

# LAMPIRAN





## KUISIONER PENELITIAN

Kepada Yth:

Saudara Responden

Di tempat

Dengan Hormat,

Saya adalah mahasiswa Manajemen Pemasaran Internasional Politeknik Wilmar Bisnis Indonesia. Saat ini saya sedang mengadakan Tugas Akhir (Skripsi) yang berjudul **“Analisis Pengaruh Harga dan Kualitas Layanan Terhadap Kepuasan Mahasiswa Pengguna GoRide Gojek di Kabupaten Deli Serdang”**. Sehubungan dengan hal ini, saya mohon kesediaan saudara untuk meluangkan waktu untuk mengisi kuisisioner yang saya lampirkan. Pengisian kuisisioner ini bertujuan untuk mengembangkan ilmu pengetahuan. Tidak ada jawaban yang salah, semua jawaban benar jika mengikuti semua petunjuk pengisian dan keadaan saudara. Oleh karena itu, saya berharap seluruh pertanyaan dijawab dengan sejujurnya.

Atas kesediaan waktu yang telah diluangkan, saya ucapkan terima kasih.

Hormat Saya

Rocky Armando

NIM: 1501010041

**a. Data Umum Responden**

1. Jenis kelamin
  - a. Laki-Laki
  - b. Perempuan
2. Apakah anda pernah menggunakan *GoRide* Gojek?
  - a. Pernah
  - b. Tidak Pernah
3. Di perguruan tinggi manakah anda kuliah?
  - a. Universitas Negeri Medan
  - b. Universitas Islam Negeri Sumatera Utara
  - c. Universitas Medan Area
  - d. Politeknik WBI
4. Berapa kali anda menggunakan *GoRide* Gojek dalam 3 bulan terakhir?
  - a. 2 Kali
  - b. 3 Kali
  - c. Lebih dari 3 kali

**c. Daftar Pertanyaan**

Berilah tanda (√) pada jawaban yang dianggap paling sesuai dengan keadaan anda.

**Keterangan:**

- SS : Sangat Setuju  
S : Setuju  
TS : Tidak Setuju  
STS : Sangat Tidak Setuju

**Lampiran 1**

1. Harga

No	Daftar Pertanyaan	STS	TS	S	SS
1.	Menurut saya harga <i>GoRide</i> Gojek terjangkau untuk semua masyarakat				
2.	Menurut saya harga <i>GoRide</i> Gojek sesuai dengan kemampuan saya				
3.	Menurut saya harga yang diterapkan sesuai dengan fasilitas yang diberikan				
4.	Menurut saya harga yang ditetapkan sesuai dengan layanan yang diberikan				
5.	Harga yang ditawarkan cukup kompetitif dibanding dengan jasa ojek <i>online</i> sejenis				

6.	Harga yang dibayarkan sesuai dengan manfaat yang saya dapatkan				
----	--	--	--	--	--

## 2. Kualiatas Layanan

No	Daftar Pertanyaan	STS	TS	S	SS
1.	Menurut saya <i>GoRide</i> Gojek sangat mudah digunakan				
2.	Menurut saya Gojek dapat digunakan kapan saja dan dimana saja				
3.	Menurut saya pelayanan dari <i>driver</i> Gojek sopan dan ramah				
4.	Menurut saya fasilitas fisik pendukung pelayanan Gojek memenuhi standar				
5.	Menurut saya <i>driver</i> Gojek memberikan perhatian yang baik terhadap konsumen				
6.	Menurut saya Gojek memiliki kredibilitas yang baik				
7.	Kerahasiaan informasi pribadi pengguna di Gojek sangat terjamin				
8.	Gojek menyamarkan nomor telepon konsumen				
9.	Menurut saya Gojek aman dan bisa dipercaya				
10.	Menurut saya <i>driver</i> Gojek dapat menangani keluhan konsumen dengan baik				
11.	Menurut saya <i>driver</i> Gojek mengkonfirmasi orderan dengan cepat dan baik				

## 3. Kepuasan Konsumen

No	Daftar Pertanyaan	STS	TS	S	SS
1.	Pelayanan yang diberikan Gojek sesuai dengan keinginan saya				
2.	Pelayanan yang diberikan Gojek diterima baik oleh konsumen				

