

Lampiran - 1

PRA SURVEY PENELITIAN

**Pengaruh Kualitas Pelayanan, Promosi dan Harga terhadap Kepuasan
Konsumen Transportasi Ojek Online Gojek**

Nama Responden :

Pertanyaan :

Kualitas Pelayanan

1. Apakah anda puas dengan pelayanan yang telah diberikan oleh Gojek ?
 Ya Tidak

Promosi

2. Apakah promosi yang telah diberikan Gojek sesuai dengan harapan anda ?
 Ya Tidak

Harga

3. Apakah harga yang telah diberikan Gojek sesuai dengan harapan anda ?
 Ya Tidak

Lampiran - 2**KUESIONER PENELITIAN**

Dengan hormat,

Saya yang bertanda tangan dibawah ini :

Nama : Itza Laila Rachma

Nim : 20160101318

Program Studi : Ekonomi dan Bisnis Universitas Esa Unggul

Jurusan : Manajemen

Sehubungan dengan penyusunan proposal skripsi yang sedang saya lakukan, saya ingin membuat suatu penelitian dengan judul “ PENGARUH KUALITAS PELAYANAN, PROMOSI, DAN HARGA TERHADAP KEPUASAN KONSUMEN”

Maka dengan ini saya meminta ketersediaan Bapak/Ibu/Saudara/Saudari untuk berpartisipasi dalam pengisian kuisioner dengan menjawab beberapa pertanyaan yang ada dibawah ini. Penelitian ini sama sekali tidak akan menimbulkan kerugian bagi responden. Semua infomasi dari hasil penelitian hanya akan digunakan untuk kepentingan penelitian dan akan dijaga kerahasian nya.

Atas perhatian dan kesediaannya menjadi responden saya ucapkan terima kasih.

Petunjuk :

Isilah semua pertanyaan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda (√) pada kotak pilihan yang sudah tersedia.

Keterangan :

No.	Pernyataan	Skor
1.	Sangat Tidak Setuju (STS)	1
2.	Tidak Setuju (TS)	2
3.	Ragu – Ragu (RR)	3
3.	Setuju (S)	4
4.	Sangat Setuju (SS)	5

Identitas Responden :

Nama :

Usia : 17-20 Tahun

21-30 Tahun

> 31 Tahun

Jenis Kelamin : Laki-laki

Perempuan

Berapa kali anda menggunakan Gojek : 1-3 kali

> 3 kali

Fakultas Ekonomi dan Bisnis Jurusan : Manajemen

Akuntansi

Angkatan : 2016 2017

2018 2019

No.	Pernyataan	STS	TS	R	S	SS
		1	2	3	4	5
Kualitas Pelayanan (X₁)		STS	TS	R	S	SS
1.	Driver Gojek selalu memakai atribut yang lengkap					
2.	Kendaraan yang dipakai driver Gojek telah memenuhi standar operasional					
3.	Driver Gojek selalu datang tepat waktu					
4.	Driver Gojek selalu menggunakan rute jalan yang efektif dan efisien					
5.	Driver Gojek selalu membantu jika customer mengalami kesulitan					
6.	Driver Gojek selalu cepat tanggap dalam mengatasi masalah customer					
7.	Perusahaan Gojek memberi asuransi kecelakaan bagi customer					
8.	Perusahaan Gojek tepat waktu dalam memberikan jaminan pelayanan					

9.	Driver Gojek selalu bersifat ramah					
10.	Pemberian masker, Hairnet dan helm menambah kenyamanan customer					
Promosi (X₂)		STS	TS	RR	S	SS
11.	Driver Gojek membantu promosi Gojek					
12.	Driver Gojek melakukan promosi secara langsung kepada customer					
13.	Pesan promosi yang dilakukan oleh Gojek tersampaikan					
14.	Gojek menggunakan media promosi yang tepat					
15.	Gojek sering melakukan promosi					
16.	Gojek tepat dalam melakukan promosi					
17.	Gojek selalu lebih unggul dari pada pesaing					
18.	Gojek sering mengadakan event					
19.	Pengguna mendapat informasi promosi dari Gojek					
Harga (X₃)		STS	TS	RR	S	SS
20.	Harga yang ditawarkan Gojek terjangkau					
21.	Harga yang ditawarkan Gojek mampu dibayar oleh seluruh golongan masyarakat					
22.	Harga yang diberikan Gojek sesuai dengan kualitas jasa					
23.	Harga yang diberikan Gojek sesuai dengan hasil yang diinginkan					
24.	Pengguna merasakan manfaat yang diberikan oleh Gojek					
25.	Harga yang diberikan Gojek relative lebih murah dibandingkan dengan pesaing					
Kepuasan Konsumen (Y)		STS	TS	RR	S	SS
26.	Saya merasa puas tetap menggunakan					

