**LAMPIRAN 1**

Kepada Yth

Bapak/Ibu/Sdr/I

Pelanggan SFA Steak & Resto

Solo Baru Sukoharjo

Perkenalkan saya Rony Firdaus Sukma, Mahasiswa program studi S1 Manajemen Universitas Islam Batik Surakarta sedang melakukan penelitian untuk keperluan skripsi saya dengan judul " PENGARUH ATMOSFER, HARGA DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA SFA STEAK & RESTO". Oleh karena itu, saya memohon kesediaan Bapak/Ibu/Saudara untuk memberi tanggapan dengan keadaan sebenarnya terhadap pernyataan dalam kuesioner ini. Tidak ada jawaban yang benar atau salah dan data dikumpulkan hanyalah untuk keperluan akademis semata. Atas bantuan dan kebaikan hati bapak/ibu/saudara, saya ucapkan terima kasih. `

Sukoharjo, 6 januari 2022

Hormat Saya,

Rony Firdaus sukma

KUESIONER PENELITIAN

PENGARUH ATMOSFER, HARGA DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA SFA STEAK & RESTO

1. **Petunjuk pengisian**

Jawablah beberapa pertanyaan atau pernyataan yang disediakan dalam angket sesuai dengan pendapat, keadaan dan perasaan Bapak/Ibu/Sdr/I yang sebenarnya bukan berdasarkan pendapat orang lain.

Berilah tanda centang pada kolom yang dianggap sesuai dengan jawaban Bapak/Ibu/Sdr/I.

Keterangan :

(TS) : Tidak Setuju

(STS) : Sangat Tidak Setuju

(N) : Netral

(SS) : Sangat Setuju

(S) : Setuju

1. **Identitas Responden**
2. Nama Responden :
3. Jenis kelamin :

󠄀 Laki-laki 󠄀 Perempuan 󠄀

1. Usia

󠄀 < 20 tahun 󠄀 31 – 40 tahun

󠄀 21 – 30 tahun 󠄀 >40 tahun

1. Pendidikan terakhir :

󠄀 SMP 󠄀 D3

󠄀 SMA 󠄀 S1

1. Pekerjaan :

󠄀 Pelajar/Mahasiswa 󠄀Wiraswasta

󠄀 Karyawan Swasta 󠄀 PNS

1. Pendapatan :

󠄀 < 1 juta 󠄀 3- 5 Juta

󠄀 1 – 3 juta 󠄀 > 5 juta

1. Berapa kali mengunjungi SFA Steak & Resto Solo Baru

󠄀 2 kali 󠄀 4 kali

󠄀 3 kali 󠄀 > 5 kali

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **STS** | **TS** | **N** | **S** | **SS** |
| 1 | Pencahayaan pada SFA Steak & Resto cukup memadai |  |  |  |  |  |
| 2 | Musik yang diputar di dalam SFA Steak & Resto dapat membuat suasana menjadi lebih nyaman |  |  |  |  |  |
| 3 | Saya merasa udara didalam SFA Steak & Resto selalu segar |  |  |  |  |  |
| 4 | Saya merasa warna SFA Steak & Resto mudah dijadikan ciri khusus |  |  |  |  |  |
| 5 | Saya merasa desain pada SFA Steak & Resto sudah sesuai dengan jenis spesifikasi resto |  |  |  |  |  |

**ATMOSFER**

**HARGA**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **STS** | **TS** | **N** | **S** | **SS** |
| 1 | Harga produk yang ditawarkan SFA Steak & Resto bervariasi dan terjangkau oleh konsumen |  |  |  |  |  |
| 2 | Harga yang ditawarkan SFA Steak & Resto sesuai dengan kualitas produk dan pelayanan yang diberikan |  |  |  |  |  |
| 3 | Harga yang ditawarkan SFA Steak & Resto cukup bersaing dengan restoran lainnya |  |  |  |  |  |
| 4 | Harga yang ditawarkan SFA Steak & Resto sebanding dengan manfaat yang dirasakan konsumen |  |  |  |  |  |
| 5 | Saya merasa harga yang ditawarkan SFA Steak & Resto sesuai dengan kemampuan daya beli saya |  |  |  |  |  |

**KUALITAS PELAYANAN**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **STS** | **TS** | **N** | **S** | **SS** |
| 1 | Pegawai SFA Steak & Resto dapat memberikan layanan sesuai kebutuhan konsumen |  |  |  |  |  |
| 2 | Pegawai SFA Steak & Resto tanggap dalam menjelaskan produk yang tidak diketahui konsumen |  |  |  |  |  |
| 3 | Merasa aman dan nyaman dalam berinteraksi di SFA Steak & Resto |  |  |  |  |  |
| 4 | Pegawai SFA Steak & Resto melayani dengan ramah |  |  |  |  |  |
| 5 | Penampilan dari pegawai SFA Steak & Resto rapi dan bersih |  |  |  |  |  |

**KEPUASAN KONSUMEN**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **STS** | **TS** | **N** | **S** | **SS** |
| 1 | Saya merasa puas dengan harga produk yang ditawarkan SFA Steak & Resto |  |  |  |  |  |
| 2 | Saya selalu membeli produk SFA Steak & Resto karena sesuai kebutuhan saya |  |  |  |  |  |
| 3 | Saya merekomendasikan orang lain untuk membeli SFA Steak & Resto |  |  |  |  |  |
| 4 | Saya merasa puas dengan produk dan pelayanan yang diberikan SFA Steak & Resto |  |  |  |  |  |
| 5 | Saya selalu melakukan pembelian ulang SFA Steak & Resto |  |  |  |  |  |

