



5		Ruangan yang bersih										
6		Pencahayaannya ruangan yang terang										
7		Produk yang dijual sudah tertata rapi										
8		Produk yang dijual lengkap										
9		Terdapat label harga produk pada masing masing produk										

10		Harga produk yang tercantum sesuai dengan arga di kasir										
11		Karyawan mampu memberikan pelayanan dengan baik										
12		Karyawan ramah dan sabar dalam memberikan pelayanan										
13		Karyawan cepat tanggap dalam membantu konsumen mencari produk.										
14		Pelayan kasir yang cepat, terutama jika pelanggan terlalu banyak										
15		Petugas mampu menjawab pertanyaan pelanggan mengenai produk yang tersedia										

16		Produk terjamin kualitasnya										
17		Jaminan penggantian produk jika ditemukan produk cacat/ rusak										
18		Kenyamanan berbelanja										
19		Keamanan berbelanja										



Lampiran 2  
Uji Reliabel Kepentingan

Dimensi Tangible

**Reliability Statistics**

Cronbach's Alpha	N of Items
.806	9

Dimensi Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
.823	3

Dimensi Responsiveness

**Reliability Statistics**

Cronbach's Alpha	N of Items
.799	3

Dimensi Assurance

**Reliability Statistics**

Cronbach's Alpha	N of Items
.726	4

Dimensi Emphaty

**Reliability Statistics**

Cronbach's Alpha	N of Items
.880	3

Uji reliabilitas Kepuasan

Dimensi Tangibel

**Reliability Statistics**

Cronbach's Alpha	N of Items
.770	9

Dimensi Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
.775	3

Dimensi Responsiveness

**Reliability Statistics**

Cronbach's Alpha	N of Items
.729	3

Dimensi assurance

**Reliability Statistics**

Cronbach's Alpha	N of Items
.763	4

Dimensi Empathy

**Reliability Statistics**

Cronbach's Alpha	N of Items
.896	3



## Dimensi Reliability

### Correlations

		X10	X11	X12	Total2
X10	Pearson Correlation	1	.608**	.644**	.876**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X11	Pearson Correlation	.608**	1	.581**	.833**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X12	Pearson Correlation	.644**	.581**	1	.872**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total2	Pearson Correlation	.876**	.833**	.872**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## Dimensi Responsiveness

### Correlations

		X10	X11	X12	Total2
X10	Pearson Correlation	1	.608**	.644**	.876**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X11	Pearson Correlation	.608**	1	.581**	.833**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X12	Pearson Correlation	.644**	.581**	1	.872**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total2	Pearson Correlation	.876**	.833**	.872**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## Dimensi Assurance

### Correlations

		X16	X17	X18	X19	Total4
X16	Pearson Correlation	1	.510**	.435**	.256*	.748**
	Sig. (2-tailed)		.000	.000	.010	.000
	N	100	100	100	100	100
X17	Pearson Correlation	.510**	1	.438**	.281**	.734**
	Sig. (2-tailed)	.000		.000	.005	.000



	N	100	100	100	100	100
X18	Pearson Correlation	.435**	.438**	1	.490**	.796**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X19	Pearson Correlation	.256*	.281**	.490**	1	.691**
	Sig. (2-tailed)	.010	.005	.000		.000
	N	100	100	100	100	100
Total4	Pearson Correlation	.748**	.734**	.796**	.691**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

### Dimensi Empathy

#### Correlations

		X20	X21	X22	VAR00034
X20	Pearson Correlation	1	.641**	.679**	.867**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X21	Pearson Correlation	.641**	1	.827**	.911**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X22	Pearson Correlation	.679**	.827**	1	.921**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total	Pearson Correlation	.867**	.911**	.921**	1