3.	Pelayanan yang diberikan Gojek cepat dan tepat sesuai dengan permintaan saya				
4.	Gojek mampu memenuhi kebutuhan saya				
5.	Pelayanan yang diberikan Gojek melebihi harapan saya				
6.	Gojek memberikan kemudahan dalam reservasi <i>online</i>				
7.	Kinerja pelayanan Gojek secara keseluruhan lebih baik dibandingkan dengan yang lainnya				
8.	<i>Driver</i> Gojek memiliki pengetahuan yang luas tentang tempat yang akan dituju				
9.	<i>Driver</i> Gojek memiliki pengetahuan dalam memberikan pelayanan yang cepat				
10.	<i>Driver</i> Gojek ramah dan mampu memberikan informasi yang diperlukan pelanggan dengan cepat				

## Lampiran 2 : Uji Validitas

### Hasil Uji Validitas

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL_X1
X1.1	Pearson Correlation	1	.605**	.435*	.605**	.635**	.589**	.763**
	Sig. (2-tailed)		.000	.016	.000	.000	.001	.000
	N	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.605**	1	.776**	.554**	.776**	.745**	.889**
	Sig. (2-tailed)	.000		.000	.001	.000	.000	.000
	N	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.435*	.776**	1	.776**	.564**	.621**	.835**
	Sig. (2-tailed)	.016	.000		.000	.001	.000	.000
	N	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.605**	.554**	.776**	1	.579**	.528**	.804**
	Sig. (2-tailed)	.000	.001	.000		.001	.003	.000
	N	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.635**	.776**	.564**	.579**	1	.813**	.872**
	Sig. (2-tailed)	.000	.000	.001	.001		.000	.000
	N	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.589**	.745**	.621**	.528**	.813**	1	.857**
	Sig. (2-tailed)	.001	.000	.000	.003	.000		.000
	N	30	30	30	30	30	30	30
TOTAL_X1	Pearson Correlation	.763**	.889**	.835**	.804**	.872**	.857**	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).

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

Correlations													
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	TOTAL_X2
X2.1	Pearson Correlation	1	.934**	.874**	.740**	.766**	.867**	.629**	.672**	.493**	.366	.679	.892**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.006	.047	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.934**	1	.816**	.680**	.714**	.633**	.577**	.650**	.577**	.361	.633**	.863**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.001	.000	.001	.057	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.874**	.816**	1	.867**	.874**	.620**	.605**	.628**	.471**	.286	.537**	.861**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.009	.125	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.740**	.680**	.867**	1	.874**	.620**	.740**	.734**	.605**	.286	.418*	.861**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.125	.022	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.765**	.714**	.874**	.874**	1	.709**	.729**	.692**	.593**	.327	.405*	.875**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.001	.077	.026	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.687**	.633**	.620**	.620**	.709**	1	.834**	.539**	.334	.249	.518*	.768**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.002	.071	.185	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.629**	.577**	.605**	.740**	.729**	.834**	1	.594**	.457**	.212	.405*	.773**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000		.001	.011	.261	.026	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.672**	.650**	.628**	.724**	.692**	.539**	.594**	1	.789**	.539**	.441*	.846**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.002	.001		.000	.002	.015	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	.493**	.577**	.471**	.605**	.693**	.334	.457**	.789**	1	.568**	.405*	.729**
	Sig. (2-tailed)	.006	.001	.009	.000	.001	.071	.011	.000		.001	.026	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.10	Pearson Correlation	.366	.361	.286	.286	.327	.249	.212	.539**	.558*	1	.495*	.553**
	Sig. (2-tailed)	.047	.057	.125	.125	.077	.185	.261	.002	.001		.005	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.11	Pearson Correlation	.679**	.633**	.537**	.418*	.405*	.518*	.405*	.441*	.405*	.495**	1	.685**
	Sig. (2-tailed)	.000	.000	.002	.022	.026	.003	.026	.015	.026	.005		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL_X2	Pearson Correlation	.892**	.863**	.861**	.861**	.875**	.768**	.773**	.846**	.729**	.553**	.685**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	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).

