | 5 | 17 |
| 18 | 4 | 4 | 5 | 5 | 18 |
| 19 | 5 | 5 | 5 | 4 | 19 |
| 20 | 5 | 5 | 4 | 5 | 19 |
| 21 | 4 | 4 | 5 | 4 | 17 |
| 22 | 5 | 5 | 4 | 3 | 17 |
| 23 | 4 | 4 | 3 | 4 | 15 |
| 24 | 3 | 3 | 4 | 4 | 14 |
| 25 | 4 | 4 | 4 | 3 | 15 |
| 26 | 4 | 4 | 3 | 2 | 13 |
| 27 | 3 | 3 | 2 | 3 | 11 |
| 28 | 2 | 2 | 3 | 3 | 10 |
| 29 | 3 | 3 | 4 | 2 | 12 |
| 30 | 5 | 5 | 4 | 5 | 19 |

**Tabulasi data Uji Validitas & Reliabilitas Variabel Kepuasan Konsumen (Y)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| NO | Y.1 | Y.2 | Y.3 | Y.4 | Y.TOTAL |
| 1 | 5 | 3 | 5 | 4 | 17 |
| 2 | 5 | 4 | 4 | 5 | 18 |
| 3 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 3 | 3 | 5 | 15 |
| 5 | 5 | 4 | 4 | 5 | 18 |
| 6 | 5 | 4 | 4 | 4 | 17 |
| 7 | 4 | 5 | 5 | 5 | 19 |
| 8 | 5 | 4 | 4 | 4 | 17 |
| 9 | 4 | 5 | 5 | 5 | 19 |
| 10 | 4 | 4 | 4 | 4 | 16 |
| 11 | 4 | 5 | 5 | 4 | 18 |
| 12 | 5 | 4 | 4 | 3 | 16 |
| 13 | 4 | 4 | 4 | 4 | 16 |
| 14 | 3 | 3 | 3 | 4 | 13 |
| 15 | 4 | 4 | 4 | 4 | 16 |
| 16 | 4 | 4 | 4 | 5 | 17 |
| 17 | 4 | 4 | 4 | 5 | 17 |
| 18 | 5 | 5 | 5 | 4 | 19 |
| 19 | 5 | 5 | 5 | 5 | 20 |
| 20 | 4 | 4 | 4 | 4 | 16 |
| 21 | 5 | 5 | 5 | 3 | 18 |
| 22 | 4 | 4 | 4 | 4 | 16 |
| 23 | 3 | 3 | 3 | 4 | 13 |
| 24 | 4 | 4 | 4 | 3 | 15 |
| 25 | 4 | 4 | 4 | 2 | 14 |
| 26 | 3 | 3 | 3 | 3 | 12 |
| 27 | 2 | 2 | 2 | 2 | 8 |
| 28 | 3 | 3 | 3 | 4 | 13 |
| 29 | 5 | 5 | 5 | 3 | 18 |
| 30 | 4 | 4 | 2 | 2 | 12 |

**Lampiran 3: Tabulasi Data Kuesioner**

**Tabulasi Data Kuesioner Variabel Promosi (X1)**

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

**Tabulasi Data Kuesioner Variabel Harga (X2)**

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

**Tabulasi Data Kuesioner Variabel Kepuasan Konsumen (Y)**

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

**Lampiran 4: Uji Validitas dan Reliabilitas**

**Uji Validitas dan Reliabilitas Variabel Promosi (X1)**

|  |
| --- |
| **Correlations** |
|  | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.TOTAL |
| X1.1 | Pearson Correlation | 1 | .199 | .301 | .264 | .069 | .623\*\* |
| Sig. (2-tailed) |  | .291 | .107 | .159 | .716 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .199 | 1 | .080 | .003 | .754\*\* | .624\*\* |
| Sig. (2-tailed) | .291 |  | .676 | .986 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .301 | .080 | 1 | .928\*\* | .035 | .726\*\* |
| Sig. (2-tailed) | .107 | .676 |  | .000 | .854 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .264 | .003 | .928\*\* | 1 | -.039 | .669\*\* |
| Sig. (2-tailed) | .159 | .986 | .000 |  | .838 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .069 | .754\*\* | .035 | -.039 | 1 | .544\*\* |
| Sig. (2-tailed) | .716 | .000 | .854 | .838 |  | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.TOTAL | Pearson Correlation | .623\*\* | .624\*\* | .726\*\* | .669\*\* | .544\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .002 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |

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

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .751 | 6 |

**Uji Validitas dan Reliabilitas Variabel Harga (X2)**

|  |
| --- |
| **Correlations** |
|  | X2.1 | X2.2 | X2.3 | X2.4 | X2.TOTAL |
| X2.1 | Pearson Correlation | 1 | .778\*\* | .477\*\* | .467\*\* | .853\*\* |
| Sig. (2-tailed) |  | .000 | .008 | .009 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .778\*\* | 1 | .422\* | .356 | .794\*\* |
| Sig. (2-tailed) | .000 |  | .020 | .053 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .477\*\* | .422\* | 1 | .557\*\* | .766\*\* |
| Sig. (2-tailed) | .008 | .020 |  | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .467\*\* | .356 | .557\*\* | 1 | .766\*\* |
| Sig. (2-tailed) | .009 | .053 | .001 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| X2.TOTAL | Pearson Correlation | .853\*\* | .794\*\* | .766\*\* | .766\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 |

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .813 | 5 |

**Uji Validitas dan Reliabilitas Variabel Kepuasan Konsumen (Y)**

|  |
| --- |
| **Correlations** |
|  | Y.1 | Y.2 | Y.3 | Y.4 | Y.TOTAL |
| Y.1 | Pearson Correlation | 1 | .647\*\* | .686\*\* | .260 | .804\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .165 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .647\*\* | 1 | .794\*\* | .239 | .830\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .203 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .686\*\* | .794\*\* | 1 | .391\* | .902\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .033 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | .260 | .239 | .391\* | 1 | .629\*\* |
| Sig. (2-tailed) | .165 | .203 | .033 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y.TOTAL | Pearson Correlation | .804\*\* | .830\*\* | .902\*\* | .629\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 |

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .810 | 5 |

**Lampiran 5: Statistik Deskriptif Jawaban Responden**

|  |
| --- |
| **Correlations** |
|  | Y.1 | Y.2 | Y.3 | Y.4 | Y.TOTAL |
| Y.1 | Pearson Correlation | 1 | .647\*\* | .686\*\* | .260 | .804\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .165 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .647\*\* | 1 | .794\*\* | .239 | .830\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .203 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .686\*\* | .794\*\* | 1 | .391\* | .902\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .033 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | .260 | .239 | .391\* | 1 | .629\*\* |
| Sig. (2-tailed) | .165 | .203 | .033 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y.TOTAL | Pearson Correlation | .804\*\* | .830\*\* | .902\*\* | .629\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 |

|  |
| --- |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |
| \*. Correlation is significant at the 0.05 level (2-tailed). |

|  |
| --- |
| **Statistics** |
|  | Promosi | Promosi | Promosi | Promosi | Promosi | Harga | Harga |
| N | Valid | 84 | 84 | 84 | 84 | 84 | 84 | 84 |
| Missing | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Mean | 4.05 | 4.04 | 4.06 | 4.05 | 4.05 | 4.04 | 4.07 |
| Std. Error of Mean | .074 | .087 | .075 | .088 | .085 | .087 | .084 |
| Median | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| Mode | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Std. Deviation | .675 | .798 | .683 | .805 | .775 | .798 | .773 |
| Variance | .456 | .637 | .466 | .648 | .600 | .637 | .597 |
| Range | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Minimum | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Maximum | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Sum | 340 | 339 | 341 | 340 | 340 | 339 | 342 |

|  |
| --- |
| **Statistics** |
|  | Harga | Harga | Kepuasan Konsumen | Kepuasan Konsumen | Kepuasan Konsumen |
| N | Valid | 84 | 84 | 84 | 84 | 84 |
| Missing | 1 | 1 | 1 | 1 | 1 |
| Mean | 3.76 | 4.08 | 4.00 | 4.05 | 4.04 |
| Std. Error of Mean | .092 | .074 | .079 | .074 | .087 |
| Median | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| Mode | 4 | 4 | 4 | 4 | 4 |
| Std. Deviation | .845 | .680 | .728 | .675 | .798 |
| Variance | .714 | .463 | .530 | .456 | .637 |
| Range | 3 | 3 | 3 | 3 | 3 |
| Minimum | 2 | 2 | 2 | 2 | 2 |
| Maximum | 5 | 5 | 5 | 5 | 5 |
| Sum | 316 | 343 | 336 | 340 | 339 |