	transportasi ojek online Gojek					
27.	Saya tidak menggunakan transportasi ojek online pesaing, Karena merasa puas					
28.	Saya sering menggunakan transportasi ojek online Gojek, karena merasa puas					
29.	Saya akan merekomendasikan Gojek kepada teman serta kerabat, Karena merasa puas					
30.	Saya merasa puas akan mengatakan hal baik tentang Gojek kepada orang lain					
31.	Saya merasa puas akan bersedia memberikan tip kepada driver Gojek					
32.	Saya merasa puas akan bersedia membayar lebih pada saat jam sibuk					
33.	Pengguna memberikan saran kepada Gojek					
34.	Pengguna memberikan kritik kepada Gojek					

Lampiran 3 – Karakteristik Responden

**Data Tabulasi Berdasarkan Karakteristik 100 (Seratus) Responden
Yang Menggunakan Transportasi Ojek Online Gojek**

Jenis Kelamin

Jenis Kelamin	Jumlah
Laki-Laki	24
Perempuan	76
Total	100

Usia

Usia	Jumlah
17-20 tahun	21
21-30 tahun	79
>31 tahun	0
Total	100

Frekuensi Menggunakan

Frekuensi	Jumlah
1-3 Kali	36
>3 Kali	64
Total	100

Jurusan

Jurusan	Jumlah
Manajemen	67
Akuntansi	33
Total	100

Angkatan

Angkatan	Jumlah
2016	87
2017	5
2018	7
2019	1
Total	100

Kualitas Pelayanan (X1) Butir Pernyataan									
Responden	P1	P2	P3	P4	P5	P6	P7	P8	Total
1	4	2	2	2	2	5	2	5	24
2	4	2	2	2	2	4	2	2	20
3	4	4	4	5	4	4	4	5	34
4	4	3	3	4	3	4	4	5	30
5	5	5	5	5	5	5	5	5	40
6	5	4	5	5	4	5	4	3	35
7	4	4	4	4	4	3	3	4	30
8	4	4	4	5	2	2	2	2	25
9	4	3	4	4	3	4	3	4	29
10	3	2	2	3	3	3	2	3	21
11	4	2	4	5	2	4	2	2	25
12	4	4	5	5	4	5	5	5	37
13	4	4	4	4	4	4	4	5	33
14	5	4	5	5	4	4	5	5	37
15	4	3	5	5	3	5	5	5	35
16	4	2	3	4	4	4	5	4	30
17	5	5	5	4	4	4	5	5	37
18	4	4	4	4	4	4	5	5	34
19	4	4	4	4	4	4	4	4	32
20	4	4	4	4	4	5	5	5	35
21	3	2	5	4	3	3	4	5	29
22	4	4	4	4	2	4	2	5	29
23	4	3	4	5	4	4	4	2	30
24	4	4	3	4	3	4	5	5	32
25	3	4	4	4	4	4	4	4	31
26	2	1	2	2	4	1	1	1	14
27	3	5	5	5	5	5	5	5	38
28	3	4	4	5	4	3	4	3	30
29	4	3	2	3	2	3	4	4	25
30	2	2	4	4	4	2	1	5	24
31	3	3	2	2	2	2	3	3	20
32	5	3	5	4	3	4	5	5	34
33	4	3	4	2	4	4	3	2	26
34	4	3	4	5	4	3	2	5	30
35	4	3	4	4	2	4	2	4	27
36	4	4	5	4	4	3	4	5	33
37	4	4	4	4	3	4	3	4	30
38	4	3	4	3	3	4	4	5	30

