

Lampiran 1

No Responden:

KUESIONER

Saya adalah mahasiswa Universitas Esa Unggul Fakultas Ekonomi Jurusan Manajemen Pemasaran sedang mengadakan penelitian untuk tugas akhir skripsi dengan judul “Analisis Hubungan Kualitas Produk, Harga, Distribusi, dan Promosi Dengan Kepuasan Konsumen Beras SiPulen”. Demi tercapainya tujuan penelitian ini, saya mohon ketersediaan Anda untuk membantu mengisi kuesioner ini dengan lengkap dan benar.

A. Data responden

Silahkan beri tanda silang (X) pada jawaban yang paling tepat dan sesuai.

1. Apakah jenis kelamin Anda?
 - a. Wanita
 - b. Pria
2. Berapa Usia Anda?
 - a. ≤ 20 thn
 - b. 21-30 thn
 - c. 31-40 thn
 - d. ≥ 41 thn
3. Apakah pendidikan terakhir Anda?
 - a. SD
 - b. SLTP/SMP
 - c. SLTA/SMA
 - d. Perguruan Tinggi
4. Apakah pekerjaan Anda?
 - a. Pelajar/Mahasiswa
 - b. Ibu rumah tangga
 - c. Karyawan
 - d. Wiraswasta
5. Berapa pendapatan Anda dalam sebulan?
 - a. \leq Rp. 1.500.000,-
 - b. Rp. 1.501.000 – Rp. 2.500.000,-
 - c. Rp. 2.501.000 – Rp. 3.500.000,-
 - d. \geq Rp. 3.501.000,-

lampiran 3

tabulasi kepuasan konsumen 30 responden

no resp	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	jml
1	5	4	5	5	3	5	4	4	3	4	5	5	4	56
2	3	4	3	4	3	4	5	3	3	3	4	4	3	46
3	5	4	5	4	4	5	4	4	5	4	5	5	4	58
4	4	5	3	3	4	3	5	4	5	5	3	4	3	51
5	5	5	4	4	5	5	5	4	5	4	5	5	4	60
6	4	5	3	4	3	3	4	3	4	4	4	3	5	49
7	5	4	3	4	4	3	3	3	3	3	4	3	3	45
8	3	4	3	3	3	4	3	3	4	4	3	4	4	45
9	5	5	4	4	5	5	5	4	5	4	5	5	4	60
10	4	3	4	4	3	4	5	3	4	3	3	4	3	47
11	4	4	3	5	5	3	4	3	5	4	4	5	3	52
12	3	3	4	4	3	3	4	2	3	3	3	3	3	41
13	5	4	5	5	4	5	5	3	5	5	5	5	4	60
14	5	4	4	3	3	5	5	4	5	4	5	5	4	56
15	4	5	3	5	3	4	3	3	4	4	5	3	3	49
16	5	4	4	5	3	4	4	4	5	4	5	5	4	56
17	4	3	4	3	4	3	3	3	4	3	4	3	3	44
18	5	4	5	3	4	4	5	4	4	3	4	5	3	53
19	4	3	3	4	3	4	3	3	4	3	4	3	3	44
20	4	3	4	4	4	4	3	4	4	3	4	3	4	48
21	4	5	5	5	4	4	5	5	5	4	5	4	4	59
22	4	5	4	5	4	4	5	4	5	4	5	5	4	58
23	5	4	5	3	4	4	5	5	4	5	4	4	5	57
24	3	5	4	5	4	4	5	4	4	4	4	4	4	54
25	4	5	5	5	5	4	4	5	5	5	4	4	4	59
26	4	4	4	3	4	3	4	3	4	3	3	3	3	45
27	5	4	3	4	3	4	4	5	4	5	3	4	4	52
28	4	5	4	4	5	4	4	3	4	3	4	4	4	52
29	4	5	5	4	5	4	4	4	4	4	4	5	4	56
30	3	3	3	4	4	3	3	4	3	3	4	4	3	44

