**DAFTAR PUSTAKA**

Adisasmita, Rahardjo, 2011, Pengelolaan Pendapatan dan Anggaran Daerah,Graha Ilmu, Yogyakarta.

Arikunto, Suharsimi. 2013. Prosedur Penelitian Suatu pendekatan Praktek. Rineka Cipta. Jakarta

Athoillah, (2016), Manajemen Personalia dan Sumber Daya Manusia. Edisi pertama. BPFE UGM Yogyakarta

Bitner, M.J and Zeithaml, Valarie A (2013). Service Marketing. Tata McGraw-Hill.

Darrin, G. And Mervin K. Lewis, 2016. Evaluating the risk of publik private partnershif for infrastruktur project.

Ehrenberg, R.G. dan R.S. Smith (2013)., Moden Labor Economics, Theory and Public Policy. Eighth Edition, Addison Wesley Longman, Inc., United States of America.

Hansemark, Albinsson, (2014) "Customer satisfaction and retention: the experiences of individual employees",Managing Service Quality: An International Journal, Vol. 14 Iss: 1, pp.40 –57

Harsoyo. 2014. Manajemen Kinerja. Persada, Jakarta.

Irawan, H. (2014). 10 Prinsip Kepuasan Pelanggan. Jakarta: Elex Media Komputindo.

Khan, Shahzad. 2012. Determinants of Customer Satisfaction In Fast Food Industry. International Journal of Management and Strategy, Vol. No. 3.

Kotler, Philip. 2015. Manajemen Pemasaran Jilid 1 dan 2. Jakarta: PT Indeks Kelompok Gramedia.

Moloeng, (2016) *Metode penelitian kualitatif (edisi revisi).* Bandung: Pt Remaja Rosdakarya.

Notoatmodjo, S. 2017. Metodologi Penelitian Kesehatan. Jakarta : Rineka Cipta.

Rachman dkk, 2016. Peran Strategis Kapala Sekolah dalam Meningkatkan Mutu Pendidikan. Jatinangor. Alqaprint.

Sugiyono. 2018. *Metode Penelitian Kuantitatif dan Kualitatif*. Cetakan Ke-20. Penerbit Alfabeta. Bandung.

Tahir,Muh. 2011. Pengantar Metodologi Penelitian Pendidikan. Makassar : Universitas Muhammadiyah Makassar

Tjiptono. 2012. Manajemen Pemasaran dan Analisa Perilaku Konsumen,Yogyakarta: BPFE

Umar, H. 2015, Riset pemasaran dan PerilakuKonsumen, Jakarta: PT Gramedia Pustaka Utama

Winarno, (2013). *Sumber Daya Manusia dan Produktivitas Kerja*. Penerbit Mandar Maju. Bandung.

Lampiran 1

**LEMBAR KUESIONER**

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

Nama : July Ratna Sari

NPM : 163114522

Jenis Kelamin : Perempuan

Jurusan : Manajemen

Fakultas : Ekonomi

Saya adalah mahasiswa Universitas Muslim Nusantara Al Washliyah Fakultas Ekonomi Manajemen yang sedang melakukan penelitian mengenai Pengaruh Pengelolaan Pasar Standar Nasional Indonesia di Dinas Perindustrian dan Perdagangan Terhadap Kepuasan Pelanggan di Pasar Rakyat Perbaungan.

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

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

Medan, Agustus 2020

Peneliti

July Ratna Sari

**II. IDENTITAS RESPONDEN**

Nama :

Umur : tahun

Jenis Kelamin : Laki-Laki / Perempuan

Pendidikan : SD SMP SMA

Diploma/D3 Sarjana/S1

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

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

**III. PETUNJUK PENGISIAN**

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **1** | **2** | **3** | | | | |
| **Perencanaan** | | **5** | **4** | **3** | **2** | **1** |
| 1. | Perencanaan yang dilakukan Dinas Perindustrian dan Perdagangan tersusun dengan baik |  |  |  |  |  |
| 2. | Saya merasa bahwa rencana yang dijalankan Dinas Perindustrian dan Perdagangan untuk mengelola pasar sudah terealisasi dengan baik |  |  |  |  |  |
| **Pengorganisasian** | |  |  |  |  |  |
| 3. | Dinas Perindustrian dan Perdagangan memiliki suatu organisasi yang khusus untuk mengatur pengelolaan pasar. |  |  |  |  |  |
| 4. | Saya merasa organisasi yang dikerahkan untuk mengelola Pasar Rakyat Perbaungan sudah cukup baik |  |  |  |  |  |
| **Pengarahan** | |  |  |  |  |  |
| 5. | Pengarahan yang dilakukan dalam pengelolan pasar harus berjalan dengan baik agar tujuan yang diinginkan tercapai |  |  |  |  |  |
| 6. | Saya merasa pengarahan yan diberikan Dinas Perindustrian dan Perdagangan dalam menjaga lingkungan pasar kepada para pedagang sudah cukup baik |  |  |  |  |  |
| **Pengkordinasian** | | | | | | |
| 7. | Tim Dinas Perindustrian dan Perdagangan selalu melakukan pengkoordinasian agar pengelolaan pasar berjalan dengan baik |  |  |  |  |  |
| 8. | Pasar rakyat perbaungan terkoordinasi dengan baik |  |  |  |  |  |
| **Pengawasan** | |  |  |  |  |  |
| 9. | Dinas Perindustrian dan Perdagangan selalu melakukan pengawasan |  |  |  |  |  |
| 10. | Pengawasan dilakukan agar pasar tetap bersih, nyaman dan aman |  |  |  |  |  |

