

1. Karakteristik Responden

JK

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-laki	48	40.0	40.0	40.0
Valid Perempuan	72	60.0	60.0	100.0
Total	120	100.0	100.0	

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
17-20 tahun	52	43.3	43.3	43.3
21-30 tahun	29	24.2	24.2	67.5
Valid 31-40 tahun	28	23.3	23.3	90.8
>40 tahun	11	9.2	9.2	100.0
Total	120	100.0	100.0	

Pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
SMP	2	1.7	1.7	1.7
SMA	51	42.5	42.5	44.2
D3	21	17.5	17.5	61.7
Valid S1	43	35.8	35.8	97.5
S2	3	2.5	2.5	100.0
Total	120	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Karyawan swasta	21	17.5	17.5	17.5
PNS	14	11.7	11.7	29.2
Wiraswasta	9	7.5	7.5	36.7
Valid Pelajar/Mahasiswa	48	40.0	40.0	76.7
Ibu Rumah Tangga	14	11.7	11.7	88.3
Profesional (Dokter, Guru, dll)	4	3.3	3.3	91.7
Petani/Pedagang	10	8.3	8.3	100.0
Total	120	100.0	100.0	

2. Jawaban Kuisisioner

- Kualitas Pelayanan (X₁)

P1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.8	.8	.8
2	15	12.5	12.5	13.3
3	47	39.2	39.2	52.5
4	37	30.8	30.8	83.3
5	20	16.7	16.7	100.0
Total	120	100.0	100.0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.5	2.5	2.5
2	19	15.8	15.8	18.3
3	55	45.8	45.8	64.2
4	35	29.2	29.2	93.3
5	8	6.7	6.7	100.0
Total	120	100.0	100.0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	19	15.8	15.8	15.8
3	52	43.3	43.3	59.2
4	36	30.0	30.0	89.2
5	13	10.8	10.8	100.0
Total	120	100.0	100.0	

P4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	3.3	3.3	3.3
2	25	20.8	20.8	24.2
3	47	39.2	39.2	63.3
4	38	31.7	31.7	95.0
5	6	5.0	5.0	100.0
Total	120	100.0	100.0	

P5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	3.3	3.3	3.3
2	36	30.0	30.0	33.3
3	52	43.3	43.3	76.7
4	27	22.5	22.5	99.2
5	1	.8	.8	100.0
Total	120	100.0	100.0	

P6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.7	1.7	1.7
2	26	21.7	21.7	23.3
3	69	57.5	57.5	80.8
4	23	19.2	19.2	100.0
Total	120	100.0	100.0	

P7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	5.0	5.0	5.0
2	28	23.3	23.3	28.3
3	57	47.5	47.5	75.8
4	27	22.5	22.5	98.3
5	2	1.7	1.7	100.0
Total	120	100.0	100.0	

P8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.7	1.7	1.7
2	37	30.8	30.8	32.5
3	57	47.5	47.5	80.0
4	23	19.2	19.2	99.2
5	1	.8	.8	100.0
Total	120	100.0	100.0	

P9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	5.0	5.0	5.0
2	36	30.0	30.0	35.0
3	60	50.0	50.0	85.0
4	17	14.2	14.2	99.2
5	1	.8	.8	100.0
Total	120	100.0	100.0	

P10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.5	2.5	2.5
2	40	33.3	33.3	35.8
3	39	32.5	32.5	68.3
4	30	25.0	25.0	93.3
5	8	6.7	6.7	100.0
Total	120	100.0	100.0	

- **Harga (X₂)****H1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.8	.8	.8
2	2	1.7	1.7	2.5
3	55	45.8	45.8	48.3
4	51	42.5	42.5	90.8
5	11	9.2	9.2	100.0
Total	120	100.0	100.0	

H2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.7	1.7	1.7
3	37	30.8	30.8	32.5
4	65	54.2	54.2	86.7
5	16	13.3	13.3	100.0
Total	120	100.0	100.0	

H3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	4.2	4.2	4.2
3	24	20.0	20.0	24.2
Valid 4	51	42.5	42.5	66.7
5	40	33.3	33.3	100.0
Total	120	100.0	100.0	

H4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.8	.8	.8
2	8	6.7	6.7	7.5
Valid 3	42	35.0	35.0	42.5
4	50	41.7	41.7	84.2
5	19	15.8	15.8	100.0
Total	120	100.0	100.0	

H5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.7	1.7	1.7
2	8	6.7	6.7	8.3
Valid 3	41	34.2	34.2	42.5
4	49	40.8	40.8	83.3
5	20	16.7	16.7	100.0
Total	120	100.0	100.0	