**LAMPIRAN 2**

Data 20 Responden

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ATMOSFER (X1)** | | | | | SUM (X1) | RATA X1 |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 |  |  |
|  |  |  |  |  |  |  |
| 3 | 2 | 3 | 4 | 4 | 16 | 3,2 |
| 5 | 3 | 4 | 5 | 5 | 22 | 4,4 |
| 4 | 3 | 3 | 2 | 3 | 15 | 3 |
| 4 | 4 | 3 | 4 | 4 | 19 | 3,8 |
| 5 | 4 | 5 | 4 | 4 | 22 | 4,4 |
| 4 | 5 | 4 | 5 | 4 | 22 | 4,4 |
| 5 | 5 | 5 | 4 | 5 | 24 | 4,8 |
| 5 | 5 | 4 | 5 | 5 | 24 | 4,8 |
| 5 | 5 | 4 | 4 | 5 | 23 | 4,6 |
| 5 | 5 | 4 | 5 | 4 | 23 | 4,6 |
| 4 | 5 | 4 | 4 | 4 | 21 | 4,2 |
| 4 | 4 | 4 | 5 | 5 | 22 | 4,4 |
| 5 | 4 | 4 | 5 | 4 | 22 | 4,4 |
| 5 | 5 | 4 | 4 | 4 | 22 | 4,4 |
| 5 | 4 | 5 | 4 | 5 | 23 | 4,6 |
| 5 | 4 | 5 | 4 | 5 | 23 | 4,6 |
| 4 | 5 | 4 | 4 | 5 | 22 | 4,4 |
| 3 | 4 | 3 | 4 | 3 | 17 | 3,4 |
| 3 | 3 | 3 | 4 | 3 | 16 | 3,2 |
| 4 | 5 | 5 | 5 | 5 | 24 | 4,8 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **HARGA (X2)** | | | | | SUM X2 | RATA X2 |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 |  |  |
|  |  |  |  |  |  |  |
| 4 | 3 | 4 | 2 | 4 | 17 | 3,4 |
| 4 | 4 | 3 | 4 | 5 | 20 | 4 |
| 2 | 1 | 2 | 2 | 1 | 8 | 1,6 |
| 4 | 4 | 4 | 5 | 4 | 21 | 4,2 |
| 5 | 5 | 5 | 5 | 4 | 24 | 4,8 |
| 5 | 4 | 5 | 4 | 4 | 22 | 4,4 |
| 5 | 4 | 4 | 4 | 5 | 22 | 4,4 |
| 4 | 5 | 4 | 4 | 4 | 21 | 4,2 |
| 4 | 5 | 4 | 4 | 5 | 22 | 4,4 |
| 5 | 5 | 4 | 4 | 5 | 23 | 4,6 |
| 5 | 4 | 4 | 5 | 5 | 23 | 4,6 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 4 | 4 | 4 | 5 | 5 | 22 | 4,4 |
| 5 | 4 | 4 | 4 | 5 | 22 | 4,4 |
| 4 | 5 | 5 | 4 | 5 | 23 | 4,6 |
| 4 | 2 | 3 | 2 | 5 | 16 | 3,2 |
| 4 | 5 | 4 | 5 | 5 | 23 | 4,6 |
| 4 | 3 | 2 | 5 | 3 | 17 | 3,4 |
| 4 | 4 | 3 | 3 | 4 | 18 | 3,6 |
| 5 | 5 | 4 | 5 | 5 | 24 | 4,8 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **KUALITAS PELAYANAN (X3)** | | | | | SUM X3 | RATA X3 |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 |  |  |
|  |  |  |  |  |  |  |
| 5 | 4 | 3 | 5 | 4 | 21 | 4,2 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 2 | 2 | 3 | 1 | 3 | 11 | 2,2 |
| 4 | 4 | 5 | 4 | 4 | 21 | 4,2 |
| 4 | 5 | 5 | 4 | 5 | 23 | 4,6 |
| 5 | 5 | 4 | 5 | 4 | 23 | 4,6 |
| 4 | 5 | 4 | 4 | 5 | 22 | 4,4 |
| 5 | 5 | 4 | 5 | 5 | 24 | 4,8 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 4 | 4 | 4 | 5 | 5 | 22 | 4,4 |
| 5 | 5 | 4 | 5 | 4 | 23 | 4,6 |
| 4 | 3 | 4 | 4 | 4 | 19 | 3,8 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 5 | 4 | 5 | 5 | 5 | 24 | 4,8 |
| 4 | 4 | 5 | 5 | 4 | 22 | 4,4 |
| 4 | 2 | 5 | 4 | 4 | 19 | 3,8 |
| 5 | 4 | 4 | 5 | 4 | 22 | 4,4 |
| 3 | 3 | 3 | 3 | 4 | 16 | 3,2 |
| 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 5 | 5 | 5 | 5 | 4 | 24 | 4,8 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **KEPUASAN KONSUMEN (Y)** | | | | | SUM Y | RATA Y |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 |  |  |
|  |  |  |  |  |  |  |
| 4 | 2 | 3 | 4 | 2 | 15 | 3 |
| 5 | 5 | 4 | 4 | 4 | 22 | 4,4 |
| 2 | 1 | 2 | 2 | 2 | 9 | 1,8 |
| 4 | 4 | 4 | 5 | 3 | 20 | 4 |
| 5 | 3 | 4 | 5 | 5 | 22 | 4,4 |
| 5 | 5 | 4 | 5 | 4 | 23 | 4,6 |
| 5 | 4 | 4 | 5 | 5 | 23 | 4,6 |
| 5 | 5 | 5 | 4 | 5 | 24 | 4,8 |
| 4 | 4 | 5 | 5 | 4 | 22 | 4,4 |
| 5 | 4 | 4 | 5 | 5 | 23 | 4,6 |
| 5 | 4 | 5 | 5 | 4 | 23 | 4,6 |
| 4 | 3 | 3 | 4 | 3 | 17 | 3,4 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 2 | 5 | 4 | 5 | 4 | 20 | 4 |
| 5 | 3 | 4 | 4 | 4 | 20 | 4 |
| 5 | 2 | 4 | 2 | 5 | 18 | 3,6 |
| 3 | 3 | 3 | 3 | 2 | 14 | 2,8 |
| 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 5 | 5 | 4 | 4 | 4 | 22 | 4,4 |

