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# LAMPIRAN

**Lampiran 1.** Identitas Penulis

IDENTITAS PENULIS

Nama : DIANA NOVITA SARI

NPM : 163114351

Fakultas : Ekonomi

Program Studi : Manajemen

Umur : 21 Tahun

JenisKelamin : Perempuan

Alamat : JL. Psr 7 Tengah Gg. Tulip Tembung

Perguruan Tinggi : Universitas Muslim Nusantara Al-Washliyah Medan

Judul Penelitian : Pengaruh Kualitas Rasa dan Harga Terhadap Kepuasan Konsumen Pada Pabrik Kripik Cap Rumah Adat Minang Medan

Dengan ini saya mohon kesediaan saudara/i untuk mengisi daftar kuesioner informasi yang anda berikan hanya semata-mata untuk melengkapi data penelitian dalam rangka penyusunan skripsi.Untuk itu, isilah kuesioner ini dengan jawaban yang sebenar-benarnya.Atas kesediaan saudara/I, saya ucapkan terima kasih.

Medan, Maret 2020

Peneliti

DIANA NOVITA SARI

NPM. 163114351

*Keterangan : berilah tanda checklist (√) pada kotak yang sesuai dengan identitas anda!*

**KUESIONER**

****

*Program Studi Manajemen Fakultas Ekonomi*

Para responden yang berbahagia ;

Saya menyadari bahwa waktu anda sangat berharga, oleh karna itu, kuisioner ini telah kami rancang untuk memudahkan anda menjawab dengan lengkap dalam waktu yang singkat.

**PENGARUH KUALITAS RASA DAN HARGA TERHADAP KEPUASAN KONSUMEN PADA PABRIK KRIPIK CAP RUMAH ADAT MINANG MEDAN**

No. Responden (diisi oleh peneliti) : ….

1. **IDENTITAS RESPONDEN**

Nama : …………………………………………

Alamat : …………………………………………

Umur : …………………………Tahun

Jenis Kelamin : laki-laki / Perempuan

1. **PETUNJUK PENGISIAN**

Petunjuk : Isi jawaban Pada Setiap pertanyaan dengan memberikan tanda (√) pada pilihan jawaban yang sesuai. Pilihan jawaban yang kami sediakan yaitu :

|  |  |
| --- | --- |
| **Alternatif Jawaban** | **Skor** |
| Sangat Setuju (SS) | 5 |
| Setuju (S) | 4 |
| Kurang Setuju (KS) | 3 |
| Tidak Setuju (TS) | 2 |
| Sangat Tidak Setuju (STS) | 1 |

1. **PERTANYAAN VARIABEL PENELITIAN**
2. **Kualitas Produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **1** | Menurut saya Kinerja karyawan sudah bagus |  |  |  |  |  |
| **2** | Menurut saya keistimewahan rasa dari kripik memiliki daya tarik yang bagus |  |  |  |  |  |
| **3** | Menurut saya kualitas rasa dari kripik sesuai dengan harapan pelanggan |  |  |  |  |  |
| **4** | Menurut saya produk kripik ini memiliki daya tahan lebih lama. |  |  |  |  |  |
| **5** | Menurut saya produk kripik ini memilikiberbagai jenis aneka rasa yang disukai pelanggan |  |  |  |  |  |
| **6** | Kemasan produk kripik ini memiliki desain yang menarik |  |  |  |  |  |

1. **Harga**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **1** | Harga dari kripik ubisangat terjangkau |  |  |  |  |  |
| **2** | harga kripik lebih murah dari produsen kripik lainnya |  |  |  |  |  |
| **3** | Isi dalam kemasan sesuai dengan harga yang dibayarkan |  |  |  |  |  |
| **4** | Harga yang dibayarkan sesuai dengan kualitas kripik |  |  |  |  |  |
| **5** | Harga kripik yang terjangkau dapat menghemat pengeluaran konsumen |  |  |  |  |  |
| **6** | Harga kripik yang terjangkau dapat meningkatkan daya beli konsumen |  |  |  |  |  |

1. **Kepuasan Konsumen**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **1** | Saya akan merekomendasikan kepada orang lain/keluarga saya untuk membeli kripik ini |  |  |  |  |  |
| **2** | Banyak kalangan dari masyarakat membeli kripik ini untuk dijual kembali. |  |  |  |  |  |
| **3** | Menurut saya kurangnya promosi ke media social tentang keberadaan pabrik |  |  |  |  |  |
| **4** | Menurut saya kripik ini terjangkau di kalangan masyarakat |  |  |  |  |  |
| **5** | Saya tertarik membeli kembali kripik ini karena adanya berbagai rasa yang cukup menarik. |  |  |  |  |  |
| **6** | Kualitas yang ditawarkan oleh produsen kripik sudah sesuai dengan keinginan pelanggan |  |  |  |  |  |