lampiran 4

Tabulasi kualitas produk 100 responden

no resp	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	jml
1	5	5	4	5	5	5	5	5	5	5	5	5	3	62
2	4	3	3	4	4	3	4	3	4	3	5	3	3	46
3	5	5	4	4	5	5	4	4	5	4	5	5	4	59
4	4	5	5	5	4	3	4	5	5	5	5	5	5	60
5	5	4	5	5	5	5	4	5	5	5	5	5	3	61
6	4	3	5	4	4	4	3	5	4	5	5	3	4	53
7	5	5	5	5	5	5	5	5	5	5	5	5	5	65
8	3	5	4	4	3	3	3	3	4	3	5	4	4	48
9	5	5	4	3	5	5	5	4	5	4	5	5	3	58
10	5	4	4	5	5	4	4	4	4	4	3	4	3	53
11	5	4	4	4	5	3	4	3	4	3	4	5	3	51
12	5	5	5	3	5	5	5	5	5	5	5	5	5	63
13	5	4	5	5	5	4	4	5	5	5	5	5	4	61
14	5	5	4	3	5	5	4	4	5	4	5	5	4	58
15	4	5	4	4	4	5	4	3	5	3	5	3	3	52
16	5	5	4	3	5	5	4	4	5	4	5	5	4	58
17	5	5	5	4	5	5	5	5	5	5	3	5	5	62
18	5	4	5	4	5	3	5	3	5	3	4	4	3	53
19	4	3	4	3	4	4	4	3	3	3	3	4	3	45
20	4	5	4	3	4	3	4	4	3	4	4	3	4	49
21	4	4	5	5	4	4	5	5	5	5	4	4	4	58
22	5	5	5	5	5	4	4	4	4	4	4	4	4	57
23	4	5	5	5	4	4	4	5	4	5	5	4	3	57
24	3	4	3	3	3	3	5	4	4	4	4	5	5	50
25	4	5	5	5	4	4	4	5	5	5	4	4	4	58
26	4	4	4	4	4	3	4	3	3	3	3	3	3	45
27	4	5	5	4	4	4	4	4	4	4	4	5	4	55
28	3	4	3	3	3	4	4	4	4	4	4	4	3	47
29	4	4	5	4	4	4	5	4	4	4	4	4	4	54
30	5	5	4	5	5	5	5	5	5	5	5	5	5	64
31	5	5	5	4	5	5	4	5	5	5	4	5	5	62
32	5	5	4	4	5	4	4	4	5	5	4	4	4	57
33	5	5	5	4	5	5	4	5	4	4	4	4	4	58
34	5	4	5	4	5	5	4	3	4	4	3	4	3	53

35	5	5	5	5	5	5	5	5	4	4	4	4	4	60
36	5	5	4	4	4	5	5	5	4	4	3	4	4	56
37	5	4	5	4	5	5	4	5	5	4	4	4	4	58
38	4	4	4	4	4	3	4	5	5	5	4	3	3	52
39	5	5	5	4	5	5	3	3	4	3	5	3	3	53
40	5	4	5	4	5	4	4	4	5	5	4	3	4	56
41	5	5	5	4	4	5	5	5	4	5	5	5	5	62
42	4	4	4	5	5	5	5	5	4	4	4	4	4	57
43	5	5	4	3	5	5	3	4	3	4	4	3	3	51
44	4	5	3	5	4	5	4	5	5	4	5	5	5	59
45	5	5	4	4	5	5	3	3	3	3	3	3	3	49
46	3	4	4	3	5	5	4	3	5	4	3	4	3	50
47	4	5	5	4	4	3	4	3	4	4	4	4	4	52
48	5	4	4	5	5	4	5	4	5	5	4	5	4	59
49	5	5	5	4	5	5	4	3	4	5	3	4	3	55
50	5	5	5	5	5	4	4	5	4	5	5	5	4	61
51	5	5	4	4	5	5	5	5	5	5	3	4	4	59
52	4	5	4	5	5	4	5	5	4	4	4	4	4	57
53	5	5	5	4	4	5	4	5	5	5	4	5	5	61
54	4	5	5	4	5	5	4	5	3	3	4	3	4	54
55	5	5	5	5	5	5	4	4	5	5	5	5	5	63
56	5	5	5	5	5	4	5	3	5	5	4	4	4	59
57	5	5	5	5	5	5	4	5	5	5	5	5	3	62
58	3	3	4	5	3	3	4	5	5	5	3	5	5	53
59	5	5	5	5	5	5	5	5	5	5	5	5	5	65
60	3	3	3	3	3	3	3	3	3	3	3	3	3	39
61	5	5	5	4	4	5	5	4	5	5	5	4	4	60
62	4	5	4	5	5	5	5	5	4	5	5	5	4	61
63	4	5	5	4	5	4	4	5	4	5	4	5	4	58
64	5	5	5	4	4	5	5	4	5	4	5	4	4	59
65	4	5	5	4	4	5	4	5	5	4	3	4	4	56
66	5	5	5	5	4	4	4	4	4	4	4	4	4	56
67	5	5	5	4	4	5	5	4	5	3	5	5	5	60
68	5	5	4	4	5	5	4	3	3	3	3	4	4	52
69	5	5	5	4	4	4	4	4	5	5	4	3	3	55
70	5	4	4	5	5	5	4	5	5	5	5	4	4	60
71	4	3	5	4	5	4	5	4	4	4	3	3	4	52
72	5	5	4	3	3	3	4	4	3	3	4	5	5	51