H6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.7	1.7	1.7
3	42	35.0	35.0	36.7
Valid 4	62	51.7	51.7	88.3
5	14	11.7	11.7	100.0
Total	120	100.0	100.0	

H7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.5	2.5	2.5
2	11	9.2	9.2	11.7
3	30	25.0	25.0	36.7
Valid 4	48	40.0	40.0	76.7
5	28	23.3	23.3	100.0
Total	120	100.0	100.0	

H8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	2.5	2.5	2.5
3	22	18.3	18.3	20.8
Valid 4	52	43.3	43.3	64.2
5	43	35.8	35.8	100.0
Total	120	100.0	100.0	

- Kepuasan Pelanggan (Y)**KP1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	3.3	3.3	3.3
3	34	28.3	28.3	31.7
Valid 4	55	45.8	45.8	77.5
5	27	22.5	22.5	100.0
Total	120	100.0	100.0	

KP2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.8	.8	.8
3	40	33.3	33.3	34.2
Valid 4	53	44.2	44.2	78.3
5	26	21.7	21.7	100.0
Total	120	100.0	100.0	

KP3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.7	1.7	1.7
2	4	3.3	3.3	5.0
Valid 3	38	31.7	31.7	36.7
4	59	49.2	49.2	85.8
5	17	14.2	14.2	100.0
Total	120	100.0	100.0	

KP4

	Frequency	Percent	Valid Percent	Cumulative Percent
3	28	23.3	23.3	23.3
Valid 4	62	51.7	51.7	75.0
5	30	25.0	25.0	100.0
Total	120	100.0	100.0	

KP5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	3.3	3.3	3.3
3	39	32.5	32.5	35.8
Valid 4	63	52.5	52.5	88.3
5	14	11.7	11.7	100.0
Total	120	100.0	100.0	

KP6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	2.5	2.5	2.5
3	30	25.0	25.0	27.5
Valid 4	63	52.5	52.5	80.0
5	24	20.0	20.0	100.0
Total	120	100.0	100.0	

KP10	Pearson Correlation	.012	.004	.003	.346*	.197	.215	.128	-.091	.009	1	.435**
	Sig. (1-tailed)	.470	.491	.493	.014	.111	.091	.216	.288	.479		.003
	N	40	40	40	40	40	40	40	40	40	40	40
Pelayana	Pearson Correlation	.352*	.377**	.304*	.632**	.497**	.475**	.461**	.358*	.422**	.435**	1
	Sig. (1-tailed)	.013	.008	.028	.000	.001	.001	.001	.012	.003	.003	
	N	40	40	40	40	40	40	40	40	40	40	40

*. Correlation is significant at the 0.05 level (1-tailed).

** Correlation is significant at the 0.01 level (1-tailed).

- Harga (X2)

Correlations

		H1	H2	H3	H4	H5	H6	H7	H8	Harga
H1	Pearson Correlation	1	.109	.190	-.003	-.036	.197	.318*	.205	.528**
	Sig. (1-tailed)		.251	.120	.493	.413	.111	.023	.102	.000
	N	40	40	40	40	40	40	40	40	40
H2	Pearson Correlation	.109	1	.335*	.246	-.030	.190	.117	-.224	.444**
	Sig. (1-tailed)	.251		.017	.063	.426	.121	.236	.082	.002
	N	40	40	40	40	40	40	40	40	40
H3	Pearson Correlation	.190	.335*	1	-.037	-.198	.255	.143	.228	.523**
	Sig. (1-tailed)	.120	.017		.411	.110	.056	.189	.078	.000
	N	40	40	40	40	40	40	40	40	40
H4	Pearson Correlation	-.003	.246	-.037	1	.076	.178	-.018	-.076	.327*
	Sig. (1-tailed)	.493	.063	.411		.321	.136	.457	.321	.020
	N	40	40	40	40	40	40	40	40	40
H5	Pearson Correlation	-.036	-.030	-.198	.076	1	.245	.464**	.265*	.377**
	Sig. (1-tailed)	.413	.426	.110	.321		.064	.001	.049	.008
	N	40	40	40	40	40	40	40	40	40
H6	Pearson Correlation	.197	.190	.255	.178	.245	1	.361*	.146	.610**
	Sig. (1-tailed)	.111	.121	.056	.136	.064		.011	.185	.000
	N	40	40	40	40	40	40	40	40	40
H7	Pearson Correlation	.318*	.117	.143	-.018	.464**	.361*	1	.352*	.674**
	Sig. (1-tailed)	.023	.236	.189	.457	.001	.011		.013	.000
	N	40	40	40	40	40	40	40	40	40
H8	Pearson Correlation	.205	-.224	.228	-.076	.265*	.146	.352*	1	.499**
	Sig. (1-tailed)	.102	.082	.078	.321	.049	.185	.013		.001
	N	40	40	40	40	40	40	40	40	40
Harga	Pearson Correlation	.528**	.444**	.523**	.327*	.377**	.610**	.674**	.499**	1
	Sig. (1-tailed)	.000	.002	.000	.020	.008	.000	.000	.001	
	N	40	40	40	40	40	40	40	40	40