1. **KARAKTERISTIK RESPONDEN**

Jenis Kelamin : 1). Laki-laki 2). Perempuan

Usia : 1). < 17 tahun 2). 17 tahun s/d 20 tahun

3). 21 tahun s/d 23 tahun 4). 24 tahun s/d 27 tahun

**Lampiran 2.** Tabulasi Data Variabel Jawaban 67 Responden

**Tabulasi Data Variabel Jawaban 67 Responden**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Subjek | Kualitas Rasa | | | | | | Total |
| 1 | 2 | 3 | 4 | 5 | 6 |
| 1 | 5 | 5 | 5 | 5 | 3 | 3 | 26 |
| 2 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 6 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 7 | 3 | 5 | 3 | 4 | 3 | 4 | 22 |
| 8 | 4 | 3 | 4 | 3 | 3 | 4 | 21 |
| 9 | 2 | 2 | 2 | 2 | 4 | 3 | 15 |
| 10 | 4 | 3 | 4 | 4 | 2 | 2 | 19 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 12 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 14 | 2 | 2 | 2 | 3 | 4 | 4 | 17 |
| 15 | 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 16 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 17 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 19 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 20 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 21 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 22 | 4 | 4 | 3 | 5 | 4 | 4 | 24 |
| 23 | 5 | 5 | 5 | 3 | 3 | 5 | 26 |
| 24 | 4 | 3 | 4 | 3 | 5 | 3 | 22 |
| 25 | 2 | 3 | 2 | 3 | 4 | 3 | 17 |
| 26 | 3 | 4 | 3 | 2 | 2 | 3 | 17 |
| 27 | 3 | 4 | 3 | 3 | 3 | 2 | 18 |
| 28 | 3 | 2 | 2 | 3 | 3 | 3 | 16 |
| 29 | 3 | 2 | 3 | 4 | 2 | 3 | 17 |
| 30 | 3 | 4 | 4 | 5 | 3 | 4 | 23 |
| 31 | 2 | 3 | 3 | 3 | 4 | 5 | 20 |
| 32 | 2 | 3 | 4 | 4 | 3 | 3 | 19 |
| 33 | 2 | 3 | 3 | 4 | 4 | 4 | 20 |
| 34 | 3 | 3 | 2 | 2 | 3 | 4 | 17 |
| 35 | 3 | 3 | 3 | 3 | 2 | 2 | 16 |
| 36 | 3 | 2 | 3 | 3 | 3 | 3 | 17 |
| 37 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 38 | 3 | 4 | 4 | 3 | 5 | 4 | 23 |
| 39 | 4 | 3 | 3 | 5 | 5 | 4 | 24 |
| 40 | 4 | 5 | 3 | 3 | 5 | 4 | 24 |
| 41 | 5 | 5 | 5 | 5 | 5 | 3 | 28 |
| 42 | 4 | 4 | 4 | 4 | 5 | 3 | 24 |
| 43 | 4 | 4 | 4 | 4 | 5 | 3 | 24 |
| 44 | 5 | 5 | 4 | 4 | 5 | 3 | 26 |
| 45 | 4 | 4 | 4 | 4 | 5 | 3 | 24 |
| 46 | 3 | 4 | 3 | 4 | 5 | 2 | 21 |
| 47 | 3 | 5 | 3 | 4 | 5 | 5 | 25 |
| 48 | 4 | 3 | 4 | 3 | 5 | 5 | 24 |
| 49 | 2 | 2 | 2 | 2 | 5 | 5 | 18 |
| 50 | 4 | 3 | 4 | 4 | 5 | 5 | 25 |
| 51 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 52 | 3 | 4 | 4 | 4 | 5 | 5 | 25 |
| 53 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 54 | 2 | 2 | 2 | 3 | 3 | 5 | 17 |
| 55 | 3 | 3 | 3 | 3 | 4 | 5 | 21 |
| 56 | 3 | 3 | 3 | 3 | 4 | 5 | 21 |
| 57 | 4 | 4 | 4 | 4 | 2 | 5 | 23 |
| 58 | 4 | 4 | 4 | 4 | 3 | 5 | 24 |
| 59 | 5 | 5 | 4 | 5 | 2 | 5 | 26 |
| 60 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 61 | 3 | 3 | 4 | 4 | 4 | 5 | 23 |
| 62 | 4 | 4 | 3 | 5 | 3 | 5 | 24 |
| 63 | 5 | 5 | 5 | 3 | 2 | 2 | 22 |
| 64 | 4 | 3 | 4 | 3 | 3 | 2 | 19 |
| 65 | 2 | 3 | 2 | 3 | 4 | 3 | 17 |
| 66 | 3 | 4 | 3 | 2 | 5 | 4 | 21 |
| 67 | 3 | 4 | 3 | 3 | 4 | 5 | 22 |
| Σ | 237 | 247 | 235 | 243 | 254 | 258 | 1474 |

