

## KUESIONER

Untuk meningkatkan pelayanan, dan kepuasan pelanggan PT. Bobst Group, kami ingin mengetahui tingkat kepuasan bapak/ibu terhadap kualitas pelayanan, kualitas produk, harga dan kualitas hubungan antar individu maupun perusahaan yang berjalan selama ini.

Kami mohon kesediaan bapak/ ibu untuk mengisi kuesioner ini dengan memberikan rating kepada semua variabel yang ada pada tabel, dengan cara melingkari , dimana 1 (satu) berarti sangat tidak setuju, dan 5 (lima) sangat setuju.

Data pribadi bapak/ibu akan bersifat rahasia

Pengisi Kuesioner :

Perusahaan :

Nama :

Jabatan :

Variabel	Indikator	Penilaian
	Apakah anda mengenal produk Bobst.	Ya/tidak
	Apakah anda pernah menggunakan produk diecutter Bobst	Ya/tidak
Kualitas Produk	1. Bobst sudah menawarkan produk terbaik di kelasnya.	1 2 3 4 5
	2. Mesin yang dibeli dari Bobst mudah digunakan.	1 2 3 4 5
	3. Spesifikasi mesin yang ditawarkan Bobst sudah memenuhi	1 2 3 4 5

	kriteria kami.	
	4. Kualitas produk Bobst bertahan lama.	1 2 3 4 5
	5. Ketahanan produk Bobst sejalan dengan waktu.	1 2 3 4 5
Kualitas Pelayanan		
	6. Bobst sangat inovatif dalam menawarkan produk.	1 2 3 4 5
	7. Bobst adalah yang terdepan di bidang teknologi.	1 2 3 4 5
	8. Secara umum Bobst memahami kebutuhan kami.	1 2 3 4 5
	9. Secara umum Bobst memiliki kapasitas untuk memberi solusi.	1 2 3 4 5
	10. Secara Umum Bobst memahami proses kerja di bisnis kami	1 2 3 4 5
	11. Bobst memberikan servis yang cepat.	1 2 3 4 5
	12. Bobst memiliki skill technical yang terdepan di industri diecutter.	1 2 3 4 5
	13. Keakuratan informasi yang diberikan supplier sangat penting	1 2 3 4 5
	14. Pemenuhan janji dari supplier kami sangatlah penting	1 2 3 4 5
	15. Bobst sudah memberikan technical advice kepada management dengan baik.	1 2 3 4 5
	16. secara umum, karyawan bobst sudah memberikan pelayanan yang konsisten.	1 2 3 4 5
	17. secara umum karyawan bobst sudah profesional	1 2 3 4 5
	18. Secara umum karyawan Bobst mudah dihubungi.	1 2 3 4 5
	19. Secara umum karyawan Bobst sopan santun.	1 2 3 4 5
Price/Harga		
	20. Produk Bobst sesuai value for the money.	1 2 3 4 5
	21. Harga yang ditawarkan sesuai dengan harga pasar.	1 2 3 4 5

Relationship/Hubungan		
	22. Proses negosiasi harga berlangsung secara wajar.	1 2 3 4 5
	23. Training pengoperasian mesin Bobst berlangsung secara wajar.	1 2 3 4 5
	24. Bagi perusahaan sangatlah menyita waktu tenaga bila mengganti supplier, khususnya u/ produk mesin.	1 2 3 4 5
	25. Perusahaan kami melanjutkan hubungan yang baik dengan Bobst.	1 2 3 4 5
	26. Bobst memiliki reputasi sosial yang baik	1 2 3 4 5
	27. Secara umum saya membanca semua info yang diberikan oleh Bobst.	1 2 3 4 5
	28. Saya berpikir bahwa Bobst sudah beretika di mata karyawan dan pelanggannya.	1 2 3 4 5
	29. Kredibilitas supplier mempengaruhi reputasi perusahaan kami.	1 2 3 4 5
	30. Reputasi Bobst selama ini sudah sesuai dengan reputasi perusahaan.	1 2 3 4 5
	31. Relasi dengan supplier mempengaruhi persepsi umum perusahaan.	1 2 3 4 5
	32. kemudahan penggunaan produk servis dari supplier mempengaruhi keputusan pembelian kami.	1 2 3 4 5
	33. Pengalaman masa lalu merupakan faktor utama dalam kemitraan.	1 2 3 4 5
	34. Supplier secara general tahu apa yang kami inginkan	1 2 3 4 5
Kepuasan Pelanggan		
	35. Secara umum saya sangat puas dengan produk, pelayanan Bobst.	1 2 3 4 5

Saran saran :

Terima Kasih.

PT. Bobst Jakarta.