lampiran 5

Tabulasi kepuasan konsumen 100 responden

no resp	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	jml
1	5	4	5	5	3	5	4	4	3	4	5	5	4	56
2	3	4	3	4	3	4	5	3	3	3	4	4	3	46
3	5	4	5	4	4	5	4	4	5	4	5	5	4	58
4	4	5	3	3	4	3	5	4	5	5	3	4	3	51
5	5	5	4	4	5	5	5	4	5	4	5	5	4	60
6	4	5	3	4	3	3	4	3	4	4	4	3	5	49
7	5	4	3	4	4	3	3	3	3	3	4	3	3	45
8	3	4	3	3	3	4	3	3	4	4	3	4	4	45
9	5	5	4	4	5	5	5	4	5	4	5	5	4	60
10	4	3	4	4	3	4	5	3	4	3	3	4	3	47
11	4	4	3	5	5	3	4	3	5	4	4	5	3	52
12	3	3	4	4	3	3	4	2	3	3	3	3	3	41
13	5	4	5	5	4	5	5	3	5	5	5	5	4	60
14	5	4	4	3	3	5	5	4	5	4	5	5	4	56
15	4	5	3	5	3	4	3	3	4	4	5	3	3	49
16	5	4	4	5	3	4	4	4	5	4	5	5	4	56
17	4	3	4	3	4	3	3	3	4	3	4	3	3	44
18	5	4	5	3	4	4	5	4	4	3	4	5	3	53
19	4	3	3	4	3	4	3	3	4	3	4	3	3	44
20	4	3	4	4	4	4	3	4	4	3	4	3	4	48
21	4	5	5	5	4	4	5	5	5	4	5	4	4	59
22	4	5	4	5	4	4	5	4	5	4	5	5	4	58
23	5	4	5	3	4	4	5	5	4	5	4	4	5	57
24	3	5	4	5	4	4	5	4	4	4	4	4	4	54
25	4	5	5	5	5	4	4	5	5	5	4	4	4	59
26	4	4	4	3	4	3	4	3	4	3	3	3	3	45
27	5	4	3	4	3	4	4	5	4	5	3	4	4	52
28	4	5	4	4	5	4	4	3	4	3	4	4	4	52
29	4	5	5	4	5	4	4	4	4	4	4	5	4	56
30	3	3	3	4	4	3	3	4	3	3	4	4	3	44
31	5	5	4	4	5	5	4	5	5	5	5	4	5	61
32	5	5	4	4	5	4	4	4	4	5	4	5	4	57
33	4	4	5	5	5	5	5	4	4	4	4	5	5	59
34	5	5	5	4	5	5	4	3	4	3	4	5	5	57