**Tabulasi Data Variabel Jawaban 67 Responden**

**Variabel bebas (X2) : Harga**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Harga | | | | | | Jumlah |
| 1 | 2 | 3 | 4 | 5 | 6 |
| 5 | 5 | 5 | 5 | 3 | 3 | 26 |
| 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 4 | 4 | 3 | 4 | 4 | 5 | 24 |
| 5 | 2 | 2 | 5 | 4 | 4 | 22 |
| 5 | 4 | 3 | 3 | 5 | 2 | 22 |
| 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 4 | 5 | 5 | 5 | 4 | 3 | 26 |
| 5 | 4 | 4 | 3 | 4 | 5 | 25 |
| 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 3 | 4 | 4 | 4 | 5 | 5 | 25 |
| 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 5 | 5 | 5 | 3 | 4 | 5 | 27 |
| 4 | 4 | 4 | 3 | 5 | 5 | 25 |
| 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 5 | 4 | 3 | 4 | 4 | 3 | 23 |
| 3 | 4 | 5 | 3 | 5 | 4 | 24 |
| 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| 4 | 3 | 3 | 4 | 5 | 4 | 23 |
| 2 | 3 | 2 | 4 | 4 | 3 | 18 |
| 2 | 3 | 4 | 3 | 2 | 3 | 17 |
| 3 | 3 | 3 | 2 | 2 | 3 | 16 |
| 3 | 4 | 4 | 4 | 3 | 3 | 21 |
| 3 | 2 | 2 | 2 | 3 | 4 | 16 |
| 4 | 4 | 2 | 3 | 3 | 2 | 18 |
| 4 | 1 | 4 | 2 | 4 | 4 | 19 |
| 5 | 4 | 3 | 2 | 4 | 4 | 22 |
| 4 | 3 | 3 | 2 | 5 | 4 | 21 |
| 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 4 | 4 | 2 | 3 | 4 | 3 | 20 |
| 4 | 5 | 3 | 3 | 4 | 4 | 23 |
| 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 3 | 5 | 3 | 4 | 3 | 4 | 22 |
| 4 | 3 | 4 | 3 | 3 | 5 | 22 |
| 2 | 2 | 2 | 2 | 4 | 3 | 15 |
| 4 | 3 | 4 | 4 | 2 | 2 | 19 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 2 | 2 | 2 | 3 | 4 | 4 | 17 |
| 3 | 3 | 3 | 3 | 2 | 2 | 16 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 3 | 3 | 4 | 4 | 5 | 5 | 24 |
| 4 | 4 | 3 | 5 | 3 | 3 | 22 |
| 5 | 5 | 5 | 3 | 4 | 4 | 26 |
| 4 | 3 | 4 | 3 | 5 | 5 | 24 |
| 2 | 3 | 2 | 3 | 4 | 3 | 17 |
| 3 | 4 | 3 | 2 | 2 | 3 | 17 |
| 3 | 4 | 3 | 3 | 3 | 4 | 20 |
| 4 | 5 | 4 | 4 | 3 | 4 | 24 |

**Tabulasi Data Variabel Jawaban 67 Responden**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Kepuasan | | | | | | Jumlah |
| 1 | 2 | 3 | 4 | 5 | 6 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 5 | 2 | 2 | 5 | 2 | 4 | 20 |
| 5 | 4 | 3 | 3 | 3 | 4 | 22 |
| 4 | 4 | 4 | 4 | 3 | 2 | 21 |
| 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 4 | 3 | 4 | 4 | 3 | 2 | 20 |
| 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| 5 | 5 | 5 | 4 | 4 | 3 | 26 |
| 3 | 4 | 4 | 4 | 3 | 2 | 20 |
| 4 | 4 | 3 | 3 | 2 | 3 | 19 |
| 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 5 | 5 | 5 | 3 | 5 | 4 | 27 |
| 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 5 | 4 | 3 | 4 | 5 | 4 | 25 |
| 3 | 4 | 5 | 3 | 3 | 1 | 19 |
| 5 | 4 | 4 | 3 | 2 | 3 | 21 |
| 4 | 3 | 3 | 4 | 4 | 3 | 21 |
| 2 | 3 | 2 | 4 | 3 | 2 | 16 |
| 2 | 3 | 4 | 3 | 3 | 4 | 19 |
| 3 | 3 | 3 | 2 | 2 | 3 | 16 |
| 3 | 4 | 4 | 4 | 3 | 3 | 21 |
| 3 | 2 | 2 | 2 | 2 | 2 | 13 |
| 4 | 4 | 2 | 3 | 3 | 2 | 18 |
| 4 | 1 | 4 | 2 | 3 | 3 | 17 |
| 5 | 4 | 3 | 2 | 3 | 3 | 20 |
| 4 | 3 | 3 | 2 | 2 | 3 | 17 |
| 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 4 | 3 | 3 | 3 | 3 | 2 | 18 |
| 3 | 3 | 2 | 2 | 3 | 4 | 17 |
| 5 | 5 | 3 | 4 | 4 | 3 | 24 |
| 3 | 3 | 2 | 2 | 3 | 4 | 17 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 5 | 2 | 2 | 5 | 2 | 4 | 20 |
| 5 | 4 | 3 | 3 | 3 | 4 | 22 |
| 4 | 4 | 4 | 4 | 3 | 2 | 21 |
| 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 4 | 3 | 4 | 4 | 3 | 2 | 20 |
| 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| 5 | 5 | 5 | 4 | 4 | 3 | 26 |
| 3 | 4 | 4 | 4 | 3 | 2 | 20 |
| 4 | 4 | 3 | 3 | 2 | 3 | 19 |
| 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 5 | 5 | 5 | 3 | 5 | 4 | 27 |
| 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 5 | 4 | 3 | 4 | 5 | 4 | 25 |
| 3 | 4 | 5 | 3 | 3 | 1 | 19 |
| 5 | 4 | 4 | 3 | 2 | 3 | 21 |
| 4 | 3 | 3 | 4 | 4 | 3 | 21 |
| 2 | 3 | 2 | 4 | 3 | 2 | 16 |
| 270 | 259 | 246 | 238 | 228 | 227 | 1468 |