**Lampiran 2**  
**HASIL UJI VALIDITAS 30 KUESIONER X1 KUALITAS PRODUK**

		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006
VAR00001	Pearson Correlation	1	.401**	.443**	.347**	.411**	.762**
	Sig. (2-tailed)		0	0	0	0	0
	N	100	100	100	100	100	100
VAR00002	Pearson Correlation	.401**	1	0.186	.224*	.380**	.615**
	Sig. (2-tailed)	0		0.065	0.025	0	0
	N	100	100	100	100	100	100
VAR00003	Pearson Correlation	.443**	0.186	1	.341**	.254*	.630**
	Sig. (2-tailed)	0	0.065		0.001	0.011	0
	N	100	100	100	100	100	100
VAR00004	Pearson Correlation	.347**	.224*	.341**	1	.434**	.687**
	Sig. (2-tailed)	0	0.025	0.001		0	0
	N	100	100	100	100	100	100

		Var 001	Var 002	Var 003	Var 004	Var 005	Var 006
VAR00005	Pearson Correlation	.411**	.380**	.254*	.434**	1	.744**
	Sig. (2-tailed)	0	0	0.011	0		0
	N	100	100	100	100	100	100
VAR00006	Pearson Correlation	.762**	.615**	.630**	.687**	.744**	1
	Sig. (2-tailed)	0	0	0	0	0	
	N	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).

## Hasil Uji Reliabilitas Variabel Kualitas Produk.

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.724	5

Tabulasi Data Variabel Kualitas Produk

No	1	2	3	4	5	Total	Rata-rata
1	5	4	5	5	5	24	4.8
2	5	5	4	5	5	24	4.8
3	3	4	4	5	4	20	4
4	4	4	4	4	4	20	4
5	4	4	5	4	4	21	4.2
6	3	4	3	4	3	17	3.4
7	5	4	4	5	5	23	4.6
8	5	5	4	5	5	24	4.8
9	5	4	5	4	5	23	4.6
10	4	5	4	4	5	22	4.4
11	5	4	5	4	5	23	4.6
12	4	5	4	4	5	22	4.4
13	5	5	5	5	5	25	5
14	5	4	4	5	5	23	4.6
15	4	4	4	5	5	22	4.4
16	5	5	5	5	5	25	5
17	5	5	4	3	5	22	4.4
18	5	4	4	4	4	21	4.2
19	4	3	4	3	4	18	3.6
20	5	4	4	5	5	23	4.6



## Lanjutan

No	1	2	3	4	5	Total	Rata Rata
21	4	4	4	4	4	20	4
22	4	4	4	3	3	18	3.6
23	5	4	5	5	4	23	4.6
24	5	5	5	5	5	25	5
25	4	4	4	4	4	20	4
26	4	4	5	4	3	20	4
27	4	4	4	4	4	20	4
28	5	5	5	5	4	24	4.8
29	5	4	4	4	4	21	4.2
30	4	5	5	4	4	22	4.4
31	5	4	4	4	4	21	4.2
32	4	4	4	4	4	20	4
33	4	4	4	4	4	20	4
34	4	4	5	4	5	22	4.4
35	4	5	4	4	5	22	4.4
36	4	4	4	4	4	20	4
37	4	4	4	4	4	20	4
38	4	4	5	4	5	22	4.4
39	4	4	4	4	4	20	4
40	4	3	4	4	3	18	3.6
41	3	5	4	4	3	19	3.8
42	4	4	4	4	4	20	4
43	3	4	4	4	3	18	3.6

## Lanjutan

No	1	2	3	4	5	Total	Rata Rata
44	4	4	5	5	5	23	4.6
45	4	4	4	4	4	20	4
46	4	4	4	4	4	20	4
47	4	4	4	4	4	20	4
48	4	4	4	4	4	20	4
No	1	2	3	4	5	Total	Rata rata
49	5	4	5	5	5	24	4.8
50	4	4	4	4	4	20	4
51	4	4	4	4	4	20	4
52	4	4	4	5	4	21	4.2
53	3	4	3	3	4	17	3.4
54	5	4	5	5	4	23	4.6
55	5	4	5	5	5	24	4.8
56	4	5	4	4	4	21	4.2
57	4	4	4	5	5	22	4.4
58	5	5	4	5	5	24	4.8
59	4	5	5	5	5	24	4.8
60	4	4	4	4	4	20	4
61	4	4	4	5	4	21	4.2
62	5	4	5	4	3	21	4.2
63	3	4	4	3	3	17	3.4
64	5	5	4	4	5	23	4.6

## Lanjutan

No	1	2	3	4	5	Total	Rata - Rata
65	5	4	5	5	5	24	4.8
66	4	4	4	4	5	21	4.2
67	4	4	5	5	5	23	4.6
68	5	5	4	5	5	24	4.8
69	3	4	4	5	4	20	4
70	4	4	4	4	4	20	4
71	4	4	5	4	4	21	4.2
72	5	5	5	4	5	24	4.8
73	5	4	5	4	4	22	4.4
74	4	4	4	4	4	20	4
75	5	4	5	4	5	23	4.6
76	4	5	4	4	5	22	4.4
77	4	4	4	5	5	22	4.4
78	5	4	5	4	3	21	4.2
79	4	4	4	4	4	20	4
80	4	4	4	5	4	21	4.2
81	4	4	4	4	4	20	4
82	4	4	4	4	4	20	4
83	4	4	4	3	3	18	3.6
84	5	4	4	4	4	21	4.2
85	3	3	5	4	3	18	3.6
86	5	5	4	4	4	22	4.4