Correlations												
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	TOTAL_Y
Y1.1	Pearson Correlation	1	.796**	.800**	.706**	.695**	.389*	.423*	.339	.339	.380*	.706**
	Sig. (2-tailed)		.000	.000	.000	.001	.034	.020	.067	.067	.038	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y1.2	Pearson Correlation	.796**	1	.530**	.646**	.627**	.439*	.463**	.386*	.526**	.292	.706**
	Sig. (2-tailed)	.000		.003	.000	.003	.015	.010	.035	.003	.117	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y1.3	Pearson Correlation	.600**	.630**	1	.829**	.766**	.627**	.627**	.573**	.434*	.331	.806**
	Sig. (2-tailed)	.000	.003		.000	.000	.000	.000	.001	.016	.074	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y1.4	Pearson Correlation	.706**	.646**	.829**	1	.827**	.633**	.738**	.590**	.590**	.370*	.865**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.001	.001	.044	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y1.5	Pearson Correlation	.695**	.627**	.766**	.827**	1	.636**	.699**	.688**	.684**	.561**	.895**
	Sig. (2-tailed)	.001	.003	.000	.000		.000	.000	.000	.001	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y1.6	Pearson Correlation	.389*	.439*	.627**	.633**	.636**	1	.946**	.791**	.649**	.380*	.821**
	Sig. (2-tailed)	.034	.015	.000	.000	.000		.000	.000	.000	.038	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y1.7	Pearson Correlation	.423*	.463**	.627**	.738**	.699**	.946**	1	.765**	.628**	.378*	.846**
	Sig. (2-tailed)	.020	.010	.000	.000	.000	.000		.000	.000	.039	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y1.8	Pearson Correlation	.339	.386*	.573**	.590**	.688**	.791**	.765**	1	.713**	.558**	.809**
	Sig. (2-tailed)	.067	.035	.001	.001	.000	.000	.000		.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y1.9	Pearson Correlation	.339	.526**	.434*	.590**	.684**	.649**	.628**	.713**	1	.696**	.776**
	Sig. (2-tailed)	.067	.003	.016	.001	.001	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y1.10	Pearson Correlation	.380*	.292	.331	.370*	.561**	.380*	.378*	.558**	.686**	1	.628**
	Sig. (2-tailed)	.038	.117	.074	.044	.001	.038	.039	.001	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL_Y	Pearson Correlation	.706**	.706**	.806**	.895**	.895**	.821**	.846**	.809**	.776**	.629**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	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 3 : Uji Reliabilitas**

**Hasil Uji Reliabilitas**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.914	6

**Reliability Statistics**

Cronbach's Alpha	N of Items
.937	11

**Reliability Statistics**

Cronbach's Alpha	N of Items
.931	10

**Lampiran 4 : Uji Asumsi Klasik**

**Hasil Uji Multikolinearitas**

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

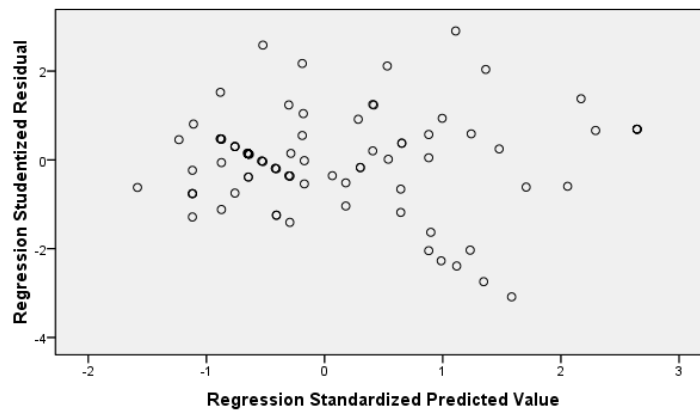
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.788	2.046		1.363	.176	
	Total_X1	.311	.129	.203	2.407	.018	.476
	Total_X2	.647	.082	.661	7.842	.000	.476

a. Dependent Variable: Total\_Y

**Hasil Uji Heteroskedastisitas**

**Scatterplot**

Dependent Variable: Total\_Y



## Hasil Uji Normalitas

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.90832457
Most Extreme Differences	Absolute	.120
	Positive	.112
	Negative	-.120
Kolmogorov-Smirnov Z		1.195
Asymp. Sig. (2-tailed)		.115

a. Test distribution is Normal.

## Hasil Uji Autokorelasi

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.820 <sup>a</sup>	.672	.665	1.928	1.739

a. Predictors: (Constant), Total\_X2, Total\_X1

b. Dependent Variable: Total\_Y

## Lampiran 5 : Persamaan Regresi Linier Berganda

### Analisis Regresi Linier Berganda

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.788	2.046		1.363	.176		
	Total_X1	.311	.129	.203	2.407	.018	.476	2.100
	Total_X2	.647	.082	.661	7.842	.000	.476	2.100

a. Dependent Variable: Total\_Y

## Lampiran 6 : Uji Hipotesis

### Hasil Uji F

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	738.471	2	369.236	99.343	.000 <sup>a</sup>
	Residual	360.529	97	3.717		
	Total	1099.000	99			

a. Predictors: (Constant), Total\_X2, Total\_X1

b. Dependent Variable: Total\_Y



## Hasil Koefisien Determinasi

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.820 <sup>a</sup>	.672	.665	1.928	1.739

