

LAMPIRAN 1

KUESIONER PENELITIAN

Perihal :Mohon bantuan pengisian Kuesioner

KepadaYth :

Bapak/ Ibu, Saudara/ i

Di tempat

DenganHormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Strata 1 Manajemendi Program StudiManajemn IIB Darmajaya, Saya :

Nama : Riska Silvana

NPM : 1612110208

Sedang melakukan penelitian yang berjudul“**PENGARUH SERVICESCAPE DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA HOTEL POP DI BANDAR LAMPUNG**” Oleh karena itu saya mohon kesediaan bapak/ibu, saudara/I untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpulakan saya jaga kerahasiaanya dan digunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/I saya ucapkan terimakasih.

FORMAT KUESIONER

a. Identitas Responden

Mohon memberi tanda (x) pada jawaban berikut ini:

1. Nama Lengkap :
2. Jenis kelamin :
 Pria Wanita
3. Usia :
4. Pekerjaan
 PNS
 Pegawai Swasta
 Wiraswasta
 Pelajar / Mahasiswa

b. Informasi Umum

1. Apakah anda pernah berkunjung ke Hotel Pop Bandar Lampung?
 Ya Tidak
2. Dalam kurun waktu 1 tahun terakhir, sudah berapa kali melakukan kunjungan ke Hotel Pop Bandar Lampung?
 1 kali
 2 kali
 3 kali
 Lebih dari 3 kali

c. Berilah tanda (x) pada skala 1-5 dengan pilihan jawaban yang anda anggap paling sesuai :

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Kurang Setuju (KS)
4. Setuju (S)
5. Sangat Setuju (SS)

Tabel kuesioner berisi indikator-indikator Pengaruh Kualitas Pelayanan terhadap kepuasan konsumen.

Kualitas Pelayanan

Ambient conditions

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Aroma ruangan Hotel Pop Bandar Lampung menyenangkan bagi konsumen.					
2	Suhu ruangan Hotel Pop Bandar Lampung yang membuat nyaman konsumen					
3	Permainan warna pada desain interior dan eksterior Hotel Pop Bandar Lampung mampu memberi kesan ceria bagi konsumen.					

- Spatial layout

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Hotel Pop Bandar Lampung mempunyai area parkir yang luas					
2	Lobby nyaman bagi konsumen Hotel Pop Bandar Lampung					
3	Ruangan Rapat atau Ruangan pertemuan yang memadai pada Hotel Pop Bandar Lampung					

- Functional signs, simbol

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Konsumen Hotel Pop Bandar Lampung paham arti nama Pop dan mudah mengingat nama tersebut					
2	Konsumen Hotel Pop Bandar Lampung tidak kesulitan menemukan tanda toilet, exit door, lift dan no smoking					
3	Dekorasi seperti lukisan, patung, dan lain nya pada Hotel Pop Bandar Lampung mampu menarik perhatian konsumen.					

Kepuasan konsumen

- *Kepuasan konsumen keseluruhan*

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Konsumen merasa puas akan kualitas pelayanan yang diberikan Hotel Pop Bandar Lampung sesuai harapan					
2	Konsumen merasa puas dengan desain kamar, warna bangunan dan desain pada Hotel Pop Bandar Lampung					
3	Secara keseluruhan konsumen merasa puas dengan pengalaman menginap di Hotel Pop Bandar Lampung					

- *Dimensi kepuasan pelanggan*

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Karyawan Hotel Pop menjalin komunikasi dengan baik dengan konsumen Hotel Pop Bandar Lampung					
2	Pengetahuan pegawai yang luas					
3	Kecepatan melayani konsumen Hotel Pop Bandar Lampung					

- *Konfirmasi harapan*

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Hotel Pop Bandar Lampung memiliki kebersihan dan kenyamanan hotel					
2	Hotel Pop Bandar Lampung mampu memberikan pelayanan terbaik saat melakukan reservasi kamar					
3	Konsumen merasa puas dengan karyawan yang melayani dengan profesional					

- Niat beli ulang

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Konsumen memiliki rasa untuk kembali ke Hotel Pop Bandar Lampung					
2	Konsumen selalu mencari tau informasi terbaru terhadap Hotel Pop Bandar Lampung					
3	Konsumen mempunyai pengalaman terbaik terhadap Hotel Pop Bandar Lampung					

- Ketersediaan untuk merekomendasikan

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Konsumen akan merekomendasikan kepada teman atau kerabat terhadap Hotel Pop Bandar Lampung					
2	Konsumen menceritakan kepuasan dan pengalaman selama menginap di Hotel Pop Bandar Lampung					
3	Konsumen menginformasikan ke orang lain					