**Tabulasi Data Variabel X1 dan X2 dan Y**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | X1 | X2 | Y | X12 | X22 | Y2 | X1 X2 | X1 Y | X2 Y |
| 1 | 26 | 26 | 30 | 676 | 676 | 900 | 676 | 780 | 780 |
| 2 | 26 | 26 | 24 | 676 | 676 | 576 | 676 | 624 | 624 |
| 3 | 24 | 24 | 24 | 576 | 576 | 576 | 576 | 576 | 576 |
| 4 | 26 | 25 | 25 | 676 | 625 | 625 | 650 | 650 | 625 |
| 5 | 24 | 24 | 22 | 576 | 576 | 484 | 576 | 528 | 528 |
| 6 | 22 | 22 | 20 | 484 | 484 | 400 | 484 | 440 | 440 |
| 7 | 22 | 22 | 22 | 484 | 484 | 484 | 484 | 484 | 484 |
| 8 | 21 | 25 | 21 | 441 | 625 | 441 | 525 | 441 | 525 |
| 9 | 15 | 23 | 21 | 225 | 529 | 441 | 345 | 315 | 483 |
| 10 | 19 | 23 | 20 | 361 | 529 | 400 | 437 | 380 | 460 |
| 11 | 24 | 26 | 27 | 576 | 676 | 729 | 624 | 648 | 702 |
| 12 | 23 | 25 | 23 | 529 | 625 | 529 | 575 | 529 | 575 |
| 13 | 24 | 28 | 26 | 576 | 784 | 676 | 672 | 624 | 728 |
| 14 | 17 | 25 | 20 | 289 | 625 | 400 | 425 | 340 | 500 |
| 15 | 17 | 21 | 19 | 289 | 441 | 361 | 357 | 323 | 399 |
| 16 | 18 | 22 | 22 | 324 | 484 | 484 | 396 | 396 | 484 |
| 17 | 22 | 25 | 26 | 484 | 625 | 676 | 550 | 572 | 650 |
| 18 | 24 | 26 | 25 | 576 | 676 | 625 | 624 | 600 | 650 |
| 19 | 27 | 25 | 26 | 729 | 625 | 676 | 675 | 702 | 650 |
| 20 | 27 | 27 | 27 | 729 | 729 | 729 | 729 | 729 | 729 |
| 21 | 22 | 25 | 22 | 484 | 625 | 484 | 550 | 484 | 550 |
| 22 | 24 | 23 | 22 | 576 | 529 | 484 | 552 | 528 | 506 |
| 23 | 26 | 23 | 25 | 676 | 529 | 625 | 598 | 650 | 575 |
| 24 | 22 | 24 | 19 | 484 | 576 | 361 | 528 | 418 | 456 |
| 25 | 17 | 23 | 21 | 289 | 529 | 441 | 391 | 357 | 483 |
| 26 | 17 | 23 | 21 | 289 | 529 | 441 | 391 | 357 | 483 |
| 27 | 18 | 18 | 16 | 324 | 324 | 256 | 324 | 288 | 288 |
| 28 | 16 | 17 | 19 | 256 | 289 | 361 | 272 | 304 | 323 |
| 29 | 17 | 16 | 16 | 289 | 256 | 256 | 272 | 272 | 256 |
| 30 | 23 | 21 | 21 | 529 | 441 | 441 | 483 | 483 | 441 |
| 31 | 20 | 16 | 13 | 400 | 256 | 169 | 320 | 260 | 208 |
| 32 | 19 | 18 | 18 | 361 | 324 | 324 | 342 | 342 | 324 |
| 33 | 20 | 19 | 17 | 400 | 361 | 289 | 380 | 340 | 323 |
| 34 | 17 | 22 | 20 | 289 | 484 | 400 | 374 | 340 | 440 |
| 35 | 16 | 21 | 17 | 256 | 441 | 289 | 336 | 272 | 357 |
| 36 | 17 | 19 | 19 | 289 | 361 | 361 | 323 | 323 | 361 |
| 37 | 21 | 19 | 18 | 441 | 361 | 324 | 399 | 378 | 342 |
| 38 | 23 | 20 | 17 | 529 | 400 | 289 | 460 | 391 | 340 |
| 39 | 24 | 23 | 24 | 576 | 529 | 576 | 552 | 576 | 552 |
| 40 | 24 | 29 | 17 | 576 | 841 | 289 | 696 | 408 | 493 |
| 41 | 28 | 26 | 30 | 784 | 676 | 900 | 728 | 840 | 780 |
| 42 | 24 | 24 | 24 | 576 | 576 | 576 | 576 | 576 | 576 |
| 43 | 24 | 26 | 24 | 576 | 676 | 576 | 624 | 576 | 624 |
| 44 | 26 | 26 | 25 | 676 | 676 | 625 | 676 | 650 | 650 |
| 45 | 24 | 22 | 22 | 576 | 484 | 484 | 528 | 528 | 484 |
| 46 | 21 | 22 | 20 | 441 | 484 | 400 | 462 | 420 | 440 |
| 47 | 25 | 22 | 22 | 625 | 484 | 484 | 550 | 550 | 484 |
| 48 | 24 | 15 | 21 | 576 | 225 | 441 | 360 | 504 | 315 |
| 49 | 18 | 19 | 21 | 324 | 361 | 441 | 342 | 378 | 399 |
| 50 | 25 | 23 | 20 | 625 | 529 | 400 | 575 | 500 | 460 |
| 51 | 26 | 23 | 27 | 676 | 529 | 729 | 598 | 702 | 621 |
| 52 | 25 | 23 | 23 | 625 | 529 | 529 | 575 | 575 | 529 |
| 53 | 26 | 17 | 26 | 676 | 289 | 676 | 442 | 676 | 442 |
| 54 | 17 | 16 | 20 | 289 | 256 | 400 | 272 | 340 | 320 |
| 55 | 21 | 18 | 19 | 441 | 324 | 361 | 378 | 399 | 342 |
| 56 | 21 | 22 | 22 | 441 | 484 | 484 | 462 | 462 | 484 |
| 57 | 23 | 24 | 26 | 529 | 576 | 676 | 552 | 598 | 624 |
| 58 | 24 | 27 | 25 | 576 | 729 | 625 | 648 | 600 | 675 |
| 59 | 26 | 28 | 26 | 676 | 784 | 676 | 728 | 676 | 728 |
| 60 | 27 | 24 | 27 | 729 | 576 | 729 | 648 | 729 | 648 |
| 61 | 23 | 22 | 22 | 529 | 484 | 484 | 506 | 506 | 484 |
| 62 | 24 | 26 | 22 | 576 | 676 | 484 | 624 | 528 | 572 |
| 63 | 22 | 24 | 25 | 484 | 576 | 625 | 528 | 550 | 600 |
| 64 | 19 | 17 | 19 | 361 | 289 | 361 | 323 | 361 | 323 |
| 65 | 17 | 17 | 21 | 289 | 289 | 441 | 289 | 357 | 357 |
| 66 | 21 | 20 | 21 | 441 | 400 | 441 | 420 | 441 | 420 |
| 67 | 22 | 24 | 16 | 484 | 576 | 256 | 528 | 352 | 384 |
| Total | 1474 | 1506 | 1468 | 33190 | 34592 | 32976 | 33541 | 32826 | 33458 |