a. Predictors: (Constant), Total\_X2, Total\_X1

b. Dependent Variable: Total\_Y

## Lampiran 7 : Tabel yang Digunakan dalam Penelitian

### Tabel r

#### Distribusi nilai $r_{tabel}$ Signifikansi 5% dan 1%

N	The Level of Significance		N	The Level of Significance	
	5%	1%		5%	1%
3	0.997	0.999	38	0.320	0.413
4	0.950	0.990	39	0.316	0.408
5	0.878	0.959	40	0.312	0.403
6	0.811	0.917	41	0.308	0.398
7	0.754	0.874	42	0.304	0.393
8	0.707	0.834	43	0.301	0.389
9	0.666	0.798	44	0.297	0.384
10	0.632	0.765	45	0.294	0.380
11	0.602	0.735	46	0.291	0.376
12	0.576	0.708	47	0.288	0.372
13	0.553	0.684	48	0.284	0.368
14	0.532	0.661	49	0.281	0.364
15	0.514	0.641	50	0.279	0.361
16	0.497	0.623	55	0.266	0.345
17	0.482	0.606	60	0.254	0.330
18	0.468	0.590	65	0.244	0.317
19	0.456	0.575	70	0.235	0.306
20	0.444	0.561	75	0.227	0.296
21	0.433	0.549	80	0.220	0.286
22	0.432	0.537	85	0.213	0.278
23	0.413	0.526	90	0.207	0.267
24	0.404	0.515	95	0.202	0.263
25	0.396	0.505	100	0.195	0.256
26	0.388	0.496	125	0.176	0.230
27	0.381	0.487	150	0.159	0.210
28	0.374	0.478	175	0.148	0.194
29	0.367	0.470	200	0.138	0.181
30	0.361	0.463	300	0.113	0.148
31	0.355	0.456	400	0.098	0.128

Tabel F

Titik Persentase Distribusi F untuk Probabilita = 0,05															
df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76

Titik Persentase Distribusi t (df = 81 –120)

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374



## Tabel Durbin Watson

Tabel Durbin-Watson (DW),  $\alpha = 5\%$

n	k=1		k=2		k=3		k=4		k=5	
	dL	dU	dL	dU	dL	dU	dL	dU	dL	dU
71	1.5865	1.6435	1.5577	1.6733	1.5284	1.7041	1.4987	1.7358	1.4685	1.7685
72	1.5895	1.6457	1.5611	1.6751	1.5323	1.7054	1.5029	1.7366	1.4732	1.7688
73	1.5924	1.6479	1.5645	1.6768	1.5360	1.7067	1.5071	1.7375	1.4778	1.7691
74	1.5953	1.6500	1.5677	1.6785	1.5397	1.7079	1.5112	1.7383	1.4822	1.7694
75	1.5981	1.6521	1.5709	1.6802	1.5432	1.7092	1.5151	1.7390	1.4866	1.7698
76	1.6009	1.6541	1.5740	1.6819	1.5467	1.7104	1.5190	1.7399	1.4909	1.7701
77	1.6036	1.6561	1.5771	1.6835	1.5502	1.7117	1.5228	1.7407	1.4950	1.7704
78	1.6063	1.6581	1.5801	1.6851	1.5535	1.7129	1.5265	1.7415	1.4991	1.7708
79	1.6089	1.6601	1.5830	1.6867	1.5568	1.7141	1.5302	1.7423	1.5031	1.7712
80	1.6114	1.6620	1.5859	1.6882	1.5600	1.7153	1.5337	1.7430	1.5070	1.7716
81	1.6139	1.6639	1.5888	1.6898	1.5632	1.7164	1.5372	1.7438	1.5109	1.7720
82	1.6164	1.6657	1.5915	1.6913	1.5663	1.7176	1.5406	1.7446	1.5146	1.7724
83	1.6188	1.6675	1.5942	1.6928	1.5693	1.7187	1.5440	1.7454	1.5183	1.7728
84	1.6212	1.6693	1.5969	1.6942	1.5723	1.7199	1.5472	1.7462	1.5219	1.7732
85	1.6235	1.6711	1.5995	1.6957	1.5752	1.7210	1.5505	1.7470	1.5254	1.7736
86	1.6258	1.6728	1.6021	1.6971	1.5780	1.7221	1.5536	1.7478	1.5289	1.7740
87	1.6280	1.6745	1.6046	1.6985	1.5808	1.7232	1.5567	1.7485	1.5322	1.7745
88	1.6302	1.6762	1.6071	1.6999	1.5836	1.7243	1.5597	1.7493	1.5356	1.7749
89	1.6324	1.6778	1.6095	1.7013	1.5863	1.7254	1.5627	1.7501	1.5388	1.7754
90	1.6345	1.6794	1.6119	1.7026	1.5889	1.7264	1.5656	1.7508	1.5420	1.7758
91	1.6366	1.6810	1.6143	1.7040	1.5915	1.7275	1.5685	1.7516	1.5452	1.7763
92	1.6387	1.6826	1.6166	1.7053	1.5941	1.7285	1.5713	1.7523	1.5482	1.7767
93	1.6407	1.6841	1.6188	1.7066	1.5966	1.7295	1.5741	1.7531	1.5513	1.7772
94	1.6427	1.6857	1.6211	1.7078	1.5991	1.7306	1.5768	1.7538	1.5542	1.7776
95	1.6447	1.6872	1.6233	1.7091	1.6015	1.7316	1.5795	1.7546	1.5572	1.7781
96	1.6466	1.6887	1.6254	1.7103	1.6039	1.7326	1.5821	1.7553	1.5600	1.7785
97	1.6485	1.6901	1.6275	1.7116	1.6063	1.7335	1.5847	1.7560	1.5628	1.7790
98	1.6504	1.6916	1.6296	1.7128	1.6086	1.7345	1.5872	1.7567	1.5656	1.7795
99	1.6522	1.6930	1.6317	1.7140	1.6108	1.7355	1.5897	1.7575	1.5683	1.7799
100	1.6540	1.6944	1.6337	1.7152	1.6131	1.7364	1.5922	1.7582	1.5710	1.7804
101	1.6558	1.6958	1.6357	1.7163	1.6153	1.7374	1.5946	1.7589	1.5736	1.7809