35	5	5	5	5	5	4	5	5	5	5	5	4	3	61
36	5	4	3	4	5	4	5	4	5	4	5	4	3	55
37	4	4	4	4	4	5	5	5	4	5	4	3	3	54
38	4	4	4	4	4	3	3	3	4	4	4	3	3	47
39	4	5	4	4	5	3	3	3	4	4	3	3	3	48
40	4	5	5	5	5	5	4	4	5	5	4	4	4	59
41	5	5	5	5	5	4	4	4	4	5	4	4	4	58
42	4	4	4	4	4	5	5	5	4	4	4	4	4	55
43	4	5	4	5	4	4	3	3	3	4	3	3	3	48
44	5	4	5	5	4	5	4	5	3	5	5	4	5	59
45	4	4	4	3	4	4	3	3	4	4	3	3	3	46
46	4	5	5	3	4	4	5	5	4	4	4	3	4	54
47	4	3	4	4	4	4	3	4	4	4	4	4	4	50
48	4	5	4	4	4	5	5	4	5	5	4	4	4	57
49	5	4	3	4	3	4	3	5	4	5	4	3	5	52
50	4	5	5	5	4	5	4	5	5	4	5	5	5	61
51	4	5	5	5	5	4	5	5	5	4	5	3	3	58
52	4	5	4	5	5	4	5	5	4	4	4	4	4	57
53	4	4	5	5	4	5	5	5	3	3	4	4	4	55
54	3	4	5	4	3	4	4	5	4	3	3	5	4	51
55	5	5	4	4	4	5	5	5	4	4	4	4	4	57
56	3	3	4	4	3	4	4	4	3	3	4	3	3	45
57	5	4	4	4	5	3	3	3	4	3	3	4	5	50
58	3	3	4	5	3	3	4	5	3	5	5	4	5	52
59	5	5	5	5	5	5	5	5	5	5	5	5	5	65
60	3	3	3	3	3	3	3	3	3	3	3	3	3	39
61	4	5	5	4	3	4	4	5	5	4	4	4	5	56
62	4	4	4	3	4	3	4	5	5	5	4	5	3	53
63	5	5	4	4	5	5	4	4	5	5	3	4	4	57
64	5	5	5	4	4	5	5	4	5	5	4	4	4	59
65	4	5	5	5	4	3	3	4	4	5	4	5	4	55
66	5	5	5	5	4	4	4	4	4	4	4	4	4	56
67	5	5	5	5	4	5	5	4	5	3	5	5	4	60
68	5	4	5	5	5	4	3	3	3	4	4	4	4	53
69	5	4	4	5	5	5	4	4	3	3	4	5	5	56
70	5	5	4	5	5	5	5	5	4	4	4	5	4	60
71	4	3	5	4	5	4	5	4	4	4	3	3	4	52
72	5	4	4	3	3	4	4	5	4	5	4	4	4	53

lampiran 6

Tabulasi total kualitas dan kepuasan

no res p	P 1	P 2	P 3	P 4	P 5	X 1	P 6	P 7	P 8	X 2	P 9	P1 0	X 3	P1 1	P1 2	P1 3	X 4	jml kepuas an
1	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	3	4	56
2	4	3	3	4	4	4	3	4	3	3	4	3	4	5	3	3	4	46
3	5	5	4	4	5	5	5	4	4	4	5	4	5	5	5	4	5	58
4	4	5	5	5	4	5	3	4	5	4	5	5	5	5	5	5	5	51
5	5	4	5	5	5	5	5	4	5	5	5	5	5	5	5	3	4	60
6	4	3	5	4	4	4	4	3	5	4	4	5	5	5	3	4	4	49
7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	45
8	3	5	4	4	3	4	3	3	3	3	4	3	4	5	4	4	4	45
9	5	5	4	3	5	4	5	5	4	5	5	4	5	5	5	3	4	60
10	5	4	4	5	5	5	4	4	4	4	4	4	4	3	4	3	3	47
11	5	4	4	4	5	4	3	4	3	3	4	3	4	4	5	3	4	52
12	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	41
13	5	4	5	5	5	5	4	4	5	4	5	5	5	5	5	4	5	60
14	5	5	4	3	5	4	5	4	4	4	5	4	5	5	5	4	5	56
15	4	5	4	4	4	4	5	4	3	4	5	3	4	5	3	3	4	49
16	5	5	4	3	5	4	5	4	4	4	5	4	5	5	5	4	5	56
17	5	5	5	4	5	5	5	5	5	5	5	5	5	3	5	5	4	44
18	5	4	5	4	5	5	3	5	3	4	5	3	4	4	4	3	4	53
19	4	3	4	3	4	4	4	4	3	4	3	3	3	3	4	3	3	44
20	4	5	4	3	4	4	3	4	4	4	3	4	4	4	3	4	4	48
21	4	4	5	5	4	4	4	5	5	5	5	5	5	4	4	4	4	59
22	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	58
23	4	5	5	5	4	5	4	4	5	4	4	5	5	5	4	3	4	57
24	3	4	3	3	3	3	3	5	4	4	4	4	4	4	5	5	5	54
25	4	5	5	5	4	5	4	4	5	4	5	5	5	4	4	4	4	59
26	4	4	4	4	4	4	3	4	3	3	3	3	3	3	3	3	3	45
27	4	5	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	52
28	3	4	3	3	3	3	4	4	4	4	4	4	4	4	4	3	4	52
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31	5	5	5	4	5	5	5	4	5	5	5	5	5	4	5	5	5	61

