**Lampiran 1**

**KUESIONER PENELITIAN**

Saya yang bernama Syahnita Najihah Pulungan Mahasiswi Fakultas Ekonomi Program Studi Manajemen. Mengharapkan ketersediaan Bapak/Ibu/Saudara/i untuk menjawab beberapa pertanyaan/pernyataan di bawah ini, menurut jawaban anda yang sesuai. Jawaban Bapak/Ibu/Saudara/i saya butuhkan guna membantu menyelesaikan penelitian saya yang berjudul “Pengaruh Kualitas Rasa Produk Mie Gaga Terhadap Kepuasan Konsumen (Studi Kasus di Dusun VI Desa Patumbak Kampung)”. Data-data yang nantinya diperoleh hanya digunakan untuk kepentingan Akademik. Atas waktu yang diluangkan saya ucapkan terima kasih .

1. Identitas Responden

Nama (Boleh tidak di isi) :

Umur :

Jenis Kelamin :

Pekerjaan :

1. Beri tanda check list (√) pada salah satu jawaban yang sesuai menurut pendapat Bapak/Ibu/Saudara/i

Skor 5 = Sangat Setuju (SS)

Skor 4 = Setuju (S)

Skor 3 = Ragu- Ragu (RR)

Skor 2 = Tidak Setuju (TS)

Skor 1 = Sangat Tidak Setuju (STS)

**DAFTAR PERNYATAAN**

**1. Pengaruh Kualitas Rasa Produk (X)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SS** | **S** | **RR** | **TS** | **STS** |
| **Bentuk**  |  |  |  |  |  |
| 1 | Bentuk produk memiliki daya tarik  |  |  |  |  |  |
| **Fitur**  |  |  |  |  |  |
| 2 | Penampilan produk sesuai dengan kebutuhan |  |  |  |  |  |
| **Penyesuaian**  |  |  |  |  |  |
| 3 | Penampilan kemasan, bentuk produk, komponen yang terdapat dalam produk sesuai dan memiliki kualitas yang baik |  |  |  |  |  |
| **Kualitas Kinerja**  |  |  |  |  |  |
| 4 | Produk sesuai dengan harapan konsumen |  |  |  |  |  |
| **Kualitas Kesesuaian**  |  |  |  |  |  |
| 5 | Kualitas produk dari sisi bentuk, ukuran,warna,rasa, sesuai dengan standart yang diinginkan  |  |  |  |  |  |
| **Ketahanan**  |  |  |  |  |  |
| 6 | Lamanya waktu menggunakan produk tertera di kemasan  |  |  |  |  |  |
| **Keandalan**  |  |  |  |  |  |
| 7 | Keandalan produk di sukai konsumen  |  |  |  |  |  |
| **Kemudahan Perbaikan**  |  |  |  |  |  |
| 8 | Ketersediannya produk dan mudah diperoleh  |  |  |  |  |  |
| **Gaya**  |  |  |  |  |  |
| 9 | Rasa yang ditawarkan bervariasi sesuai selera konsumen |  |  |  |  |  |
| 10 | Rasa yang di tawarkan produk pas di lidah konsumen tidak terlalu berlebihan  |  |  |  |  |  |
| **Desain**  |  |  |  |  |  |
| 11 | Variasi pilihan rasa yang di tawarkan sudah lengkap |  |  |  |  |  |
| 12 | Produk memiliki penampilan,rasa,keindahan, kesesuaian yang enak dipandang atau dirasakan sehingga memberikan suatu daya tarik tersendiri  |  |  |  |  |  |