**LAMPIRAN 3**

Data 100 responden

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **ATMOSFER (X1)** | | | | | SUM (X1) | RATA X1 |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 |  |  |
| 1 | 4 | 4 | 4 | 4 | 5 | 21 | 4.2 |
| 2 | 5 | 4 | 5 | 4 | 4 | 22 | 4.4 |
| 3 | 3 | 4 | 3 | 3 | 4 | 17 | 3.4 |
| 4 | 4 | 5 | 5 | 4 | 5 | 23 | 4.6 |
| 5 | 5 | 4 | 5 | 4 | 4 | 22 | 4.4 |
| 6 | 5 | 5 | 5 | 4 | 4 | 23 | 4.6 |
| 7 | 4 | 4 | 4 | 4 | 5 | 21 | 4.2 |
| 8 | 3 | 4 | 4 | 4 | 4 | 19 | 3.8 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 10 | 4 | 5 | 5 | 5 | 5 | 24 | 4.8 |
| 11 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 12 | 4 | 5 | 1 | 2 | 4 | 16 | 3.2 |
| 13 | 3 | 4 | 4 | 4 | 3 | 18 | 3.6 |
| 14 | 4 | 5 | 5 | 5 | 4 | 23 | 4.6 |
| 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 16 | 4 | 5 | 4 | 5 | 4 | 22 | 4.4 |
| 17 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 18 | 4 | 5 | 3 | 4 | 5 | 21 | 4.2 |
| 19 | 4 | 3 | 3 | 4 | 3 | 17 | 3.4 |
| 20 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 21 | 4 | 2 | 4 | 5 | 5 | 20 | 4 |
| 22 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 23 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 24 | 3 | 4 | 2 | 2 | 3 | 14 | 2.8 |
| 25 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 26 | 5 | 5 | 3 | 5 | 4 | 22 | 4.4 |
| 27 | 4 | 4 | 4 | 4 | 3 | 19 | 3.8 |
| 28 | 4 | 4 | 5 | 5 | 5 | 23 | 4.6 |
| 29 | 3 | 2 | 3 | 4 | 4 | 16 | 3.2 |
| 30 | 5 | 3 | 4 | 5 | 5 | 22 | 4.4 |
| 31 | 4 | 3 | 3 | 2 | 3 | 15 | 3 |
| 32 | 4 | 4 | 3 | 4 | 4 | 19 | 3.8 |
| 33 | 5 | 4 | 5 | 4 | 4 | 22 | 4.4 |
| 34 | 4 | 5 | 4 | 5 | 4 | 22 | 4.4 |
| 35 | 5 | 5 | 5 | 4 | 5 | 24 | 4.8 |
| 36 | 5 | 5 | 4 | 5 | 5 | 24 | 4.8 |
| 37 | 5 | 5 | 4 | 4 | 5 | 23 | 4.6 |
| 38 | 5 | 5 | 4 | 5 | 4 | 23 | 4.6 |
| 39 | 4 | 5 | 4 | 4 | 4 | 21 | 4.2 |
| 40 | 4 | 4 | 4 | 5 | 5 | 22 | 4.4 |
| 41 | 5 | 4 | 4 | 5 | 4 | 22 | 4.4 |
| 42 | 5 | 5 | 4 | 4 | 4 | 22 | 4.4 |
| 43 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 44 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 45 | 4 | 5 | 4 | 4 | 5 | 22 | 4.4 |
| 46 | 3 | 4 | 3 | 4 | 3 | 17 | 3.4 |
| 47 | 3 | 3 | 3 | 4 | 3 | 16 | 3.2 |
| 48 | 4 | 5 | 5 | 5 | 5 | 24 | 4.8 |
| 49 | 3 | 3 | 3 | 4 | 4 | 17 | 3.4 |
| 50 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 51 | 4 | 5 | 4 | 3 | 3 | 19 | 3.8 |
| 52 | 4 | 4 | 4 | 5 | 3 | 20 | 4 |
| 53 | 4 | 3 | 4 | 5 | 5 | 21 | 4.2 |
| 54 | 5 | 4 | 5 | 5 | 4 | 23 | 4.6 |
| 55 | 5 | 4 | 5 | 5 | 5 | 24 | 4.8 |
| 56 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 57 | 5 | 5 | 4 | 4 | 4 | 22 | 4.4 |
| 58 | 4 | 3 | 5 | 5 | 5 | 22 | 4.4 |
| 59 | 4 | 5 | 4 | 5 | 4 | 22 | 4.4 |
| 60 | 5 | 4 | 5 | 5 | 4 | 23 | 4.6 |
| 61 | 5 | 4 | 5 | 5 | 5 | 24 | 4.8 |
| 62 | 5 | 5 | 4 | 5 | 5 | 24 | 4.8 |
| 63 | 5 | 4 | 5 | 5 | 5 | 24 | 4.8 |
| 64 | 4 | 5 | 5 | 5 | 5 | 24 | 4.8 |
| 65 | 4 | 5 | 4 | 5 | 4 | 22 | 4.4 |
| 66 | 5 | 3 | 5 | 4 | 4 | 21 | 4.2 |
| 67 | 5 | 4 | 4 | 4 | 4 | 21 | 4.2 |
| 68 | 5 | 4 | 5 | 5 | 5 | 24 | 4.8 |
| 69 | 4 | 4 | 5 | 5 | 5 | 23 | 4.6 |
| 70 | 4 | 5 | 5 | 5 | 3 | 22 | 4.4 |
| 71 | 5 | 4 | 2 | 5 | 5 | 21 | 4.2 |
| 72 | 3 | 5 | 3 | 5 | 4 | 20 | 4 |
| 73 | 5 | 4 | 5 | 4 | 4 | 22 | 4.4 |
| 74 | 4 | 3 | 3 | 4 | 5 | 19 | 3.8 |
| 75 | 1 | 2 | 2 | 2 | 2 | 9 | 1.8 |
| 76 | 5 | 2 | 3 | 5 | 5 | 20 | 4 |
| 77 | 5 | 5 | 4 | 5 | 5 | 24 | 4.8 |
| 78 | 5 | 4 | 5 | 5 | 5 | 24 | 4.8 |
| 79 | 5 | 4 | 4 | 5 | 4 | 22 | 4.4 |
| 80 | 5 | 4 | 4 | 5 | 5 | 23 | 4.6 |
| 81 | 5 | 4 | 5 | 5 | 5 | 24 | 4.8 |
