

LAMPIRAN

No	KUALITAS PRODUK												TOTAL 1
	ITEM 1	ITEM 2	ITEM 3	ITEM 4	ITEM 5	ITEM 6	ITEM 7	ITEM 8	ITEM 9	ITEM 10	ITEM 11	ITEM 12	
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7	3	4	4	4	4	3	3	4	4	4	4	3	44
8	4	4	4	4	4	5	5	4	4	4	4	5	52
9	4	4	4	3	4	3	3	3	4	4	4	3	43
10	3	3	3	3	4	4	4	4	4	4	4	4	44
11	5	5	5	5	4	4	4	4	4	3	3	3	49
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67	4	4	3	4	3	4	4	4	4	4	3	4	45
68	3	3	4	4	4	4	3	4	4	3	3	4	43
69	4	4	4	5	4	5	4	4	4	4	5	4	51

No	HARGA				
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7	4	5	4	4	17
8	3	3	4	4	14
9	4	5	4	4	17
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11	4	4	4	4	16
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13	4	4	4	4	16
14	3	4	3	4	14
15	3	3	3	3	12
16	4	3	4	4	15
17	4	3	4	3	14
18	3	4	4	3	14
19	4	4	4	4	16
20	5	5	5	5	20
21	4	4	4	4	16
22	5	4	5	5	20
23	4	3	3	3	13
24	4	5	4	4	17
25	4	5	4	4	17
26	3	4	4	3	14
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28	5	5	5	5	20
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30	4	4	4	4	16
31	5	4	4	4	17
32	3	3	3	3	12
33	3	3	3	4	13

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37	4	3	4	3	14
38	4	3	4	3	14
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42	4	4	5	4	17
43	3	3	4	4	14
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97	4	4	4	3	15
98	4	4	3	3	14
99	3	3	3	4	13
100	4	3	4	4	15

NO	KUALITAS PELAYANAN																		TOTAL 3	
	IT E M 1 7	IT E M 1 8	IT E M 1 9	IT E M 2 0	IT E M 2 1	IT E M 2 2	IT E M 2 3	IT E M 2 4	IT E M 2 5	IT E M 2 6	IT E M 2 7	IT E M 2 8	IT E M 2 9	IT E M 3 0	IT E M 3 1	IT E M 3 2	IT E M 3 3	IT E M 3 4		IT E M 3 5
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4	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	4	4	3	62
5	4	4	3	3	3	3	4	4	3	3	3	4	4	3	3	4	3	3	3	64
6	3	3	3	3	4	3	4	4	4	4	4	3	3	3	3	3	3	3	3	63
7	4	3	4	4	4	4	3	3	4	3	3	4	4	4	4	4	4	3	3	69
8	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	57
9	3	4	4	4	4	3	3	3	4	4	3	3	4	4	3	3	4	4	4	68
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68	4	3	4	4	4	3	4	3	4	3	4	4	4	3	3	4	3	4	69
69	3	3	3	3	4	4	4	3	3	3	4	4	4	4	3	3	3	3	63
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71	4	3	3	3	4	4	4	4	3	4	4	4	4	4	3	4	4	3	70
72	4	4	3	3	4	4	3	3	2	4	4	4	4	4	4	4	4	3	69
73	4	4	4	3	4	4	3	3	4	4	4	3	4	4	4	4	3	3	70
74	4	4	4	3	4	4	3	3	4	4	4	4	4	3	4	3	4	3	69
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80	4	4	3	3	3	4	4	3	3	4	3	4	4	4	4	4	4	4	70
81	4	4	4	3	4	3	3	3	3	3	4	4	4	4	4	4	4	4	70
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86	3	3	3	3	3	4	3	4	3	4	4	3	4	4	3	3	3	3	64
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88	3	4	4	4	3	4	3	4	3	4	3	4	4	3	3	4	3	4	68
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91	4	4	3	3	3	3	4	4	4	3	4	3	4	4	3	4	3	4	68
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94	4	3	4	3	3	3	3	4	4	4	3	4	3	4	3	3	3	4	66
95	4	3	4	4	4	4	4	3	4	4	3	4	4	4	3	4	4	4	72
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99	3	4	3	4	4	4	4	4	4	4	4	3	4	4	3	4	4	3	70
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No	KEPUASAN PELANGGAN								
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81	4	4	4	3	4	3	3	3	28
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91	4	4	3	3	3	3	4	4	28
92	3	3	3	3	3	3	3	3	24
93	4	3	4	3	3	3	4	3	27
94	4	3	4	3	3	3	3	4	27
95	4	3	4	4	4	4	4	3	30
96	5	5	4	5	4	4	4	4	35
97	4	4	4	4	4	4	3	3	30
98	3	3	3	4	4	4	4	3	28
99	3	4	3	4	4	4	4	4	30
100	4	4	3	4	4	3	4	4	30