**2. Kepuasan Konsumen (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SS** | **S** | **RR** | **TS** | **STS** |
| **Kualitas Produk**  |  |  |  |  |  |
| 1 | Produk Mie Gaga sesuai dengan harapan konsumen  |  |  |  |  |  |
| 2 | Konsumen merasa puas dengan kualitas produknya  |  |  |  |  |  |
| **Kualitas Pelayanan** |  |  |  |  |  |
| 3 | Adanya potongan harga yang di tawarkan terhadap produk di waktu tertentu |  |  |  |  |  |
| 4 | Adanya promo khusus yang di tawarkan pada saat dikeluarkannya varian terbaru |  |  |  |  |  |
| **Emosional** |  |  |  |  |  |
| 5 | Produk memiliki banyak varian yang memberikan kesan positif kepada konsumen  |  |  |  |  |  |
| 6 | Produk sudah dikenal seluruh kalangan sehingga bangga membeli produk  |  |  |  |  |  |
| **Harga** |  |  |  |  |  |
| 7 | Harga produk yang terjangkau oleh semua kalangan konsumen  |  |  |  |  |  |
| 8 | Harga produk yang relatif murah sesuai dengan kualitas produk  |  |  |  |  |  |
| **Biaya** |  |  |  |  |  |
| 9 | Produk mudah ditemukan atau diperoleh oleh konsumen  |  |  |  |  |  |
| 10 | Konsumen merasa puas dengan produk  |  |  |  |  |  |

**Lampiran 2**

**Karakteristik Responden**

**Karakteristik Responden Berdasarkan Jenis Kelamin**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Jenis Kelamin** | **Jumlah****(orang)** | **Persentase****(%)** |
| 1. | Laki-Laki | 30 | 30 |
| 2. | Perempuan | 69 | 70 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Karakteristik Responden Berdasarkan Usia**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Usia** | **Jumlah****(orang)** | **Persentase****(%)** |
| 1. | <21 Tahun  | 10 | 10 |
| 2. | 21-25 Tahun  | 20 | 20 |
| 3. | > 25 Tahun | 69 | 70 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Deskripsi Jawaban Responden**

**1. Jawaban Responden tentang Kualitas Rasa Produk (X)**

**Bentuk Produk memiliki Daya Tarik**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 1 | Sangat Setuju (SS) | 7 | 7 |
| Setuju (S) | 75 | 76 |
| Ragu-Ragu (RR) | 16 | 16 |
| Tidak Setuju (TS) | 1 | 1 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Penampilan Produk sesuai dengan kebutuhan**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 2 | Sangat Setuju (SS) | 25 | 25 |
| Setuju (S) | 74 | 75 |
| Ragu-Ragu (RR) | 0 | 0 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Penampilan Kemasan, Bentuk Produk, Komponen yang terdapat**

**dalam Produk sesuai dan memiliki kualitas yang baik**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 3 | Sangat Setuju (SS) | 27 | 27 |
| Setuju (S) | 69 | 70 |
| Ragu-Ragu (RR) | 3 | 3 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Produk sesuai dengan harapan Konsumen**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 4 | Sangat Setuju (SS) | 25 | 25 |
| Setuju (S) | 69 | 70 |
| Ragu-Ragu (RR) | 5 | 5 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Kualitas Produk dari sisi Bentuk, Ukuran, Warna, Rasa**

**Sesuaidengan standart yang diinginkan**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 5 | Sangat Setuju (SS) | 18 | 18 |
| Setuju (S) | 78 | 79 |
| Ragu-Ragu (RR) | 3 | 3 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Lamanya waktu menggunakan Produk tertera di kemasan**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 6 | Sangat Setuju (SS) | 19 | 19 |
| Setuju (S) | 79 | 80 |
| Ragu-Ragu (RR) | 1 | 1 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Keandalan Produk di sukai Konsumen**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 7 | Sangat Setuju (SS) | 18 | 18 |
| Setuju (S) | 80 | 81 |
| Ragu-Ragu (RR) | 1 | 1 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Ketersediannya Produk dan mudah diperoleh**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 8 | Sangat Setuju (SS) | 11 | 11 |
| Setuju (S) | 86 | 87 |
| Ragu-Ragu (RR) | 2 | 2 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Rasa yang ditawarkan bervariasi sesuai selera Konsumen**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 9 | Sangat Setuju (SS) | 9 | 9 |
| Setuju (S) | 90 | 91 |
| Ragu-Ragu (RR) | 0 | 0 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Rasa yang ditawarkan Produk pas di lidah**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 10 | Sangat Setuju (SS) | 11 | 11 |
| Setuju (S) | 85 | 86 |
| Ragu-Ragu (RR) | 3 | 3 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Variasi pilihan Rasa yang ditawarkan sudah lengkap**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 11 | Sangat Setuju (SS) | 12 | 12 |
| Setuju (S) | 71 | 72 |
| Ragu-Ragu (RR) | 15 | 15 |
| Tidak Setuju (TS) | 1 | 1 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Produk memiliki Penampilan, Rasa, Keindahan, Kesesuaian yang enak dipandang atau dirasakan sehingga memberikan suatu daya tarik tersendiri**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 12 | Sangat Setuju (SS) | 28 | 28 |
| Setuju (S) | 71 | 72 |
| Ragu-Ragu (RR) | 0 | 0 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**2. Jawaban Responden tentang Kepuasan Konsumen (Y)**