| 82 | 5 | 4 | 4 | 5 | 4 | 22 | 4.4 |
| 83 | 4 | 4 | 4 | 4 | 5 | 21 | 4.2 |
| 84 | 4 | 5 | 4 | 5 | 4 | 22 | 4.4 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 86 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 87 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 88 | 5 | 4 | 4 | 5 | 5 | 23 | 4.6 |
| 89 | 4 | 5 | 3 | 5 | 3 | 20 | 4 |
| 90 | 4 | 4 | 3 | 4 | 5 | 20 | 4 |
| 91 | 4 | 3 | 4 | 4 | 5 | 20 | 4 |
| 92 | 4 | 4 | 4 | 3 | 5 | 20 | 4 |
| 93 | 4 | 3 | 4 | 4 | 5 | 20 | 4 |
| 94 | 4 | 3 | 4 | 4 | 4 | 19 | 3.8 |
| 95 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 96 | 4 | 3 | 4 | 4 | 5 | 20 | 4 |
| 97 | 4 | 3 | 4 | 4 | 4 | 19 | 3.8 |
| 98 | 4 | 4 | 4 | 4 | 5 | 21 | 4.2 |
| 99 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 100 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **HARGA (X2)** | | | | | SUM X2 | RATA X2 |
|  | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 |  |  |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 2 | 5 | 3 | 4 | 5 | 4 | 21 | 4.2 |
| 3 | 4 | 5 | 4 | 3 | 3 | 19 | 3.8 |
| 4 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 6 | 5 | 5 | 4 | 5 | 4 | 23 | 4.6 |
| 7 | 4 | 3 | 4 | 4 | 4 | 19 | 3.8 |
| 8 | 4 | 3 | 4 | 4 | 4 | 19 | 3.8 |
| 9 | 4 | 4 | 3 | 4 | 4 | 19 | 3.8 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 11 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 12 | 4 | 4 | 4 | 2 | 3 | 17 | 3.4 |
| 13 | 3 | 4 | 3 | 3 | 4 | 17 | 3.4 |
| 14 | 4 | 5 | 4 | 5 | 5 | 23 | 4.6 |
| 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 16 | 5 | 5 | 4 | 5 | 5 | 24 | 4.8 |
| 17 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 18 | 5 | 4 | 5 | 5 | 5 | 24 | 4.8 |
| 19 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 20 | 4 | 5 | 4 | 5 | 4 | 22 | 4.4 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 22 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 23 | 4 | 5 | 4 | 5 | 4 | 22 | 4.4 |
| 24 | 2 | 3 | 3 | 2 | 2 | 12 | 2.4 |
| 25 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 26 | 5 | 4 | 5 | 4 | 4 | 22 | 4.4 |
| 27 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 28 | 4 | 4 | 5 | 4 | 5 | 22 | 4.4 |
| 29 | 4 | 3 | 4 | 2 | 4 | 17 | 3.4 |
| 30 | 4 | 4 | 3 | 4 | 5 | 20 | 4 |
| 31 | 2 | 1 | 2 | 2 | 1 | 8 | 1.6 |
| 32 | 4 | 4 | 4 | 5 | 4 | 21 | 4.2 |
| 33 | 5 | 5 | 5 | 5 | 4 | 24 | 4.8 |
| 34 | 5 | 4 | 5 | 4 | 4 | 22 | 4.4 |
| 35 | 5 | 4 | 4 | 4 | 5 | 22 | 4.4 |
| 36 | 4 | 5 | 4 | 4 | 4 | 21 | 4.2 |
| 37 | 4 | 5 | 4 | 4 | 5 | 22 | 4.4 |
| 38 | 5 | 5 | 4 | 4 | 5 | 23 | 4.6 |
| 39 | 5 | 4 | 4 | 5 | 5 | 23 | 4.6 |
| 40 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 41 | 4 | 4 | 4 | 5 | 5 | 22 | 4.4 |
| 42 | 5 | 4 | 4 | 4 | 5 | 22 | 4.4 |
| 43 | 4 | 5 | 5 | 4 | 5 | 23 | 4.6 |
| 44 | 4 | 2 | 3 | 2 | 5 | 16 | 3.2 |
| 45 | 4 | 5 | 4 | 5 | 5 | 23 | 4.6 |
| 46 | 4 | 3 | 2 | 5 | 3 | 17 | 3.4 |
| 47 | 4 | 4 | 3 | 3 | 4 | 18 | 3.6 |
| 48 | 5 | 5 | 4 | 5 | 5 | 24 | 4.8 |
| 49 | 4 | 4 | 5 | 4 | 5 | 22 | 4.4 |
| 50 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 51 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 52 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 53 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 54 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 55 | 4 | 5 | 5 | 5 | 5 | 24 | 4.8 |
| 56 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 57 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 58 | 4 | 4 | 5 | 4 | 4 | 21 | 4.2 |
| 59 | 5 | 4 | 5 | 5 | 4 | 23 | 4.6 |
| 60 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 61 | 3 | 4 | 5 | 3 | 5 | 20 | 4 |