67	5	5	5	4	4	5	5	5	4	5	5	3	4	5	5	5	5	60
68	5	5	4	4	5	5	5	4	3	4	3	3	3	3	4	4	4	53
69	5	5	5	4	4	5	4	4	4	4	5	5	5	4	3	3	3	56
70	5	4	4	5	5	5	5	4	5	5	5	5	5	5	4	4	4	60
71	4	3	5	4	5	4	4	5	4	4	4	4	4	3	3	4	3	52
72	5	5	4	3	3	4	3	4	4	4	3	3	3	4	5	5	5	53
73	5	5	5	4	4	5	5	4	4	4	5	5	5	4	3	4	4	58
74	5	4	4	5	5	5	4	4	3	4	5	5	5	5	5	3	4	53
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76	5	5	5	5	5	5	4	4	4	4	5	5	5	4	4	4	4	58
77	5	4	5	4	3	4	3	5	4	4	5	4	5	5	4	5	5	54
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81	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	65
82	4	5	5	5	4	5	5	4	5	5	4	5	5	5	5	4	5	49
83	5	5	5	5	5	5	4	5	5	5	4	5	5	4	5	5	5	60
84	5	5	4	3	4	4	3	4	3	3	4	3	4	5	5	5	5	45
85	5	4	3	5	3	4	5	4	3	4	5	4	5	5	4	5	5	51
86	5	5	5	4	4	5	5	5	5	5	4	4	4	3	4	3	3	59
87	4	4	4	4	4	4	3	3	4	3	3	2	3	3	4	3	3	46
88	5	5	5	5	5	5	5	4	4	4	4	4	4	3	3	3	3	52
89	5	5	5	4	5	5	5	4	5	5	4	4	4	4	4	4	4	64
90	5	4	3	4	3	4	5	4	4	4	5	5	5	5	4	4	4	55
91	5	5	5	5	5	5	4	4	4	4	5	5	5	4	4	4	4	55
92	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	57
93	4	3	3	4	3	3	3	3	5	4	5	5	5	3	4	4	4	58
94	3	4	5	4	5	4	5	5	4	5	5	3	4	5	3	5	4	59
95	5	5	5	4	5	5	5	4	5	5	5	5	5	4	3	3	3	54
96	5	3	4	5	4	4	5	4	4	4	5	5	5	4	4	4	4	51
97	4	4	5	4	4	4	3	4	4	4	4	4	4	5	4	3	4	52
98	5	5	5	4	4	5	4	5	3	4	4	5	5	3	4	4	4	57
99	4	4	5	5	5	5	4	4	5	4	4	5	5	4	5	4	4	60
100	5	5	5	5	5	5	4	4	4	4	5	5	5	4	4	4	4	56

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Lampiran 1

No Responden:

KUESIONER

Saya adalah mahasiswa Universitas Esa Unggul Fakultas Ekonomi Jurusan Manajemen Pemasaran sedang mengadakan penelitian untuk tugas akhir skripsi dengan judul “Analisis Hubungan Kualitas Produk, Harga, Distribusi, dan Promosi Dengan Kepuasan Konsumen Beras SiPulen”. Demi tercapainya tujuan penelitian ini, saya mohon ketersediaan Anda untuk membantu mengisi kuesioner ini dengan lengkap dan benar.

A. Data responden

Silahkan beri tanda silang (X) pada jawaban yang paling tepat dan sesuai.

1. Apakah jenis kelamin Anda?
 - a. Wanita
 - b. Pria
2. Berapa Usia Anda?
 - a. ≤ 20 thn
 - b. 21-30 thn
 - c. 31-40 thn
 - d. ≥ 41 thn
3. Apakah pendidikan terakhir Anda?
 - a. SD
 - b. SLTP/SMP
 - c. SLTA/SMA
 - d. Perguruan Tinggi
4. Apakah pekerjaan Anda?
 - a. Pelajar/Mahasiswa
 - b. Ibu rumah tangga
 - c. Karyawan
 - d. Wiraswasta
5. Berapa pendapatan Anda dalam sebulan?
 - a. \leq Rp. 1.500.000,-
 - b. Rp. 1.501.000 – Rp. 2.500.000,-
 - c. Rp. 2.501.000 – Rp. 3.500.000,-
 - d. \geq Rp. 3.501.000,-