**Produk Mie Gaga sesuai dengan harapan Konsumen**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 1 | Sangat Setuju (SS) | 24 | 24 |
| Setuju (S) | 72 | 73 |
| Ragu-Ragu (RR) | 3 | 3 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Konsumen merasa puas dengan kualitas Produknya**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 2 | Sangat Setuju (SS) | 22 | 22 |
| Setuju (S) | 72 | 73 |
| Ragu-Ragu (RR) | 5 | 5 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Adanya potongan harga yang ditawarkan terhadap Produk di waktu tertentu**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 3 | Sangat Setuju (SS) | 17 | 17 |
| Setuju (S) | 80 | 81 |
| Ragu-Ragu (RR) | 2 | 2 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Adanya promo khusus yang ditawarkan pada saat**

**dikeluarkannya varian terbaru**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 4 | Sangat Setuju (SS) | 17 | 17 |
| Setuju (S) | 80 | 81 |
| Ragu-Ragu (RR) | 2 | 2 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Produk memiliki banyak varian yang memberikan**

**kesan positif kepada Konsumen**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 5 | Sangat Setuju (SS) | 17 | 17 |
| Setuju (S) | 82 | 83 |
| Ragu-Ragu (RR) | 0 | 0 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Produk sudah dikenal seluruh kalangan sehingga bangga membeli Produk**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 6 | Sangat Setuju (SS) | 11 | 11 |
| Setuju (S) | 86 | 87 |
| Ragu-Ragu (RR) | 2 | 2 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

 **Harga Produk yang terjangkau oleh semua kalangan Konsumen**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 7 | Sangat Setuju (SS) | 15 | 15 |
| Setuju (S) | 84 | 85 |
| Ragu-Ragu (RR) | 0 | 0 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Harga Produk yang relatif murah sesuai dengan kualitas Produk**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 8 | Sangat Setuju (SS) | 15 | 15 |
| Setuju (S) | 83 | 84 |
| Ragu-Ragu (RR) | 1 | 1 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Produk mudah ditemukan atau diperoleh Konsumen**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 9 | Sangat Setuju (SS) | 24 | 24 |
| Setuju (S) | 70 | 71 |
| Ragu-Ragu (RR) | 5 | 5 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Konsumen merasa puas dengan Produk**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jumlah (Responden)** | **Persentase** **(%)** |
| 10 | Sangat Setuju (SS) | 27 | 27 |
| Setuju (S) | 69 | 70 |
| Ragu-Ragu (RR) | 3 | 3 |
| Tidak Setuju (TS) | 0 | 0 |
| Sangat Tidak Setuju (STS) | 0 | 0 |
| **Jumlah** | **99** | **100** |

