

Lampiran. 3

2. STATISTIK DESKRIPTIF/ KATEGORISASI

Statistics

Kepuasan_Konsumen

| | | |
|------------------------|---------|---------|
| N | Valid | 100 |
| | Missing | 0 |
| Mean | | 100,49 |
| Std. Error of Mean | | 1,382 |
| Median | | 98,00 |
| Std. Deviation | | 13,820 |
| Variance | | 191,000 |
| Skewness | | ,594 |
| Std. Error of Skewness | | ,241 |
| Kurtosis | | ,222 |
| Std. Error of Kurtosis | | ,478 |
| Range | | 70 |
| Minimum | | 70 |
| Maximum | | 140 |
| Percentiles | 25 | 91,00 |
| | 50 | 98,00 |
| | 75 | 107,75 |

Kepuasan_Konsumen

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid 70 | 1 | 1,0 | 1,0 | 1,0 |
| 76 | 1 | 1,0 | 1,0 | 2,0 |
| 78 | 1 | 1,0 | 1,0 | 3,0 |
| 80 | 1 | 1,0 | 1,0 | 4,0 |
| 81 | 1 | 1,0 | 1,0 | 5,0 |
| 82 | 1 | 1,0 | 1,0 | 6,0 |
| 83 | 3 | 3,0 | 3,0 | 9,0 |
| 84 | 3 | 3,0 | 3,0 | 12,0 |
| 86 | 2 | 2,0 | 2,0 | 14,0 |
| 87 | 2 | 2,0 | 2,0 | 16,0 |
| 88 | 3 | 3,0 | 3,0 | 19,0 |
| 89 | 4 | 4,0 | 4,0 | 23,0 |
| 90 | 1 | 1,0 | 1,0 | 24,0 |
| 91 | 2 | 2,0 | 2,0 | 26,0 |
| 92 | 1 | 1,0 | 1,0 | 27,0 |
| 93 | 2 | 2,0 | 2,0 | 29,0 |
| 94 | 7 | 7,0 | 7,0 | 36,0 |
| 95 | 5 | 5,0 | 5,0 | 41,0 |
| 96 | 5 | 5,0 | 5,0 | 46,0 |
| 97 | 2 | 2,0 | 2,0 | 48,0 |

| | | | | |
|-------|-----|-------|-------|-------|
| 98 | 3 | 3,0 | 3,0 | 51,0 |
| 99 | 2 | 2,0 | 2,0 | 53,0 |
| 100 | 3 | 3,0 | 3,0 | 56,0 |
| 101 | 2 | 2,0 | 2,0 | 58,0 |
| 102 | 1 | 1,0 | 1,0 | 59,0 |
| 103 | 4 | 4,0 | 4,0 | 63,0 |
| 104 | 3 | 3,0 | 3,0 | 66,0 |
| 105 | 3 | 3,0 | 3,0 | 69,0 |
| 106 | 3 | 3,0 | 3,0 | 72,0 |
| 107 | 3 | 3,0 | 3,0 | 75,0 |
| 108 | 2 | 2,0 | 2,0 | 77,0 |
| 109 | 1 | 1,0 | 1,0 | 78,0 |
| 110 | 2 | 2,0 | 2,0 | 80,0 |
| 112 | 2 | 2,0 | 2,0 | 82,0 |
| 113 | 1 | 1,0 | 1,0 | 83,0 |
| 115 | 2 | 2,0 | 2,0 | 85,0 |
| 116 | 1 | 1,0 | 1,0 | 86,0 |
| 117 | 1 | 1,0 | 1,0 | 87,0 |
| 118 | 1 | 1,0 | 1,0 | 88,0 |
| 119 | 1 | 1,0 | 1,0 | 89,0 |
| 121 | 1 | 1,0 | 1,0 | 90,0 |
| 122 | 3 | 3,0 | 3,0 | 93,0 |
| 123 | 1 | 1,0 | 1,0 | 94,0 |
| 125 | 1 | 1,0 | 1,0 | 95,0 |
| 126 | 1 | 1,0 | 1,0 | 96,0 |
| 132 | 1 | 1,0 | 1,0 | 97,0 |
| 134 | 1 | 1,0 | 1,0 | 98,0 |
| 135 | 1 | 1,0 | 1,0 | 99,0 |
| 140 | 1 | 1,0 | 1,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Kepuasan_Konsumen_Lengkap