lampiran 3

uji validitas kepuasan konsumen

no resp	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	jml
1	5	4	5	5	3	5	4	4	3	4	5	5	4	56
2	3	4	3	4	3	4	5	3	3	3	4	4	3	46
3	5	4	5	4	4	5	4	4	5	4	5	5	4	58
4	4	5	3	3	4	3	5	4	5	5	3	4	3	51
5	5	5	4	4	5	5	5	4	5	4	5	5	4	60
6	4	5	3	4	3	3	4	3	4	4	4	3	5	49
7	5	4	3	4	4	3	3	3	3	3	4	3	3	45
8	3	4	3	3	3	4	3	3	4	4	3	4	4	45
9	5	5	4	4	5	5	5	4	5	4	5	5	4	60
10	4	3	4	4	3	4	5	3	4	3	3	4	3	47
11	4	4	3	5	5	3	4	3	5	4	4	5	3	52
12	3	3	4	4	3	3	4	2	3	3	3	3	3	41
13	5	4	5	5	4	5	5	3	5	5	5	5	4	60
14	5	4	4	3	3	5	5	4	5	4	5	5	4	56
15	4	5	3	5	3	4	3	3	4	4	5	3	3	49
16	5	4	4	5	3	4	4	4	5	4	5	5	4	56
17	4	3	4	3	4	3	3	3	4	3	4	3	3	44
18	5	4	5	3	4	4	5	4	4	3	4	5	3	53
19	4	3	3	4	3	4	3	3	4	3	4	3	3	44
20	4	3	4	4	4	4	3	4	4	3	4	3	4	48
21	4	5	5	5	4	4	5	5	5	4	5	4	4	59
22	4	5	4	5	4	4	5	4	5	4	5	5	4	58
23	5	4	5	3	4	4	5	5	4	5	4	4	5	57
24	3	5	4	5	4	4	5	4	4	4	4	4	4	54
25	4	5	5	5	5	4	4	5	5	5	4	4	4	59
26	4	4	4	3	4	3	4	3	4	3	3	3	3	45
27	5	4	3	4	3	4	4	5	4	5	3	4	4	52
28	4	5	4	4	5	4	4	3	4	3	4	4	4	52
29	4	5	5	4	5	4	4	4	4	4	4	5	4	56
30	3	3	3	4	4	3	3	4	3	3	4	4	3	44

lampiran 4

uji validitas kualitas produk

no resp	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	jml
1	5	5	4	5	5	5	5	5	5	5	5	5	3	62
2	4	3	3	4	4	3	4	3	4	3	5	3	3	46
3	5	5	4	4	5	5	4	4	5	4	5	5	4	59
4	4	5	5	5	4	3	4	5	5	5	5	5	5	60
5	5	4	5	5	5	5	4	5	5	5	5	5	3	61
6	4	3	5	4	4	4	3	5	4	5	5	3	4	53
7	5	5	5	5	5	5	5	5	5	5	5	5	5	65
8	3	5	4	4	3	3	3	3	4	3	5	4	4	48
9	5	5	4	3	5	5	5	4	5	4	5	5	3	58
10	5	4	4	5	5	4	4	4	4	4	3	4	3	53
11	5	4	4	4	5	3	4	3	4	3	4	5	3	51
12	5	5	5	3	5	5	5	5	5	5	5	5	5	63
13	5	4	5	5	5	4	4	5	5	5	5	5	4	61
14	5	5	4	3	5	5	4	4	5	4	5	5	4	58
15	4	5	4	4	4	5	4	3	5	3	5	3	3	52
16	5	5	4	3	5	5	4	4	5	4	5	5	4	58
17	5	5	5	4	5	5	5	5	5	5	3	5	5	62
18	5	4	5	4	5	3	5	3	5	3	4	4	3	53
19	4	3	4	3	4	4	4	3	3	3	3	4	3	45
20	4	5	4	3	4	3	4	4	3	4	4	3	4	49
21	4	4	5	5	4	4	5	5	5	5	4	4	4	58
22	5	5	5	5	5	4	4	4	4	4	4	4	4	57
23	4	5	5	5	4	4	4	5	4	5	5	4	3	57
24	3	4	3	3	3	3	5	4	4	4	4	5	5	50
25	4	5	5	5	4	4	4	5	5	5	4	4	4	58
26	4	4	4	4	4	3	4	3	3	3	3	3	3	45
27	4	5	5	4	4	4	4	4	4	4	4	5	4	55
28	3	4	3	3	3	4	4	4	4	4	4	4	3	47
29	4	4	5	4	4	4	5	4	4	4	4	4	4	54
30	5	5	4	5	5	5	5	5	5	5	5	5	5	64
31	5	5	5	4	5	5	4	5	5	5	4	5	5	62
32	5	5	4	4	5	4	4	4	5	5	4	4	4	57
33	5	5	5	4	5	5	4	5	4	4	4	4	4	58
34	5	4	5	4	5	5	4	3	4	4	3	4	3	53
35	5	5	5	5	5	5	5	5	4	4	4	4	4	60
36	5	5	4	4	4	5	5	5	4	4	3	4	4	56
37	5	4	5	4	5	5	4	5	5	4	4	4	4	58
38	4	4	4	4	4	3	4	5	5	5	4	3	3	52
39	5	5	5	4	5	5	3	3	4	3	5	3	3	53
40	5	4	5	4	5	4	4	4	5	5	4	3	4	56
41	5	5	5	4	4	5	5	5	4	5	5	5	5	62
42	4	4	4	5	5	5	5	5	4	4	4	4	4	57
43	5	5	4	3	5	5	3	4	3	4	4	3	3	51