**Lampiran 3.** Tabel Uji Validitas Variabel Kualitas Rasa Menggunakan SPSS Versi 20

**Tabel Uji Validitas Variabel Kualitas Rasa Menggunakan SPSS Versi 20**

| **Correlations** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | total |
| X1.1 | Pearson Correlation | 1 | .702\*\* | .757\*\* | .491\*\* | .026 | .041 | .764\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .838 | .744 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| X1.2 | Pearson Correlation | .702\*\* | 1 | .609\*\* | .465\*\* | .128 | .118 | .776\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .302 | .343 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| X1.3 | Pearson Correlation | .757\*\* | .609\*\* | 1 | .502\*\* | .041 | .021 | .732\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .743 | .864 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| X1.4 | Pearson Correlation | .491\*\* | .465\*\* | .502\*\* | 1 | .092 | .142 | .673\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .460 | .250 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| X1.5 | Pearson Correlation | .026 | .128 | .041 | .092 | 1 | .297\* | .449\*\* |
| Sig. (2-tailed) | .838 | .302 | .743 | .460 |  | .015 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| X1.6 | Pearson Correlation | .041 | .118 | .021 | .142 | .297\* | 1 | .454\*\* |
| Sig. (2-tailed) | .744 | .343 | .864 | .250 | .015 |  | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| total | Pearson Correlation | .764\*\* | .776\*\* | .732\*\* | .673\*\* | .449\*\* | .454\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | |  |  |  |  |  |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | |  |  |  |  |  |