*Sumber : data diolah, tahun 2020*

**Lampiran 3**

**Tabulasi Data Variabel Kualitas Rasa Produk (X)**

|  |  |  |
| --- | --- | --- |
| **No. Responden** | **No. Item Pernyataan** | **Jumlah** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
| 1 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 49 |
| 2 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 49 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 48 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 6 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 47 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 8 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 40 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 11 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 40 |
| 12 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| 14 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 15 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 16 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 46 |
| 17 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 46 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 19 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 49 |
| 20 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 46 |
| 21 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 47 |
| 22 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 49 |
| 23 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 47 |
| 24 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 47 |
| 25 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 43 |
| 26 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 47 |
| 27 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 48 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 48 |
| 29 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 46 |
| 30 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 46 |
| 31 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 49 |
| 32 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 47 |
| 33 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 50 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 35 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 43 |
| 36 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 47 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 38 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 46 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 46 |
| 40 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 48 |
| 41 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 47 |
| 42 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 46 |
| 43 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 44 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 47 |
| 45 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 45 |
| 46 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 46 |
| 47 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 49 |
| 48 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 50 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 46 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 43 |
| 51 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 48 |
| 52 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 48 |
| 53 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 46 |
| 54 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 47 |
| 55 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 43 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 57 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 50 |
| 58 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 47 |
| 59 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 51 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 61 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 45 |
| 62 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 44 |
| 63 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 42 |
| 64 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 46 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 66 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 46 |
| 67 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 46 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 69 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 47 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 71 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 48 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 73 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 74 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 48 |
| 75 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 79 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 44 |
| 80 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 46 |
| 81 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 42 |
| 82 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 41 |
| 83 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 84 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 46 |
| 85 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 42 |
| 86 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 40 |
| 87 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 90 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 42 |
| 91 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 40 |
| 92 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 42 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 95 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 46 |
| 96 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 53 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 98 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 47 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| **Total** | **4499** |

*Sumber: Data diolah Peneliti, 2020*

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

|  |  |  |
| --- | --- | --- |
| **No. Responden** | **No. Item Pernyataan** | **Jumlah** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 43 |
| 2 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 45 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 6 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 8 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 36 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 11 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 38 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 13 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 14 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 15 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 16 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 17 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 44 |
| 20 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 44 |
| 21 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 44 |
| 22 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 23 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 43 |
| 24 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 25 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 42 |
| 26 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 27 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 28 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 43 |
| 29 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 43 |
| 30 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 31 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 32 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 46 |
| 33 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 44 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 36 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 38 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 39 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 43 |
| 40 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 44 |
| 41 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 43 |
| 42 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 44 |
| 43 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 44 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 47 |
| 45 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 43 |
| 46 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 45 |
| 47 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 42 |
| 48 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 46 |
| 49 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 42 |
| 50 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 51 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 52 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 53 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 54 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 55 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 38 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 57 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 58 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 44 |
| 59 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 44 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 62 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 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 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 69 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 71 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 46 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 73 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 74 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 75 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 76 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 79 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 40 |
| 80 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 42 |
| 81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 82 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 37 |
| 83 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 84 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 45 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 86 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 36 |
| 87 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 38 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 91 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 95 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 98 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **Total** | **4127** |