(Pra Survey)

Responden yang terhormat ,

Terimakasih atas partisipasi anda menjadi salah satu peserta survey dan secara sukarela mengisi kuisioner ini. Pra survey ini bertujuan sebagai data untuk penyusunan tugas akhir atau skripsi yang berjudul“ Pengaruh Servicescafe terhadap kepuasan Konsumen pada Hotel Pop di Bandar Lampung”. Kami menghargai kejujuran anda dalam mengisi kuisioner ini. Kami menjamin kerahasiaan anda yang terkait dengan kuisioner. Hasil survey ini semata-mata akan digunakan untuk tujuan penelitian dan bukan tujuan komersil.

Nama :

JenisKelamin :

Umur :

Pekerjaan :

No	Pernyataan	Puas	Tidak puas
1	Kebersihan yang ada pada Hotel Pop Bandar Lampung		
2	Kerapihandantataletakbarang (lay out)		
3	Kelengkapan fasilitas yang adapada Hotel Pop		
4	Pelayanan yang diberikan Hotel Pop sesuaidenganharapanpengunjung		
5	Lokasiparkirkendaraan yang adapada Hotel Pop Bandar Lampung		
6	Ketanggapandankecepatankaryawan Hotel Pop Bandar Lampung		

Lampiran 2

Karakteristik Responden

1. Responden Berdasarkan Jenis Kelamin

		Jenis Kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
	Laki-laki	53	53.0	53.0	53.0
Valid	Perempuan	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

2. Responden Berdasarkan Usia

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
	20 tahun	3	3,0	3,0	3,0
	21 tahun	2	2,0	2,0	2,0
	22 tahun	5	5,0	5,0	5,0
	23 tahun	2	2,0	2,0	2,0
	24 tahun	8	8,0	8,0	8,0
	25 tahun	10	10,0	10,0	10,0
	27 tahun	2	2,0	2,0	2,0
	28 tahun	5	5,0	5,0	5,0
Valid	30 tahun	3	3,0	3,0	3,0
	34 tahun	8	8,0	8,0	8,0
	35 tahun	12	12,0	12,0	12,0
	36 tahun	7	7,0	7,0	7,0
	37 tahun	3	3,0	3,0	3,0
	39 tahun	5	5,0	5,0	5,0
	40 tahun	15	15,0	15,0	15,0
	41 tahun	5	5,0	5,0	5,0
	42 tahun	5	5,0	5,0	5,0
	Total	100	100.0	100.0	100.0

3. Responden Berdasarkan Pekerjaan

		Pekerjaan			
		Frequency	Percent	Valid Percent	Cumulative Percent
	Mahasiswa	8	8.0	8.0	8.0
Valid	Pegawai Negeri Sipil	31	31.0	31.0	31.0
	Ibu Rumah tangga	12	12.0	12.0	12.0

Wiraswasta	34	34,0	34,0	34,0
Guru	15	15,0	15,0	15,0
Total	100	100,0	100,0	100,0

4. Responden Berdasarkan Kunjungan

Kunjungan Ke Pantai Mutun Dalam Kurun Waktu 1 Tahun

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Kali	21	21,0	21,0	21,0
2 kali	23	23,0	23,0	23,0
Valid 3 kali	27	27,0	27,0	27,0
Lebih dari 3 kali	29	29,0	29,0	29,0
Total	100	100,0	100,0	100,0

LAMPIRAN 4
HASIL KUISONER

Kualitas Pelayanan (X1)