| 62 | 4 | 5 | 3 | 5 | 5 | 22 | 4.4 |
| 63 | 4 | 5 | 4 | 5 | 3 | 21 | 4.2 |
| 64 | 4 | 3 | 5 | 4 | 5 | 21 | 4.2 |
| 65 | 3 | 4 | 5 | 4 | 5 | 21 | 4.2 |
| 66 | 3 | 3 | 3 | 3 | 5 | 17 | 3.4 |
| 67 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 68 | 4 | 3 | 4 | 4 | 5 | 20 | 4 |
| 69 | 4 | 5 | 4 | 5 | 4 | 22 | 4.4 |
| 70 | 4 | 4 | 5 | 4 | 5 | 22 | 4.4 |
| 71 | 5 | 5 | 5 | 3 | 5 | 23 | 4.6 |
| 72 | 3 | 4 | 4 | 4 | 4 | 19 | 3.8 |
| 73 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 74 | 3 | 4 | 5 | 4 | 5 | 21 | 4.2 |
| 75 | 2 | 1 | 2 | 2 | 2 | 9 | 1.8 |
| 76 | 5 | 3 | 5 | 5 | 3 | 21 | 4.2 |
| 77 | 5 | 5 | 4 | 4 | 5 | 23 | 4.6 |
| 78 | 4 | 5 | 5 | 4 | 5 | 23 | 4.6 |
| 79 | 5 | 5 | 4 | 5 | 5 | 24 | 4.8 |
| 80 | 4 | 5 | 5 | 5 | 5 | 24 | 4.8 |
| 81 | 4 | 5 | 5 | 4 | 5 | 23 | 4.6 |
| 82 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 83 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 84 | 5 | 4 | 3 | 5 | 3 | 20 | 4 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 86 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 87 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 88 | 4 | 5 | 4 | 4 | 5 | 22 | 4.4 |
| 89 | 5 | 4 | 4 | 4 | 4 | 21 | 4.2 |
| 90 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 91 | 4 | 5 | 4 | 4 | 4 | 21 | 4.2 |
| 92 | 4 | 4 | 5 | 4 | 5 | 22 | 4.4 |
| 93 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 94 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 95 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 96 | 5 | 5 | 5 | 4 | 5 | 24 | 4.8 |
| 97 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 98 | 5 | 4 | 5 | 4 | 4 | 22 | 4.4 |
| 99 | 5 | 4 | 5 | 4 | 4 | 22 | 4.4 |
| 100 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **KUALITAS PELAYANAN (X3)** | | | | | SUM X3 | RATA X3 |
|  | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 |  |  |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 2 | 4 | 4 | 5 | 5 | 5 | 23 | 4.6 |
| 3 | 4 | 3 | 3 | 4 | 3 | 17 | 3.4 |
| 4 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 6 | 5 | 5 | 4 | 5 | 5 | 24 | 4.8 |
| 7 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 8 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 10 | 5 | 5 | 4 | 5 | 5 | 24 | 4.8 |
| 11 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 12 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 13 | 4 | 3 | 4 | 5 | 5 | 21 | 4.2 |
| 14 | 5 | 4 | 4 | 5 | 5 | 23 | 4.6 |
| 15 | 5 | 5 | 4 | 4 | 5 | 23 | 4.6 |
| 16 | 4 | 5 | 5 | 5 | 4 | 23 | 4.6 |
| 17 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 18 | 5 | 4 | 3 | 5 | 4 | 21 | 4.2 |
| 19 | 3 | 3 | 3 | 3 | 4 | 16 | 3.2 |
| 20 | 5 | 5 | 5 | 4 | 5 | 24 | 4.8 |
| 21 | 5 | 5 | 5 | 5 | 4 | 24 | 4.8 |
| 22 | 5 | 5 | 5 | 4 | 4 | 23 | 4.6 |
| 23 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 24 | 4 | 4 | 2 | 4 | 4 | 18 | 3.6 |
| 25 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 26 | 5 | 5 | 4 | 5 | 5 | 24 | 4.8 |
| 27 | 4 | 4 | 4 | 5 | 5 | 22 | 4.4 |
| 28 | 4 | 5 | 4 | 5 | 5 | 23 | 4.6 |
| 29 | 5 | 4 | 3 | 5 | 4 | 21 | 4.2 |
| 30 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 31 | 2 | 2 | 3 | 1 | 3 | 11 | 2.2 |
| 32 | 4 | 4 | 5 | 4 | 4 | 21 | 4.2 |
| 33 | 4 | 5 | 5 | 4 | 5 | 23 | 4.6 |
| 34 | 5 | 5 | 4 | 5 | 4 | 23 | 4.6 |
| 35 | 4 | 5 | 4 | 4 | 5 | 22 | 4.4 |
| 36 | 5 | 5 | 4 | 5 | 5 | 24 | 4.8 |
| 37 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 38 | 4 | 4 | 4 | 5 | 5 | 22 | 4.4 |
| 39 | 5 | 5 | 4 | 5 | 4 | 23 | 4.6 |