*Sumber: Data diolah Peneliti, 2020*

**Tabulasi Data Variabel X dan Y**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **X** | **Y** | **X2** | **Y2** | **XY** |
| 1 | 49 | 43 | 2401 | 1849 | 2107 |
| 2 | 49 | 45 | 2401 | 2025 | 2205 |
| 3 | 44 | 40 | 1936 | 1600 | 1760 |
| 4 | 48 | 44 | 2304 | 1936 | 2112 |
| 5 | 44 | 41 | 1936 | 1681 | 1804 |
| 6 | 47 | 41 | 2209 | 1681 | 1927 |
| 7 | 44 | 40 | 1936 | 1600 | 1760 |
| 8 | 40 | 36 | 1600 | 1296 | 1440 |
| 9 | 44 | 40 | 1936 | 1600 | 1760 |
| 10 | 44 | 40 | 1936 | 1600 | 1760 |
| 11 | 40 | 38 | 1600 | 1444 | 1520 |
| 12 | 45 | 40 | 2025 | 1600 | 1800 |
| 13 | 45 | 42 | 2025 | 1764 | 1890 |
| 14 | 44 | 41 | 1936 | 1681 | 1804 |
| 15 | 45 | 43 | 2025 | 1849 | 1935 |
| 16 | 46 | 42 | 2116 | 1764 | 1932 |
| 17 | 46 | 41 | 2116 | 1681 | 1886 |
| 18 | 44 | 40 | 1936 | 1600 | 1760 |
| 19 | 49 | 44 | 2401 | 1936 | 2156 |
| 20 | 46 | 44 | 2116 | 1936 | 2024 |
| 21 | 47 | 44 | 2209 | 1936 | 2068 |
| 22 | 49 | 41 | 2401 | 1681 | 2009 |
| 23 | 47 | 43 | 2209 | 1849 | 2021 |
| 24 | 47 | 44 | 2209 | 1936 | 2068 |
| 25 | 43 | 42 | 1849 | 1764 | 1806 |
| 26 | 47 | 42 | 2209 | 1764 | 1974 |
| 27 | 48 | 44 | 2304 | 1936 | 2112 |
| 28 | 48 | 43 | 2304 | 1849 | 2064 |
| 29 | 46 | 43 | 2116 | 1849 | 1978 |
| 30 | 46 | 42 | 2116 | 1764 | 1932 |
| 31 | 49 | 42 | 2401 | 1764 | 2058 |
| 32 | 47 | 46 | 2209 | 2116 | 2162 |
| 33 | 50 | 44 | 2500 | 1936 | 2200 |
| 34 | 44 | 40 | 1936 | 1600 | 1760 |
| 35 | 43 | 40 | 1849 | 1600 | 1720 |
| 36 | 47 | 42 | 2209 | 1764 | 1974 |
| 37 | 44 | 41 | 1936 | 1681 | 1804 |
| 38 | 46 | 42 | 2116 | 1764 | 1932 |
| 39 | 46 | 43 | 2116 | 1849 | 1978 |
| 40 | 48 | 44 | 2304 | 1936 | 2112 |
| 41 | 47 | 43 | 2209 | 1849 | 2021 |
| 42 | 46 | 44 | 2116 | 1936 | 2024 |
| 43 | 45 | 43 | 2025 | 1849 | 1935 |
| 44 | 47 | 47 | 2209 | 2209 | 2209 |
| 45 | 45 | 43 | 2025 | 1849 | 1935 |
| 46 | 46 | 45 | 2116 | 2025 | 2070 |
| 47 | 49 | 42 | 2401 | 1764 | 2058 |
| 48 | 50 | 46 | 2500 | 2116 | 2300 |
| 49 | 46 | 42 | 2116 | 1764 | 1932 |
| 50 | 43 | 39 | 1849 | 1521 | 1677 |
| 51 | 48 | 44 | 2304 | 1936 | 2112 |
| 52 | 48 | 44 | 2304 | 1936 | 2112 |
| 53 | 46 | 44 | 2116 | 1936 | 2024 |
| 54 | 47 | 41 | 2209 | 1681 | 1927 |
| 55 | 43 | 38 | 1849 | 1444 | 1634 |
| 56 | 44 | 40 | 1936 | 1600 | 1760 |
| 57 | 50 | 43 | 2500 | 1849 | 2150 |
| 58 | 47 | 44 | 2209 | 1936 | 2068 |
| 59 | 51 | 44 | 2601 | 1936 | 2244 |
| 60 | 44 | 40 | 1936 | 1600 | 1760 |
| 61 | 45 | 39 | 2025 | 1521 | 1755 |
| 62 | 44 | 44 | 1936 | 1936 | 1936 |
| 63 | 42 | 40 | 1764 | 1600 | 1680 |
| 64 | 46 | 41 | 2116 | 1681 | 1886 |
| 65 | 44 | 40 | 1936 | 1600 | 1760 |
| 66 | 46 | 41 | 2116 | 1681 | 1886 |
| 67 | 46 | 40 | 2116 | 1600 | 1840 |
| 68 | 44 | 40 | 1936 | 1600 | 1760 |
| 69 | 47 | 42 | 2209 | 1764 | 1974 |
| 70 | 44 | 40 | 1936 | 1600 | 1760 |
| 71 | 48 | 46 | 2304 | 2116 | 2208 |
| 72 | 44 | 40 | 1936 | 1600 | 1760 |
| 73 | 43 | 39 | 1849 | 1521 | 1677 |
| 74 | 48 | 44 | 2304 | 1936 | 2112 |
| 75 | 45 | 42 | 2025 | 1764 | 1890 |
| 76 | 45 | 41 | 2025 | 1681 | 1845 |
| 77 | 44 | 40 | 1936 | 1600 | 1760 |
| 78 | 44 | 40 | 1936 | 1600 | 1760 |
| 79 | 44 | 40 | 1936 | 1600 | 1760 |
| 80 | 46 | 42 | 2116 | 1764 | 1932 |
| 81 | 42 | 40 | 1764 | 1600 | 1680 |
| 82 | 41 | 37 | 1681 | 1369 | 1517 |
| 83 | 45 | 42 | 2025 | 1764 | 1890 |
| 84 | 46 | 45 | 2116 | 2025 | 2070 |
| 85 | 42 | 40 | 1764 | 1600 | 1680 |
| 86 | 40 | 36 | 1600 | 1296 | 1440 |
| 87 | 43 | 38 | 1849 | 1444 | 1634 |
| 88 | 44 | 40 | 1936 | 1600 | 1760 |
| 89 | 44 | 40 | 1936 | 1600 | 1760 |
| 90 | 42 | 40 | 1764 | 1600 | 1680 |
| 91 | 40 | 40 | 1600 | 1600 | 1600 |
| 92 | 42 | 40 | 1764 | 1600 | 1680 |
| 93 | 44 | 40 | 1936 | 1600 | 1760 |
| 94 | 44 | 40 | 1936 | 1600 | 1760 |
| 95 | 46 | 43 | 2116 | 1849 | 1978 |
| 96 | 53 | 50 | 2809 | 2500 | 2650 |
| 97 | 44 | 40 | 1936 | 1600 | 1760 |
| 98 | 47 | 42 | 2209 | 1764 | 1974 |
| 99 | 44 | 40 | 1936 | 1600 | 1760 |
| **Total** | **4499** | **4127** | **205057** | **172573** | **188000** |

