

## Lampiran I

# KUESIONER PENELITIAN

Perihal : Mohon bantuan pengisian Kuesioner

Kepada Yth : Bapak/ Ibu, Saudara/ i  
Di tempat

Dengan Hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Strata 1 Manajemen di Program Studi Manajemen IIB Darmajaya, Saya:

Nama : Dewa Putu Wisnu Sanjaya

NPM : 1912110279

Sedang melakukan penelitian yang berjudul **“PENGARUH PERCEIVED ENJOYMENT DAN DISKON TERHADAP KEPUASAN KONSUMEN SHOPEE FOOD”** Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaanya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, Januari 2023

Peneliti

Dewa Putu Wisnu Sanjaya

NPM. 1912110279

Panduan pengisian pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.
4. Keterangan : SS (Sangat Setuju)  
S (Setuju)  
SS (Cukup Setuju)  
TS (Tidak Setuju)  
STS (Sangat Tidak Setuju)

#### IDENTITAS RESPONDEN

1. Nama : .....(Dapat dikosongkan)

2. Jenis Kelamin :  Laki-laki  
 Perempuan

3. Usia :

<input type="checkbox"/> a. 15 Tahun – 24 Tahun	<input type="checkbox"/> c. 35 Tahun – 44 Tahun
<input type="checkbox"/> b. 25 Tahun – 34 Tahun	<input type="checkbox"/> d. 45 Tahun – 54 Tahun

4. Pekerjaan :

<input type="checkbox"/> a. Pelajar	<input type="checkbox"/> c. Pegawai Negeri
<input type="checkbox"/> b. Mahasiswa	<input type="checkbox"/> d. Pegawai Swasta
<input type="checkbox"/> c. Wiraswasta	

## DAFTAR PERNYATAAN

<i>Perceived Enjoyment</i>						
No	Pernyataan	STS	TS	CS	S	SS
<i>Kenyamanan</i>						
1	Merasa nyaman melakukan pemesanan makanan di Shopee Food					
2	Merasa nyaman bertransaksi di Shopee Food					
<i>Desain Yang Menarik</i>						
3	Shopee Food memiliki tampilan menu yang menarik					
4	Shopee Food dilengkapi dengan informasi pemesanan yang jelas					
<i>Kesenangan</i>						
5	Merasa senang dengan proses pemesanan melalui Shopee Food					
6	Menyenangkan menggunakan Shopee Food					

<i>Diskon</i>						
No	Pernyataan	STS	TS	CS	S	SS
<i>Besaran Potongan</i>						
1	Besarnya diskon yang diberikan oleh Shopee Food menarik perhatian					
2	Besarnya diskon tergantung jumlah yang dipesan di Shopee Food					
<i>Masa Potongan</i>						
3	Shopee Food memberikan potongan harga setiap hari-hari spesial					
4	Shopee Food memberikan potongan harga dalam jangka waktu yang lama					
<i>Jenis Produk Yang Dapat Potongan</i>						
5	Shopee Food memberikan potongan harga pada produk makanan/minuman tertentu					
6	Banyak jenis makanan/minuman yang diberikan potongan harga di Shopee Food					

<i>Kepuasan Konsumen</i>						
<b>No</b>	<b>Pernyataan</b>	<b>STS</b>	<b>TS</b>	<b>CS</b>	<b>S</b>	<b>SS</b>
<i>Kesesuaian Harapan</i>						
<b>1</b>	Layanan Shopee Food sesuai dengan harapan					
<b>2</b>	Merasa puas menggunakan Shopee Food					
<i>Minat Menggunakan Kembali</i>						
<b>3</b>	Berminat menggunakan Shopee Food di masa yang akan datang					
<b>4</b>	Secara konsisten menggunakan Shopee Food					
<i>Kesediaan Untuk Merekomendasikan</i>						
<b>5</b>	Bersedia merekomendasikan Shopee Food kepada pengguna lainnya					
<b>6</b>	Bersedia mengajak pengguna lain untuk menggunakan Shopee Food					