## Lanjutan

No	1	2	3	4	5	Total	Rata-rata
87	4	4	5	5	4	22	4.4
88	4	4	4	4	5	21	4.2
89	5	5	5	5	4	24	4.8
90	4	4	5	5	5	23	4.6
91	3	3	3	4	4	17	3.4
92	3	3	4	3	5	18	3.6
93	4	4	5	4	4	21	4.2
94	4	3	3	4	3	17	3.4
95	4	4	4	5	4	21	4.2
96	5	5	4	4	4	22	4.4
97	4	4	4	4	4	20	4
98	5	5	5	4	5	24	4.8
99	5	4	5	5	4	23	4.6
100	4	4	4	3	3	18	3.6
	4.25	4.17	4.29	4.25	4.24	21.2	4.24







**Hasil Uji Reliabilitas Kualitas servis****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	0.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.931	14



## Tabulasi Data Variabel X2 Kualitas service

No	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Total	Rata-rata
1	4	5	4	4	5	3	4	4	4	5	4	4	4	4	58	4.142857
2	4	5	4	4	4	5	5	5	5	4	5	4	5	5	64	4.571429
3	4	4	3	3	4	4	4	4	4	4	4	4	3	4	53	3.785714
4	4	5	4	4	4	3	4	4	4	4	3	4	3	4	54	3.857143
5	5	4	5	4	4	3	3	3	3	3	3	4	3	4	51	3.642857
6	4	4	4	3	3	3	3	4	4	3	3	4	3	3	48	3.428571
7	3	5	4	5	4	3	5	5	5	5	5	5	5	5	64	4.571429
8	4	5	4	4	4	5	5	5	5	4	5	4	5	5	64	4.571429
9	4	4	5	5	5	4	5	5	5	5	5	5	5	5	67	4.785714
10	4	4	4	4	5	3	4	4	4	4	4	5	3	5	57	4.071429
11	4	4	5	5	5	4	5	5	5	5	5	5	5	5	67	4.785714
12	4	4	4	4	5	3	4	4	4	4	4	5	3	4	56	4
13	4	5	4	4	5	3	4	4	4	5	4	4	4	4	58	4.142857
14	4	4	4	3	4	3	4	4	4	4	3	4	3	4	52	3.714286
15	4	4	4	4	4	2	4	3	4	3	2	3	2	3	46	3.285714
16	4	4	4	4	3	3	3	3	4	3	3	4	3	4	49	3.5
17	4	5	5	4	4	4	4	4	4	4	4	4	4	4	58	4.142857
18	3	4	4	5	3	2	3	4	4	4	2	2	2	2	44	3.142857
19	2	3	3	3	3	2	3	2	3	2	2	3	2	3	36	2.571429
20	4	4	4	3	4	5	3	4	4	4	3	4	3	4	53	3.785714

Lanjutan Tabel Responden Tabulasi

No	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Total	Rata-rata
21	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4
22	4	3	3	3	3	2	3	5	5	5	3	3	2	4	48	3.428571
23	5	4	4	5	4	5	4	4	4	4	4	4	4	4	59	4.214286
24	5	5	4	5	4	4	4	5	5	5	4	4	4	4	62	4.428571
25	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4
26	4	5	4	4	4	3	4	5	5	5	4	4	3	4	58	4.142857
27	4	4	4	4	4	3	4	5	5	4	4	4	3	4	56	4
28	4	5	4	4	4	5	5	5	5	4	5	4	5	5	64	4.571429
29	4	4	5	5	5	4	5	5	5	5	5	5	5	5	67	4.785714
30	4	4	4	4	5	3	4	4	4	4	4	5	3	5	57	4.071429
31	4	4	4	3	4	4	4	5	4	5	4	5	4	5	59	4.214286
32	5	4	4	3	4	5	3	4	4	4	4	4	4	4	56	4
33	5	4	4	3	4	5	4	3	4	3	4	4	4	4	55	3.928571
34	5	4	4	4	5	5	4	4	4	3	4	4	4	4	58	4.142857
35	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4
36	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42	3
37	3	3	3	3	4	3	4	3	4	3	4	3	3	4	47	3.357143
38	4	5	4	5	4	4	4	4	3	4	4	4	4	4	57	4.071429
39	5	5	4	4	5	3	3	3	3	3	3	4	3	3	51	3.642857
40	3	3	3	2	3	2	3	2	3	2	3	2	3	2	36	2.571429
41	4	5	4	4	3	3	4	3	3	3	4	4	3	4	51	3.642857