| 40 | 4 | 3 | 4 | 4 | 4 | 19 | 3.8 |
| 41 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 42 | 5 | 4 | 5 | 5 | 5 | 24 | 4.8 |
| 43 | 4 | 4 | 5 | 5 | 4 | 22 | 4.4 |
| 44 | 4 | 2 | 5 | 4 | 4 | 19 | 3.8 |
| 45 | 5 | 4 | 4 | 5 | 4 | 22 | 4.4 |
| 46 | 3 | 3 | 3 | 3 | 4 | 16 | 3.2 |
| 47 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 48 | 5 | 5 | 5 | 5 | 4 | 24 | 4.8 |
| 49 | 4 | 3 | 4 | 4 | 4 | 19 | 3.8 |
| 50 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 51 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 52 | 4 | 4 | 4 | 5 | 5 | 22 | 4.4 |
| 53 | 4 | 5 | 5 | 5 | 5 | 24 | 4.8 |
| 54 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 55 | 4 | 4 | 4 | 5 | 4 | 21 | 4.2 |
| 56 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 57 | 4 | 5 | 4 | 5 | 5 | 23 | 4.6 |
| 58 | 3 | 4 | 4 | 3 | 4 | 18 | 3.6 |
| 59 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 60 | 4 | 4 | 5 | 4 | 5 | 22 | 4.4 |
| 61 | 5 | 4 | 5 | 5 | 5 | 24 | 4.8 |
| 62 | 5 | 5 | 4 | 5 | 4 | 23 | 4.6 |
| 63 | 4 | 5 | 4 | 5 | 3 | 21 | 4.2 |
| 64 | 5 | 4 | 5 | 3 | 4 | 21 | 4.2 |
| 65 | 5 | 5 | 5 | 4 | 4 | 23 | 4.6 |
| 66 | 3 | 3 | 5 | 4 | 4 | 19 | 3.8 |
| 67 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 68 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 69 | 5 | 4 | 3 | 4 | 5 | 21 | 4.2 |
| 70 | 5 | 4 | 4 | 5 | 4 | 22 | 4.4 |
| 71 | 3 | 5 | 3 | 3 | 5 | 19 | 3.8 |
| 72 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 73 | 5 | 4 | 4 | 4 | 4 | 21 | 4.2 |
| 74 | 5 | 5 | 4 | 4 | 5 | 23 | 4.6 |
| 75 | 2 | 2 | 2 | 2 | 2 | 10 | 2 |
| 76 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 77 | 4 | 5 | 5 | 5 | 5 | 24 | 4.8 |
| 78 | 5 | 4 | 4 | 4 | 5 | 22 | 4.4 |
| 79 | 5 | 4 | 3 | 5 | 4 | 21 | 4.2 |
| 80 | 4 | 3 | 5 | 4 | 5 | 21 | 4.2 |
| 81 | 4 | 5 | 5 | 4 | 5 | 23 | 4.6 |
| 82 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 83 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 84 | 5 | 5 | 3 | 5 | 3 | 21 | 4.2 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 86 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 87 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 88 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 89 | 5 | 3 | 4 | 4 | 4 | 20 | 4 |
| 90 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 91 | 5 | 4 | 4 | 5 | 4 | 22 | 4.4 |
| 92 | 4 | 3 | 4 | 4 | 4 | 19 | 3.8 |
| 93 | 4 | 4 | 3 | 4 | 4 | 19 | 3.8 |
| 94 | 4 | 4 | 5 | 5 | 4 | 22 | 4.4 |
| 95 | 4 | 4 | 3 | 4 | 4 | 19 | 3.8 |
| 96 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 97 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 98 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 99 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 100 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **KEPUASAN KONSUMEN (Y)** | | | | | SUM Y | RATA Y |
|  | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 |  |  |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 2 | 4 | 5 | 4 | 5 | 5 | 23 | 4.6 |
| 3 | 5 | 5 | 4 | 4 | 5 | 23 | 4.6 |
| 4 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 5 | 4 | 4 | 5 | 5 | 5 | 23 | 4.6 |
| 6 | 4 | 5 | 5 | 5 | 5 | 24 | 4.8 |
| 7 | 4 | 4 | 4 | 4 | 5 | 21 | 4.2 |
| 8 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 10 | 4 | 5 | 5 | 5 | 5 | 24 | 4.8 |
| 11 | 5 | 4 | 4 | 4 | 4 | 21 | 4.2 |
| 12 | 5 | 4 | 5 | 4 | 4 | 22 | 4.4 |
| 13 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 14 | 5 | 5 | 5 | 4 | 5 | 24 | 4.8 |