*Sumber: Data diolah Peneliti, 2020*

**Lampiran 4**

**UJI VALIDITAS**

|  |
| --- |
| **Correlations** |
|  | TOTAL |
| X1 | Pearson Correlation | ,492\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| X2 | Pearson Correlation | ,348\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| X3 | Pearson Correlation | ,548\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| X4 | Pearson Correlation | ,648\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| X5 | Pearson Correlation | ,553\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| X6 | Pearson Correlation | ,502\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| X7 | Pearson Correlation | ,354\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| X8 | Pearson Correlation | ,521\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| X9 | Pearson Correlation | ,385\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| X10 | Pearson Correlation | ,342\*\* |
| Sig. (2-tailed) | ,001 |
| N | 99 |
| X11 | Pearson Correlation | ,574\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| X12 | Pearson Correlation | ,461\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| Y1 | Pearson Correlation | ,458\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| Y2 | Pearson Correlation | ,607\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| Y3 | Pearson Correlation | ,542\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| Y4 | Pearson Correlation | ,505\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| Y5 | Pearson Correlation | ,373\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| Y6 | Pearson Correlation | ,508\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| Y7 | Pearson Correlation | ,424\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| Y8 | Pearson Correlation | ,346\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| Y9 | Pearson Correlation | ,648\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| Y10 | Pearson Correlation | ,548\*\* |
| Sig. (2-tailed) | ,000 |
| N | 99 |
| TOTAL | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 99 |

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

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

**Hasil Uji Validitas Kualitas Rasa Produk (X)**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** **Kuesioner**  | **rhitung** | **rtabel** | **Keterangan**  |
| 1 | 0,492 | 0,198 | Valid  |
| 2 | 0,348 | 0,198 | Valid |
| 3 | 0,548 | 0,198 | Valid |
| 4 | 0,648 | 0,198 | Valid |
| 5 | 0,553 | 0,198 | Valid |
| 6 | 0,502 | 0,198 | Valid |
| 7 | 0,354 | 0,198 | Valid |
| 8 | 0,521 | 0,198 | Valid |
| 9 | 0,385 | 0,198 | Valid |
| 10 | 0,342 | 0,198 | Valid |
| 11 | 0,574 | 0,198 | Valid |
| 12 | 0,461 | 0,198 | Valid |