1. **Kepuasan Pelanggan (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **1** | **2** | **3** | | | | |
| ***Price* (Harga)** | | **5** | **4** | **3** | **2** | **1** |
| 1. | Harga barang yang ditawarkan Pasar Rakyat Perbaungan sesuai dengan kualitas barang yang dijual |  |  |  |  |  |
| 2. | Harga barang yang ditawarkan kepada pelanggan tidak terlalu mahal |  |  |  |  |  |
| ***Service Quality* (Kualitas Layanan)** | |  |  |  |  |  |
| 3. | Layanan yang disediakan Pasar Rakyat Perbaungan cukup baik |  |  |  |  |  |
| 4. | Saya cukup puas dengan pelayanan yang disediakan Pasar Rakyat Perbaungan. |  |  |  |  |  |
| ***Product Quality* (Kualitas Produk)** | |  |  |  |  |  |
| 5. | Barang-barang yang dijual di Pasar Rakyat Perbaungan memiliki kualitas yang baik. |  |  |  |  |  |
| 6. | Saya suka dengan kualitas barang yang dijual di Pasar Rakyat Perbaungan. |  |  |  |  |  |
| ***Emotional Factor*** | |  |  |  |  |  |
| 7. | Saya suka berbelanja di Pasar Rakyat Perbaungan |  |  |  |  |  |
| 8. | Saya puas dengan kondisi pasar karena tidak terlalu kumuh |  |  |  |  |  |
| ***Efficiency* (Kemudahan)** | |  |  |  |  |  |
| 9. | Saya tidak mengalami kesulitas pada saat ingin berbelanja di Pasar Rakyat Perbaungan. |  |  |  |  |  |
| 10. | Akses untuk datang ke Pasar Rakyat Perbaungan cukup mudah. |  |  |  |  |  |