## Lampiran II (Hasil Jawaban Responden)

No	P1	P2	P3	P4	P5	P6	Percevide Enjoyment	D1	D2	D3	D4	D5	D6	Diskon	K1	K2	K3	K4	K5	K6	Kepuasan Konsumen
1	4	4	4	4	2	3	21	4	4	4	5	4	4	25	3	3	3	3	3	3	18
2	5	4	5	5	3	3	25	4	4	3	4	3	4	22	3	3	3	3	3	3	18
3	5	5	5	5	3	3	26	4	5	5	5	5	5	29	5	4	5	5	4	5	28
4	5	5	5	5	4	4	28	4	3	2	2	5	5	21	4	5	4	4	5	4	26
5	5	5	5	4	4	4	27	5	5	4	5	3	4	26	5	4	5	5	5	5	29
6	4	5	4	2	5	5	25	3	4	4	4	4	3	22	3	4	4	3	4	4	22
7	4	3	4	4	4	3	22	3	5	5	5	4	5	27	5	4	5	5	4	5	28
8	5	4	3	3	3	3	21	2	5	5	5	4	5	26	5	5	5	5	2	2	24
9	5	4	4	4	4	4	25	5	5	5	5	5	5	30	5	5	5	5	4	5	29
10	3	5	5	5	4	4	26	4	3	5	5	5	5	27	5	5	5	5	4	5	29
11	4	4	4	4	4	5	25	3	4	4	5	5	4	25	5	5	5	5	5	4	29
12	4	5	5	4	5	5	28	5	4	5	4	4	4	26	5	5	5	5	5	4	29
13	5	5	5	5	5	5	30	4	5	5	5	5	5	29	5	5	5	5	5	5	30
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20	3	5	5	5	3	3	24	4	3	5	3	4	5	24	3	3	4	3	3	4	20
21	4	2	4	4	3	2	19	3	4	4	4	1	4	20	3	3	3	3	3	3	18
22	4	5	3	4	2	3	21	4	4	5	4	3	4	24	3	3	3	3	3	3	18
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25	5	3	5	5	3	3	24	4	5	5	5	2	5	26	4	5	4	4	5	4	26
26	4	3	4	5	3	2	21	4	4	4	4	3	5	24	5	4	5	5	4	5	28
27	2	2	3	3	2	2	14	3	4	2	2	3	3	17	3	4	4	3	4	4	22
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32	2	4	4	5	3	4	22	3	5	5	5	4	5	27	3	3	4	3	3	4	20
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34	3	4	3	5	4	4	23	3	3	3	3	3	5	20	3	3	3	3	3	3	18
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51	5	5	2	4	5	5	26	3	3	3	3	4	4	20	3	4	4	3	4	4	22
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53	3	4	4	4	5	5	25	2	3	2	3	2	4	16	2	4	4	2	4	4	20

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57	2	4	4	5	4	4	23	2	3	4	3	1	3	16	4	3	5	4	3	5	24
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74	5	4	4	5	4	4	26	4	5	3	5	2	3	22	4	3	3	4	3	3	20
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76	5	4	3	4	3	3	22	2	3	2	3	3	3	16	3	3	3	3	3	3	18
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96	4	4	5	5	3	4	25	4	4	5	4	4	5	26	5	5	5	5	5	5	30
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98	4	4	5	3	4	4	24	5	5	5	5	4	5	29	3	3	3	3	3	3	18
99	4	4	4	5	2	4	23	3	5	5	5	4	5	27	5	5	5	5	5	5	30
100	5	5	5	5	3	5	28	3	3	5	5	4	5	25	5	5	5	5	5	5	30

### Lampiran III (Hasil Uji Deskriptif)

#### Jenis\_kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	30	30.0	30.0	30.0
Valid Perempuan	70	70.0	70.0	100.0
Total	100	100.0	100.0	

#### Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15 Tahun - 24 Tahun	30	30.0	30.0	30.0
Valid 25 Tahun - 34 Tahun	36	36.0	36.0	66.0
Valid 35 Tahun - 44 Tahun	20	20.0	20.0	86.0
Valid 45 Tahun - 54 Tahun	14	14.0	14.0	100.0
Total	100	100.0	100.0	

#### Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mahasiswa	26	26.0	26.0	26.0
Valid Pegawai Negeri	5	5.0	5.0	31.0
Valid Pegawai Swasta	36	36.0	36.0	67.0
Valid Pelajar	14	14.0	14.0	81.0
Valid Wiraswasta	19	19.0	19.0	100.0
Total	100	100.0	100.0	