*Sumber : data diolah, tahun 2020*

**Hasil Uji Validitas Kepuasan Konsumen (Y)**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** **Kuesioner**  | **rhitung** | **rtabel** | **Keterangan**  |
| 1 | 0,458 | 0,198 | Valid  |
| 2 | 0,607 | 0,198 | Valid |
| 3 | 0,542 | 0,198 | Valid |
| 4 | 0,505 | 0,198 | Valid |
| 5 | 0,373 | 0,198 | Valid |
| 6 | 0,508 | 0,198 | Valid |
| 7 | 0,424 | 0,198 | Valid |
| 8 | 0,346 | 0,198 | Valid |
| 9 | 0,648 | 0,198 | Valid |
| 10 | 0,548 | 0,198 | Valid |

*Sumber : data diolah, tahun 2020*

**Lampiran5**

**UJI REABILITAS**

Kualitas Rasa Produk

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| ,729 | 12 |

Kepuasan Konsumen

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| ,728 | 10 |

**Lampiran 6**

**Tabel r untuk df = 51 – 100**

|  |  |
| --- | --- |
| **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 |
| 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 |

**Lampiran7**

**Tabel t untuk df = 81 – 120**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **df** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| 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 |
| 106 | 0.67681  | 1.28959 | 1.65936 | 1.98260 | 2.36204 | 2.62301 | 3.16890 |
| 107 | 0.67679  | 1.28951 | 1.65922 | 1.98238 | 2.36170 | 2.62256 | 3.16815 |
| 108 | 0.67677  | 1.28944 | 1.65909 | 1.98217 | 2.36137 | 2.62212 | 3.16741 |
| 109 | 0.67675  | 1.28937 | 1.65895 | 1.98197 | 2.36105 | 2.62169 | 3.16669 |
| 110 | 0.67673  | 1.28930 | 1.65882 | 1.98177 | 2.36073 | 2.62126 | 3.16598 |
| 111 | 0.67671  | 1.28922 | 1.65870 | 1.98157 | 2.36041 | 2.62085 | 3.16528 |
| 112 | 0.67669  | 1.28916 | 1.65857 | 1.98137 | 2.36010 | 2.62044 | 3.16460 |
| 113 | 0.67667  | 1.28909 | 1.65845 | 1.98118 | 2.35980 | 2.62004 | 3.16392 |
| 114 | 0.67665  | 1.28902 | 1.65833 | 1.98099 | 2.35950 | 2.61964 | 3.16326 |
| 115 | 0.67663  | 1.28896 | 1.65821 | 1.98081 | 2.35921 | 2.61926 | 3.16262 |
| 116 | 0.67661  | 1.28889 | 1.65810 | 1.98063 | 2.35892 | 2.61888 | 3.16198 |
| 117 | 0.67659  | 1.28883 | 1.65798 | 1.98045 | 2.35864 | 2.61850 | 3.16135 |
| 118 | 0.67657  | 1.28877 | 1.65787 | 1.98027 | 2.35837 | 2.61814 | 3.16074 |
| 119 | 0.67656  | 1.28871 | 1.65776 | 1.98010 | 2.35809 | 2.61778 | 3.16013 |
| 120 | 0.67654  | 1.28865 | 1.65765 | 1.97993 | 2.35782 | 2.61742 | 3.15954 |

**Lampiran8**

**UJI T**

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Correlations | Collinearity Statistics |
| B | Std. Error | Beta | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 5,465 | 2,179 |  | 2,508 | ,014 |  |  |  |  |  |
| KUALITAS\_RASA\_PRODUK | ,709 | ,048 | ,834 | 14,886 | ,000 | ,834 | ,834 | ,834 | 1,000 | 1,000 |
| a. Dependent Variable: KEPUASAN\_KONSUMEN |

**UJI R**

|  |
| --- |
| **Model Summaryb** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | Durbin-Watson |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | ,834a | ,696 | ,692 | 1,13467 | ,696 | 221,582 | 1 | 97 | ,000 | 1,757 |
| a. Predictors: (Constant), KualitasRasaProduk |
| b. Dependent Variable: KepuasanKonsumen |