| 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 16 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 17 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 18 | 5 | 5 | 4 | 4 | 5 | 23 | 4.6 |
| 19 | 4 | 3 | 3 | 3 | 3 | 16 | 3.2 |
| 20 | 4 | 5 | 4 | 4 | 5 | 22 | 4.4 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 22 | 5 | 5 | 4 | 5 | 5 | 24 | 4.8 |
| 23 | 5 | 5 | 4 | 5 | 5 | 24 | 4.8 |
| 24 | 3 | 2 | 2 | 2 | 2 | 11 | 2.2 |
| 25 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 26 | 4 | 4 | 4 | 4 | 3 | 19 | 3.8 |
| 27 | 4 | 3 | 3 | 4 | 4 | 18 | 3.6 |
| 28 | 5 | 5 | 5 | 4 | 5 | 24 | 4.8 |
| 29 | 4 | 2 | 3 | 4 | 2 | 15 | 3 |
| 30 | 5 | 5 | 4 | 4 | 4 | 22 | 4.4 |
| 31 | 2 | 1 | 2 | 2 | 2 | 9 | 1.8 |
| 32 | 4 | 4 | 4 | 5 | 3 | 20 | 4 |
| 33 | 5 | 3 | 4 | 5 | 5 | 22 | 4.4 |
| 34 | 5 | 5 | 4 | 5 | 4 | 23 | 4.6 |
| 35 | 5 | 4 | 4 | 5 | 5 | 23 | 4.6 |
| 36 | 5 | 5 | 5 | 4 | 5 | 24 | 4.8 |
| 37 | 4 | 4 | 5 | 5 | 4 | 22 | 4.4 |
| 38 | 5 | 4 | 4 | 5 | 5 | 23 | 4.6 |
| 39 | 5 | 4 | 5 | 5 | 4 | 23 | 4.6 |
| 40 | 4 | 3 | 3 | 4 | 3 | 17 | 3.4 |
| 41 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 42 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 43 | 2 | 5 | 4 | 5 | 4 | 20 | 4 |
| 44 | 5 | 3 | 4 | 4 | 4 | 20 | 4 |
| 45 | 5 | 2 | 4 | 2 | 5 | 18 | 3.6 |
| 46 | 3 | 3 | 3 | 3 | 2 | 14 | 2.8 |
| 47 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 48 | 5 | 5 | 4 | 4 | 4 | 22 | 4.4 |
| 49 | 3 | 2 | 3 | 4 | 3 | 15 | 3 |
| 50 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 51 | 4 | 3 | 3 | 3 | 3 | 16 | 3.2 |
| 52 | 4 | 4 | 3 | 4 | 4 | 19 | 3.8 |
| 53 | 5 | 5 | 4 | 4 | 4 | 22 | 4.4 |
| 54 | 5 | 5 | 4 | 5 | 5 | 24 | 4.8 |
| 55 | 4 | 5 | 5 | 4 | 5 | 23 | 4.6 |
| 56 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 57 | 5 | 5 | 4 | 4 | 5 | 23 | 4.6 |
| 58 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 59 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 60 | 4 | 5 | 4 | 5 | 5 | 23 | 4.6 |
| 61 | 5 | 4 | 5 | 4 | 5 | 23 | 4.6 |
| 62 | 5 | 5 | 4 | 3 | 5 | 22 | 4.4 |
| 63 | 4 | 5 | 3 | 4 | 5 | 21 | 4.2 |
| 64 | 5 | 5 | 5 | 3 | 5 | 23 | 4.6 |
| 65 | 5 | 4 | 5 | 5 | 4 | 23 | 4.6 |
| 66 | 4 | 3 | 3 | 3 | 4 | 17 | 3.4 |
| 67 | 4 | 3 | 5 | 4 | 4 | 20 | 4 |
| 68 | 5 | 5 | 4 | 5 | 4 | 23 | 4.6 |
| 69 | 4 | 5 | 4 | 5 | 4 | 22 | 4.4 |
| 70 | 4 | 5 | 4 | 5 | 5 | 23 | 4.6 |
| 71 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 72 | 4 | 4 | 4 | 4 | 3 | 19 | 3.8 |
| 73 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 74 | 4 | 3 | 5 | 5 | 4 | 21 | 4.2 |
| 75 | 2 | 2 | 1 | 2 | 2 | 9 | 1.8 |
| 76 | 5 | 5 | 5 | 3 | 2 | 20 | 4 |
| 77 | 4 | 5 | 5 | 5 | 5 | 24 | 4.8 |
| 78 | 4 | 5 | 5 | 4 | 4 | 22 | 4.4 |
| 79 | 5 | 5 | 4 | 5 | 5 | 24 | 4.8 |
| 80 | 5 | 5 | 5 | 4 | 5 | 24 | 4.8 |
| 81 | 5 | 4 | 4 | 5 | 4 | 22 | 4.4 |
| 82 | 5 | 5 | 5 | 5 | 4 | 24 | 4.8 |
| 83 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 84 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 86 | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| 87 | 4 | 4 | 4 | 3 | 4 | 19 | 3.8 |
| 88 | 5 | 5 | 4 | 4 | 4 | 22 | 4.4 |
| 89 | 5 | 4 | 4 | 4 | 4 | 21 | 4.2 |
| 90 | 4 | 4 | 3 | 4 | 4 | 19 | 3.8 |
| 91 | 4 | 3 | 5 | 4 | 4 | 20 | 4 |
| 92 | 4 | 4 | 5 | 4 | 3 | 20 | 4 |
| 93 | 4 | 5 | 5 | 4 | 5 | 23 | 4.6 |
| 94 | 5 | 4 | 4 | 4 | 4 | 21 | 4.2 |
| 95 | 4 | 3 | 4 | 4 | 4 | 19 | 3.8 |
| 96 | 4 | 3 | 4 | 5 | 3 | 19 | 3.8 |
| 97 | 4 | 3 | 4 | 4 | 3 | 18 | 3.6 |
| 98 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 99 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 100 | 5 | 3 | 4 | 4 | 4 | 20 | 4 |