item_10	Pearson Correlation	.197*	.228*	-.177	.178	.152	-.035	.071	.168	.217*	1	.055	.185	.421**
	Sig. (2-tailed)	.049	.022	.078	.076	.131	.726	.485	.094	.030		.585	.066	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
item_11	Pearson Correlation	.047	.129	.107	.000	.138	.110	.097	-.027	-.028	.055	1	.257**	.358**
	Sig. (2-tailed)	.644	.202	.292	1.000	.172	.275	.339	.786	.782	.585		.010	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
item_12	Pearson Correlation	.055	.071	-.034	.000	.071	.195	.066	.054	.066	.185	.257**	1	.395**
	Sig. (2-tailed)	.586	.485	.735	1.000	.483	.052	.512	.594	.513	.066	.010		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
kualitas_produk	Pearson Correlation	.454**	.450**	.299**	.414**	.443**	.539**	.555**	.409**	.417**	.421**	.358**	.395**	1
	Sig. (2-tailed)	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	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).

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.604	12

HARGA

Correlations

		iten_13	item_14	item_15	item_16	harga
iten_13	Pearson Correlation	1	.582**	.645**	.617**	.845**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
item_14	Pearson Correlation	.582**	1	.632**	.559**	.824**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
item_15	Pearson Correlation	.645**	.632**	1	.667**	.862**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
item_16	Pearson Correlation	.617**	.559**	.667**	1	.842**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Harga	Pearson Correlation	.845**	.824**	.862**	.842**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.862	4

item_34	Pearson Correlation	.260**	.209*	.186	.067	-.017	-.204*	.045	.158	.105	.226*	.016	.096	.082	.129	.029	.132	.243*	1	.348**	.439**	
	Sig. (2-tailed)	.009	.036	.064	.507	.865	.041	.656	.116	.300	.024	.873	.344	.419	.202	.775	.190	.015		.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
item_35	Pearson Correlation	.125	.113	.076	-.006	-.068	-.076	-.012	.019	.155	.230*	.030	.036	.054	.030	-.044	.068	.059	.348**	1	.304**	
	Sig. (2-tailed)	.217	.264	.450	.953	.501	.450	.909	.852	.125	.021	.769	.724	.596	.770	.667	.503	.561	.000		.002	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
kualitas_pelayanan	Pearson Correlation	.470**	.491**	.493**	.458**	.359**	.242*	.203*	.381**	.405**	.381**	.281**	.300**	.378**	.297**	.410**	.443**	.451**	.439**	.304**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.015	.043	.000	.000	.000	.005	.002	.000	.003	.000	.000	.000	.000	.002		
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.670	19

item_41	Pearson Correlation	-.064	.035	.193	.300**	.377**	1	.162	-.003	.448**
	Sig. (2-tailed)	.528	.732	.055	.002	.000		.107	.977	.000
	N	100	100	100	100	100	100	100	100	100
item_42	Pearson Correlation	.092	.085	-.022	.077	.099	.162	1	.229*	.400**
	Sig. (2-tailed)	.362	.399	.826	.447	.327	.107		.022	.000
	N	100	100	100	100	100	100	100	100	100
item_43	Pearson Correlation	.124	.309**	.227*	.237*	-.137	-.003	.229*	1	.513**
	Sig. (2-tailed)	.220	.002	.023	.018	.175	.977	.022		.000
	N	100	100	100	100	100	100	100	100	100
kepuasan_pelanggan	Pearson Correlation	.493**	.619**	.627**	.608**	.441**	.448**	.400**	.513**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	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).