No	x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	x2.8	x2.9	x2.10	x2.11	x2.12	x2.13	x2.14	x2.15	total x2
1	3	5	3	4	5	3	4	5	4	3	4	4	3	4	4	58
2	5	4	5	5	5	5	5	5	5	5	5	5	4	4	5	72
3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	46
4	3	3	3	4	3	4	4	3	3	4	4	3	3	3	4	51
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
6	5	5	4	5	5	5	5	4	5	5	5	5	4	4	4	70
7	4	4	3	4	3	3	3	3	4	4	3	4	3	4	4	53
8	4	5	4	4	4	4	4	4	4	4	5	4	4	4	5	63
9	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	59
10	5	4	4	5	5	4	5	4	5	4	5	4	5	5	5	69
11	5	4	4	3	4	4	4	3	3	4	4	4	3	3	4	56
12	4	5	5	5	5	5	5	5	5	5	5	5	4	3	4	70
13	5	4	4	5	5	4	5	5	5	4	4	4	5	5	4	68
14	3	4	3	4	4	3	4	4	4	4	4	4	3	4	4	56
15	4	4	4	5	5	5	4	4	4	4	4	4	5	3	4	63
16	4	3	4	3	3	3	4	4	4	4	4	4	4	3	4	55
17	5	5	4	4	5	5	4	5	5	4	5	5	5	5	5	71
18	4	4	4	4	3	4	4	4	4	4	4	4	5	5	4	61
19	3	3	3	3	3	4	5	4	4	4	4	4	3	3	4	54
20	3	4	4	3	4	4	4	3	4	3	4	3	3	3	3	52
21	3	3	4	4	3	3	3	3	4	3	2	2	2	2	3	44
22	4	4	3	4	4	4	3	3	3	3	3	3	4	4	4	53
23	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
24	4	4	5	4	4	4	5	4	4	3	4	4	5	4	4	62
25	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
26	4	4	3	4	4	4	3	4	3	4	4	3	4	3	4	55
27	3	4	4	4	4	4	3	3	4	4	4	4	4	3	3	55
28	4	4	4	4	4	4	3	4	4	4	4	4	3	3	4	57
29	5	4	4	3	4	3	5	4	4	4	4	3	5	5	3	60
30	4	4	4	4	4	4	3	4	4	4	4	4	3	3	4	57
31	4	4	4	4	5	4	4	4	4	4	3	3	4	3	4	58
32	5	4	4	4	5	5	5	5	4	4	4	5	5	4	4	67
33	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	72
34	5	5	5	5	5	5	5	5	5	5	1	5	5	2	5	68
35	5	4	4	5	4	5	5	4	5	5	5	5	5	5	4	70
36	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	59
37	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
38	2	2	3	3	3	3	3	3	2	2	3	3	2	2	3	39
39	3	3	4	4	4	4	5	4	4	4	5	4	4	3	4	59
40	5	3	3	3	4	5	5	5	5	5	5	5	5	4	4	66
41	5	3	3	3	4	5	5	5	5	5	5	5	5	4	4	66
42	2	3	1	5	2	3	4	4	5	2	4	4	2	3	4	48
43	4	4	5	5	4	4	5	4	4	5	4	5	4	4	5	66

44	4	3	4	4	4	3	4	4	3	3	3	4	3	4	4	54
45	3	3	3	4	4	4	4	3	4	4	4	4	3	3	4	54
46	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
47	3	3	4	4	4	4	4	3	4	3	4	4	3	4	4	55
48	5	4	4	5	5	5	5	4	4	4	4	4	5	4	5	67
49	4	5	4	5	5	5	5	5	5	5	5	5	5	4	5	72
50	3	3	3	3	4	4	3	3	3	4	4	4	3	3	3	50
51	4	4	4	4	5	4	5	4	5	4	5	4	4	4	4	64
52	4	4	3	3	3	4	4	4	3	3	4	4	3	3	4	53
53	5	4	4	5	5	4	5	4	4	4	4	4	5	3	4	64
54	4	3	4	4	4	3	5	5	5	5	5	4	4	4	4	63
55	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	74
56	3	4	3	4	4	4	4	4	4	3	4	4	3	3	4	55
57	3	3	4	4	4	4	4	4	4	3	4	4	3	3	4	55
58	4	5	2	5	4	3	5	3	4	5	5	5	4	3	2	59
59	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	61
60	4	5	4	5	5	4	4	5	4	5	4	5	4	5	4	67
61	4	4	4	5	4	4	5	4	4	4	4	4	5	4	4	63
62	5	5	5	5	5	5	5	4	5	4	5	5	5	4	5	72
63	5	5	4	5	5	5	5	5	5	5	5	5	4	4	5	72
64	4	4	5	4	4	4	4	4	4	3	4	4	4	3	4	59
65	5	4	4	5	5	5	5	4	4	5	5	5	3	4	5	68
66	5	5	5	5	5	4	5	5	5	5	4	5	4	5	5	72
67	2	1	2	1	1	2	1	1	2	1	1	1	1	1	1	19
68	4	4	4	4	3	4	3	4	4	4	4	4	3	3	4	56
69	3	3	4	4	3	4	3	3	4	4	3	4	4	3	4	53
70	5	5	4	4	4	4	4	5	4	4	5	4	4	4	4	64
71	3	4	3	4	4	4	4	4	4	4	3	4	4	4	4	57
72	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5	62
73	4	3	4	5	4	3	4	3	4	4	3	3	5	4	5	58
74	4	5	5	4	4	5	5	4	4	5	5	5	5	4	4	68
75	3	4	3	3	3	3	4	4	4	3	3	3	4	3	4	51
76	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	74
77	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
78	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
79	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
80	4	3	4	5	4	4	5	4	4	5	4	3	4	3	4	60
81	3	4	4	4	4	4	5	4	5	4	5	4	4	5	4	63
82	5	4	4	5	4	4	5	4	4	5	4	4	5	4	4	65
83	3	3	4	4	3	3	4	4	4	3	3	3	4	3	3	51
84	4	4	5	5	5	4	4	5	4	5	5	5	4	3	5	67
85	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	58
86	4	3	3	4	4	4	5	4	5	4	5	4	4	3	4	60
87	3	3	5	5	4	5	5	3	4	5	3	2	2	2	4	55
88	3	3	4	3	3	3	4	3	4	4	3	4	4	4	4	53
89	4	4	4	3	4	5	4	4	4	4	5	4	4	4	4	61
90	3	3	4	4	4	3	3	3	3	3	4	3	4	3	4	51
91	3	3	4	3	3	3	4	4	4	3	3	3	4	3	3	50