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid puas | 25 | 25,0 | 25,0 | 25,0 |
| sedang | 46 | 46,0 | 46,0 | 71,0 |
| tidak puas | 29 | 29,0 | 29,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Kepuasan_Konsumen_OK

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid puas | 25 | 46,3 | 46,3 | 46,3 |
| tidak puas | 29 | 53,7 | 53,7 | 100,0 |
| Total | 54 | 100,0 | 100,0 | |

3. DATA PENUNJANG

a. JENIS KELAMIN

Jenis_Kelamin * Kepuasan_Konsumen Crosstabulation

| | | | Kepuasan_Konsumen | | Total |
|---------------|-----------|----------------------------|-------------------|------------|--------|
| | | | puas | tidak puas | |
| Jenis_Kelamin | laki-laki | Count | 11 | 13 | 24 |
| | | Expected Count | 11,1 | 12,9 | 24,0 |
| | | % within Jenis_Kelamin | 45,8% | 54,2% | 100,0% |
| | | % within Kepuasan_Konsumen | 44,0% | 44,8% | 44,4% |
| | | % of Total | 20,4% | 24,1% | 44,4% |
| | perempuan | Count | 14 | 16 | 30 |
| | | Expected Count | 13,9 | 16,1 | 30,0 |
| | | % within Jenis_Kelamin | 46,7% | 53,3% | 100,0% |
| | | % within Kepuasan_Konsumen | 56,0% | 55,2% | 55,6% |
| | | % of Total | 25,9% | 29,6% | 55,6% |
| Total | | Count | 25 | 29 | 54 |
| | | Expected Count | 25,0 | 29,0 | 54,0 |
| | | % within Jenis_Kelamin | 46,3% | 53,7% | 100,0% |
| | | % within Kepuasan_Konsumen | 100,0% | 100,0% | 100,0% |
| | | % of Total | 46,3% | 53,7% | 100,0% |

b. USIA

Usia * Kepuasan_Konsumen Crosstabulation

| | | | Kepuasan_Konsumen | | Total |
|-------|----------------------------|----------------------------|-------------------|------------|--------|
| | | | puas | tidak puas | |
| Usia | 13-16 | Count | 17 | 8 | 25 |
| | | Expected Count | 11,6 | 13,4 | 25,0 |
| | | % within Usia | 68,0% | 32,0% | 100,0% |
| | | % within Kepuasan_Konsumen | 68,0% | 27,6% | 46,3% |
| | | % of Total | 31,5% | 14,8% | 46,3% |
| | 16-18 | Count | 1 | 2 | 3 |
| | | Expected Count | 1,4 | 1,6 | 3,0 |
| | | % within Usia | 33,3% | 66,7% | 100,0% |
| | | % within Kepuasan_Konsumen | 4,0% | 6,9% | 5,6% |
| | | % of Total | 1,9% | 3,7% | 5,6% |
| | 18-40 | Count | 4 | 16 | 20 |
| | | Expected Count | 9,3 | 10,7 | 20,0 |
| | | % within Usia | 20,0% | 80,0% | 100,0% |
| | | % within Kepuasan_Konsumen | 16,0% | 55,2% | 37,0% |
| | | % of Total | 7,4% | 29,6% | 37,0% |
| | 40-60 | Count | 3 | 3 | 6 |
| | | Expected Count | 2,8 | 3,2 | 6,0 |
| | | % within Usia | 50,0% | 50,0% | 100,0% |
| | | % within Kepuasan_Konsumen | 12,0% | 10,3% | 11,1% |
| | | % of Total | 5,6% | 5,6% | 11,1% |
| Total | Count | 25 | 29 | 54 | |
| | Expected Count | 25,0 | 29,0 | 54,0 | |
| | % within Usia | 46,3% | 53,7% | 100,0% | |
| | % within Kepuasan_Konsumen | 100,0% | 100,0% | 100,0% | |
| | % of Total | 46,3% | 53,7% | 100,0% | |