### Lampiran 8 : Tabulasi Data Responden

No Resp	Variabel X1 (Harga)						Total X1
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
1	4	4	4	4	3	4	23
2	3	3	3	3	3	3	18
3	3	3	3	3	4	3	19
4	3	3	3	3	3	3	18
5	4	3	3	3	3	3	19
6	3	3	3	3	3	3	18
7	4	3	3	3	3	3	19
8	2	3	3	3	3	3	17
9	4	3	3	3	3	3	19
10	3	3	3	3	3	3	18
11	4	4	3	3	4	4	22
12	3	3	3	2	3	3	17
13	2	3	3	3	3	4	18
14	4	4	4	4	4	4	24

15	3	3	3	3	3	3	18
16	3	3	4	4	3	4	21
17	3	3	3	3	3	3	18
18	3	2	3	3	3	3	17
19	3	3	3	3	3	3	18
20	4	3	3	3	3	3	19
21	4	4	4	3	3	4	22
22	3	3	3	3	3	3	18
23	3	3	3	2	3	3	17
24	3	3	3	3	3	3	18
25	3	3	3	3	3	3	18
26	3	3	3	3	2	3	17
27	4	4	4	3	3	3	21
28	3	3	3	3	3	3	18
29	4	4	4	3	3	3	21
30	3	3	3	3	3	3	18
31	3	4	4	4	4	4	23
32	3	3	4	4	3	4	21
33	4	4	4	3	4	4	23
34	4	3	3	3	3	4	20
35	3	3	3	3	3	3	18
36	3	2	3	4	3	4	19
37	4	4	4	4	4	4	24
38	3	2	3	3	3	3	17
39	3	3	3	4	4	3	20
40	4	4	4	4	4	4	24
41	4	4	4	4	4	4	24
42	4	4	4	4	3	3	22
43	3	3	3	3	2	3	17
44	2	3	3	3	2	3	16
45	3	3	3	3	2	2	16
46	3	3	3	3	3	3	18
47	3	3	3	3	3	3	18
48	3	3	3	3	3	3	18
49	3	3	3	3	3	3	18
50	3	3	3	3	3	3	18
51	3	3	3	3	3	3	18
52	4	4	3	3	3	3	20
53	3	3	3	3	3	3	18
54	4	4	4	3	3	3	21
55	4	3	4	4	4	4	23
56	3	3	3	3	3	3	18
57	4	4	3	4	3	3	21