#### P1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
Valid 2	5	5.0	5.0	6.0
Valid 3	25	25.0	25.0	31.0
Valid 4	36	36.0	36.0	67.0
Valid 5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

#### P2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	7.0	7.0	7.0
Valid 3	14	14.0	14.0	21.0
Valid 4	48	48.0	48.0	69.0
Valid 5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

**P3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	7.0	7.0	7.0
3	27	27.0	27.0	34.0
4	38	38.0	38.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

**P4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	9	9.0	9.0	10.0
4	47	47.0	47.0	57.0
5	43	43.0	43.0	100.0
Total	100	100.0	100.0	

**P5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	35	35.0	35.0	43.0
4	34	34.0	34.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

**P6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	5	5.0	5.0	7.0
3	33	33.0	33.0	40.0
4	35	35.0	35.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

**D1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	23	23.0	23.0	26.0
3	40	40.0	40.0	66.0
4	23	23.0	23.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

**D2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	30	30.0	30.0	35.0
Valid 4	40	40.0	40.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

**D3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	8	8.0	8.0	10.0
Valid 3	29	29.0	29.0	39.0
4	35	35.0	35.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

**D4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	23	23.0	23.0	30.0
Valid 4	41	41.0	41.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

**D5**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	15	15.0	15.0	19.0
Valid 3	30	30.0	30.0	49.0
4	41	41.0	41.0	90.0
5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

**D6**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8.0	8.0	8.0
3	26	26.0	26.0	34.0
Valid 4	34	34.0	34.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

**K1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	30	30.0	30.0	38.0
4	32	32.0	32.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

**K2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	30	30.0	30.0	31.0
4	45	45.0	45.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

**K3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	19	19.0	19.0	19.0
4	48	48.0	48.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

**K4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	30	30.0	30.0	38.0
4	32	32.0	32.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

**K5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	30	30.0	30.0	32.0
4	46	46.0	46.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

**K6**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	19	19.0	19.0	20.0
Valid 4	50	50.0	50.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

**Lampiran IV (Hasil Uji Validitas)**

**Correlations**

		P1	P2	P3	P4	P5	P6	Percevide Enjoyment
P1	Pearson Correlation	1	.184	.383*	.297	.339	.361	.619**
	Sig. (2-tailed)		.331	.037	.111	.067	.050	.000
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	.184	1	.439*	.179	.240	.372*	.613**
	Sig. (2-tailed)	.331		.015	.344	.202	.043	.000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	.383*	.439*	1	.738**	.467**	.258	.775**
	Sig. (2-tailed)	.037	.015		.000	.009	.168	.000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	.297	.179	.738**	1	.170	.000	.539**
	Sig. (2-tailed)	.111	.344	.000		.370	1.000	.002
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	.339	.240	.467**	.170	1	.800**	.767**
	Sig. (2-tailed)	.067	.202	.009	.370		.000	.000
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	.361	.372*	.258	.000	.800**	1	.732**
	Sig. (2-tailed)	.050	.043	.168	1.000	.000		.000
	N	30	30	30	30	30	30	30
Percevide Enjoyment	Pearson Correlation	.619**	.613**	.775**	.539**	.767**	.732**	1
	Sig. (2-tailed)	.000	.000	.000	.002	.000	.000	
	N	30	30	30	30	30	30	30

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

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

**Correlations**

		D1	D2	D3	D4	D5	D6	Diskon
D1	Pearson Correlation	1	.083	.152	.261	.336	.225	.529**
	Sig. (2-tailed)		.664	.424	.163	.069	.233	.003
	N	30	30	30	30	30	30	30
D2	Pearson Correlation	.083	1	.523**	.610**	.115	.129	.601**
	Sig. (2-tailed)	.664		.003	.000	.544	.496	.000
	N	30	30	30	30	30	30	30
D3	Pearson Correlation	.152	.523**	1	.694**	.217	.349	.746**
	Sig. (2-tailed)	.424	.003		.000	.250	.058	.000
	N	30	30	30	30	30	30	30
D4	Pearson Correlation	.261	.610**	.694**	1	.338	.280	.818**
	Sig. (2-tailed)	.163	.000	.000		.067	.134	.000
	N	30	30	30	30	30	30	30
D5	Pearson Correlation	.336	.115	.217	.338	1	.261	.644**
	Sig. (2-tailed)	.069	.544	.250	.067		.163	.000
	N	30	30	30	30	30	30	30
D6	Pearson Correlation	.225	.129	.349	.280	.261	1	.539**
	Sig. (2-tailed)	.233	.496	.058	.134	.163		.002
	N	30	30	30	30	30	30	30
Diskon	Pearson Correlation	.529**	.601**	.746**	.818**	.644**	.539**	1
	Sig. (2-tailed)	.003	.000	.000	.000	.000	.002	
	N	30	30	30	30	30	30	30