39	4	4	3	4	4	4	4	4	31
40	4	4	4	4	4	4	5	5	34
41	5	3	3	3	2	4	5	2	27
42	4	2	4	4	2	5	5	5	31
43	3	3	4	4	3	4	3	3	27
44	4	4	4	4	4	2	4	5	31
45	4	4	5	4	4	4	5	4	34
46	4	3	4	4	4	4	4	4	31
47	5	4	4	5	4	4	5	5	36
48	5	5	4	4	5	4	4	4	35
49	3	2	3	5	3	4	3	5	28
50	3	4	2	4	3	4	3	5	28
51	3	4	4	4	4	3	4	5	31
52	4	3	4	4	4	4	4	4	31
53	5	4	4	5	5	3	5	3	34
54	2	3	3	3	2	4	4	4	25
55	3	3	4	3	4	4	4	4	29
56	4	4	4	4	4	3	3	3	29
57	4	3	5	5	3	5	2	3	30
58	5	5	5	5	5	5	5	5	40
59	4	3	4	3	4	4	4	4	30
60	5	3	4	4	3	5	4	4	32
61	3	2	4	3	3	3	2	3	23
62	5	5	4	4	4	4	5	5	36
63	5	5	5	5	5	5	5	5	40
64	5	5	5	5	5	5	5	5	40
65	4	4	4	4	4	3	4	4	31
66	3	4	4	5	4	3	5	4	32
67	4	4	4	2	2	2	2	4	24
68	3	3	2	3	3	3	4	4	25
69	5	1	5	5	5	5	5	5	36
70	4	3	4	3	3	3	4	4	28
71	4	4	4	5	4	4	4	4	33
72	3	2	3	3	3	2	3	4	23
73	4	3	3	4	3	3	4	4	28
74	4	4	4	4	4	4	4	4	32
75	3	3	3	3	4	4	3	5	28
76	3	4	3	4	5	5	4	4	32
77	4	3	2	4	4	4	5	4	30
78	4	5	5	5	5	5	5	5	39
79	5	4	4	4	4	4	5	3	33

80	4	4	4	3	4	4	5	2	30
81	3	3	3	4	3	4	3	4	27
82	5	4	5	5	4	4	4	4	35
83	5	3	3	4	4	3	4	4	30
84	5	5	5	5	5	5	5	5	40
85	4	2	2	5	5	4	3	4	29
86	4	3	3	3	3	3	3	3	25
87	1	1	1	1	1	1	1	1	8
88	5	4	5	5	5	5	5	5	39
89	4	3	3	3	3	3	3	3	25
90	4	4	4	4	4	4	4	5	33
91	5	4	5	5	5	3	5	5	37
92	4	3	3	3	3	3	3	3	25
93	4	4	4	4	4	4	5	5	34
94	3	3	3	3	2	2	2	5	23
95	5	4	4	4	4	3	4	4	32
96	4	3	4	3	3	3	3	2	25
97	5	5	4	5	5	4	5	5	38
98	4	2	4	5	2	4	2	5	28
99	4	4	4	4	4	4	4	4	32
100	5	4	5	5	4	4	5	5	37

Promosi (X2) Butir Pertanyaan										
Responden	P1	P2	P3	P4	P5	P6	P7	P8	P9	TOTAL
1	1	1	2	4	5	5	2	5	2	27
2	4	4	4	4	4	4	2	4	4	34
3	4	4	4	4	4	4	4	4	4	36
4	4	4	3	4	3	4	3	3	4	32
5	5	5	5	5	5	5	5	5	5	45
6	4	4	4	4	4	4	3	3	4	34
7	4	4	4	4	4	4	3	3	3	33
8	4	4	5	5	5	5	4	4	2	38
9	4	4	4	4	4	4	3	4	4	35
10	3	2	2	3	2	3	2	2	2	21
11	4	4	4	1	2	2	2	4	5	28
12	5	5	5	4	4	4	5	4	5	41
13	4	4	4	4	2	2	2	3	3	28
14	5	5	4	4	4	5	4	5	4	40
15	5	5	5	5	5	5	5	5	5	45
16	4	3	4	4	4	4	4	4	3	34
17	5	5	5	4	4	4	4	4	5	40
18	4	4	4	4	4	4	4	4	4	36
19	4	4	4	4	4	4	4	4	4	36
20	5	5	5	5	5	5	5	5	5	45
21	5	5	5	4	4	4	2	5	5	39
22	2	2	4	4	5	5	4	4	3	33
23	3	3	4	4	4	4	3	4	4	33
24	2	2	3	4	4	4	2	3	4	28
25	4	4	4	4	4	4	4	4	4	36
26	4	4	4	4	1	2	1	2	4	26
27	5	5	5	5	5	5	5	5	5	45
28	4	4	3	3	2	2	2	3	3	26
29	2	3	3	3	4	4	2	2	3	26
30	4	4	2	2	5	4	2	4	4	31
31	3	3	3	3	2	3	2	3	3	25
32	4	3	2	4	4	4	3	4	4	32
33	3	3	2	4	2	4	2	5	2	27
34	4	4	5	4	3	2	2	3	4	31
35	3	2	4	4	4	4	3	3	4	31
36	5	5	5	5	4	4	4	4	5	41
37	4	3	4	4	5	4	3	4	5	36
38	4	4	4	4	4	4	3	3	4	34