Sig. (2-tailed)	.000	.000	.000	
N	100	100	100	100

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

## Uji Validitas Kepuasan Dimensi Tangible

### Correlations

		X1	X2	X3	x4	X5	X6	X7	X8	X9	total1
X1	Pearson Correlation	1	.588**	.083	.063	.054	.364**	.178	.389**	.106	.524**
	Sig. (2-tailed)		.000	.413	.535	.592	.000	.076	.000	.294	.000
	N	100	100	100	100	100	100	100	100	100	100
X2	Pearson Correlation	.588**	1	.387**	.074	.181	.427**	.134	.359**	.125	.621**
	Sig. (2-tailed)	.000		.000	.463	.072	.000	.185	.000	.216	.000
	N	100	100	100	100	100	100	100	100	100	100
X3	Pearson Correlation	.083	.387**	1	.048	.175	.236*	.138	.119	.134	.455**
	Sig. (2-tailed)	.413	.000		.639	.081	.018	.172	.240	.185	.000
	N	100	100	100	100	100	100	100	100	100	100
x4	Pearson Correlation	.063	.074	.048	1	.496**	.276**	.342**	.328**	.204*	.515**
	Sig. (2-tailed)	.535	.463	.639		.000	.006	.000	.001	.042	.000
	N	100	100	100	100	100	100	100	100	100	100
X5	Pearson Correlation	.054	.181	.175	.496**	1	.477**	.454**	.207*	.325**	.624**
	Sig. (2-tailed)	.592	.072	.081	.000		.000	.000	.039	.001	.000
	N	100	100	100	100	100	100	100	100	100	100
X6	Pearson Correlation	.364**	.427**	.236*	.276**	.477**	1	.454**	.505**	.362**	.774**
	Sig. (2-tailed)	.000	.000	.018	.006	.000		.000	.000	.000	.000

	N	100	100	100	100	100	100	100	100	100	100
X7	Pearson Correlation	.178	.134	.138	.342**	.454**	.454**	1	.330**	.377**	.626**
	Sig. (2-tailed)	.076	.185	.172	.000	.000	.000		.001	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X8	Pearson Correlation	.389**	.359**	.119	.328**	.207*	.505**	.330**	1	.270**	.667**
	Sig. (2-tailed)	.000	.000	.240	.001	.039	.000	.001		.006	.000
	N	100	100	100	100	100	100	100	100	100	100
X9	Pearson Correlation	.106	.125	.134	.204*	.325**	.362**	.377**	.270**	1	.533**
	Sig. (2-tailed)	.294	.216	.185	.042	.001	.000	.000	.006		.000
	N	100	100	100	100	100	100	100	100	100	100
total1	Pearson Correlation	.524**	.621**	.455**	.515**	.624**	.774**	.626**	.667**	.533**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

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

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

## Dimensi Reliability

### Correlations

		X10	X11	X12	Total2
X10	Pearson Correlation	1	.574**	.445**	.862**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X11	Pearson Correlation	.574**	1	.588**	.835**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100

X12	Pearson Correlation	.445**	.588**	1	.594**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total2	Pearson Correlation	.862**	.835**	.594**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

### Dimensi Responsiveness

#### Correlations

		X13	X14	X15	total3
X13	Pearson Correlation	1	.575**	.316**	.884**
	Sig. (2-tailed)		.000	.001	.000
	N	100	100	100	100
X14	Pearson Correlation	.575**	1	.535**	.781**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X15	Pearson Correlation	.316**	.535**	1	.486**
	Sig. (2-tailed)	.001	.000		.000
	N	100	100	100	100
total3	Pearson Correlation	.884**	.781**	.486**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

### Dimensi Assurance

**Correlations**

		X16	X17	X18	X19	total4
X16	Pearson Correlation	1	.280**	.438**	.449**	.722**
	Sig. (2-tailed)		.005	.000	.000	.000
	N	100	100	100	100	100
X17	Pearson Correlation	.280**	1	.493**	.434**	.708**
	Sig. (2-tailed)	.005		.000	.000	.000
	N	100	100	100	100	100
X18	Pearson Correlation	.438**	.493**	1	.599**	.827**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X19	Pearson Correlation	.449**	.434**	.599**	1	.805**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
total4	Pearson Correlation	.722**	.708**	.827**	.805**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Dimensi Empathy

**Correlations**

		X20	X21	X22	Total5
X20	Pearson Correlation	1	.707**	.698**	.873**

	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X21	Pearson Correlation	.707**	1	.824**	.928**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X22	Pearson Correlation	.698**	.824**	1	.929**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total5	Pearson Correlation	.873**	.928**	.929**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

### Lampiran 3

Responden	Jenis kelamin	
	P	L
1	√	
2	√	
3	√	
4		√
5		√
6	√	
7	√	
8	√	
9	√	
10		√
11	√	
12	√	
13	√	
14	√	
15	√	
16	√	
17	√	
18		√
19	√	
20	√	
21	√	

22	√	
23	√	
24	√	
25		√
26	√	
27		√
28	√	
29	√	
30	√	
31	√	
32	√	
33	√	
34	√	
35	√	
36		√
37	√	
38		√
39		√
40		√
41	√	
42	√	
43	√	
44	√	
45	√	
46	√	
47	√	