**Lampiran 2:**

**Tabulasi Data Pengelolaan Pasar (X)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Responden** | **Nomor Item Peryataan** | | | | | | | | | | **Total X1** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1 | 2 | 3 | 3 | 2 | 4 | 4 | 1 | 2 | 3 | 2 | 26 |
| 2 | 1 | 3 | 3 | 2 | 4 | 4 | 1 | 2 | 3 | 2 | 25 |
| 3 | 4 | 3 | 3 | 2 | 4 | 4 | 3 | 2 | 3 | 2 | 30 |
| 4 | 4 | 3 | 3 | 2 | 4 | 4 | 3 | 2 | 3 | 2 | 30 |
| 5 | 4 | 3 | 1 | 2 | 4 | 4 | 3 | 2 | 3 | 2 | 28 |
| 6 | 4 | 3 | 1 | 2 | 4 | 4 | 1 | 2 | 3 | 2 | 26 |
| 7 | 4 | 3 | 1 | 3 | 4 | 4 | 2 | 2 | 3 | 2 | 28 |
| 8 | 2 | 3 | 1 | 3 | 4 | 4 | 2 | 2 | 3 | 2 | 26 |
| 9 | 4 | 3 | 5 | 3 | 4 | 4 | 2 | 2 | 3 | 2 | 32 |
| 10 | 4 | 3 | 3 | 5 | 4 | 4 | 2 | 2 | 3 | 2 | 32 |
| 11 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 32 |
| 12 | 4 | 2 | 3 | 5 | 4 | 4 | 3 | 3 | 2 | 3 | 33 |
| 13 | 4 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 31 |
| 14 | 4 | 2 | 5 | 5 | 4 | 4 | 3 | 3 | 2 | 3 | 35 |
| 15 | 4 | 2 | 3 | 5 | 4 | 4 | 5 | 3 | 2 | 3 | 35 |
| 16 | 4 | 2 | 5 | 3 | 4 | 4 | 5 | 3 | 2 | 3 | 35 |
| 17 | 4 | 2 | 5 | 5 | 4 | 4 | 3 | 3 | 2 | 3 | 35 |
| 18 | 4 | 2 | 5 | 5 | 4 | 4 | 5 | 3 | 2 | 3 | 37 |
| 19 | 4 | 2 | 5 | 5 | 4 | 4 | 5 | 4 | 2 | 4 | 39 |
| 20 | 1 | 2 | 5 | 1 | 4 | 4 | 3 | 4 | 3 | 5 | 32 |
| 21 | 4 | 2 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 37 |
| 22 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 39 |
| 23 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 2 | 3 | 36 |
| 24 | 4 | 4 | 3 | 1 | 4 | 4 | 3 | 4 | 5 | 3 | 35 |
| 25 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 39 |
| 26 | 4 | 2 | 3 | 1 | 4 | 4 | 3 | 4 | 1 | 3 | 29 |
| 27 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 39 |
| 28 | 4 | 2 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 37 |
| 29 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 2 | 2 | 32 |
| 30 | 4 | 2 | 4 | 2 | 4 | 4 | 2 | 4 | 2 | 2 | 30 |
| 31 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 3 | 2 | 33 |
| 32 | 4 | 3 | 4 | 5 | 4 | 4 | 2 | 4 | 2 | 2 | 34 |
| 33 | 4 | 3 | 4 | 2 | 4 | 4 | 2 | 4 | 1 | 2 | 30 |
| 34 | 1 | 4 | 4 | 1 | 4 | 4 | 2 | 4 | 5 | 2 | 31 |
| 35 | 2 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 36 | 1 | 4 | 3 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 33 |
| 37 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 38 |
| 38 | 4 | 3 | 4 | 4 | 2 | 4 | 3 | 4 | 2 | 4 | 34 |
| 39 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 35 |
| 40 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 2 | 1 | 32 |
| 41 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 42 | 4 | 2 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 35 |
| 43 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 44 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 45 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 46 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 47 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 48 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 49 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 50 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 51 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 52 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 53 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 30 |
| 54 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 30 |
| 55 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 30 |
| 56 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 30 |
| 57 | 4 | 1 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 34 |
| 58 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 35 |
| 59 | 4 | 1 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 33 |
| 60 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 29 |
| 61 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 29 |
| 62 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 29 |
| 63 | 2 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 27 |
| 64 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 29 |
| 65 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 29 |
| 66 | 2 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 27 |
| 67 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 29 |
| 68 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 29 |
| 69 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 29 |
| 70 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 30 |
| 71 | 2 | 2 | 3 | 2 | 3 | 4 | 4 | 2 | 4 | 4 | 30 |
| 72 | 2 | 2 | 3 | 2 | 3 | 4 | 4 | 2 | 4 | 1 | 27 |
| 73 | 5 | 2 | 3 | 2 | 3 | 4 | 5 | 5 | 4 | 5 | 38 |
| 74 | 4 | 2 | 3 | 2 | 3 | 4 | 4 | 5 | 4 | 4 | 35 |
| 75 | 2 | 2 | 3 | 2 | 3 | 4 | 2 | 5 | 4 | 2 | 29 |
| 76 | 4 | 2 | 3 | 2 | 3 | 4 | 4 | 5 | 4 | 4 | 35 |
| 77 | 2 | 2 | 3 | 2 | 3 | 4 | 2 | 5 | 4 | 2 | 29 |
| 78 | 5 | 2 | 3 | 2 | 3 | 4 | 5 | 5 | 4 | 5 | 38 |
| 79 | 5 | 2 | 3 | 2 | 3 | 4 | 5 | 5 | 4 | 5 | 38 |
| 80 | 2 | 2 | 3 | 2 | 3 | 4 | 2 | 5 | 4 | 2 | 29 |
| 81 | 5 | 2 | 3 | 2 | 3 | 4 | 5 | 5 | 4 | 5 | 38 |
| 82 | 2 | 2 | 3 | 2 | 3 | 4 | 2 | 5 | 4 | 2 | 29 |
| 83 | 5 | 2 | 3 | 2 | 3 | 4 | 5 | 5 | 4 | 5 | 38 |
| 84 | 5 | 2 | 3 | 2 | 3 | 4 | 5 | 5 | 4 | 5 | 38 |
| 85 | 3 | 3 | 2 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 41 |
| 86 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 39 |
| 87 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 88 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 89 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 90 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 39 |
| 91 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 39 |
| 92 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 93 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 94 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 39 |
| 95 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 96 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 97 | 5 | 2 | 4 | 5 | 2 | 4 | 5 | 2 | 4 | 5 | 38 |
| 98 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 99 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 100 | 5 | 2 | 4 | 5 | 2 | 4 | 5 | 2 | 4 | 5 | 38 |
|  | | | | | | | | | | | 3391 |