39	4	4	4	4	4	5	3	5	4	37
40	5	5	5	5	5	5	5	5	5	45
41	2	2	3	5	4	4	2	3	5	30
42	4	2	5	4	2	5	1	2	4	29
43	3	3	3	4	4	3	3	3	4	30
44	4	2	4	4	4	4	2	2	4	30
45	5	4	4	4	5	5	4	5	5	41
46	3	4	4	3	5	4	2	4	5	34
47	5	4	5	5	5	5	5	5	5	44
48	5	4	5	4	5	4	4	5	4	40
49	5	5	3	5	5	5	2	3	5	38
50	4	3	4	5	4	3	2	3	3	31
51	4	4	4	4	4	3	3	4	4	34
52	4	3	4	4	3	4	4	3	4	33
53	4	3	3	3	3	3	3	3	3	28
54	2	2	2	4	4	4	3	4	4	29
55	4	4	4	4	4	4	4	4	5	37
56	2	3	3	3	4	4	4	3	4	30
57	3	3	3	3	3	3	3	3	3	27
58	5	5	5	5	5	5	5	5	5	45
59	4	4	5	5	5	4	4	4	4	39
60	5	4	5	4	4	5	5	4	4	40
61	3	3	3	3	4	3	3	4	4	30
62	4	5	4	5	2	4	5	2	4	35
63	5	5	5	5	5	5	5	5	5	45
64	5	5	5	4	3	3	4	5	4	38
65	4	4	4	4	4	4	3	4	4	35
66	5	3	4	5	4	3	3	4	2	33
67	2	2	4	4	4	4	2	4	4	30
68	3	2	2	4	5	4	3	3	3	29
69	5	5	5	5	5	5	5	5	5	45
70	4	4	4	5	5	3	4	3	5	37
71	5	5	5	4	4	4	4	4	4	39
72	3	3	3	3	2	3	2	2	3	24
73	3	3	3	3	4	3	3	3	3	28
74	4	4	4	4	4	4	4	4	4	36
75	3	3	3	3	4	3	2	3	3	27
76	3	3	4	4	4	4	3	4	5	34
77	4	2	4	4	2	4	4	4	5	33
78	4	4	5	5	5	5	5	5	5	43
79	4	3	3	5	3	3	5	5	4	35

80	5	4	4	4	4	3	2	2	4	32
81	3	4	4	3	4	3	3	4	4	32
82	4	5	5	4	5	4	5	4	5	41
83	3	3	4	4	2	2	3	5	3	29
84	4	4	4	4	4	4	4	4	4	36
85	4	5	4	4	4	5	5	5	3	39
86	3	3	3	5	4	5	3	3	5	34
87	1	1	1	2	3	3	4	4	3	22
88	5	5	5	5	5	5	5	5	5	45
89	4	4	4	4	4	4	3	2	1	30
90	4	4	4	4	4	4	2	4	4	34
91	5	4	4	4	4	4	4	3	5	37
92	3	3	3	3	3	3	3	4	3	28
93	4	3	3	4	3	3	3	3	3	29
94	2	2	2	3	3	2	2	2	3	21
95	2	2	2	5	5	4	4	2	5	31
96	2	2	2	2	2	3	2	3	4	22
97	4	4	5	4	4	5	4	5	5	40
98	4	2	2	4	5	5	4	4	5	35
99	4	4	4	4	4	4	4	4	4	36
100	4	4	4	4	3	4	3	3	4	33

Harga (X3) Butir Pernyataan							
Responden	P1	P2	P3	P4	P5	P6	TOTAL
1	2	2	4	4	4	4	20
2	4	4	4	4	4	3	23
3	5	5	4	4	5	4	27
4	3	3	3	3	4	3	19
5	5	5	5	5	5	5	30
6	4	5	4	4	4	3	24
7	3	3	4	4	4	3	21
8	5	5	4	1	2	4	21
9	4	3	4	4	4	3	22
10	1	1	2	3	2	3	12
11	2	4	2	4	5	2	19
12	4	4	4	5	5	5	27
13	2	3	3	3	4	2	17
14	4	5	4	5	4	5	27
15	5	5	5	5	5	5	30
16	4	5	4	4	5	4	26
17	5	5	4	4	4	4	26
18	4	4	4	4	4	4	24
19	3	3	5	4	4	4	23
20	5	5	5	5	5	5	30
21	3	4	2	4	4	3	20
22	4	4	5	4	5	2	24
23	3	3	4	4	4	2	20
24	4	2	4	4	5	3	22
25	4	3	4	4	4	4	23
26	1	1	1	2	4	1	10
27	5	5	5	5	4	5	29
28	2	1	3	3	3	1	13
29	4	4	3	3	4	2	20
30	4	2	1	1	5	2	15
31	3	3	3	3	3	3	18
32	5	5	5	5	5	5	30
33	2	3	2	1	1	4	13
34	4	4	3	4	4	2	21
35	3	3	4	4	5	3	22
36	5	4	5	5	5	4	28
37	3	5	4	4	4	3	23
38	3	3	4	4	4	2	20