*. Correlation is significant at the 0.05 level (1-tailed).

** Correlation is significant at the 0.01 level (1-tailed).

- **Kepuasan Pelanggan (Y)**

		Correlations						
		K1	K2	K3	K4	K5	K6	Kepuasan
K1	Pearson Correlation	1	.419**	.159	.489**	.166	.398**	.689**
	Sig. (1-tailed)		.004	.164	.001	.152	.006	.000
	N	40	40	40	40	40	40	40
K2	Pearson Correlation	.419**	1	.166	.153	.154	.427**	.644**
	Sig. (1-tailed)	.004		.153	.173	.172	.003	.000
	N	40	40	40	40	40	40	40
K3	Pearson Correlation	.159	.166	1	.387**	.314*	.149	.562**
	Sig. (1-tailed)	.164	.153		.007	.024	.179	.000
	N	40	40	40	40	40	40	40
K4	Pearson Correlation	.489**	.153	.387**	1	.215	.268*	.655**
	Sig. (1-tailed)	.001	.173	.007		.092	.047	.000
	N	40	40	40	40	40	40	40
K5	Pearson Correlation	.166	.154	.314*	.215	1	.284*	.562**
	Sig. (1-tailed)	.152	.172	.024	.092		.038	.000
	N	40	40	40	40	40	40	40
K6	Pearson Correlation	.398**	.427**	.149	.268*	.284*	1	.665**
	Sig. (1-tailed)	.006	.003	.179	.047	.038		.000
	N	40	40	40	40	40	40	40
Kepuasan	Pearson Correlation	.689**	.644**	.562**	.655**	.562**	.665**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40

** Correlation is significant at the 0.01 level (1-tailed).

* Correlation is significant at the 0.05 level (1-tailed).

4. Hasil Uji Reliabilitas

Scale: Kualitas Pelayanan

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.678	10

Scale: Harga

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.701	8

Scale: Kepuasan

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.751	6

5. Uji Normalitas**One-Sample Kolmogorov-Smirnov Test**

		Pelayanan	Harga	Kepuasan
N		120	120	120
Normal Parameters ^{a,b}	Mean	30.58	30.29	23.09
	Std. Deviation	4.062	3.624	2.771
Most Extreme Differences	Absolute	.092	.101	.103
	Positive	.065	.065	.095
	Negative	-.092	-.101	-.103
Kolmogorov-Smirnov Z		1.003	1.109	1.133
Asymp. Sig. (2-tailed)		.267	.171	.153

a. Test distribution is Normal.

b. Calculated from data.

6. Uji Homogenitas**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Pelayanan	1.020	11	107	.434
Harga	.432	11	107	.938

7. Uji Linearitas**ANOVA Table**

		Sum of Squares	df	Mean Square	F	Sig.
(Combined)		168.792	18	9.377	1.271	.223
Kepuasan * Pelayanan	Between Groups	58.740	1	58.740	7.961	.006
	Deviation from Linearity	110.052	17	6.474	.877	.601
Within Groups		745.200	101	7.378		
Total		913.992	119			

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
(Combined)	525.956	16	32.872	8.726	.000
Between Groups	477.438	1	477.438	126.731	.000
Deviation from Linearity	48.518	15	3.235	.859	.611
Within Groups	388.036	103	3.767		
Total	913.992	119			

8. Regresi Linear Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Harga, Pelayanan ^b		Enter

a. Dependent Variable: Kepuasan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735 ^a	.540	.532	1.895

a. Predictors: (Constant), Harga, Pelayanan

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	493.717	2	246.859	68.723	.000 ^b
Residual	420.274	117	3.592		
Total	913.992	119			

a. Dependent Variable: Kepuasan

b. Predictors: (Constant), Harga, Pelayanan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.053	1.817		2.230	.028
Pelayanan	.092	.043	.135	2.129	.035
Harga	.535	.049	.700	11.004	.000

a. Dependent Variable: Kepuasan