Lanjutan Tabel Tabulasi

No	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Total	Rata-rata
42	4	4	4	4	4	3	4	5	5	4	4	4	3	4	56	4
43	4	3	3	3	3	3	3	3	3	3	3	4	4	4	46	3.285714
44	4	4	4	4	4	4	4	4	5	4	5	4	5	4	59	4.214286
45	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4
46	4	5	4	4	5	4	4	4	4	4	4	4	4	5	59	4.214286
47	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4
48	4	4	4	5	4	4	4	4	4	4	4	4	4	4	57	4.071429
49	5	4	4	5	4	5	5	4	4	4	5	5	5	4	63	4.5
50	4	4	4	4	4	4	4	4	4	3	4	4	4	4	55	3.928571
51	4	3	3	4	4	4	4	5	5	4	4	3	4	4	55	3.928571
52	5	4	4	5	3	3	3	3	4	3	4	3	3	3	50	3.571429
53	3	3	4	3	3	4	4	3	3	3	4	3	3	3	46	3.285714
54	5	4	5	4	4	5	4	4	5	5	5	5	5	5	65	4.642857
55	5	5	5	4	5	5	4	5	5	5	4	4	5	4	65	4.642857
56	5	4	5	4	5	5	4	5	5	5	5	5	5	4	66	4.714286
57	4	5	4	4	5	3	4	4	4	4	4	4	4	4	57	4.071429
58	4	5	4	4	4	4	4	4	4	4	5	4	4	4	58	4.142857
59	5	4	5	5	4	4	4	4	5	5	5	4	5	5	64	4.571429
60	4	5	4	4	4	3	4	4	4	4	4	4	4	4	56	4
61	5	4	5	4	4	3	3	4	4	4	3	4	3	4	54	3.857143
62	4	4	4	4	4	4	4	4	3	3	3	3	3	3	50	3.571429
63	3	3	3	3	4	3	3	5	3	4	3	3	3	3	46	3.285714

Lanjutan Tabel tabulasi

No	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Total	Rata-rata
64	4	5	4	4	4	5	5	5	5	4	5	4	5	5	64	4.571429
65	4	4	5	5	5	4	5	5	5	5	5	5	4	4	65	4.642857
66	5	4	5	5	5	5	4	5	4	5	5	5	5	5	67	4.785714
67	4	5	4	4	5	3	4	4	4	4	4	4	4	4	57	4.071429
68	4	5	4	4	4	5	5	5	5	4	5	4	5	5	64	4.571429
69	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4
70	4	5	4	4	4	3	4	4	4	4	3	4	3	4	54	3.857143
71	5	4	5	4	4	3	3	3	3	3	3	4	3	4	51	3.642857
72	4	4	4	3	4	4	4	4	4	4	3	4	4	4	54	3.857143
73	3	5	4	5	4	3	4	4	4	4	4	4	4	4	56	4
74	4	3	4	3	4	4	3	4	3	3	4	4	4	4	51	3.642857
75	4	4	5	5	5	4	4	3	3	3	3	3	3	3	52	3.714286
76	4	4	4	4	5	3	4	4	3	4	4	3	3	3	52	3.714286
77	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4
78	4	5	4	3	3	3	3	3	3	3	3	3	3	3	46	3.285714
79	4	4	4	4	4	3	3	5	3	3	3	3	3	4	50	3.571429
80	4	5	4	4	4	3	3	4	5	4	5	4	5	5	59	4.214286
81	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4
82	3	4	4	5	4	4	4	4	4	4	4	4	4	4	56	4
83	4	4	4	3	4	4	4	3	3	3	3	3	3	3	48	3.428571
84	5	4	4	5	4	5	5	5	4	5	5	5	5	5	66	4.714286
85	2	3	2	3	3	3	3	2	2	3	3	2	3	3	37	2.642857

Lanjutan Tabel Tabulasi

No	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Total	Rata-rata
86	5	5	5	5	4	5	4	5	4	5	5	5	5	5	67	4.785714
87	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4
88	4	5	4	4	4	5	5	5	5	5	5	5	5	5	66	4.714286
89	5	4	5	4	4	5	4	4	5	5	5	4	5	5	64	4.571429
90	4	4	5	4	4	4	4	5	5	5	4	4	4	4	60	4.285714
91	3	4	4	3	4	3	4	4	3	3	3	3	3	3	47	3.357143
92	3	3	4	3	3	3	4	3	3	3	4	4	3	3	46	3.285714
93	4	5	5	5	5	5	5	5	4	5	4	5	4	5	66	4.714286
94	3	2	2	3	2	3	3	3	3	3	3	2	2	2	36	2.571429
95	4	4	5	4	5	5	4	5	5	5	5	5	5	5	66	4.714286
96	4	4	3	5	3	5	3	5	3	5	3	5	3	4	55	3.928571
97	5	4	5	4	5	5	3	5	5	5	5	5	5	5	66	4.714286
98	5	4	4	5	5	5	4	4	5	4	5	5	5	5	65	4.642857
99	5	5	4	4	4	4	4	5	4	4	4	4	4	4	59	4.214286
100	4	4	3	3	3	3	4	3	4	3	4	3	4	3	48	3.428571
	4.06	4.15	4.05	3.97	4.05	3.77	3.9	4.07	4.04	3.95	3.94	3.96	3.8	4.02	55.73	3.980714

**Lampiran 4**  
**Hasil uji Validitas dan reliabilitas Variabel Harga X3**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.742	2

**Correlations**

		VAR00001	VAR00002	VAR00003
VAR00001	Pearson Correlation	1	.590**	.896**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
VAR00002	Pearson Correlation	.590**	1	.888**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
VAR00003	Pearson Correlation	.896**	.888**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