92	4	5	5	4	5	4	5	5	5	5	5	5	5	4	4	70
93	5	4	4	5	4	3	4	5	4	4	4	5	5	4	5	65
94	3	3	3	3	3	4	4	4	3	4	4	3	4	5	5	55
95	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
96	5	5	4	5	5	4	4	4	4	5	4	3	4	3	4	63
97	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
98	3	3	3	3	3	3	3	3	3	3	3	3	4	2	3	45
99	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
100	2	3	4	3	4	4	3	4	4	3	3	4	5	4	3	53

KepuasanKonsumen (Y)

No	y1.1	y1.2	y1.3	y1.4	y1.5	y1.6	y1.7	y1.8	y1.9	y1.10	y1.11	y1.12	y1.13	y1.14	y1.15	total Y
1	4	4	4	5	5	4	5	4	3	4	4	3	5	4	3	61
2	5	5	5	5	3	4	3	5	5	4	3	3	4	5	5	64
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
4	3	4	5	4	3	3	3	4	2	3	4	4	3	4	3	52
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
7	3	3	3	4	3	3	4	4	3	4	3	3	3	3	3	49
8	5	4	4	4	4	3	4	4	4	4	4	5	4	5	5	63
9	4	3	4	4	3	3	4	3	3	4	2	3	3	3	3	49
10	4	4	5	5	4	4	3	5	4	5	4	4	3	4	5	63
11	4	4	4	4	4	4	3	4	4	4	3	3	3	4	4	56
12	5	4	4	5	4	5	4	5	5	5	3	4	3	3	5	64
13	5	4	5	5	4	5	5	5	5	4	4	4	4	4	4	67
14	3	4	4	4	4	3	3	3	3	4	4	3	4	4	4	54
15	4	4	4	4	4	4	4	4	5	4	3	4	4	4	3	59
16	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
17	4	5	4	4	5	5	4	4	5	4	5	4	5	4	5	67
18	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	61
19	3	4	4	4	4	4	3	4	4	3	2	3	3	3	3	51
20	4	5	4	4	4	4	3	3	4	3	4	4	4	4	4	58
21	3	3	3	2	2	2	2	3	3	3	3	3	4	2	3	41
22	3	3	3	4	4	4	3	3	3	3	4	4	3	3	3	50
23	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
24	4	4	4	4	4	5	3	4	4	4	3	4	4	4	4	59
25	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	47
26	4	4	4	4	3	4	3	4	4	3	3	4	4	3	4	55
27	4	3	4	4	3	4	4	3	4	4	3	4	3	4	3	54
28	4	4	3	4	3	4	3	4	3	3	3	3	4	3	4	52
29	4	4	3	3	4	4	5	5	4	3	5	3	5	4	3	59
30	3	4	3	4	4	4	3	4	4	4	3	4	4	3	4	55
31	4	5	4	5	4	4	4	4	4	4	4	4	3	4	4	61
32	4	5	5	5	5	4	5	4	4	4	5	5	4	5	5	69
33	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
34	5	5	5	5	5	4	5	5	3	5	5	5	4	5	3	69
35	4	5	4	4	5	5	4	5	5	4	5	5	4	5	5	69