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

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Responden** | **Nomor Item Peryataan** | | | | | | | | | | **Total Y** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 2 | 3 | 2 | 41 |
| 2 | 4 | 5 | 4 | 4 | 5 | 5 | 2 | 2 | 3 | 2 | 36 |
| 3 | 2 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 3 | 2 | 37 |
| 4 | 4 | 5 | 4 | 4 | 5 | 5 | 2 | 2 | 3 | 2 | 36 |
| 5 | 2 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 3 | 2 | 37 |
| 6 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 3 | 2 | 40 |
| 7 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 8 | 2 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 40 |
| 9 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 10 | 2 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 44 |
| 11 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 12 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 43 |
| 13 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 44 |
| 14 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 45 |
| 15 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 16 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 43 |
| 17 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 18 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 45 |
| 19 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 4 | 5 | 42 |
| 20 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 21 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 22 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 3 | 2 | 38 |
| 23 | 5 | 5 | 4 | 4 | 5 | 5 | 2 | 2 | 3 | 2 | 37 |
| 24 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 3 | 2 | 40 |
| 25 | 5 | 2 | 4 | 4 | 5 | 5 | 2 | 2 | 3 | 2 | 34 |
| 26 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 3 | 2 | 40 |
| 27 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 3 | 2 | 40 |
| 28 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 29 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 43 |
| 30 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 44 |
| 31 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 45 |
| 32 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 45 |
| 33 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 42 |
| 34 | 5 | 2 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 40 |
| 35 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 36 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 37 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 43 |
| 38 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 39 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 46 |
| 40 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 4 | 5 | 43 |
| 41 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 45 |
| 42 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 45 |
| 43 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 3 | 2 | 38 |
| 44 | 4 | 5 | 4 | 4 | 4 | 5 | 2 | 2 | 3 | 2 | 35 |
| 45 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 3 | 2 | 38 |
| 46 | 4 | 5 | 4 | 4 | 4 | 5 | 2 | 2 | 3 | 2 | 35 |
| 47 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 3 | 2 | 38 |
| 48 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 3 | 2 | 38 |
| 49 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| 50 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 3 | 41 |
| 51 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 45 |
| 52 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 45 |
| 53 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 39 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 39 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 39 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 5 | 40 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 3 | 2 | 36 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 3 | 2 | 33 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 3 | 2 | 36 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 3 | 2 | 33 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 3 | 2 | 36 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 3 | 2 | 36 |
| 70 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 45 |
| 71 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 3 | 41 |
| 72 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 45 |
| 73 | 5 | 4 | 4 | 5 | 5 | 2 | 5 | 5 | 4 | 5 | 44 |
| 74 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 75 | 5 | 4 | 4 | 3 | 3 | 3 | 3 | 5 | 4 | 3 | 37 |
| 76 | 5 | 4 | 4 | 3 | 3 | 3 | 3 | 5 | 4 | 3 | 37 |
| 77 | 5 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 4 | 5 | 41 |
| 78 | 5 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 4 | 5 | 41 |
| 79 | 5 | 4 | 4 | 3 | 3 | 3 | 3 | 5 | 4 | 3 | 37 |
| 80 | 5 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 4 | 5 | 41 |
| 81 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 45 |
| 82 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 2 | 4 | 5 | 43 |
| 83 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 84 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 85 | 5 | 4 | 4 | 5 | 5 | 2 | 5 | 2 | 3 | 2 | 37 |
| 86 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 2 | 3 | 2 | 37 |
| 87 | 5 | 2 | 3 | 5 | 5 | 5 | 5 | 2 | 3 | 2 | 37 |
| 88 | 2 | 2 | 3 | 5 | 5 | 5 | 2 | 2 | 3 | 2 | 31 |
| 89 | 5 | 2 | 3 | 5 | 5 | 3 | 5 | 2 | 3 | 2 | 35 |
| 90 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 2 | 3 | 2 | 38 |
| 91 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 92 | 4 | 4 | 3 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 41 |
| 93 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 45 |
| 94 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 44 |
| 95 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 46 |
| 96 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 42 |
| 97 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 41 |
| 98 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 99 | 5 | 2 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 41 |
| 100 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 40 |
| **∑Y** | | | | | |  |  |  |  |  | **4149** |