c. FREKUENSI KEDATANGAN

Frekuensi_Kedatangan * Kepuasan_Konsumen Crosstabulation

| | | Kepuasan Konsumen | | Total | |
|----------------------|-------------------------------|-------------------------------|------------|--------|--------|
| | | puas | tidak puas | | |
| Frekuensi_Kedatangan | 1 bulan sekali | Count | 2 | 5 | 7 |
| | | Expected Count | 3,2 | 3,8 | 7,0 |
| | | % within Frekuensi_Kedatangan | 28,6% | 71,4% | 100,0% |
| | | % within Kepuasan_Konsumen | 8,0% | 17,2% | 13,0% |
| | | % of Total | 3,7% | 9,3% | 13,0% |
| | 1 minggu sekali | Count | 9 | 8 | 17 |
| | | Expected Count | 7,9 | 9,1 | 17,0 |
| | | % within Frekuensi_Kedatangan | 52,9% | 47,1% | 100,0% |
| | | % within Kepuasan_Konsumen | 36,0% | 27,6% | 31,5% |
| | | % of Total | 16,7% | 14,8% | 31,5% |
| | 2 minggu sekali | Count | 3 | 6 | 9 |
| | | Expected Count | 4,2 | 4,8 | 9,0 |
| | | % within Frekuensi_Kedatangan | 33,3% | 66,7% | 100,0% |
| | | % within Kepuasan_Konsumen | 12,0% | 20,7% | 16,7% |
| | | % of Total | 5,6% | 11,1% | 16,7% |
| | LAINNYA | Count | 2 | 0 | 2 |
| | | Expected Count | ,9 | 1,1 | 2,0 |
| | | % within Frekuensi_Kedatangan | 100,0% | ,0% | 100,0% |
| | | % within Kepuasan_Konsumen | 8,0% | ,0% | 3,7% |
| | | % of Total | 3,7% | ,0% | 3,7% |
| LAINNYA, KADANG-KADA | Count | 1 | 0 | 1 | |
| | Expected Count | ,5 | ,5 | 1,0 | |
| | % within Frekuensi_Kedatangan | 100,0% | ,0% | 100,0% | |
| | % within Kepuasan_Konsumen | 4,0% | ,0% | 1,9% | |
| | % of Total | 1,9% | ,0% | 1,9% | |
| lebih dari 2 kali da | Count | 4 | 6 | 10 | |
| | Expected Count | 4,6 | 5,4 | 10,0 | |
| | % within Frekuensi_Kedatangan | 40,0% | 60,0% | 100,0% | |
| | % within Kepuasan_Konsumen | 16,0% | 20,7% | 18,5% | |
| | % of Total | 7,4% | 11,1% | 18,5% | |
| SETIAP HARI | Count | 4 | 4 | 8 | |
| | Expected Count | 3,7 | 4,3 | 8,0 | |
| | % within Frekuensi_Kedatangan | 50,0% | 50,0% | 100,0% | |
| | % within Kepuasan_Konsumen | 16,0% | 13,8% | 14,8% | |
| | % of Total | 7,4% | 7,4% | 14,8% | |
| Total | Count | 25 | 29 | 54 | |
| | Expected Count | 25,0 | 29,0 | 54,0 | |
| | % within Frekuensi_Kedatangan | 46,3% | 53,7% | 100,0% | |
| | % within Kepuasan_Konsumen | 100,0% | 100,0% | 100,0% | |
| | % of Total | 46,3% | 53,7% | 100,0% | |

d. **HARGA**

Harga * Kepuasan_Konsumen Crosstabulation

| | | | Kepuasan_Konsumen | | Total |
|-------------|----------------------------|--------|-------------------|------------|-------|
| | | | puas | tidak puas | |
| Harga mahal | Count | 4 | 9 | 13 | |
| | Expected Count | 6,0 | 7,0 | 13,0 | |
| | % within Harga | 30,8% | 69,2% | 100,0% | |
| | % within Kepuasan_Konsumen | 16,0% | 31,0% | 24,1% | |
| | % of Total | 7,4% | 16,7% | 24,1% | |
| murah | Count | 21 | 20 | 41 | |
| | Expected Count | 19,0 | 22,0 | 41,0 | |
| | % within Harga | 51,2% | 48,8% | 100,0% | |
| | % within Kepuasan_Konsumen | 84,0% | 69,0% | 75,9% | |
| | % of Total | 38,9% | 37,0% | 75,9% | |
| Total | Count | 25 | 29 | 54 | |
| | Expected Count | 25,0 | 29,0 | 54,0 | |
| | % within Harga | 46,3% | 53,7% | 100,0% | |
| | % within Kepuasan_Konsumen | 100,0% | 100,0% | 100,0% | |
| | % of Total | 46,3% | 53,7% | 100,0% | |