## Tabulasi Data Variabel Harga X3

No	20	21	Total	rata-rata
1	4	3	7	3.5
2	4	3	7	3.5
3	4	4	8	4
4	3	3	6	3
5	4	3	7	3.5
6	3	3	6	3
7	3	3	6	3
8	4	3	7	3.5
9	5	4	9	4.5
10	3	3	6	3
11	5	4	9	4.5
12	3	3	6	3
13	4	3	7	3.5
14	1	2	3	1.5
15	4	3	7	3.5
16	2	2	4	2
17	2	3	5	2.5
18	4	4	8	4
19	3	2	5	2.5

Lanjutan

No	20	21	Total	Rata rata
20	2	3	5	2.5
21	3	4	7	3.5
22	2	2	4	2
23	4	4	8	4
24	3	3	6	3
25	3	3	6	3
26	3	3	6	3
27	3	3	6	3
28	4	3	7	3.5
29	5	4	9	4.5
30	3	3	6	3
31	3	4	7	3.5
32	2	3	5	2.5
33	3	3	6	3
34	3	3	6	3
35	3	3	6	3
36	3	3	6	3
37	2	2	4	2
38	3	3	6	3
39	3	3	6	3
40	4	3	7	3.5
41	3	2	5	2.5
42	4	4	8	4



## Lanjutan

No	20	21	Total	Rata rata
43	3	3	6	3
44	4	4	8	4
45	4	4	8	4
46	4	4	8	4
47	3	4	7	3.5
48	3	4	7	3.5
49	4	4	8	4
50	3	4	7	3.5
51	3	3	6	3
52	3	4	7	3.5
53	4	3	7	3.5
54	4	4	8	4
55	4	4	8	4
56	4	5	9	4.5
57	4	3	7	3.5
58	4	4	8	4
59	4	3	7	3.5
60	4	4	8	4
61	3	3	6	3

No	20	21	total	Rata rata
62	3	3	6	3
63	3	3	6	3
64	4	4	8	4
65	4	4	8	4
66	5	4	9	4.5
67	4	3	7	3.5
68	4	3	7	3.5
69	4	3	7	3.5
70	3	3	6	3
71	3	3	6	3
72	3	3	6	3
73	4	4	8	4
74	4	3	7	3.5
75	3	4	7	3.5
76	4	3	7	3.5
77	5	5	10	5
78	3	3	6	3
79	2	2	4	2
80	4	5	9	4.5
81	4	4	8	4
82	4	4	8	4
83	3	3	6	3
84	4	5	9	4.5
85	3	4	7	3.5

## Lanjutan

No	20	21	Total	Rata rata
86	4	5	9	4.5
87	4	4	8	4
88	4	5	9	4.5
89	4	5	9	4.5
90	4	4	8	4
91	3	3	6	3
92	3	3	6	3
93	5	4	9	4.5
94	4	3	7	3.5
95	5	4	9	4.5
96	4	4	8	4
97	5	4	9	4.5
98	4	5	9	4.5
99	4	4	8	4
100	4	2	6	3
	3.53	3.44	6.97	3.485



VAR00029	Pearson Correlation Sig. (2-tailed) N	.466** .000 100	.480** .000 100	.376** .000 100	.427** .000 100	1 100	.284** .004 100	.509** .000 100	.256* .010 100	.365** .000 100	.097 .335 100	.255* .010 100	.284** .004 100	.318** .001 100	.589** .000 100
VAR00030	Pearson Correlation Sig. (2-tailed) N	.329** .001 100	.363** .000 100	.418** .000 100	.442** .000 100	.284** .004 100	1 100	.439** .000 100	.262** .009 100	.379** .000 100	.379** .000 100	.532** .000 100	.548** .000 100	.518** .000 100	.703** .000 100
VAR00031	Pearson Correlation Sig. (2-tailed) N	.485** .000 100	.494** .000 100	.324** .001 100	.455** .000 100	.509** .000 100	.439** .000 100	1 100	.297** .003 100	.546** .000 100	.363** .000 100	.435** .000 100	.528** .000 100	.429** .000 100	.731** .000 100
VAR00032	Pearson Correlation Sig. (2-tailed) N	.197* .049 100	.116 .252 100	.213* .033 100	.284** .004 100	.256* .010 100	.262** .009 100	.297** .003 100	1 100	.532** .000 100	.545** .000 100	.362** .000 100	.457** .000 100	.389** .000 100	.573** .000 100
VAR00033	Pearson Correlation Sig. (2-tailed) N	.394** .000 100	.337** .001 100	.308** .002 100	.470** .000 100	.365** .000 100	.379** .000 100	.546** .000 100	.532** .000 100	1 100	.381** .000 100	.460** .000 100	.510** .000 100	.426** .000 100	.713** .000 100