44	4	5	3	5	4	5	4	5	5	4	5	5	5	59
45	5	5	4	4	5	5	3	3	3	3	3	3	3	49
46	3	4	4	3	5	5	4	3	5	4	3	4	3	50
47	4	5	5	4	4	3	4	3	4	4	4	4	4	52
48	5	4	4	5	5	4	5	4	5	5	4	5	4	59
49	5	5	5	4	5	5	4	3	4	5	3	4	3	55
50	5	5	5	5	5	4	4	5	4	5	5	5	4	61
51	5	5	4	4	5	5	5	5	5	5	3	4	4	59
52	4	5	4	5	5	4	5	5	4	4	4	4	4	57
53	5	5	5	4	4	5	4	5	5	5	4	5	5	61
54	4	5	5	4	5	5	4	5	3	3	4	3	4	54
55	5	5	5	5	5	5	4	4	5	5	5	5	5	63
56	5	5	5	5	5	4	5	3	5	5	4	4	4	59
57	5	5	5	5	5	5	4	5	5	5	5	5	3	62
58	3	3	4	5	3	3	4	5	5	5	3	5	5	53
59	5	5	5	5	5	5	5	5	5	5	5	5	5	65
60	3	3	3	3	3	3	3	3	3	3	3	3	3	39
61	5	5	5	4	4	5	5	4	5	5	5	4	4	60
62	4	5	4	5	5	5	5	5	4	5	5	5	4	61
63	4	5	5	4	5	4	4	5	4	5	4	5	4	58
64	5	5	5	4	4	5	5	4	5	4	5	4	4	59
65	4	5	5	4	4	5	4	5	5	4	3	4	4	56
66	5	5	5	5	4	4	4	4	4	4	4	4	4	56
67	5	5	5	4	4	5	5	4	5	3	5	5	5	60
68	5	5	4	4	5	5	4	3	3	3	3	4	4	52
69	5	5	5	4	4	4	4	4	5	5	4	3	3	55
70	5	4	4	5	5	5	4	5	5	5	5	4	4	60
71	4	3	5	4	5	4	5	4	4	4	3	3	4	52
72	5	5	4	3	3	3	4	4	3	3	4	5	5	51
73	5	5	5	4	4	5	4	4	5	5	4	3	4	57
74	5	4	4	5	5	4	4	3	5	5	5	5	3	57
75	5	5	5	5	5	5	5	5	5	5	5	5	5	65
76	5	5	5	5	5	4	4	4	5	5	4	4	4	59
77	5	4	5	4	3	3	5	4	5	4	5	4	5	56
78	5	5	4	5	5	3	4	3	5	5	3	4	5	56
79	5	5	5	5	5	5	4	4	4	4	5	4	3	58
80	4	4	4	3	4	4	4	4	5	4	5	3	3	51
81	5	5	5	5	5	5	5	5	5	5	5	5	5	65
82	4	5	5	5	4	5	4	5	4	5	5	5	4	60
83	5	5	5	5	5	4	5	5	4	5	4	5	5	62
84	5	5	4	3	4	3	4	3	4	3	5	5	5	53
85	5	4	3	5	3	5	4	3	5	4	5	4	5	55
86	5	5	5	4	4	5	5	5	4	4	3	4	3	56
87	4	4	4	4	4	3	3	4	3	2	3	4	3	45
88	5	5	5	5	5	5	4	4	4	4	3	3	3	55
89	5	5	5	4	5	5	4	5	4	4	4	4	4	58
90	5	4	3	4	3	5	4	4	5	5	5	4	4	55