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.618	8

UJI ASUMSI KLASIK

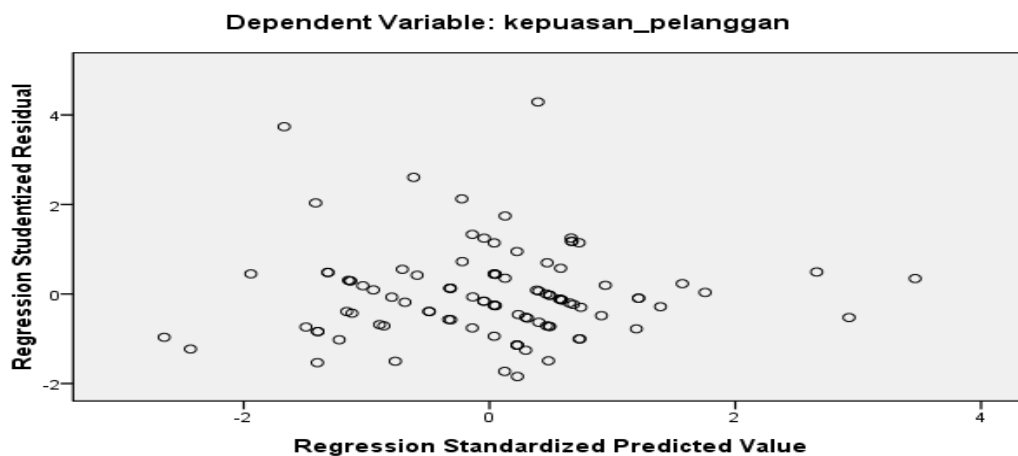
UJI MULTIKOLINEARITAS

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.526	4.321		-.585	.560		
	kualitas_produk	.129	.058	.159	2.230	.028	.962	1.040
	Harga	-.135	.065	-.146	-2.075	.041	.989	1.011
	kualitas_pelayanan	.409	.041	.714	9.979	.000	.958	1.044

a. Dependent Variable: kepuasan_pelanggan

UJI HETEROSKIDASTISITAS

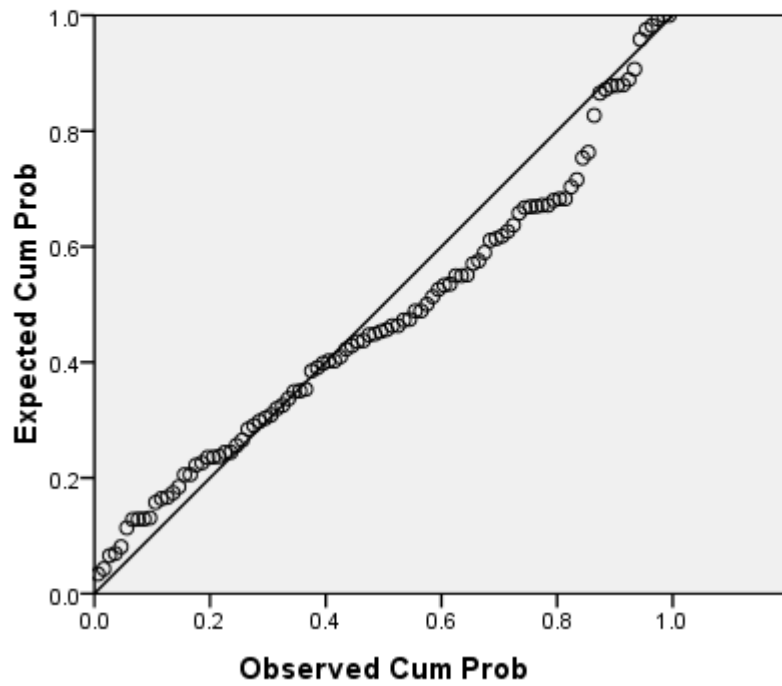
Scatterplot



UJI NORMALITAS

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: kepuasan_pelanggan



REGRESI LINIER BERGANDA

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 ^a	.529	.515	1.447

a. Predictors: (Constant), kualitas_pelayanan, harga, kualitas_produk

b. Dependent Variable: kepuasan_pelanggan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	226.087	3	75.362	36.010	.000 ^a
	Residual	200.913	96	2.093		
	Total	427.000	99			

a. Predictors: (Constant), kualitas_pelayanan, harga, kualitas_produk

b. Dependent Variable: kepuasan_pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.526	4.321		-.585	.560
	kualitas_produk	.129	.058	.159	2.230	.028
	Harga	-.135	.065	-.146	-2.075	.041
	kualitas_pelayanan	.409	.041	.714	9.979	.000

a. Dependent Variable: kepuasan_pelanggan