## Hasil Uji Reliabilitas Variabel Relasi

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.889	13





## Lanjutan

No	22	23	24	25	26	27	28	29	30	31	32	33	34	Total	Rata-rata
20	4	4	4	4	5	4	5	4	4	4	4	4	4	54	4.153846
21	4	4	4	5	4	4	4	4	4	4	4	4	4	53	4.076923
22	4	4	4	4	4	4	4	5	4	4	5	4	5	55	4.230769
23	4	4	4	5	5	5	4	4	4	4	5	5	5	58	4.461538
24	5	5	5	4	4	4	4	4	4	4	4	4	4	55	4.230769
25	4	4	4	4	4	4	4	5	4	5	4	4	4	54	4.153846
26	4	4	4	4	5	3	4	4	4	3	5	5	4	53	4.076923
27	3	3	4	3	4	3	3	4	4	3	3	3	3	43	3.307692
28	3	3	3	3	3	3	3	3	3	3	3	3	3	39	3
29	5	5	5	4	5	4	5	5	5	5	4	5	4	61	4.692308
30	4	4	5	4	4	5	4	4	5	4	5	4	5	57	4.384615
31	4	3	3	4	4	4	4	4	4	4	4	4	4	50	3.846154
32	4	4	4	4	3	4	3	4	3	3	4	4	4	48	3.692308
33	4	4	4	4	4	4	3	4	4	4	4	5	5	53	4.076923
34	4	4	4	3	5	3	4	5	3	5	4	4	5	53	4.076923
35	4	3	4	3	3	4	4	4	4	4	4	5	5	51	3.923077
36	5	5	5	3	5	3	3	3	3	3	3	3	4	48	3.692308
37	4	4	3	4	4	3	4	4	3	4	3	4	3	47	3.615385
38	4	4	4	4	4	4	4	4	4	4	3	4	3	50	3.846154
39	3	3	3	4	4	4	3	4	3	4	4	4	5	48	3.692308
40	3	3	3	3	3	3	3	3	3	3	3	3	3	39	3
41	4	4	4	4	3	3	4	3	3	3	5	3	4	47	3.615385
42	4	5	4	4	5	5	5	4	4	5	5	5	5	60	4.615385

## Lanjutan

No	22	23	24	25	26	27	28	29	30	31	32	33	34	Total	Rata-rata
43	4	3	3	4	4	4	4	4	4	4	4	4	4	50	3.846154
44	4	4	5	4	4	5	4	4	5	4	4	4	4	55	4.230769
45	4	4	4	4	4	4	4	4	4	4	4	4	5	53	4.076923
46	5	5	4	4	4	4	4	4	4	4	4	4	4	54	4.153846
47	4	4	4	4	4	4	4	4	4	4	5	4	4	53	4.076923
48	4	5	5	4	4	3	4	4	4	4	4	4	4	53	4.076923
49	4	5	5	4	4	4	4	5	5	5	4	5	4	58	4.461538
50	4	5	5	5	4	4	4	4	4	4	4	4	4	55	4.230769
51	3	4	4	4	4	4	4	4	4	4	4	4	4	51	3.923077
52	4	4	4	3	3	4	4	4	4	4	4	4	4	50	3.846154
53	3	3	3	4	4	3	4	4	4	4	4	4	4	48	3.692308
54	4	5	4	4	4	4	4	5	4	5	4	4	5	56	4.307692
55	4	4	4	4	5	3	4	5	5	3	5	5	5	56	4.307692
56	4	4	4	4	4	5	5	5	5	5	5	5	5	60	4.615385
57	4	4	3	4	4	4	4	4	4	4	5	4	4	52	4
58	5	4	4	4	4	4	4	4	4	4	4	4	4	53	4.076923
59	4	5	5	5	4	5	4	4	4	5	5	5	4	59	4.538462
60	4	4	4	4	4	4	4	4	4	4	4	4	5	53	4.076923
61	4	3	4	4	4	4	4	4	4	3	4	4	4	50	3.846154
62	4	3	4	3	4	3	4	4	4	4	4	4	4	49	3.769231
63	4	3	4	4	4	4	4	3	3	3	4	4	4	48	3.692308
64	5	5	4	5	5	4	5	4	5	3	5	4	4	58	4.461538
65	5	5	5	5	4	4	5	4	4	5	4	4	4	58	4.461538

## Lanjutan

no	22	23	24	25	26	27	28	29	30	31	32	33	34	Total	Rata-rata
66	4	5	5	5	4	5	4	5	5	4	5	4	5	60	4.615385
67	4	4	3	4	4	4	4	4	4	4	5	4	5	53	4.076923
68	5	5	4	5	5	4	5	4	5	4	4	5	4	59	4.538462
69	4	4	4	4	4	5	4	4	4	5	5	5	4	56	4.307692
70	4	4	4	4	3	3	4	4	4	4	4	4	4	50	3.846154
71	4	3	4	4	4	5	4	5	4	3	5	5	4	54	4.153846
72	4	3	4	3	4	3	4	4	3	3	4	3	3	45	3.461538
73	4	5	5	3	5	5	5	3	3	3	4	4	5	54	4.153846
74	4	4	4	4	4	4	4	4	4	4	4	4	4	52	4
75	3	4	3	3	4	3	3	4	3	3	4	3	3	43	3.307692
76	3	3	3	3	3	3	3	4	3	3	3	3	3	40	3.076923
77	4	4	5	4	5	4	4	5	4	5	4	3	4	55	4.230769
78	4	4	4	4	5	3	4	5	5	3	4	3	4	52	4
79	4	4	4	4	4	3	4	3	4	3	3	3	3	46	3.538462
80	4	4	4	4	4	4	4	4	4	3	4	4	4	51	3.923077
81	4	4	4	4	4	4	4	4	3	4	4	3	4	50	3.846154
82	4	4	4	4	4	4	4	5	4	5	4	4	5	55	4.230769
83	3	5	4	4	4	4	4	3	4	3	4	3	4	49	3.769231
84	4	4	4	4	4	5	5	5	5	5	5	5	5	60	4.615385
85	3	3	3	3	3	3	3	3	3	3	3	3	3	39	3
86	5	5	4	5	5	4	5	4	5	4	4	5	5	60	4.615385
87	4	4	4	4	4	5	4	4	4	5	5	5	4	56	4.307692
88	5	5	4	4	5	5	4	4	4	4	5	5	5	59	4.538462
89	5	5	5	5	5	5	4	4	4	4	5	4	4	59	4.538462