39	4	4	4	4	4	4	24
40	5	5	5	5	5	4	29
41	4	5	4	3	4	2	22
42	5	2	2	5	4	1	19
43	5	5	4	4	4	3	25
44	4	4	4	4	4	4	24
45	5	5	5	5	5	4	29
46	2	3	3	4	4	4	20
47	5	4	5	4	5	5	28
48	3	4	3	4	4	4	22
49	3	3	3	4	3	2	18
50	4	4	4	3	4	2	21
51	4	5	4	4	4	4	25
52	4	4	4	4	4	3	23
53	4	4	4	4	3	3	22
54	4	4	4	4	4	2	22
55	4	5	4	4	4	4	25
56	4	4	4	4	4	3	23
57	4	4	4	4	3	4	23
58	5	5	5	5	5	5	30
59	4	3	4	4	4	4	23
60	3	5	5	5	4	5	27
61	3	3	3	3	3	3	18
62	5	4	5	5	4	5	28
63	5	5	5	5	5	5	30
64	4	5	4	4	4	4	25
65	4	4	4	4	4	3	23
66	5	5	4	4	3	3	24
67	4	4	4	4	4	2	22
68	2	2	3	3	4	1	15
69	5	5	5	5	5	5	30
70	4	4	4	4	3	2	21
71	4	4	4	5	5	5	27
72	2	3	3	4	4	3	19
73	4	4	4	4	4	3	23
74	4	2	4	4	4	4	22
75	5	5	4	4	5	5	28
76	4	5	5	5	5	3	27
77	2	2	4	4	5	5	22
78	5	4	5	5	5	5	29
79	4	3	5	4	5	3	24

80	4	4	5	4	4	2	23
81	4	3	4	4	4	3	22
82	5	4	5	4	4	5	27
83	2	3	4	5	4	1	19
84	5	5	5	5	5	5	30
85	4	4	4	5	5	5	27
86	3	4	4	4	4	3	22
87	3	4	3	3	2	3	18
88	5	5	5	5	5	5	30
89	2	3	3	3	3	3	17
90	4	4	4	4	4	4	24
91	5	5	5	5	5	4	29
92	3	3	3	3	3	4	19
93	3	4	4	3	3	4	21
94	3	2	3	3	3	3	17
95	4	4	4	4	5	3	24
96	2	3	4	3	4	1	17
97	4	4	5	4	5	3	25
98	5	5	5	4	4	2	25
99	4	4	4	4	4	4	24
100	5	5	5	5	4	3	27

Kepuasan Konsumen (Y)										
Butir Pernyataan										
Responden	P1	P2	P3	P4	P5	P6	P7	P8	P9	TOTAL
1	5	5	5	5	5	1	1	5	5	37
2	4	2	3	4	3	5	5	4	4	34
3	5	4	3	4	4	4	4	4	5	37
4	4	4	4	4	4	5	4	4	4	37
5	5	5	5	5	5	5	5	5	5	45
6	4	4	4	3	3	3	3	3	3	30
7	3	3	4	3	3	4	4	4	4	32
8	4	4	4	4	4	4	2	2	2	30
9	5	4	4	4	4	4	4	3	3	35
10	2	3	2	2	2	2	2	3	3	21
11	2	2	4	4	2	5	4	2	4	29
12	5	5	4	4	4	5	4	5	5	41
13	4	3	4	4	4	5	4	4	4	36
14	5	5	5	5	5	4	5	5	5	44
15	5	3	3	3	3	3	3	5	3	31
16	4	5	4	4	4	5	3	4	4	37
17	5	5	5	4	4	5	5	5	4	42
18	4	4	4	4	4	4	4	4	4	36
19	5	4	4	4	4	4	4	4	4	37
20	5	5	5	5	5	5	5	5	5	45
21	4	2	2	4	3	4	4	4	5	32
22	5	3	4	4	3	3	3	4	4	33
23	3	2	3	3	3	3	2	4	4	27
24	4	2	4	2	3	5	5	3	3	31
25	4	3	4	4	4	4	4	4	4	35
26	1	1	2	2	4	4	2	2	2	20
27	5	5	5	5	5	5	5	5	5	45
28	2	1	1	2	4	4	4	1	2	21
29	3	2	1	3	3	4	2	3	3	24
30	3	2	5	2	2	5	5	4	2	30
31	3	2	3	3	3	3	3	3	3	26
32	5	5	5	5	5	5	5	5	5	45
33	3	3	2	2	2	1	1	1	4	19
34	4	2	2	4	5	4	4	3	3	31
35	3	5	4	4	4	5	2	4	4	35
36	4	4	4	5	4	5	5	5	5	41
37	3	3	3	3	3	4	4	4	4	31
38	4	1	4	4	4	4	2	5	5	33