36	5	4	4	4	4	4	4	4	4	4	3	4	4	4	4	60
37	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
38	3	5	3	2	2	2	3	3	3	2	2	2	3	3	3	41
39	4	4	4	5	4	4	4	4	3	5	4	4	5	5	4	63
40	5	4	5	5	4	4	4	5	3	5	5	5	5	4	4	67
41	5	4	5	5	4	4	4	5	3	5	5	5	5	4	4	67
42	4	4	3	4	3	5	2	2	4	4	4	5	3	4	4	55
43	4	4	4	5	4	4	4	4	5	5	4	4	4	5	5	65
44	4	4	3	4	5	4	4	4	4	3	4	4	3	4	4	58
45	4	4	3	4	4	3	3	4	4	3	3	3	2	3	3	50
46	4	4	4	4	4	4	4	4	4	4	3	4	4	4	5	60
47	4	4	4	4	3	4	3	4	4	4	3	3	5	4	5	58
48	5	5	5	5	4	4	5	5	4	4	4	4	4	4	4	66
49	3	5	4	4	4	5	3	4	4	3	3	3	4	3	3	55
50	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
51	4	4	5	4	4	4	4	4	4	4	4	4	4	4	5	62
52	4	3	4	4	3	4	4	3	4	3	4	3	4	4	3	54
53	4	4	4	4	4	4	4	4	4	5	3	3	4	4	3	58
54	4	5	5	4	5	4	4	4	5	4	4	5	5	5	4	67
55	5	5	5	5	3	5	4	4	4	4	4	4	5	5	5	67
56	3	4	4	3	3	3	4	3	4	3	3	3	3	3	3	49
57	3	3	4	3	3	3	3	3	3	4	3	3	4	3	3	48
58	4	3	4	4	5	4	5	4	4	3	4	3	3	5	4	59
59	5	5	5	4	4	4	4	4	4	5	3	5	5	5	5	67
60	4	5	4	5	4	4	4	5	4	4	5	4	4	5	4	65
61	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
62	5	5	5	4	5	5	5	5	5	5	5	5	5	4	4	71
63	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	74
64	4	4	4	4	4	4	4	4	4	4	5	3	4	4	4	60
65	4	4	4	4	5	4	5	4	5	4	4	4	5	4	5	65
66	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	74
67	1	1	1	1	1	1	1	2	1	1	1	2	1	1	2	18
68	4	3	4	4	4	4	4	4	3	3	4	4	4	3	4	56
69	4	3	4	4	4	3	4	3	3	4	4	3	3	4	3	53
70	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	61
71	3	4	4	3	3	4	4	4	4	3	3	4	4	4	4	55
72	4	4	4	4	3	4	4	4	4	4	3	4	5	4	4	59
73	5	4	4	4	4	4	5	5	4	4	3	4	3	4	4	61
74	4	4	5	5	4	5	4	4	4	4	4	5	5	5	5	67
75	3	4	3	3	4	4	3	4	3	4	4	3	3	3	4	52
76	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
77	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	59
78	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
79	4	3	3	3	3	4	3	3	3	3	3	3	3	3	3	47
80	4	4	4	4	3	4	4	4	4	3	4	3	4	4	3	56
81	4	4	3	5	5	4	4	4	4	5	4	4	3	4	4	61
82	5	4	4	5	4	4	5	4	4	4	4	5	5	4	5	66
83	4	4	4	3	4	3	3	4	5	3	3	4	3	4	4	55

84	5	5	4	5	4	4	5	5	5	5	4	5	5	5	4	70
85	4	3	4	4	3	3	3	3	4	3	2	3	3	3	3	48
86	4	4	3	4	3	3	4	3	4	4	4	3	4	4	3	54
87	3	5	4	5	4	5	3	5	5	5	4	5	5	5	5	68
88	4	4	3	3	4	3	4	3	4	4	3	3	4	4	4	54
89	4	4	4	3	5	4	4	4	4	4	4	5	4	4	4	61
90	4	4	3	4	4	3	3	4	4	4	4	4	4	3	3	55
91	3	4	3	4	4	4	5	4	4	3	3	4	5	4	5	59
92	5	4	5	5	5	5	5	4	4	5	5	5	4	4	5	70
93	4	4	4	5	4	4	5	5	4	4	4	4	5	4	5	65
94	4	3	4	4	3	4	4	5	5	3	3	4	3	3	3	55
95	4	4	4	5	3	4	4	4	4	1	4	4	4	3	3	55
96	3	3	3	3	3	3	3	3	4	3	2	3	2	3	2	43
97	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
98	3	3	3	3	3	3	3	3	3	3	2	2	2	3	3	42
99	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
100	4	3	4	4	3	4	4	4	4	5	5	5	5	4	5	63