|  |
| --- |
| **Statistics** |
|  | Kepuasan Konsumen |
| N | Valid | 84 |
| Missing | 1 |
| Mean | 4.04 |
| Std. Error of Mean | .087 |
| Median | 4.00 |
| Mode | 4 |
| Std. Deviation | .798 |
| Variance | .637 |
| Range | 3 |
| Minimum | 2 |
| Maximum | 5 |
| Sum | 339 |

**Frequency Table**

|  |
| --- |
| **Promosi** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 2 | 2.4 | 2.4 | 2.4 |
| Kurang Setuju | 11 | 12.9 | 13.1 | 15.5 |
| Setuju | 52 | 61.2 | 61.9 | 77.4 |
| Sangat Setuju | 19 | 22.4 | 22.6 | 100.0 |
| Total | 84 | 98.8 | 100.0 |  |

|  |
| --- |
| **Promosi** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 4.7 | 4.8 | 4.8 |
| Kurang Setuju | 13 | 15.3 | 15.5 | 20.2 |
| Setuju | 43 | 50.6 | 51.2 | 71.4 |
| Sangat Setuju | 24 | 28.2 | 28.6 | 100.0 |
| Total | 84 | 98.8 | 100.0 |  |

|  |
| --- |
| **Promosi** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 2 | 2.4 | 2.4 | 2.4 |
| Kurang Setuju | 11 | 12.9 | 13.1 | 15.5 |
| Setuju | 51 | 60.0 | 60.7 | 76.2 |
| Sangat Setuju | 20 | 23.5 | 23.8 | 100.0 |
| Total | 84 | 98.8 | 100.0 |  |

|  |
| --- |
| **Promosi** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 4.7 | 4.8 | 4.8 |
| Kurang Setuju | 13 | 15.3 | 15.5 | 20.2 |
| Setuju | 42 | 49.4 | 50.0 | 70.2 |
| Sangat Setuju | 25 | 29.4 | 29.8 | 100.0 |
| Total | 84 | 98.8 | 100.0 |  |

|  |
| --- |
| **Promosi** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 4.7 | 4.8 | 4.8 |
| Kurang Setuju | 11 | 12.9 | 13.1 | 17.9 |
| Setuju | 46 | 54.1 | 54.8 | 72.6 |
| Sangat Setuju | 23 | 27.1 | 27.4 | 100.0 |
| Total | 84 | 98.8 | 100.0 |  |

|  |
| --- |
| **Harga** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 4.7 | 4.8 | 4.8 |
| Kurang Setuju | 13 | 15.3 | 15.5 | 20.2 |
| Setuju | 43 | 50.6 | 51.2 | 71.4 |
| Sangat Setuju | 24 | 28.2 | 28.6 | 100.0 |
| Total | 84 | 98.8 | 100.0 |  |

|  |
| --- |
| **Harga** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 4.7 | 4.8 | 4.8 |
| Kurang Setuju | 10 | 11.8 | 11.9 | 16.7 |
| Setuju | 46 | 54.1 | 54.8 | 71.4 |
| Sangat Setuju | 24 | 28.2 | 28.6 | 100.0 |
| Total | 84 | 98.8 | 100.0 |  |

|  |
| --- |
| **Harga** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 4.7 | 4.8 | 4.8 |
| Kurang Setuju | 30 | 35.3 | 35.7 | 40.5 |
| Setuju | 32 | 37.6 | 38.1 | 78.6 |
| Sangat Setuju | 18 | 21.2 | 21.4 | 100.0 |
| Total | 84 | 98.8 | 100.0 |  |