48	√	
49	√	
50		√
51	√	
52	√	
53		√
54		√
55	√	
56		√
57	√	
58	√	
59	√	
60		√
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62	√	
63	√	
64	√	
65		√
66		√
67	√	
68	√	
69		√
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71	√	
72		√
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74		√
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79		√
80	√	
81	√	
82	√	
83	√	
84	√	
85		√
86	√	
87	√	
88	√	
89		√
90	√	
91		√
92		√
93	√	
94		√
95	√	
96		√
97	√	
98	√	
99		√

100	√	
JUMLAH	66	34



Lampiran 4

Responden	USIA			
	17-21	22-26	27-31	32-36
1			√	
2			√	
3				√
4		√		
5	√			
6	√			
7		√		
8	√			
9		√		
10	√			
11	√			
12		√		
13		√		
14		√		
15		√		
16		√		
17	√			
18	√			
19		√		
20	√			
21		√		
22		√		
23		√		

24	√			
25		√		
26	√			
27	√			
28	√			
29	√			
30	√			
31	√			
32	√			
33	√			
34	√			
35	√			
36		√		
37	√			
38	√			
39		√		
40	√			
41		√		
42	√			
43	√			
44	√			
45	√			
46	√			
47	√			
48				√
49	√			

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87	√			
88		√		
89		√		
90	√			
91	√			
92		√		
93	√			
94		√		
95		√		
96	√			
97	√			
98			√	
99		√		
100	√			
JUMLAH	54	40	4	2

Lampiran 5  
Profesi responden

Responden	Profesi		
	Mahasiswa	Dosen	Karyawan
1		√	
2		√	
3		√	
4		√	
5	√		
6	√		
7	√		
8	√		
9	√		
10	√		
11	√		
12	√		
13	√		
14			√
15	√		
16	√		
17	√		
18	√		

19	√		
20	√		
21	√		
22	√		
23	√		
24	√		
25	√		
26	√		
27	√		
28	√		
29	√		
30	√		
31	√		
32	√		
33	√		
34	√		
35	√		
36	√		
37	√		
38	√		
39	√		
40	√		
41	√		
42	√		
43	√		
44	√		

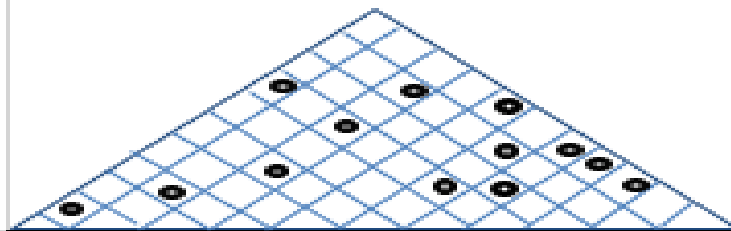
45	√		
46	√		
47	√		
48			√
49	√		
50	√		
51	√		
52	√		
53	√		
54	√		
55	√		
56	√		
57	√		
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59	√		
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87	√		
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89	√		
90	√		
91	√		
92	√		
93	√		
94	√		
95	√		
96	√		

97	√		
98			√
99	√		
100	√		
JUMLAH	92	4	4

Lampiran 6

Matrik. *House of Quality*



Atribut - Atribut	Hilai Kepentingan	Waktu yang tepat / tepat	Pemilihan jenis bahan	Pemilihan jenis produk yang dijual	Kecepatan / kecepatan waktu pelayanan	Sarana yang memadai	Manusia dan peralatan produk	Sarana atau alat transportasi barang - barang yang dibeli pelanggan	Alat-alat Produksi SPP	Kejelasan atau kejelasan untuk memahami pelanggan	Pemilihan dan perbaikan pada alat-alat barang	Training Sarana	Bobot - Bobot	Kemungkinan	Bobot /	Kemungkinan
Produk yang dijual lengkap	5	●		●			●		●		●		1,5	1,5	18,42	22%
Kapasitas mampu memberikan pelayanan dengan baik	4			●	●			●		●		●	1,5	1,48	7,416	15%
Kapasitas kapal lengkap dalam membuat konsumen merasa puas	4							●		●		●	1,5	1,24	7,685	16%
Pelayanan baik yang cepat, terutama jika pelanggan terlambat datang	4		●	●			●			●		●	1,5	1,24	7,685	16%
Produk terjamin kualitasnya	4			●			●	●	●		●		1,5	1,25	7,838	16%
Jaminan penggantian produk jika ditemukan produk rusak/rusak	4						●	●	●		●		1,5	1,46	7,36	15%
<b>Jumlah</b>		45	26	61	73	26	126	120	117	24	26	108				
<b>yang paling</b>		10	6	7	6	6	1	2	3	6	5	4				