*Sumber : Data Primer yang diolah penelitian, tahun 2020*

**Tabel Tabulasi X, Y, X2, Y2**, **X.Y**, **X2.Y2**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No Responden** | **Nomor Item Peryataan** | | | | | |
| **X** | **Y** | **X2** | **Y2** | **X.Y** | **X2.Y2** |
| 1 | 26 | 41 | 676 | 1681 | 1066 | 1136356 |
| 2 | 25 | 36 | 625 | 1296 | 900 | 810000 |
| 3 | 30 | 37 | 900 | 1369 | 1110 | 1232100 |
| 4 | 30 | 36 | 900 | 1296 | 1080 | 1166400 |
| 5 | 28 | 37 | 784 | 1369 | 1036 | 1073296 |
| 6 | 26 | 40 | 676 | 1600 | 1040 | 1081600 |
| 7 | 28 | 48 | 784 | 2304 | 1344 | 1806336 |
| 8 | 26 | 40 | 676 | 1600 | 1040 | 1081600 |
| 9 | 32 | 47 | 1024 | 2209 | 1504 | 2262016 |
| 10 | 32 | 44 | 1024 | 1936 | 1408 | 1982464 |
| 11 | 32 | 47 | 1024 | 2209 | 1504 | 2262016 |
| 12 | 33 | 43 | 1089 | 1849 | 1419 | 2013561 |
| 13 | 31 | 44 | 961 | 1936 | 1364 | 1860496 |
| 14 | 35 | 45 | 1225 | 2025 | 1575 | 2480625 |
| 15 | 35 | 47 | 1225 | 2209 | 1645 | 2706025 |
| 16 | 35 | 43 | 1225 | 1849 | 1505 | 2265025 |
| 17 | 35 | 47 | 1225 | 2209 | 1645 | 2706025 |
| 18 | 37 | 45 | 1369 | 2025 | 1665 | 2772225 |
| 19 | 39 | 42 | 1521 | 1764 | 1638 | 2683044 |
| 20 | 32 | 47 | 1024 | 2209 | 1504 | 2262016 |
| 21 | 37 | 47 | 1369 | 2209 | 1739 | 3024121 |
| 22 | 39 | 38 | 1521 | 1444 | 1482 | 2196324 |
| 23 | 36 | 37 | 1296 | 1369 | 1332 | 1774224 |
| 24 | 35 | 40 | 1225 | 1600 | 1400 | 1960000 |
| 25 | 39 | 34 | 1521 | 1156 | 1326 | 1758276 |
| 26 | 29 | 40 | 841 | 1600 | 1160 | 1345600 |
| 27 | 39 | 40 | 1521 | 1600 | 1560 | 2433600 |
| 28 | 37 | 45 | 1369 | 2025 | 1665 | 2772225 |
| 29 | 32 | 43 | 1024 | 1849 | 1376 | 1893376 |
| 30 | 30 | 44 | 900 | 1936 | 1320 | 1742400 |
| 31 | 33 | 45 | 1089 | 2025 | 1485 | 2205225 |
| 32 | 34 | 45 | 1156 | 2025 | 1530 | 2340900 |
| 33 | 30 | 42 | 900 | 1764 | 1260 | 1587600 |
| 34 | 31 | 40 | 961 | 1600 | 1240 | 1537600 |
| 35 | 35 | 47 | 1225 | 2209 | 1645 | 2706025 |
| 36 | 33 | 47 | 1089 | 2209 | 1551 | 2405601 |
| 37 | 38 | 43 | 1444 | 1849 | 1634 | 2669956 |
| 38 | 34 | 47 | 1156 | 2209 | 1598 | 2553604 |
| 39 | 35 | 46 | 1225 | 2116 | 1610 | 2592100 |
| 40 | 32 | 43 | 1024 | 1849 | 1376 | 1893376 |
| 41 | 37 | 45 | 1369 | 2025 | 1665 | 2772225 |
| 42 | 35 | 45 | 1225 | 2025 | 1575 | 2480625 |
| 43 | 29 | 38 | 841 | 1444 | 1102 | 1214404 |
| 44 | 29 | 35 | 841 | 1225 | 1015 | 1030225 |
| 45 | 29 | 38 | 841 | 1444 | 1102 | 1214404 |
| 46 | 29 | 35 | 841 | 1225 | 1015 | 1030225 |
| 47 | 29 | 38 | 841 | 1444 | 1102 | 1214404 |
| 48 | 29 | 38 | 841 | 1444 | 1102 | 1214404 |
| 49 | 29 | 46 | 841 | 2116 | 1334 | 1779556 |
| 50 | 29 | 41 | 841 | 1681 | 1189 | 1413721 |
| 51 | 29 | 45 | 841 | 2025 | 1305 | 1703025 |
| 52 | 29 | 45 | 841 | 2025 | 1305 | 1703025 |
| 53 | 30 | 44 | 900 | 1936 | 1320 | 1742400 |
| 54 | 30 | 39 | 900 | 1521 | 1170 | 1368900 |
| 55 | 30 | 39 | 900 | 1521 | 1170 | 1368900 |
| 56 | 30 | 43 | 900 | 1849 | 1290 | 1664100 |
| 57 | 34 | 43 | 1156 | 1849 | 1462 | 2137444 |
| 58 | 35 | 39 | 1225 | 1521 | 1365 | 1863225 |
| 59 | 33 | 43 | 1089 | 1849 | 1419 | 2013561 |
| 60 | 29 | 43 | 841 | 1849 | 1247 | 1555009 |
| 61 | 29 | 40 | 841 | 1600 | 1160 | 1345600 |
| 62 | 29 | 43 | 841 | 1849 | 1247 | 1555009 |
| 63 | 27 | 43 | 729 | 1849 | 1161 | 1347921 |
| 64 | 29 | 36 | 841 | 1296 | 1044 | 1089936 |
| 65 | 29 | 33 | 841 | 1089 | 957 | 915849 |
| 66 | 27 | 36 | 729 | 1296 | 972 | 944784 |
| 67 | 29 | 33 | 841 | 1089 | 957 | 915849 |
| 68 | 29 | 36 | 841 | 1296 | 1044 | 1089936 |
| 69 | 29 | 36 | 841 | 1296 | 1044 | 1089936 |
| 70 | 30 | 45 | 900 | 2025 | 1350 | 1822500 |
| 71 | 30 | 41 | 900 | 1681 | 1230 | 1512900 |
| 72 | 27 | 45 | 729 | 2025 | 1215 | 1476225 |
| 73 | 38 | 44 | 1444 | 1936 | 1672 | 2795584 |
| 74 | 35 | 47 | 1225 | 2209 | 1645 | 2706025 |
| 75 | 29 | 37 | 841 | 1369 | 1073 | 1151329 |
| 76 | 35 | 37 | 1225 | 1369 | 1295 | 1677025 |
| 77 | 29 | 41 | 841 | 1681 | 1189 | 1413721 |
| 78 | 38 | 41 | 1444 | 1681 | 1558 | 2427364 |
| 79 | 38 | 37 | 1444 | 1369 | 1406 | 1976836 |
| 80 | 29 | 41 | 841 | 1681 | 1189 | 1413721 |
| 81 | 38 | 45 | 1444 | 2025 | 1710 | 2924100 |
| 82 | 29 | 43 | 841 | 1849 | 1247 | 1555009 |
| 83 | 38 | 47 | 1444 | 2209 | 1786 | 3189796 |
| 84 | 38 | 47 | 1444 | 2209 | 1786 | 3189796 |
| 85 | 41 | 37 | 1681 | 1369 | 1517 | 2301289 |
| 86 | 39 | 37 | 1521 | 1369 | 1443 | 2082249 |
| 87 | 47 | 37 | 2209 | 1369 | 1739 | 3024121 |
| 88 | 47 | 31 | 2209 | 961 | 1457 | 2122849 |
| 89 | 47 | 35 | 2209 | 1225 | 1645 | 2706025 |
| 90 | 39 | 38 | 1521 | 1444 | 1482 | 2196324 |
| 91 | 39 | 46 | 1521 | 2116 | 1794 | 3218436 |
| 92 | 47 | 41 | 2209 | 1681 | 1927 | 3713329 |
| 93 | 47 | 45 | 2209 | 2025 | 2115 | 4473225 |
| 94 | 39 | 44 | 1521 | 1936 | 1716 | 2944656 |
| 95 | 47 | 46 | 2209 | 2116 | 2162 | 4674244 |
| 96 | 47 | 42 | 2209 | 1764 | 1974 | 3896676 |
| 97 | 38 | 41 | 1444 | 1681 | 1558 | 2427364 |
| 98 | 47 | 43 | 2209 | 1849 | 2021 | 4084441 |
| 99 | 47 | 41 | 2209 | 1681 | 1927 | 3713329 |
| 100 | 38 | 40 | 1444 | 1600 | 1520 | 2310400 |
| Total | 3382 | 4149 | 117614 | 173769 | 140469 | 204934849 |