|  |
| --- |
| **Harga** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 1 | 1.2 | 1.2 | 1.2 |
| Kurang Setuju | 13 | 15.3 | 15.5 | 16.7 |
| Setuju | 48 | 56.5 | 57.1 | 73.8 |
| Sangat Setuju | 22 | 25.9 | 26.2 | 100.0 |
| Total | 84 | 98.8 | 100.0 |  |
| **Kepuasan Konsumen** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 2 | 2.4 | 2.4 | 2.4 |
| Kurang Setuju | 16 | 18.8 | 19.0 | 21.4 |
| Setuju | 46 | 54.1 | 54.8 | 76.2 |
| Sangat Setuju | 20 | 23.5 | 23.8 | 100.0 |
| Total | 84 | 98.8 | 100.0 |  |
| **Kepuasan Konsumen** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 2 | 2.4 | 2.4 | 2.4 |
| Kurang Setuju | 11 | 12.9 | 13.1 | 15.5 |
| Setuju | 52 | 61.2 | 61.9 | 77.4 |
| Sangat Setuju | 19 | 22.4 | 22.6 | 100.0 |
| Total | 84 | 98.8 | 100.0 |  |
| **Kepuasan Konsumen** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 4.7 | 4.8 | 4.8 |
| Kurang Setuju | 13 | 15.3 | 15.5 | 20.2 |
| Setuju | 43 | 50.6 | 51.2 | 71.4 |
| Sangat Setuju | 24 | 28.2 | 28.6 | 100.0 |
| Total | 84 | 98.8 | 100.0 |  |

|  |
| --- |
| **Kepuasan Konsumen** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 4.7 | 4.8 | 4.8 |
| Kurang Setuju | 13 | 15.3 | 15.5 | 20.2 |
| Setuju | 43 | 50.6 | 51.2 | 71.4 |
| Sangat Setuju | 24 | 28.2 | 28.6 | 100.0 |
| Total | 84 | 98.8 | 100.0 |  |

**Lampiran 5: Uji Asumsi Klasik & Regresi Linear Berganda**

|  |
| --- |
| **Model Summaryb** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .773a | .598 | .588 | 1.120 |

|  |
| --- |
| a. Predictors: (Constant), Harga, Promosi |
| b. Dependent Variable: Kepuasan Konsumen |

|  |
| --- |
| **ANOVAa** |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 151.131 | 2 | 75.565 | 60.197 | .000b |
| Residual | 101.679 | 81 | 1.255 |  |  |
| Total | 252.810 | 83 |  |  |  |

|  |
| --- |
| a. Dependent Variable: Kepuasan Konsumen |
| b. Predictors: (Constant), Harga, Promosi |

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance |
| 1 | (Constant) | 3.466 | 1.211 |  | 2.863 | .005 |  |
| Promosi | .490 | .060 | .663 | 8.174 | .000 | .755 |
| Harga | .172 | .074 | .188 | 2.318 | .023 | .755 |

|  |
| --- |
| **Coefficientsa** |
| Model | Collinearity Statistics |
| VIF |
| 1 | (Constant) |  |
| Promosi | 1.324 |
| Harga | 1.324 |

|  |
| --- |
| a. Dependent Variable: Kepuasan Konsumen |

|  |
| --- |
| **Collinearity Diagnosticsa** |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |
| (Constant) | Promosi | Harga |
| 1 | 1 | 2.986 | 1.000 | .00 | .00 | .00 |
| 2 | .007 | 20.610 | .40 | .11 | .97 |
| 3 | .007 | 21.185 | .60 | .88 | .03 |

|  |
| --- |
| a. Dependent Variable: Kepuasan Konsumen |

|  |
| --- |
| a. Dependent Variable: Kepuasan Konsumen |







|  |
| --- |
| **One-Sample Kolmogorov-Smirnov Test** |
|  | Unstandardized Residual |
| N | 84 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 1.10681759 |
| Most Extreme Differences | Absolute | .074 |
| Positive | .074 |
| Negative | -.047 |
| Test Statistic | .074 |
| Asymp. Sig. (2-tailed) | .200c,d |

|  |
| --- |
| a. Test distribution is Normal. |
| b. Calculated from data. |
| c. Lilliefors Significance Correction. |
| d. This is a lower bound of the true significance. |