*Sumber : Hasil Pengolahan Data SPSS Versi 20 (2020)*

**Tabel Uji Validitas Variabel Harga Menggunakan SPSS Versi 20**

| **Correlations** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | total |
| X2.1 | Pearson Correlation | 1 | .484\*\* | .443\*\* | .300\* | .242\* | .248\* | .688\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .014 | .048 | .043 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| X2.2 | Pearson Correlation | .484\*\* | 1 | .514\*\* | .447\*\* | .120 | .183 | .705\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .335 | .138 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| X2.3 | Pearson Correlation | .443\*\* | .514\*\* | 1 | .386\*\* | .201 | .398\*\* | .746\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .001 | .103 | .001 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| X2.4 | Pearson Correlation | .300\* | .447\*\* | .386\*\* | 1 | .176 | .135 | .612\*\* |
| Sig. (2-tailed) | .014 | .000 | .001 |  | .154 | .277 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| X2.5 | Pearson Correlation | .242\* | .120 | .201 | .176 | 1 | .546\*\* | .574\*\* |
| Sig. (2-tailed) | .048 | .335 | .103 | .154 |  | .000 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| X2.6 | Pearson Correlation | .248\* | .183 | .398\*\* | .135 | .546\*\* | 1 | .630\*\* |
| Sig. (2-tailed) | .043 | .138 | .001 | .277 | .000 |  | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| total | Pearson Correlation | .688\*\* | .705\*\* | .746\*\* | .612\*\* | .574\*\* | .630\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | |  |  |  |  |  |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | |  |  |  |  |  |

*Sumber : Hasil Pengolahan Data SPSS Versi 20 (2020)*

**Tabel Uji Validitas Variabel Kepuasan Konsumen Menggunakan SPSS Versi 20**

| **Correlations** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | total |
| Y1 | Pearson Correlation | 1 | .342\*\* | .228 | .191 | .261\* | .407\*\* | .584\*\* |
| Sig. (2-tailed) |  | .005 | .064 | .121 | .033 | .001 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| Y2 | Pearson Correlation | .342\*\* | 1 | .575\*\* | .325\*\* | .577\*\* | .351\*\* | .782\*\* |
| Sig. (2-tailed) | .005 |  | .000 | .007 | .000 | .004 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| Y3 | Pearson Correlation | .228 | .575\*\* | 1 | .293\* | .415\*\* | .164 | .664\*\* |
| Sig. (2-tailed) | .064 | .000 |  | .016 | .000 | .185 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| Y4 | Pearson Correlation | .191 | .325\*\* | .293\* | 1 | .431\*\* | .246\* | .599\*\* |
| Sig. (2-tailed) | .121 | .007 | .016 |  | .000 | .045 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| Y5 | Pearson Correlation | .261\* | .577\*\* | .415\*\* | .431\*\* | 1 | .459\*\* | .772\*\* |
| Sig. (2-tailed) | .033 | .000 | .000 | .000 |  | .000 | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| Y6 | Pearson Correlation | .407\*\* | .351\*\* | .164 | .246\* | .459\*\* | 1 | .662\*\* |
| Sig. (2-tailed) | .001 | .004 | .185 | .045 | .000 |  | .000 |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| total | Pearson Correlation | .584\*\* | .782\*\* | .664\*\* | .599\*\* | .772\*\* | .662\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 67 | 67 | 67 | 67 | 67 | 67 | 67 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | |  |  |  |  |  |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | |  |  |  |  |  |