58	4	3	3	3	3	3	19
59	3	3	3	3	3	3	18
60	3	3	4	3	3	4	20
61	3	2	3	3	3	3	17
62	4	4	4	3	3	3	21
63	3	3	3	3	3	3	18
64	3	3	3	3	3	3	18
65	4	3	2	4	3	2	18
66	4	4	4	4	3	3	22
67	3	4	3	3	4	3	20
68	4	4	3	3	3	3	20
69	3	3	3	3	3	3	18
70	3	3	3	2	3	2	16
71	3	2	2	3	3	3	16
72	3	3	3	3	3	3	18
73	3	3	3	3	3	3	18
74	3	4	4	4	3	3	21
75	4	4	4	4	4	4	24
76	4	3	3	3	2	3	18
77	4	4	4	4	3	3	22
78	3	3	3	3	3	3	18
79	3	3	3	3	3	3	18
80	4	4	4	4	4	4	24
81	2	2	3	3	3	3	16
82	3	3	3	3	3	3	18
83	2	3	3	3	3	3	17
84	4	3	4	4	3	3	21
85	4	4	4	3	4	3	22
86	3	2	3	2	3	3	16
87	3	3	3	3	4	3	19
88	3	3	3	3	3	3	18
89	3	3	3	3	3	3	18
90	3	3	3	3	3	3	18
91	4	3	3	3	3	3	19
92	4	3	3	3	3	3	19
93	4	4	3	4	4	4	23
94	3	3	3	3	3	3	18
95	3	3	3	3	3	3	18
96	4	4	3	3	3	3	20
97	3	2	3	3	2	3	16
98	3	4	4	3	3	4	21
99	4	3	3	3	2	3	18
100	3	3	3	3	4	3	19

No Resp	Variabel X2 (Kualitas Layanan)											Total X2
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	
1	4	4	4	4	4	4	4	2	3	3	3	39
2	3	3	3	3	3	3	3	3	3	3	3	33
3	4	2	3	4	3	3	3	3	3	3	3	34
4	3	3	3	3	3	3	3	3	3	3	3	33
5	3	3	3	3	3	4	3	4	4	2	4	36
6	3	3	3	3	3	3	3	3	3	3	3	33
7	3	3	3	4	3	3	3	3	3	3	3	34
8	3	4	3	3	3	3	3	3	3	3	3	34
9	4	4	4	3	3	3	3	4	3	3	3	37
10	4	4	3	3	3	3	3	2	3	3	3	34
11	3	3	3	3	3	3	3	3	3	3	3	33
12	3	3	3	3	3	3	3	3	3	4	4	35
13	3	3	4	3	3	3	3	3	3	3	4	35
14	4	4	4	4	4	4	4	4	4	4	4	44
15	4	4	3	4	3	3	3	3	3	3	3	36
16	3	4	3	3	4	4	3	3	4	4	3	38
17	4	2	3	4	4	4	4	3	3	3	4	38
18	3	3	3	3	3	3	3	3	3	3	3	33
19	3	3	3	3	3	3	3	3	3	3	3	33
20	4	3	4	3	3	3	4	3	3	3	3	36
21	4	4	4	3	3	3	3	3	4	4	4	39
22	3	3	3	3	3	3	3	3	3	3	3	33
23	3	3	3	3	3	3	2	2	3	3	3	31
24	3	3	3	3	3	3	3	3	3	3	3	33
25	3	3	3	3	3	3	3	3	3	3	3	33
26	3	3	3	3	3	3	3	3	3	3	3	33
27	3	3	4	4	4	3	4	3	4	4	3	39
28	3	3	3	3	3	3	3	3	3	3	3	33
29	4	3	4	3	3	3	4	3	4	4	3	38
30	3	3	3	3	3	3	3	3	3	3	3	33
31	4	4	4	4	4	4	4	3	4	4	4	43
32	4	4	3	4	3	4	3	3	3	3	3	37
33	4	4	4	4	4	4	4	3	4	4	3	42
34	4	4	3	3	3	3	3	2	3	2	4	34
35	4	4	4	3	3	3	3	3	4	3	3	37
36	4	3	4	3	3	3	4	4	3	3	4	38
37	3	3	3	3	3	4	4	4	3	3	4	37
38	4	4	4	3	4	3	4	4	3	3	4	40
39	4	4	4	4	4	3	3	3	4	4	4	41