Lampiran 5

Hasil Uji Validitas Kualitas pelayanan (X1)

Correlations

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	X2.14	X2.15	VAR 00001
Pearson Correlation	1	.489*	.552*	.452*	.588**	.519**	.469*	.504*	.538*	.589**	.564**	.553*	.668**	.637**	.584**	.771*
Sig. (2- tailed)		.006	.002	.012	.001	.003	.009	.005	.002	.001	.001	.002	.000	.000	.001	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.489*	1	.424*	.535*	.767**	.543**	.270	.605*	.554*	.444*	.666**	.666*	.439*	.530**	.520**	.737*
Sig. (2- tailed)	.006		.020	.002	.000	.002	.149	.000	.001	.014	.000	.000	.015	.003	.003	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.552*	.424*	1	.467*	.501**	.600**	.501*	.500*	.654*	.500**	.534**	.549*	.512**	.252	.347	.687*
Sig. (2- tailed)	.002	.020		.009	.005	.000	.005	.005	.000	.005	.002	.002	.004	.179	.060	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.452*	.535*	.467*	1	.710**	.646**	.315	.560*	.663*	.573**	.476**	.548*	.462*	.375*	.562**	.725*
Sig. (2- tailed)	.012	.002	.009		.000	.000	.090	.001	.000	.001	.008	.002	.010	.041	.001	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.588*	.767*	.501*	.710*	1	.654**	.461*	.702*	.666*	.451*	.683**	.627*	.529**	.461*	.510**	.816*
Sig. (2- tailed)	.001	.000	.005	.000		.000	.010	.000	.000	.012	.000	.000	.003	.010	.004	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.519*	.543*	.600*	.646*	.654**	1	.392*	.484*	.525*	.646**	.697**	.671*	.505**	.229	.565**	.752*
Sig. (2- tailed)	.003	.002	.000	.000	.000		.032	.007	.003	.000	.000	.000	.004	.224	.001	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.469*	.270	.501*	.315	.461*	.392*	1	.576*	.597*	.451*	.619**	.504*	.529**	.513**	.362*	.672*
Sig. (2- tailed)	.009	.149	.005	.090	.010	.032		.001	.000	.012	.000	.005	.003	.004	.049	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.504*	.605*	.500*	.560*	.702**	.484**	.576*	1	.733*	.544**	.681**	.709*	.537**	.538**	.627**	.815*
Sig. (2- tailed)	.005	.000	.005	.001	.000	.007	.001		.000	.002	.000	.000	.002	.002	.000	.000

N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.538*	.554*	.654*	.663*	.666**	.525**	.597*	.733*	1	.602**	.637**	.719*	.489**	.528**	.500**	.821*
Sig. (2-tailed)	.002	.001	.000	.000	.000	.003	.000	.000		.000	.000	.000	.006	.003	.005	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.589*	.444*	.500*	.573*	.451*	.646**	.451*	.544*	.602*	1	.717**	.753*	.374*	.306	.550**	.733*
Sig. (2-tailed)	.001	.014	.005	.001	.012	.000	.012	.002	.000		.000	.000	.042	.100	.002	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.564*	.666*	.534*	.476*	.683**	.697**	.619*	.681*	.637*	.717**	1	.799*	.564**	.491**	.701**	.858*
Sig. (2-tailed)	.001	.000	.002	.008	.000	.000	.000	.000	.000	.000		.000	.001	.006	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.553*	.666*	.549*	.548*	.627**	.671**	.504*	.709*	.719*	.753**	.799**	1	.464**	.455*	.687**	.843*
Sig. (2-tailed)	.002	.000	.002	.002	.000	.000	.005	.000	.000	.000	.000		.010	.012	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.668*	.439*	.512*	.462*	.529**	.505**	.529*	.537*	.489*	.374*	.564**	.464*	1	.727**	.450*	.743*
Sig. (2-tailed)	.000	.015	.004	.010	.003	.004	.003	.002	.006	.042	.001	.010		.000	.013	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.637*	.530*	.252	.375*	.461*	.229	.513*	.538*	.528*	.306	.491**	.455*	.727**	1	.534**	.684*
Sig. (2-tailed)	.000	.003	.179	.041	.010	.224	.004	.002	.003	.100	.006	.012	.000		.002	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.584*	.520*	.347	.562*	.510**	.565**	.362*	.627*	.500*	.550**	.701**	.687*	.450*	.534**	1	.740*
Sig. (2-tailed)	.001	.003	.060	.001	.004	.001	.049	.000	.005	.002	.000	.000	.013	.002		.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.771*	.737*	.687*	.725*	.816**	.752**	.672*	.815*	.821*	.733**	.858**	.843*	.743**	.684**	.740**	1
Sig. (2-tailed)																

Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Hasil Uji Validitas Kepuasan Konsumen (Y)

Correlations

	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Y.11	Y.12	Y.13	Y.14	Y.15	VAR0000 1
Y Pearson .1 Correlat ion Sig. (2- tailed) N	1 30	.597** 30	.599** 30	.614** 30	.429* 30	.607** 30	.607** 30	.646** 30	.733** 30	.607** 30	.371* 30	.537** 30	.439* 30	.668** 30	.676** 30	.802** 30
Y Pearson .2 Correlat ion Sig. (2- tailed) N	.597** 30	1 30	.597** 30	.527** 30	.634** 30	.615** 30	.318 30	.577** 30	.634** 30	.383* 30	.564** 30	.465** 30	.646** 30	.693** 30	.698** 30	.783** 30
Y Pearson .3 Correlat ion Sig. (2- tailed) N	.599** 30	.597** 30	1 30	.748** 30	.429* 30	.485** 30	.379* 30	.582** 30	.506** 30	.607** 30	.371* 30	.537** 30	.246 30	.730** 30	.562** 30	.729** 30
Y Pearson .4 Correlat ion Sig. (2- tailed) N	.614** 30	.527** 30	.748** 30	1 30	.611** 30	.691** 30	.516** 30	.652** 30	.533** 30	.728** 30	.295 30	.476** 30	.227 30	.607** 30	.590** 30	.770** 30
Y Pearson .5 Correlat ion Sig. (2- tailed) N	.429* 30	.634** 30	.429* 30	.611** 30	1 30	.727** 30	.644** 30	.488** 30	.558** 30	.583** 30	.668** 30	.550** 30	.607** 30	.621** 30	.504** 30	.799** 30
Y Pearson .6 Correlat ion Sig. (2- tailed) N	.607** 30	.615** 30	.485** 30	.691** 30	.727** 30	1 30	.538** 30	.651** 30	.770** 30	.545** 30	.421* 30	.538** 30	.451* 30	.484** 30	.562** 30	.800** 30

Y .7	Pearson Correlation	.607**	.318	.379*	.516**	.644**	.538**	1	.550**	.483**	.545**	.573**	.433*	.565**	.563**	.242	.706**
	Sig. (2-tailed)	.000	.087	.039	.003	.000	.002		.002	.007	.002	.001	.017	.001	.001	.198	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y .8	Pearson Correlation	.646**	.577**	.582**	.652**	.488**	.651**	.550**	1	.659**	.598**	.434*	.403*	.435*	.540**	.604**	.775**
	Sig. (2-tailed)	.000	.001	.001	.000	.006	.000	.002		.000	.000	.016	.027	.016	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y .9	Pearson Correlation	.733**	.634**	.506**	.533**	.558**	.770**	.483**	.659**	1	.613**	.325	.543**	.465**	.543**	.662**	.795**
	Sig. (2-tailed)	.000	.000	.004	.002	.001	.000	.007	.000		.000	.080	.002	.010	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y 1.0	Pearson Correlation	.607**	.383*	.607**	.728**	.583**	.545**	.545**	.598**	.613**	1	.346	.547**	.275	.563**	.672**	.755**
	Sig. (2-tailed)	.000	.036	.000	.000	.001	.002	.002	.000	.000		.061	.002	.141	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y 1.1	Pearson Correlation	.371*	.564**	.371*	.295	.668**	.421*	.573**	.434*	.325	.346	1	.572**	.702**	.636**	.468**	.688**
	Sig. (2-tailed)	.044	.001	.044	.114	.000	.020	.001	.016	.080	.061		.001	.000	.000	.009	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y 1.2	Pearson Correlation	.537**	.465**	.537**	.476**	.550**	.538**	.433*	.403*	.543**	.547**	.572**	1	.378*	.589**	.602**	.717**
	Sig. (2-tailed)	.002	.010	.002	.008	.002	.002	.017	.027	.002	.002	.001		.039	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Y 3	Pearson Correlation	.439*	.646**	.246	.227	.607**	.451*	.565**	.435*	.465**	.275	.702**	.378*	1	.527**	.410*	.653**
	Sig. (2-tailed)	.015	.000	.189	.228	.000	.012	.001	.016	.010	.141	.000	.039		.003	.024	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y 4	Pearson Correlation	.668**	.693**	.730**	.607**	.621**	.484**	.563**	.540**	.543**	.563**	.636**	.589**	.527**	1	.596**	.822**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.007	.001	.002	.002	.001	.000	.001	.003		.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y 5	Pearson Correlation	.676**	.698**	.562**	.590**	.504**	.562**	.242	.604**	.662**	.672**	.468**	.602**	.410*	.596**	1	.776**
	Sig. (2-tailed)	.000	.000	.001	.001	.005	.001	.198	.000	.000	.000	.009	.000	.024	.001		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
V 0 0 0 1	Pearson Correlation	.802**	.783**	.729**	.770**	.799**	.800**	.706**	.775**	.795**	.755**	.688**	.717**	.653**	.822**	.776**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Lampiran 6
Uji Normalitas
Kualitas_Pelayanan (X1)