**LAMPIRAN 4 hasil uji validitas**



…………………….







**LAMMPIRAN 5 hasil uji reliabilitas**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .803 | 5 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .862 | 5 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .889 | 5 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .873 | 5 |

**LAMPIRAN 6 hasil uji normalitas**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | 0E-7 |
| Std. Deviation | 1.60604001 |
| Most Extreme Differences | Absolute | .077 |
| Positive | .077 |
| Negative | -.043 |
| Kolmogorov-Smirnov Z | | .775 |
| Asymp. Sig. (2-tailed) | | .586 |

|  |
| --- |
| a. Test distribution is Normal. |
| b. Calculated from data. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **LAMPIRAN 7 hasil uji multikolinieritas**  **Coefficientsa** | | | | |
| Model | | Sig. | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | (Constant) | .048 |  |  |
| X1 = ATMOSFER | .000 | .351 | 2.849 |
| X2 = HARGA | .001 | .355 | 2.813 |
| X3 = KUALITAS PELAYANAN | .001 | .346 | 2.893 |

|  |
| --- |
| a. Dependent Variable: Y = KEPUASAN KONSUMEN |

**LAMPIRAN 8 hasil Uji Heterokedastisitas**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t |
| B | Std. Error | Beta |
| 1 | (Constant) | 2.716 | .804 |  | 3.379 |
| X1 = ATMOSFER | -.086 | .060 | -.240 | -1.425 |
| X2 = HARGA | .034 | .054 | .107 | .637 |
| X3 = KUALITAS PELAYANAN | -.019 | .059 | -.054 | -.316 |

|  |  |  |
| --- | --- | --- |
| **Coefficientsa** | | |
| Model | | Sig. |
|
| 1 | (Constant) | .001 |
| X1 = ATMOSFER | .157 |
| X2 = HARGA | .526 |
| X3 = KUALITAS PELAYANAN | .752 |

|  |
| --- |
| a. Dependent Variable: Abs\_RES |

**LAMPIRAN 9 hasil uji regresi linier berganda**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t |
| B | Std. Error | Beta |
| 1 | (Constant) | -2.591 | 1.292 |  | -2.006 |
| X1 = ATMOSFER | .463 | .097 | .388 | 4.775 |
| X2 = HARGA | .308 | .087 | .286 | 3.545 |
| X3 = KUALITAS PELAYANAN | .334 | .095 | .288 | 3.512 |

|  |  |  |
| --- | --- | --- |
| **Coefficientsa** | | |
| Model | | Sig. |
|
| 1 | (Constant) | .048 |
| X1 = ATMOSFER | .000 |
| X2 = HARGA | .001 |
| X3 = KUALITAS PELAYANAN | .001 |

|  |
| --- |
| a. Dependent Variable: Y = KEPUASAN KONSUMEN |

**LAMPIRAN 10 hasil uji F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 890.033 | 3 | 296.678 | 111.534 | .000b |
| Residual | 255.357 | 96 | 2.660 |  |  |
| Total | 1145.390 | 99 |  |  |  |
| a. Dependent Variable: Y = KEPUASAN KONSUMEN | | | | | | |
| b. Predictors: (Constant), X3 = KUALITAS PELAYANAN, X2 = HARGA, X1 = ATMOSFER | | | | | | |

**LAMPIRAN 11 hasil uji t**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t |
| B | Std. Error | Beta |
| 1 | (Constant) | -2.591 | 1.292 |  | -2.006 |
| X1 = ATMOSFER | .463 | .097 | .388 | 4.775 |
| X2 = HARGA | .308 | .087 | .286 | 3.545 |
| X3 = KUALITAS PELAYANAN | .334 | .095 | .288 | 3.512 |

**LAMPIRAN 12 hasil uji R**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .882a | .777 | .770 | 1.631 |

|  |
| --- |
| a. Predictors: (Constant), X3 = KUALITAS PELAYANAN, X2 = HARGA, X1 = ATMOSFER |
| b. Dependent Variable: Y = KEPUASAN KONSUMEN |