40	4	2	4	4	4	4	4	4	4	4	4	42
41	4	4	4	4	4	4	4	4	4	4	4	44
42	3	3	3	3	3	3	3	3	3	3	3	33
43	3	3	3	3	3	3	3	3	3	3	3	33
44	3	3	3	3	3	3	3	3	3	3	3	33
45	3	2	3	3	3	3	3	3	3	3	3	32
46	3	3	3	3	4	3	3	3	3	3	4	35
47	3	3	3	3	3	3	3	2	3	2	3	31
48	3	3	3	3	3	3	3	3	3	3	3	33
49	3	3	3	3	3	3	3	4	3	3	3	34
50	3	3	2	3	2	3	3	3	3	3	3	31
51	3	3	3	3	3	3	3	3	3	3	3	33
52	3	3	3	3	3	3	3	2	3	3	3	32
53	3	3	3	3	3	3	3	3	3	3	3	33
54	3	3	4	4	3	4	4	3	3	3	3	37
55	4	4	4	4	4	3	4	4	3	3	3	40
56	4	3	3	3	3	3	3	3	3	3	3	34
57	4	4	4	3	3	3	3	3	3	3	3	36
58	3	3	3	3	3	3	3	3	3	3	3	33
59	3	3	3	3	3	3	3	3	3	3	3	33
60	3	4	4	4	3	4	3	3	3	3	3	37
61	4	3	3	3	3	3	3	3	3	3	3	34
62	3	3	3	4	4	4	4	4	3	3	3	38
63	3	3	3	3	3	3	3	3	3	3	3	33
64	3	3	3	3	3	3	3	2	3	3	3	32
65	3	3	3	3	2	3	3	3	3	3	3	32
66	3	3	3	3	3	3	3	3	4	3	4	35
67	4	3	4	4	4	4	4	4	3	3	3	40
68	3	3	3	3	3	3	3	3	3	3	3	33
69	3	3	3	3	3	3	3	3	3	3	3	33
70	3	3	3	3	3	3	3	4	3	3	3	34
71	3	3	3	3	3	3	3	3	3	3	3	33
72	3	3	3	3	3	2	3	2	3	4	3	32
73	3	3	3	3	3	3	3	3	3	3	3	33
74	4	3	3	4	3	4	3	3	3	3	3	36
75	4	4	4	4	4	4	4	4	4	4	4	44
76	4	2	2	3	3	3	3	3	3	3	2	31
77	4	4	4	3	3	4	3	4	4	4	4	41
78	3	3	3	3	3	3	3	3	3	3	3	33
79	3	2	3	3	3	3	3	3	2	3	3	31
80	4	4	4	4	4	4	4	4	4	4	4	44
81	4	3	3	3	3	3	3	2	3	3	3	33
82	3	3	3	3	3	3	3	3	3	3	3	33

83	3	3	3	3	3	3	3	3	3	3	3	33
84	3	3	3	3	3	3	3	4	2	3	3	33
85	3	3	4	4	2	4	4	4	4	3	3	38
86	3	2	3	3	2	3	3	3	3	2	3	30
87	4	4	4	4	4	4	3	3	3	4	4	41
88	3	3	3	3	3	3	3	3	3	3	3	33
89	3	3	3	3	3	3	3	3	3	3	3	33
90	4	3	2	2	3	3	3	2	3	3	3	31
91	4	3	3	3	3	3	3	3	3	3	3	34
92	3	3	3	3	3	3	3	3	3	3	3	33
93	3	3	4	3	3	3	3	4	4	4	4	38
94	4	4	4	3	3	3	3	3	4	3	3	37
95	3	3	3	3	3	3	3	3	3	3	3	33
96	3	3	3	3	3	3	3	3	3	3	3	33
97	3	3	3	3	3	3	3	3	3	3	3	33
98	3	3	3	3	3	3	3	3	3	3	3	33
99	3	3	3	3	3	3	3	3	3	3	3	33
100	3	3	3	3	3	4	4	3	4	4	4	38

No Resp	Variabel Y (Kepuasan Konsumen)										Total Y
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	
1	3	3	3	3	3	3	3	3	3	3	30
2	3	3	3	3	3	3	2	3	3	3	29
3	3	3	3	3	3	3	3	3	3	3	30
4	3	3	3	3	3	3	3	3	3	3	30
5	3	3	4	3	3	3	3	3	3	3	31
6	3	3	3	3	3	3	3	3	3	3	30
7	3	3	3	3	3	3	3	3	3	3	30
8	3	3	3	3	3	3	3	3	3	3	30
9	3	4	3	4	4	4	4	3	3	3	35
10	3	3	3	3	2	3	2	3	3	3	28
11	4	4	3	4	4	3	3	4	3	3	35
12	3	3	3	4	3	4	2	3	3	3	31
13	4	3	3	3	3	3	3	3	3	3	31
14	4	4	4	4	4	4	4	4	4	4	40
15	3	3	3	3	3	3	3	4	3	3	31
16	4	4	4	4	3	3	3	3	3	4	35
17	3	4	4	3	3	4	3	3	3	3	33
18	3	3	3	3	3	3	3	3	3	3	30
19	3	3	3	3	3	3	3	3	3	3	30
20	3	3	3	3	3	3	3	3	3	3	30