39	4	3	3	4	4	4	4	4	4	34
40	5	4	4	4	4	5	5	5	4	40
41	2	1	1	2	3	4	4	3	2	22
42	5	2	5	2	5	4	2	5	4	34
43	3	1	2	3	3	3	3	4	3	25
44	4	2	2	2	2	4	4	4	4	28
45	4	4	4	5	5	4	4	4	4	38
46	4	3	3	3	3	4	4	3	4	31
47	5	5	5	5	5	5	5	5	5	45
48	4	4	5	5	5	5	5	4	4	41
49	3	1	2	4	3	5	5	3	4	30
50	4	3	4	4	3	4	4	4	4	34
51	4	1	2	3	4	4	4	4	4	30
52	3	2	3	4	4	4	4	3	3	30
53	3	3	3	3	3	5	5	3	3	31
54	4	2	4	4	4	4	4	4	4	34
55	4	4	4	4	4	4	4	4	4	36
56	4	2	3	3	3	4	4	4	4	31
57	4	4	5	4	3	4	4	4	4	36
58	5	5	5	5	5	5	5	5	5	45
59	4	3	4	4	4	4	4	4	4	35
60	5	5	3	3	4	5	5	5	5	40
61	3	2	3	3	3	3	3	3	3	26
62	5	2	5	5	5	5	5	4	4	40
63	5	5	5	5	5	5	5	5	5	45
64	4	4	4	5	5	5	4	4	5	40
65	4	2	3	3	4	4	4	4	4	32
66	4	2	4	4	4	4	2	4	4	32
67	4	2	4	4	4	2	2	5	5	32
68	4	2	2	3	4	4	4	3	3	29
69	5	5	5	5	5	5	5	5	5	45
70	5	2	2	4	3	3	3	4	4	30
71	4	4	5	4	4	5	4	4	4	38
72	4	2	2	2	2	3	3	2	4	24
73	4	3	4	4	4	4	4	4	4	35
74	5	4	4	4	4	4	4	4	4	37
75	5	3	5	5	3	5	4	5	5	40
76	3	3	3	4	4	4	4	2	2	29
77	4	4	5	4	5	4	2	4	4	36
78	5	4	5	5	5	5	4	5	5	43
79	5	2	4	4	4	4	4	3	3	33

80	4	2	4	4	4	4	4	2	2	30
81	3	3	4	4	4	4	4	4	4	34
82	4	5	4	5	4	5	4	4	5	40
83	3	3	2	2	4	4	3	4	4	29
84	5	3	4	5	4	5	5	5	5	41
85	4	4	4	2	2	4	5	5	5	35
86	3	3	3	3	3	3	3	3	3	27
87	4	3	3	2	3	4	3	3	2	27
88	5	5	5	5	5	5	5	5	5	45
89	3	1	2	2	3	3	3	3	3	23
90	4	1	4	4	4	3	2	4	4	30
91	4	4	4	4	4	4	4	4	4	36
92	4	3	2	3	3	3	3	3	3	27
93	4	3	3	3	3	4	4	4	3	31
94	3	2	2	2	2	3	2	3	3	22
95	3	3	3	4	4	4	4	4	4	33
96	3	2	2	4	3	3	3	3	2	25
97	4	3	3	4	4	4	1	5	3	31
98	5	5	5	4	2	4	5	5	4	39
99	4	4	4	4	4	4	4	4	4	36
100	3	3	3	3	3	4	4	4	5	32