## Lanjutan

No	22	23	24	25	26	27	28	29	30	31	32	33	34	Total	Rata-rata
90	4	5	5	5	5	4	4	4	4	4	4	4	4	56	4.307692
91	4	4	4	5	5	5	4	4	4	3	3	3	3	51	3.923077
92	3	3	3	3	4	3	4	5	5	5	4	4	4	50	3.846154
93	4	5	4	5	4	5	5	5	4	5	5	5	5	61	4.692308
94	3	3	3	3	3	3	3	3	3	3	3	3	3	39	3
95	4	4	4	4	4	5	5	5	5	5	5	5	5	60	4.615385
96	5	3	4	4	4	4	4	4	4	4	4	4	4	52	4
97	4	4	4	5	5	4	5	5	5	4	4	5	5	59	4.538462
98	4	4	4	5	5	5	4	4	5	4	5	4	5	58	4.461538
99	5	5	4	3	4	5	4	4	5	4	4	4	5	56	4.307692
100	4	4	4	4	4	4	4	3	4	4	4	4	4	51	3.923077
	4.07	4.03	4.05	3.99	4.14	4.02	4.06	4.09	4.04	3.94	4.19	4.1	4.14	52.86	4.066154

**Lampiran 6**  
**Variabel Kepuasan pelanggan**

No	35	Total	rata-rata
1	4	4	4
2	5	5	5
3	4	4	4
4	3	3	3
5	4	4	4
6	3	3	3
7	5	5	5
8	5	5	5
9	5	5	5
10	5	5	5
11	5	5	5
12	5	5	5
13	4	4	4
14	4	4	4
15	4	4	4
16	3	3	3

No	35	Total	rata-rata
17	4	4	4
18	4	4	4
19	4	4	4
20	4	4	4
21	4	4	4
22	3	3	3
23	4	4	4
24	4	4	4
25	4	4	4
26	4	4	4
27	3	3	3
28	3	3	3
29	4	4	4
30	4	4	4
31	4	4	4
32	3	3	3
33	3	3	3
34	4	4	4
35	3	3	3
36	3	3	3
37	3	3	3
38	4	4	4
39	3	3	3

<b>NO</b>	<b>35</b>	<b>Total</b>	<b>Rata rata</b>
41	3	3	3
42	4	4	4
43	3	3	3
44	4	4	4
45	4	4	4
46	4	4	4
47	4	4	4
48	4	4	4
49	5	5	5
50	4	4	4
51	4	4	4
52	4	4	4
53	3	3	3
54	5	5	5
55	5	5	5
56	5	5	5
57	4	4	4
58	4	4	4
59	4	4	4
60	4	4	4
61	3	3	3
62	3	3	3
63	3	3	3

No	35	Total	Rata rata
64	5	5	5
65	5	5	5
66	5	5	5
67	4	4	4
68	5	5	5
69	4	4	4
70	3	3	3
71	3	3	3
72	3	3	3
73	4	4	4
74	4	4	4
75	3	3	3
76	3	3	3
77	5	5	5
78	3	3	3
79	3	3	3
80	4	4	4
81	4	4	4
82	4	4	4
83	3	3	3
84	5	5	5
85	3	3	3
86	5	5	5



No	35	Total	Rata rata
87	4	4	4
88	5	5	5
89	5	5	5
90	5	5	5
91	3	3	3
92	3	3	3
93	5	5	5
94	3	3	3
95	5	5	5
96	4	4	4
97	5	5	5
98	5	5	5
99	4	4	4
100	3	3	3
	3.93	393	3.93