21	3	3	3	3	3	3	3	3	3	4	31
22	3	3	3	3	3	3	3	3	3	3	30
23	3	3	3	3	2	3	3	3	3	3	29
24	3	3	3	3	3	3	3	3	3	3	30
25	3	3	3	3	2	3	3	3	3	3	29
26	3	3	3	3	2	3	3	2	3	3	28
27	3	3	3	3	3	3	3	3	3	3	30
28	3	3	3	3	3	3	3	3	3	3	30
29	3	3	3	3	3	3	4	4	4	4	34
30	3	3	3	3	3	3	3	3	3	3	30
31	4	4	4	4	3	4	4	4	4	4	39
32	4	3	3	3	3	3	3	3	3	3	31
33	4	4	3	4	4	4	3	3	3	4	36
34	3	3	4	3	3	3	3	3	4	4	33
35	3	3	3	3	3	3	4	4	3	3	32
36	4	3	4	4	3	4	3	2	3	4	34
37	3	3	3	3	3	3	3	3	3	3	30
38	3	3	3	4	3	3	3	3	3	3	31
39	3	3	3	4	3	4	4	4	4	4	36
40	4	4	4	4	4	4	4	4	4	4	40
41	4	4	4	4	4	4	4	4	4	4	40
42	3	3	3	3	3	3	4	4	3	3	32
43	3	3	3	3	3	3	3	3	3	3	30
44	3	3	3	3	2	3	2	3	2	3	27
45	3	3	3	3	3	3	3	3	3	3	30
46	3	3	3	3	3	3	3	3	3	3	30
47	3	2	2	3	3	2	3	3	3	3	27
48	3	3	3	3	3	3	3	3	3	3	30
49	3	3	3	3	2	3	2	3	3	3	28
50	3	3	2	3	3	3	2	2	3	3	27
51	3	3	3	3	3	3	3	3	3	3	30
52	3	3	3	3	3	3	3	3	3	3	30
53	3	3	3	3	3	3	3	3	3	3	30
54	3	3	3	3	3	4	3	3	3	4	32
55	3	3	3	3	3	3	3	3	3	3	30
56	3	3	3	3	3	3	3	3	3	3	30
57	3	3	4	3	3	3	4	3	3	4	33
58	3	3	3	3	3	3	3	3	3	3	30
59	3	3	3	3	3	3	3	3	3	3	30
60	4	4	4	4	4	4	4	3	3	3	37
61	4	4	4	4	4	3	3	3	3	3	35
62	3	3	3	3	3	3	3	3	3	3	30
63	3	3	3	3	3	3	3	3	3	3	30

64	3	3	3	3	3	3	3	3	3	3	30
65	4	4	3	4	2	3	3	3	3	3	32
66	4	4	4	4	3	3	3	3	3	3	34
67	4	4	4	4	4	4	3	3	3	3	36
68	3	3	3	3	3	3	3	3	3	3	30
69	3	3	3	3	3	3	3	3	3	3	30
70	3	3	3	3	3	3	3	3	3	3	30
71	2	3	3	3	3	3	3	3	3	3	29
72	3	3	3	3	3	2	3	4	3	3	30
73	3	3	3	3	3	3	3	3	3	3	30
74	3	3	3	4	4	3	4	3	4	4	35
75	4	4	4	4	4	4	4	4	4	4	40
76	3	3	3	3	2	3	2	2	2	3	26
77	4	4	3	3	4	4	3	4	3	3	35
78	3	3	3	3	3	3	3	3	3	3	30
79	3	3	2	3	3	3	2	3	3	3	28
80	4	4	4	4	4	4	4	4	4	4	40
81	3	3	3	3	3	3	3	3	3	3	30
82	3	3	3	3	3	3	3	3	3	3	30
83	3	3	3	3	3	3	3	3	3	3	30
84	4	4	3	3	3	3	3	3	3	4	33
85	4	3	3	3	4	4	4	4	4	3	36
86	3	3	3	3	2	3	2	2	3	2	26
87	4	4	4	4	3	4	4	4	4	4	39
88	3	3	3	3	3	3	3	3	3	3	30
89	3	3	3	3	3	3	3	3	3	3	30
90	3	3	3	3	2	3	2	3	3	2	27
91	3	3	3	3	2	3	2	3	3	3	28
92	3	3	3	3	3	3	3	3	3	3	30
93	4	4	4	4	4	4	4	4	4	4	40
94	4	4	3	3	2	3	3	3	3	4	32
95	3	3	3	3	3	3	3	3	3	3	30
96	3	3	3	3	3	3	3	3	3	3	30
97	3	3	3	3	3	3	3	3	3	3	30
98	3	3	3	3	3	3	3	3	3	3	30
99	3	3	3	3	3	3	3	3	3	3	30
100	4	4	3	3	3	4	4	3	3	3	34