Lampiran 5– Hasil Uji Validitas

Variabel Kualitas Pelayanan

		Correlations								
		P1	P2	P3	P4	P5	P6	P7	P8	TOTALKP
P1	Pearson Correlation	1	.483**	.520**	.469**	.392**	.474**	.550**	.260**	.698**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.009	.000
	N	100	100	100	100	100	100	100	100	100
P2	Pearson Correlation	.483**	1	.524**	.451**	.544**	.339**	.566**	.373**	.738**
	Sig. (2-tailed)	.000		.000	.000	.000	.001	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
P3	Pearson Correlation	.520**	.524**	1	.632**	.484**	.441**	.471**	.386**	.760**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
P4	Pearson Correlation	.469**	.451**	.632**	1	.544**	.486**	.460**	.443**	.764**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
P5	Pearson Correlation	.392**	.544**	.484**	.544**	1	.356**	.575**	.324**	.728**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100
P6	Pearson Correlation	.474**	.339**	.441**	.486**	.356**	1	.529**	.401**	.688**
	Sig. (2-tailed)	.000	.001	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
P7	Pearson Correlation	.550**	.566**	.471**	.460**	.575**	.529**	1	.440**	.802**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
P8	Pearson Correlation	.260**	.373**	.386**	.443**	.324**	.401**	.440**	1	.636**
	Sig. (2-tailed)	.009	.000	.000	.000	.001	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
TOTALKP	Pearson Correlation	.698**	.738**	.760**	.764**	.728**	.688**	.802**	.636**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	

N	100	100	100	100	100	100	100	100	100	100
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** . Correlation is significant at the 0.01 level (2-tailed).

Variabel Promosi

		Correlations									
		P9	P10	P11	P12	P13	P14	P15	P16	P17	TOTALP
P9	Pearson Correlation	1	.803**	.710**	.449**	.226*	.287**	.447**	.358**	.395**	.747**
	Sig. (2-tailed)		.000	.000	.000	.024	.004	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
P10	Pearson Correlation	.803**	1	.708**	.349**	.259**	.259**	.475**	.401**	.404**	.750**
	Sig. (2-tailed)	.000		.000	.000	.009	.009	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
P11	Pearson Correlation	.710**	.708**	1	.496**	.284**	.341**	.460**	.400**	.424**	.766**
	Sig. (2-tailed)	.000	.000		.000	.004	.001	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
P12	Pearson Correlation	.449**	.349**	.496**	1	.457**	.521**	.483**	.275**	.320**	.668**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.006	.001	.000
	N	100	100	100	100	100	100	100	100	100	100
P13	Pearson Correlation	.226*	.259**	.284**	.457**	1	.655**	.470**	.428**	.379**	.649**
	Sig. (2-tailed)	.024	.009	.004	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
P14	Pearson Correlation	.287**	.259**	.341**	.521**	.655**	1	.517**	.457**	.380**	.682**
	Sig. (2-tailed)	.004	.009	.001	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
P15	Pearson Correlation	.447**	.475**	.460**	.483**	.470**	.517**	1	.557**	.398**	.768**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
P16	Pearson Correlation	.358**	.401**	.400**	.275**	.428**	.457**	.557**	1	.329**	.668**
	Sig. (2-tailed)	.000	.000	.000	.006	.000	.000	.000		.001	.000
	N	100	100	100	100	100	100	100	100	100	100
P17	Pearson Correlation	.395**	.404**	.424**	.320**	.379**	.380**	.398**	.329**	1	.632**
	Sig. (2-tailed)										

	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.000	.001		.000
	N	100	100	100	100	100	100	100	100	100	100
TOTAL LP	Pearson Correlation	.747**	.750**	.766**	.668**	.649**	.682**	.768**	.668**	.632**	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).											

Variabel Harga

Correlations								
		P18	P19	P20	P21	P22	P23	TOTALH
P18	Pearson Correlation	1	.700**	.646**	.498**	.428**	.465**	.823**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
P19	Pearson Correlation	.700**	1	.608**	.470**	.308**	.467**	.790**
	Sig. (2-tailed)	.000		.000	.000	.002	.000	.000
	N	100	100	100	100	100	100	100
P20	Pearson Correlation	.646**	.608**	1	.668**	.470**	.500**	.839**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
P21	Pearson Correlation	.498**	.470**	.668**	1	.612**	.446**	.780**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
P22	Pearson Correlation	.428**	.308**	.470**	.612**	1	.293**	.640**
	Sig. (2-tailed)	.000	.002	.000	.000		.003	.000
	N	100	100	100	100	100	100	100
P23	Pearson Correlation	.465**	.467**	.500**	.446**	.293**	1	.719**
	Sig. (2-tailed)	.000	.000	.000	.000	.003		.000
	N	100	100	100	100	100	100	100
TOTAL H	Pearson Correlation	.823**	.790**	.839**	.780**	.640**	.719**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).								