*Sumber : Data Primer yang diolah penelitian, tahun 2020*

**Lampiran 3: Hasil Output SPSS**

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT VAR00003

/METHOD=ENTER VAR00002

/SCATTERPLOT=(\*ZRESID ,\*ZPRED)

/RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).

**Regression**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 15-JUL-2020 00:46:48 |
| Comments | |  |
| Input | Active Dataset | DataSet3 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 100 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on cases with no missing values for any variable used. |
| Syntax | | REGRESSION  /MISSING LISTWISE  /STATISTICS COEFF OUTS R ANOVA  /CRITERIA=PIN(.05) POUT(.10)  /NOORIGIN  /DEPENDENT VAR00003  /METHOD=ENTER VAR00002  /SCATTERPLOT=(\*ZRESID ,\*ZPRED)  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID). |
| Resources | Processor Time | 00:00:02.05 |
| Elapsed Time | 00:00:15.69 |
| Memory Required | 1356 bytes |
| Additional Memory Required for Residual Plots | 912 bytes |

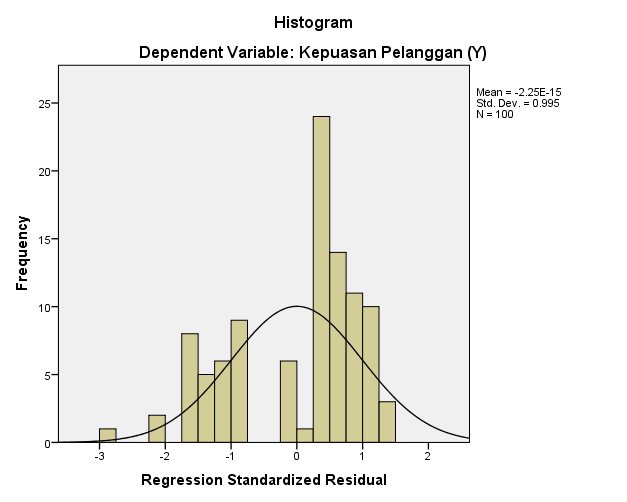
[DataSet3]

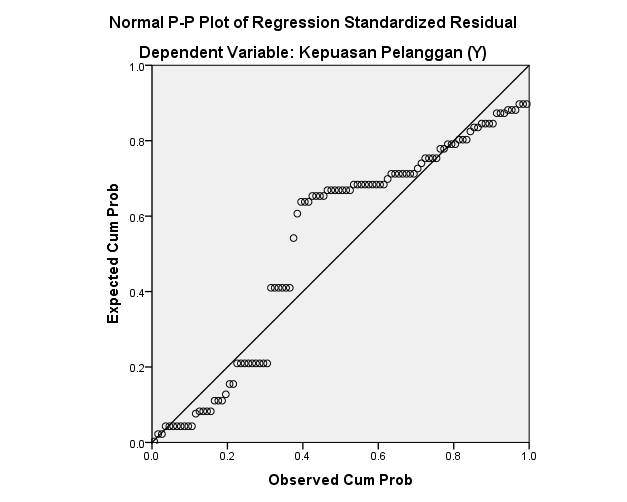
|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Pengolahan Pasar (X)b | . | Enter |
| a. Dependent Variable: Kepuasan Pelanggan (Y) | | | |
| b. All requested variables entered. | | | |

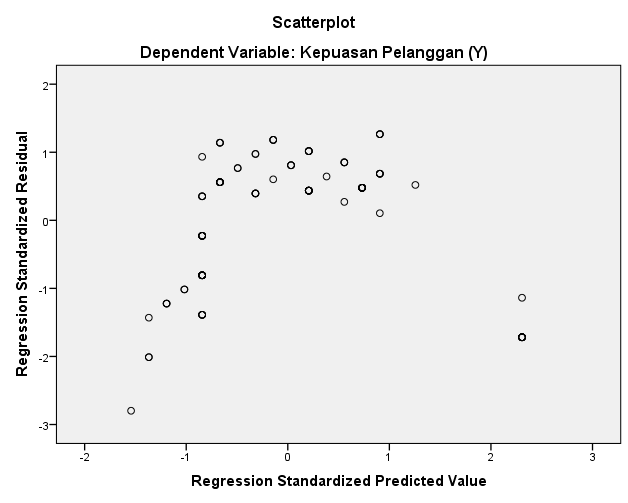
|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | | | | | | |
| Model | | R | | R Square | | Adjusted R Square | | | Std. Error of the Estimate | |
| 1 | | .906a | | .821 | | .819 | | | 1.723 | |
| a. Predictors: (Constant), Pengolahan Pasar (X) | | | | | | | | | | |
| b. Dependent Variable: Kepuasan Pelanggan (Y) | | | | | | | | | | |
| **ANOVAa** | | | | | | | | | | |
| Model | | | Sum of Squares | | df | | Mean Square | F | | Sig. |
| 1 | Regression | | 1335.955 | | 1 | | 1335.955 | 449.854 | | .000b |
| Residual | | 291.035 | | 98 | | 2.970 |  | |  |
| Total | | 1626.990 | | 99 | |  |  | |  |
| a. Dependent Variable: Kepuasan Pelanggan (Y) | | | | | | | | | | |
| b. Predictors: (Constant), Pengolahan Pasar (X) | | | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 19.756 | 1.039 |  | 19.012 | .000 |
| Pengolahan Pasar (X) | .643 | .030 | .906 | 21.210 | .000 |
| a. Dependent Variable: Kepuasan Pelanggan (Y) | | | | | | |