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Kualitas_Pelayanan	100	100.0%	0	.0%	100	100.0%

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Kualitas_Pelayanan	.067	100	.200*	.950	100	.001

a. Lilliefors Significance Correction

*. This is a lower bound of the true significance.

Uji Normalitas
Kepuasan_Konsumen (Y)

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Kepuasan_Konsumen	100	100.0%	0	.0%	100	100.0%

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Kepuasan_Konsumen	.074	100	.200*	.957	100	.003

a. Lilliefors Significance Correction

*. This is a lower bound of the true significance.

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Y * X	100	100.0%	0	.0%	100	100.0%

Report

Y

X	Mean	N	Std. Deviation
1.27	1.2000	1	.
2.60	2.7300	1	.
2.93	2.7300	1	.
3.00	2.9883	6	.10591
3.07	3.0000	1	.
3.20	3.6700	1	.
3.33	3.4650	2	.65761
3.40	3.5700	4	.11547
3.47	3.8700	1	.
3.53	3.5883	6	.33042
3.60	3.5333	3	.29366
3.67	3.7263	8	.42241
3.73	3.6867	3	.07506
3.80	3.6033	3	.11547
3.87	3.8525	4	.43500
3.93	3.8800	5	.35560
4.00	3.7129	7	.29759
4.07	4.2033	3	.23094
4.13	3.9300	2	.00000
4.20	3.9233	6	.54997
4.27	4.0233	3	.13614
4.33	4.3650	2	.04950
4.40	4.4233	3	.08083
4.47	4.5000	4	.16104
4.53	4.4675	4	.11026
4.60	4.2000	1	.
4.67	4.6350	4	.29939
4.73	4.4700	1	.

4.80	4.5883	6	.52301
4.93	4.7350	2	.37477
5.00	5.0000	2	.00000
Total	3.8911	100	.63415

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X	Between	(Combined)	32.111	30	1.070	9.590	.000
	Groups	Linearity	30.055	1	30.055	269.273	.000
		Deviation from Linearity	2.056	29	.071	.635	.912
	Within	Groups	7.702	69	.112		
	Total		39.813	99			

Measures of Association

	R	R Squared	Eta	Eta Squared
Y * X	.869	.755	.898	.807

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Y	3.8911	.63415	100
X	3.9487	.61131	100

Correlations

		Y	X
Pearson Correlation	Y	1.000	.869
	X	.869	1.000
Sig. (1-tailed)	Y	.	.000
	X	.000	.
N	Y	100	100
	X	100	100

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 ^a	.755	.752	.31554

a. Predictors: (Constant), X

b. Dependent Variable: Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.055	1	30.055	301.864	.000 ^a
	Residual	9.757	98	.100		
	Total	39.813	99			

a. Predictors: (Constant), X

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.332	.207		1.602	.112
	X	.901	.052	.869	17.374	.000

a. Dependent Variable: Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.4767	4.8387	3.8911	.55099	100
Std. Predicted Value	-4.382	1.720	.000	1.000	100
Standard Error of Predicted Value	.032	.143	.042	.014	100
Adjusted Predicted Value	1.5476	4.8320	3.8917	.54797	100
Residual	-1.24760	.89010	.00000	.31394	100
Std. Residual	-3.954	2.821	.000	.995	100
Stud. Residual	-3.977	2.838	-.001	1.004	100
Deleted Residual	-1.26238	.90100	-.00055	.31993	100
Stud. Deleted Residual	-4.321	2.947	-.005	1.032	100
Mahal. Distance	.001	19.201	.990	2.066	100
Cook's Distance	.000	.154	.010	.023	100
Centered Leverage Value	.000	.194	.010	.021	100

a. Dependent Variable: Y