Variabel Kepuasan Konsumen

		Correlations									
		P24	P25	P26	P27	P28	P29	P30	P31	P32	TOTALKK
P24	Pearson Correlation	1	.561**	.610**	.575**	.472**	.273**	.348**	.657**	.561**	.765**
	Sig. (2-tailed)		.000	.000	.000	.000	.006	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
P25	Pearson Correlation	.561**	1	.651**	.558**	.441**	.352**	.332**	.516**	.523**	.772**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.001	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
P26	Pearson Correlation	.610**	.651**	1	.654**	.514**	.428**	.346**	.600**	.507**	.818**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
P27	Pearson Correlation	.575**	.558**	.654**	1	.680**	.420**	.360**	.517**	.566**	.807**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
P28	Pearson Correlation	.472**	.441**	.514**	.680**	1	.390**	.214*	.421**	.378**	.675**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.032	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
P29	Pearson Correlation	.273**	.352**	.428**	.420**	.390**	1	.711**	.351**	.289**	.634**
	Sig. (2-tailed)	.006	.000	.000	.000	.000		.000	.000	.004	.000
	N	100	100	100	100	100	100	100	100	100	100
P30	Pearson Correlation	.348**	.332**	.346**	.360**	.214*	.711**	1	.311**	.305**	.599**
	Sig. (2-tailed)	.000	.001	.000	.000	.032	.000		.002	.002	.000
	N	100	100	100	100	100	100	100	100	100	100
P31	Pearson Correlation	.657**	.516**	.600**	.517**	.421**	.351**	.311**	1	.725**	.769**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.002		.000	.000
	N	100	100	100	100	100	100	100	100	100	100
P32	Pearson Correlation	.561**	.523**	.507**	.566**	.378**	.289**	.305**	.725**	1	.732**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.004	.002	.000		.000
	N	100	100	100	100	100	100	100	100	100	100

TOTAL KK	Pearson Correlation	.765**	.772**	.818**	.807**	.675**	.634**	.599**	.769**	.732**	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).											

Lampiran 6 – Hasil Uji Reliabilitas**Hasil Uji Reliabilitas Kualitas Pelayanan**

Reliability Statistics	
Cronbach's Alpha	N of Items
.871	8

Hasil Uji Reliabilitas Promosi

Reliability Statistics	
Cronbach's Alpha	N of Items
.872	9

Hasil Uji Reliabilitas Harga

Reliability Statistics	
Cronbach's Alpha	N of Items
.854	6

Hasil Uji Reliabilitas Kepuasan Konsumen

Reliability Statistics	
Cronbach's Alpha	N of Items
.888	9

Lampiran 7 – Hasil Uji Asumsi Klasik

Uji Normalitas Data

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.66131320
Most Extreme Differences	Absolute	.064
	Positive	.037
	Negative	-.064
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Uji Multikolinieritas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.513	2.290		1.097	.275		
	TOTALKL	.168	.107	.144	1.569	.120	.396	2.527
	TOTALP	.313	.102	.292	3.067	.003	.371	2.695
	TOTALH	.666	.141	.460	4.724	.000	.354	2.825

a. Dependent Variable: TOTALKK

Uji Heteroskedastisitas

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.088	1.412		2.187	.031
	TOTALKL	-.004	.066	-.010	-.065	.949
	TOTALP	-.088	.063	-.232	-1.405	.163
	TOTALH	.125	.087	.244	1.441	.153

a. Dependent Variable: Abs_RES

Uji Autokorelasi

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.823 ^a	.678	.668	3.71808	2.026

a. Predictors: (Constant), TOTALH, TOTALKL, TOTALP

b. Dependent Variable: TOTALKK

Lampiran 8 – Hasil Uji Analisis Regresi Berganda

Coefficients^a

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	.279	.254
	RATARATAKL	.150	.095
	RATARATAP	.313	.102
	RATARATAH	.444	.094

a. Dependent Variable: RATARATAKK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.493	3	11.498	67.368	.000 ^b
	Residual	16.384	96	.171		
	Total	50.877	99			

a. Dependent Variable: RATARATAKK

b. Predictors: (Constant), RATARATAH, RATARATAKL, RATARATAP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.279	.254		1.097	.275
	RATARATAKL	.150	.095	.144	1.569	.120
	RATARATAP	.313	.102	.292	3.067	.003
	RATARATAH	.444	.094	.460	4.724	.000

a. Dependent Variable: RATARATAKK

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.823 ^a	.678	.668	.41312

a. Predictors: (Constant), RATARATAH, RATARATAKL, RATARATAP