**Charts**







**Lampiran 4: Hasil Uji Validitas Dan Hasil Uji Reliabilitas**

1. Hasil Uji Validitas Variable Pengelolaan Pasar (X)

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | VAR00001 | VAR00002 | VAR00003 | VAR00004 | VAR00005 | VAR00006 | VAR00007 | VAR00008 | VAR00009 | VAR00010 | Pengelolaan Pasar (X) |
| VAR00001 | Pearson Correlation | 1 | .867\*\* | .862\*\* | .816\*\* | .894\*\* | .856\*\* | .886\*\* | .953\*\* | .905\*\* | .903\*\* | .821\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00002 | Pearson Correlation | .867\*\* | 1 | .844\*\* | .929\*\* | .895\*\* | .637\*\* | .917\*\* | .883\*\* | .855\*\* | .940\*\* | .934\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00003 | Pearson Correlation | .862\*\* | .844\*\* | 1 | .817\*\* | .904\*\* | .811\*\* | .842\*\* | .832\*\* | .911\*\* | .871\*\* | .863\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00004 | Pearson Correlation | .816\*\* | .929\*\* | .817\*\* | 1 | .856\*\* | .594\*\* | .951\*\* | .872\*\* | .806\*\* | .914\*\* | .919\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00005 | Pearson Correlation | .894\*\* | .895\*\* | .904\*\* | .856\*\* | 1 | .785\*\* | .859\*\* | .868\*\* | .922\*\* | .899\*\* | .884\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00006 | Pearson Correlation | .856\*\* | .637\*\* | .811\*\* | .594\*\* | .785\*\* | 1 | .684\*\* | .816\*\* | .833\*\* | .695\*\* | .594\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00007 | Pearson Correlation | .886\*\* | .917\*\* | .842\*\* | .951\*\* | .859\*\* | .684\*\* | 1 | .909\*\* | .818\*\* | .933\*\* | .908\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00008 | Pearson Correlation | .953\*\* | .883\*\* | .832\*\* | .872\*\* | .868\*\* | .816\*\* | .909\*\* | 1 | .878\*\* | .915\*\* | .833\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00009 | Pearson Correlation | .905\*\* | .855\*\* | .911\*\* | .806\*\* | .922\*\* | .833\*\* | .818\*\* | .878\*\* | 1 | .863\*\* | .838\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00010 | Pearson Correlation | .903\*\* | .940\*\* | .871\*\* | .914\*\* | .899\*\* | .695\*\* | .933\*\* | .915\*\* | .863\*\* | 1 | .913\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00011 | Pearson Correlation | .821\*\* | .934\*\* | .863\*\* | .919\*\* | .884\*\* | .594\*\* | .908\*\* | .833\*\* | .838\*\* | .913\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |

1. Hasil Uji Reliabilitas Variable Pengelolaan Pasar (X)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .894 | 11 |

1. **Hasil Uji Validitas Variable Kepuasan Pelanggan (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | VAR00001 | VAR00002 | VAR00003 | VAR00004 | VAR00005 | VAR00006 | VAR00007 | VAR00008 | VAR00009 | VAR00010 | Kepuasan Pelanggan (Y) |
| VAR00001 | Pearson Correlation | 1 | .942\*\* | .653\*\* | .681\*\* | .879\*\* | .828\*\* | .780\*\* | .695\*\* | .664\*\* | .819\*\* | .884\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00002 | Pearson Correlation | .942\*\* | 1 | .686\*\* | .656\*\* | .881\*\* | .822\*\* | .778\*\* | .693\*\* | .656\*\* | .817\*\* | .861\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00003 | Pearson Correlation | .653\*\* | .686\*\* | 1 | .652\*\* | .572\*\* | .572\*\* | .520\*\* | .382\*\* | .579\*\* | .385\*\* | .581\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00004 | Pearson Correlation | .681\*\* | .656\*\* | .652\*\* | 1 | .630\*\* | .553\*\* | .510\*\* | .456\*\* | .550\*\* | .537\*\* | .748\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00005 | Pearson Correlation | .879\*\* | .881\*\* | .572\*\* | .630\*\* | 1 | .835\*\* | .792\*\* | .798\*\* | .721\*\* | .868\*\* | .891\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00006 | Pearson Correlation | .828\*\* | .822\*\* | .572\*\* | .553\*\* | .835\*\* | 1 | .911\*\* | .879\*\* | .789\*\* | .774\*\* | .867\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00007 | Pearson Correlation | .780\*\* | .778\*\* | .520\*\* | .510\*\* | .792\*\* | .911\*\* | 1 | .887\*\* | .890\*\* | .804\*\* | .853\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00008 | Pearson Correlation | .695\*\* | .693\*\* | .382\*\* | .456\*\* | .798\*\* | .879\*\* | .887\*\* | 1 | .846\*\* | .844\*\* | .841\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00009 | Pearson Correlation | .664\*\* | .656\*\* | .579\*\* | .550\*\* | .721\*\* | .789\*\* | .890\*\* | .846\*\* | 1 | .797\*\* | .843\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00010 | Pearson Correlation | .819\*\* | .817\*\* | .385\*\* | .537\*\* | .868\*\* | .774\*\* | .804\*\* | .844\*\* | .797\*\* | 1 | .915\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00011 | Pearson Correlation | .884\*\* | .861\*\* | .581\*\* | .748\*\* | .891\*\* | .867\*\* | .853\*\* | .841\*\* | .843\*\* | .915\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |

1. Uji Realibilitas Variable Kepuasan Pelanggan (Y)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .888 | 11 |

Lampiran 5:

1. Variabel Pengelolaan Pasar (X)
2. Pernyataan I
3. Pernyataan II
4. Pernyataan III
5. Pernyataan IV
6. Pernyataan V
7. Pernyataan VI
8. Pernyataan VII
9. Pernyataan VIII
10. Pernyataan IX
11. Pernyataan X
12. Variabel Kepuasan Pelanggan (Y)
13. Pernyataan I

0.878

1. Pernyataan II

0.675

1. Pernyataan III

0.878

1. Pernyataan IV

0.790

1. Pernyataan V

0.846

1. Pernyataan VI

880

1. Pernyataan VII

0.885

1. Pernyataan VIII

0.732

1. Pernyataan IX

=0.675

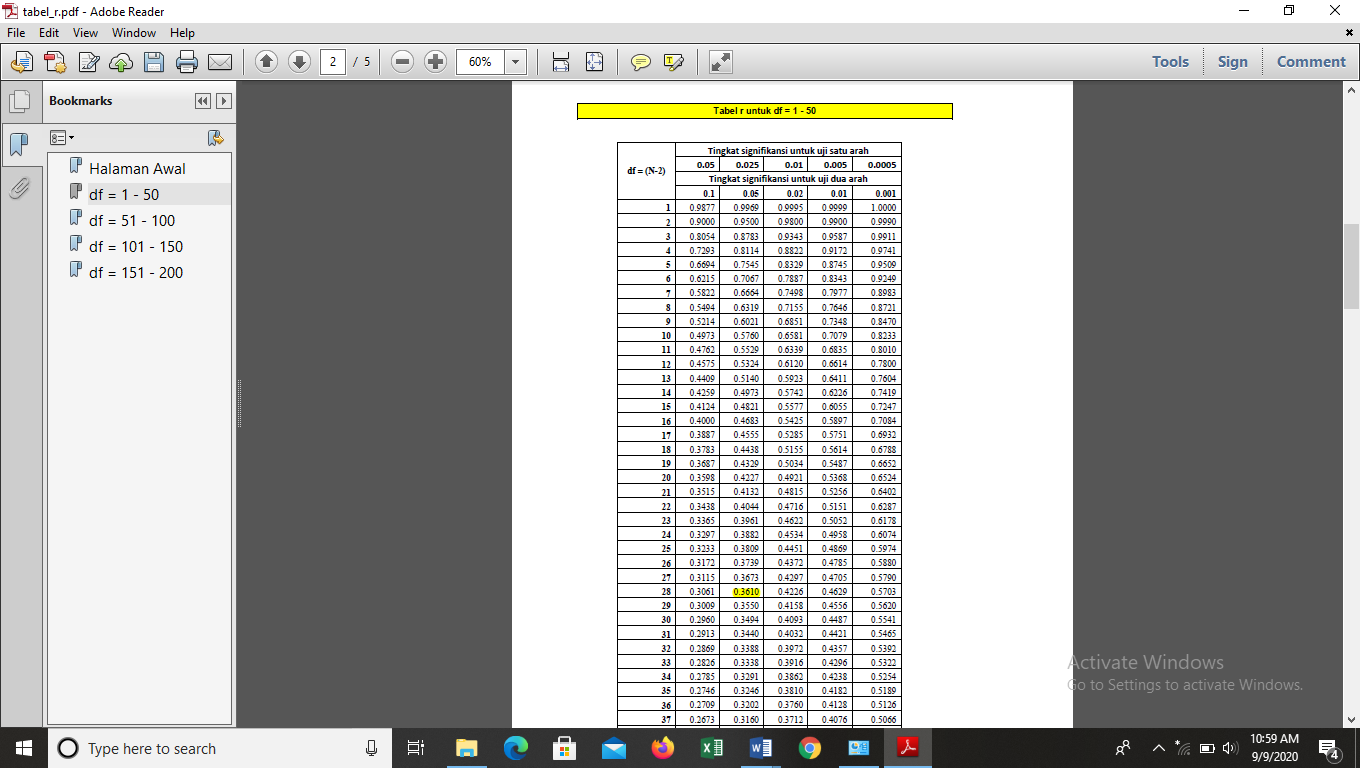
1. Pernyataan X
2. Uji Reabilitasi
3. Variabel Pengelolaan Pasar (X)
4. Variabel Kepuasan Pelanggan (Y)
5. Uji r
6. ryx
7. Uji t

Perhitungan dengan rumus adalah :

1. Uji D

Lampiran 6:

**Tabel R**



**Tabel T**