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

**Correlations**

		K1	K2	K3	K4	K5	K6	Kepuasan Konsumen
K1	Pearson Correlation	1	.800**	.884**	1.000**	.631**	.665**	.947**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
K2	Pearson Correlation	.800**	1	.723**	.800**	.749**	.480**	.862**
	Sig. (2-tailed)	.000		.000	.000	.000	.007	.000
	N	30	30	30	30	30	30	30
K3	Pearson Correlation	.884**	.723**	1	.884**	.550**	.763**	.909**
	Sig. (2-tailed)	.000	.000		.000	.002	.000	.000
	N	30	30	30	30	30	30	30
K4	Pearson Correlation	1.000**	.800**	.884**	1	.631**	.665**	.947**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
K5	Pearson Correlation	.631**	.749**	.550**	.631**	1	.685**	.805**
	Sig. (2-tailed)	.000	.000	.002	.000		.000	.000
	N	30	30	30	30	30	30	30
K6	Pearson Correlation	.665**	.480**	.763**	.665**	.685**	1	.805**
	Sig. (2-tailed)	.000	.007	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
Kepuasan Konsumen	Pearson Correlation	.947**	.862**	.909**	.947**	.805**	.805**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

## Lampiran V (Hasil Uji Reliabilitas)

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.755	6

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.719	6

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.941	6

## Lampiran VI (Hasil Uji Normalitas)

**One-Sample Kolmogorov-Smirnov Test**

		Percevide_Enjoyment	Diskon	Kepuasan_Konsumen
N		100	100	100
Normal Parameters <sup>a,b</sup>	Mean	23.63	21.96	23.67
	Std. Deviation	3.174	3.654	3.987
	Absolute	.116	.086	.111
Most Extreme Differences	Positive	.078	.086	.101
	Negative	-.116	-.067	-.111
	Kolmogorov-Smirnov Z	1.164	.856	1.112
Asymp. Sig. (2-tailed)		.133	.456	.168

a. Test distribution is Normal.

b. Calculated from data.

## Lampiran VII (Hasil Uji Linearitas)

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			514.446	16	32.153	2.518	.003
Kepuasan_Konsumen	Between Groups	Linearity	374.071	1	374.071	29.300	.000
		Deviation from Linearity	140.376	15	9.358	.733	.745
Percevide_Enjoyment			1059.664	83	12.767		
Total			1574.110	99			

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			589.066	15	39.271	3.349	.000
Kepuasan_Konsumen * Diskon	Between Groups	Linearity	338.266	1	338.266	28.846	.000
		Deviation from Linearity	250.801	14	17.914	1.528	.119
Within Groups			985.044	84	11.727		
Total			1574.110	99			

## Lampiran VIII (Hasil Uji Multikolinearitas)

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.791	2.779		1.364	.176		
1 Percevide_Enjoyment	.484	.107	.386	4.512	.000	.916	1.092
Diskon	.384	.093	.352	4.118	.000	.916	1.092

a. Dependent Variable: Kepuasan\_Konsumen

## Lampiran IX (Hasil Uji Analisis Regresi Linear Berganda)

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Diskon, Percevide_Enjoyment <sup>b</sup>		Enter

a. Dependent Variable: Kepuasan\_Konsumen

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 <sup>a</sup>	.351	.338	3.245

a. Predictors: (Constant), Diskon, Percevide\_Enjoyment

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.791	2.779		1.364	.176
	Percevide_Enjoyment	.484	.107	.386	4.512	.000
	Diskon	.384	.093	.352	4.118	.000

a. Dependent Variable: Kepuasan\_Konsumen

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	552.650	2	276.325	26.240	.000 <sup>b</sup>
	Residual	1021.460	97	10.531		
	Total	1574.110	99			

a. Dependent Variable: Kepuasan\_Konsumen

b. Predictors: (Constant), Diskon, Percevide\_Enjoyment