**Lampiran 7**  
**Tabulasi Data Total**

No	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	
1	5	4	5	5	5	4	5	4	4	5	3	4	4	4	5	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	5	4	4	4	
2	5	5	4	5	5	4	5	4	4	4	5	5	5	5	4	5	4	5	5	4	3	5	5	4	5	5	4	5	4	5	4	4	5	4	5	
3	3	4	4	5	4	4	4	3	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	5	4	4	4	5	5	5	5	4	4
4	4	4	4	4	4	4	5	4	4	4	3	4	4	4	4	3	4	3	4	3	3	4	4	4	4	4	3	3	4	4	4	4	4	4	4	3
5	4	4	5	4	4	5	4	5	4	4	3	3	3	3	3	3	4	3	4	4	3	4	3	4	4	4	5	4	5	4	3	5	5	4	4	
6	3	4	3	4	3	4	4	4	3	3	3	3	4	4	3	3	4	3	3	3	3	4	3	4	3	4	3	4	4	4	4	4	4	4	3	3
7	5	4	4	5	5	3	5	4	5	4	3	5	5	5	5	5	5	5	5	5	3	3	4	5	5	3	5	5	5	3	3	3	4	4	5	5
8	5	5	4	5	5	4	5	4	4	4	5	5	5	5	4	5	4	5	5	4	3	5	5	4	5	5	4	5	4	5	3	5	4	4	5	
9	5	4	5	4	5	4	4	5	5	5	4	5	5	5	5	5	5	5	5	5	4	5	4	5	4	4	4	4	4	4	4	4	4	4	5	
10	4	5	4	4	5	4	4	4	4	5	3	4	4	4	4	4	5	3	5	3	3	5	4	5	4	4	5	4	5	5	5	5	5	5	5	
11	5	4	5	4	5	4	4	5	5	5	4	5	5	5	5	5	5	5	5	5	4	5	4	5	4	5	4	4	5	4	4	4	4	4	5	
12	4	5	4	4	5	4	4	4	4	5	3	4	4	4	4	4	5	3	4	3	3	4	4	5	4	4	5	4	4	5	4	5	4	5	4	5
13	5	5	5	5	5	4	5	4	4	5	3	4	4	4	5	4	4	4	4	4	3	4	3	3	3	4	3	4	3	4	4	5	4	4	4	
14	5	4	4	5	5	4	4	4	3	4	3	4	4	4	4	3	4	3	4	1	2	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4
15	4	4	4	5	5	4	4	4	4	4	2	4	3	4	3	2	3	2	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
16	5	5	5	5	5	4	4	4	4	3	3	3	3	4	3	3	4	3	4	2	2	4	3	4	4	4	4	3	4	3	4	3	4	3	4	3
17	5	5	4	3	5	4	5	5	4	4	4	4	4	4	4	4	4	4	4	2	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
18	5	4	4	4	4	3	4	4	5	3	2	3	4	4	4	2	2	2	2	4	4	4	4	4	4	4	4	5	5	4	4	4	4	5	4	4
19	4	3	4	3	4	2	3	3	3	3	2	3	2	3	2	2	3	2	3	3	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
20	5	4	4	5	5	4	4	4	3	4	5	3	4	4	4	3	4	3	4	2	3	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4







No	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	
96	5	5	4	4	4	4	4	3	5	3	5	3	5	3	5	3	5	3	4	4	4	5	3	4	4	4	4	4	4	4	4	4	4	4	4	
97	4	4	4	4	4	5	4	5	4	5	5	3	5	5	5	5	5	5	5	5	4	4	4	4	5	5	4	5	5	5	4	4	5	5	5	
98	5	5	5	4	5	5	4	4	5	5	5	4	4	5	4	5	5	5	5	4	5	4	4	4	5	5	5	4	4	5	4	5	4	5	4	5
99	5	4	5	5	4	5	5	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	5	4	3	4	5	4	4	5	4	4	4	5	4	
100	4	4	4	3	3	4	4	3	3	3	3	4	3	4	3	4	3	4	3	4	2	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3

## Lampiran 8

### Hasil Uji Regresi

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

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.088	.508		-6.084	.000
	produk	.376	.125	.202	3.003	.003
	servis	.193	.130	.136	1.483	.141
	harga	.334	.069	.304	4.834	.000
	relasi	.859	.127	.468	6.760	.000

a. Dependent Variable: Kepuasan

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867 <sup>a</sup>	.752	.742	.38394

**Lampiran 9**  
**Hasil Uji ANOVA****Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
KPFC	.712	6	93	.641
TangFC	.426	6	93	.860
Relfc	.555	6	93	.765
ASSFC	.949	6	93	.464
RespFC	1.278	6	93	.275
EmphatyFC	1.262	6	93	.282
HargaFC	1.896	6	93	.090
Relasifc	2.817	6	93	.015



## ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kpfc	Between Groups	4.415	6	.736	.724	.632
	Within Groups	94.585	93	1.017		
	Total	99.000	99			
Tangfc	Between Groups	11.015	6	1.836	1.940	.082
	Within Groups	87.985	93	.946		
	Total	99.000	99			
Relfc	Between Groups	5.186	6	.864	.857	.530
	Within Groups	93.814	93	1.009		
	Total	99.000	99			
ASSFC	Between Groups	1.972	6	.329	.315	.928
	Within Groups	97.028	93	1.043		
	Total	99.000	99			
Respfc	Between Groups	2.804	6	.467	.452	.842
	Within Groups	96.196	93	1.034		
	Total	99.000	99			
Emphatyfc	Between Groups	7.685	6	1.281	1.304	.263
	Within Groups	91.315	93	.982		
	Total	99.000	99			
HargaFC	Between Groups	8.503	6	1.417	1.456	.202
	Within Groups	90.497	93	.973		
	Total	99.000	99			
Relasifc	Between Groups	2.557	6	.426	.411	.870
	Within Groups	96.443	93	1.037		
	Total	99.000	99			