*Sumber : Hasil Pengolahan Data SPSS Versi 20 (2020)*

**Lampiran 4.** Hasil Uji Reliabilitas

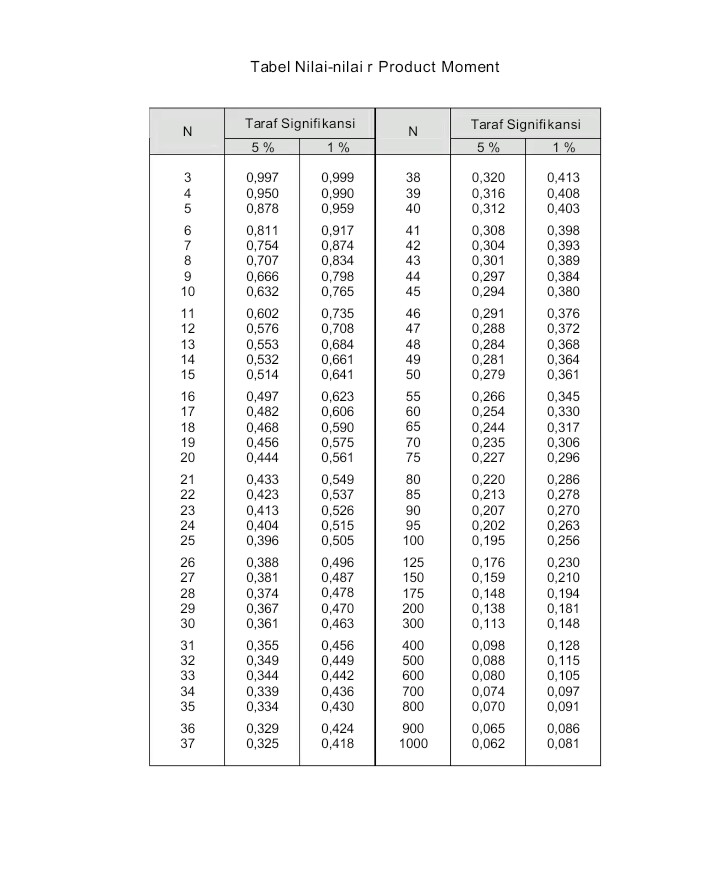
**Hasil Uji Reliabilitas**

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .698 | 6 |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .741 | 6 |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .764 | 6 |

**Lampiran 5.** r tabel



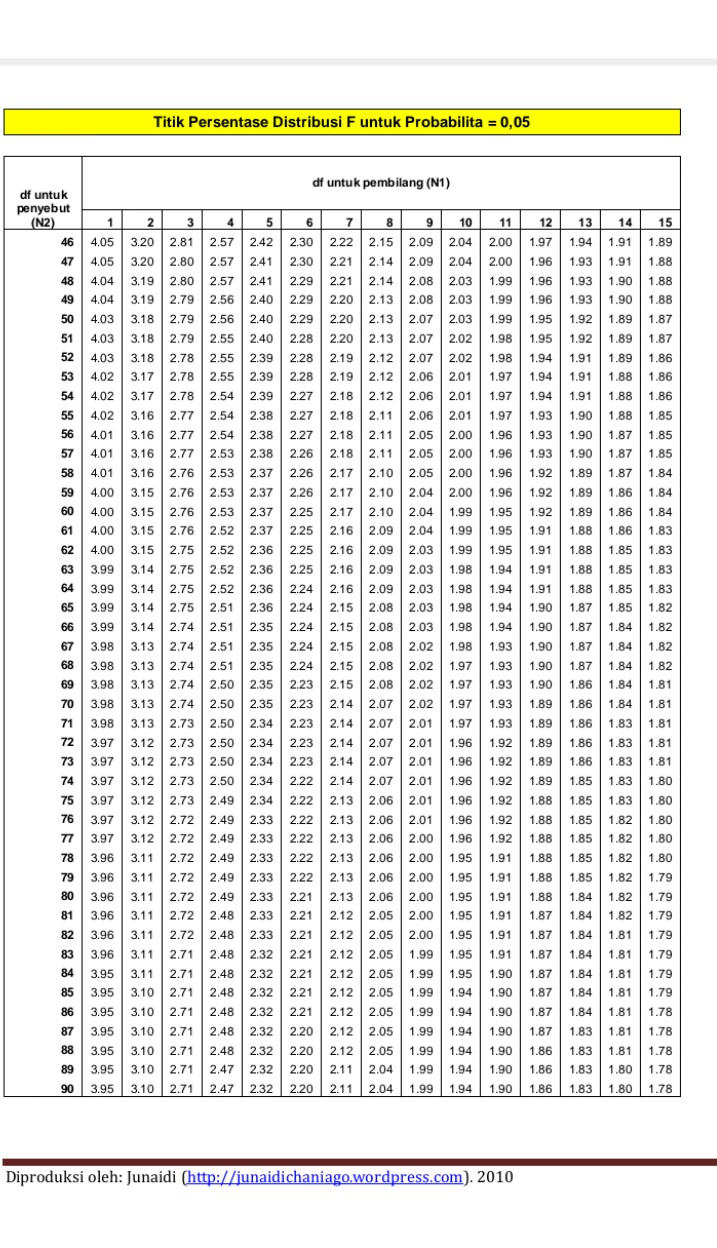
**Lampiran 6.** t tabel

**t tabel**

**Titik Persentase Distribusi t (df = 41 – 80)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
|  |
| **df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
|  |  |  |  |  |  |  |  |
| **41** | 0.68052 | 1.30254 | 1.68288 | 2.01954 | 2.42080 | 2.70118 | 3.30127 |
| **42** | 0.68038 | 1.30204 | 1.68195 | 2.01808 | 2.41847 | 2.69807 | 3.29595 |
| **43** | 0.68024 | 1.30155 | 1.68107 | 2.01669 | 2.41625 | 2.69510 | 3.29089 |
| **44** | 0.68011 | 1.30109 | 1.68023 | 2.01537 | 2.41413 | 2.69228 | 3.28607 |
| **45** | 0.67998 | 1.30065 | 1.67943 | 2.01410 | 2.41212 | 2.68959 | 3.28148 |
| **46** | 0.67986 | 1.30023 | 1.67866 | 2.01290 | 2.41019 | 2.68701 | 3.27710 |
| **47** | 0.67975 | 1.29982 | 1.67793 | 2.01174 | 2.40835 | 2.68456 | 3.27291 |
| **48** | 0.67964 | 1.29944 | 1.67722 | 2.01063 | 2.40658 | 2.68220 | 3.26891 |
| **49** | 0.67953 | 1.29907 | 1.67655 | 2.00958 | 2.40489 | 2.67995 | 3.26508 |
| **50** | 0.67943 | 1.29871 | 1.67591 | 2.00856 | 2.40327 | 2.67779 | 3.26141 |
| **51** | 0.67933 | 1.29837 | 1.67528 | 2.00758 | 2.40172 | 2.67572 | 3.25789 |
| **52** | 0.67924 | 1.29805 | 1.67469 | 2.00665 | 2.40022 | 2.67373 | 3.25451 |
| **53** | 0.67915 | 1.29773 | 1.67412 | 2.00575 | 2.39879 | 2.67182 | 3.25127 |
| **54** | 0.67906 | 1.29743 | 1.67356 | 2.00488 | 2.39741 | 2.66998 | 3.24815 |
| **55** | 0.67898 | 1.29713 | 1.67303 | 2.00404 | 2.39608 | 2.66822 | 3.24515 |
| **56** | 0.67890 | 1.29685 | 1.67252 | 2.00324 | 2.39480 | 2.66651 | 3.24226 |
| **57** | 0.67882 | 1.29658 | 1.67203 | 2.00247 | 2.39357 | 2.66487 | 3.23948 |
| **58** | 0.67874 | 1.29632 | 1.67155 | 2.00172 | 2.39238 | 2.66329 | 3.23680 |
| **59** | 0.67867 | 1.29607 | 1.67109 | 2.00100 | 2.39123 | 2.66176 | 3.23421 |
| **60** | 0.67860 | 1.29582 | 1.67065 | 2.00030 | 2.39012 | 2.66028 | 3.23171 |
| **61** | 0.67853 | 1.29558 | 1.67022 | 1.99962 | 2.38905 | 2.65886 | 3.22930 |
| **62** | 0.67847 | 1.29536 | 1.66980 | 1.99897 | 2.38801 | 2.65748 | 3.22696 |
| **63** | 0.67840 | 1.29513 | 1.66940 | 1.99834 | 2.38701 | 2.65615 | 3.22471 |
| **64** | 0.67834 | 1.29492 | 1.66901 | 1.99773 | 2.38604 | 2.65485 | 3.22253 |
| **65** | 0.67828 | 1.29471 | 1.66864 | 1.99714 | 2.38510 | 2.65360 | 3.22041 |
| **66** | 0.67823 | 1.29451 | 1.66827 | 1.99656 | 2.38419 | 2.65239 | 3.21837 |
| **67** | 0.67817 | 1.29432 | 1.66792 | 1.99601 | 2.38330 | 2.65122 | 3.21639 |
| **68** | 0.67811 | 1.29413 | 1.66757 | 1.99547 | 2.38245 | 2.65008 | 3.21446 |
| **69** | 0.67806 | 1.29394 | 1.66724 | 1.99495 | 2.38161 | 2.64898 | 3.21260 |
| **70** | 0.67801 | 1.29376 | 1.66691 | 1.99444 | 2.38081 | 2.64790 | 3.21079 |
| **71** | 0.67796 | 1.29359 | 1.66660 | 1.99394 | 2.38002 | 2.64686 | 3.20903 |
| **72** | 0.67791 | 1.29342 | 1.66629 | 1.99346 | 2.37926 | 2.64585 | 3.20733 |
| **73** | 0.67787 | 1.29326 | 1.66600 | 1.99300 | 2.37852 | 2.64487 | 3.20567 |
| **74** | 0.67782 | 1.29310 | 1.66571 | 1.99254 | 2.37780 | 2.64391 | 3.20406 |
| **75** | 0.67778 | 1.29294 | 1.66543 | 1.99210 | 2.37710 | 2.64298 | 3.20249 |
| **76** | 0.67773 | 1.29279 | 1.66515 | 1.99167 | 2.37642 | 2.64208 | 3.20096 |
| **77** | 0.67769 | 1.29264 | 1.66488 | 1.99125 | 2.37576 | 2.64120 | 3.19948 |
| **78** | 0.67765 | 1.29250 | 1.66462 | 1.99085 | 2.37511 | 2.64034 | 3.19804 |
| **79** | 0.67761 | 1.29236 | 1.66437 | 1.99045 | 2.37448 | 2.63950 | 3.19663 |
| **80** | 0.67757 | 1.29222 | 1.66412 | 1.99006 | 2.37387 | 2.63869 | 3.19526 |
|  |  |  |  |  |  |  |  |

**Lampiran 7.** F tabel

**F tabel**