lampiran 5

uji validitas kepuasan konsumen

no resp	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	jml
1	5	4	5	5	3	5	4	4	3	4	5	5	4	56
2	3	4	3	4	3	4	5	3	3	3	4	4	3	46
3	5	4	5	4	4	5	4	4	5	4	5	5	4	58
4	4	5	3	3	4	3	5	4	5	5	3	4	3	51
5	5	5	4	4	5	5	5	4	5	4	5	5	4	60
6	4	5	3	4	3	3	4	3	4	4	4	3	5	49
7	5	4	3	4	4	3	3	3	3	3	4	3	3	45
8	3	4	3	3	3	4	3	3	4	4	3	4	4	45
9	5	5	4	4	5	5	5	4	5	4	5	5	4	60
10	4	3	4	4	3	4	5	3	4	3	3	4	3	47
11	4	4	3	5	5	3	4	3	5	4	4	5	3	52
12	3	3	4	4	3	3	4	2	3	3	3	3	3	41
13	5	4	5	5	4	5	5	3	5	5	5	5	4	60
14	5	4	4	3	3	5	5	4	5	4	5	5	4	56
15	4	5	3	5	3	4	3	3	4	4	5	3	3	49
16	5	4	4	5	3	4	4	4	5	4	5	5	4	56
17	4	3	4	3	4	3	3	3	4	3	4	3	3	44
18	5	4	5	3	4	4	5	4	4	3	4	5	3	53
19	4	3	3	4	3	4	3	3	4	3	4	3	3	44
20	4	3	4	4	4	4	3	4	4	3	4	3	4	48
21	4	5	5	5	4	4	5	5	5	4	5	4	4	59
22	4	5	4	5	4	4	5	4	5	4	5	5	4	58
23	5	4	5	3	4	4	5	5	4	5	4	4	5	57
24	3	5	4	5	4	4	5	4	4	4	4	4	4	54
25	4	5	5	5	5	4	4	5	5	5	4	4	4	59
26	4	4	4	3	4	3	4	3	4	3	3	3	3	45
27	5	4	3	4	3	4	4	5	4	5	3	4	4	52
28	4	5	4	4	5	4	4	3	4	3	4	4	4	52
29	4	5	5	4	5	4	4	4	4	4	4	5	4	56
30	3	3	3	4	4	3	3	4	3	3	4	4	3	44
31	5	5	4	4	5	5	4	5	5	5	5	4	5	61
32	5	5	4	4	5	4	4	4	4	5	4	5	4	57
33	4	4	5	5	5	5	5	4	4	4	4	5	5	59
34	5	5	5	4	5	5	4	3	4	3	4	5	5	57
35	5	5	5	5	5	4	5	5	5	5	5	4	3	61
36	5	4	3	4	5	4	5	4	5	4	5	4	3	55
37	4	4	4	4	4	5	5	5	4	5	4	3	3	54
38	4	4	4	4	4	3	3	3	4	4	4	3	3	47
39	4	5	4	4	5	3	3	3	4	4	3	3	3	48
40	4	5	5	5	5	5	4	4	5	5	4	4	4	59
41	5	5	5	5	5	4	4	4	4	5	4	4	4	58
42	4	4	4	4	4	5	5	5	4	4	4	4	4	55
43	4	5	4	5	4	4	3	3	3	4	3	3	3	48
44	5	4	5	5	4	5	4	5	3	5	5	4	5	59
45	4	4	4	3	4	4	3	3	4	4	3	3	3	46
46	4	5	5	3	4	4	5	5	4	4	4	3	4	54

97	4	4	5	4	4	3	4	4	4	4	5	4	3	52
98	4	4	5	4	5	4	5	4	5	5	4	4	4	57
99	5	5	5	5	5	4	4	4	5	4	5	4	5	60
100	4	4	4	4	4	5	5	5	4	4	5	4	4	56

429 434 425 425 413 417 418 408 420 408 410 403 394 5404

415,69

5 41 45 41 40 37 35 38 34 36 32 29 29 23 460

4 47 44 43 45 42 44 42 41 48 44 52 45 48 585

3 12 11 16 15 21 21 20 24 16 24 19 26 29 254

2 1 1

1 0

100 100 100 100 100 100 100 100 100 100 100 100 100 100 1300

lampiran 6

uji validitas kualitas produk

no resp	P1	P2	P3	P4	P5	X1	P6	P7	P8	X2	P9	P10	X3	P11	P12	P13	X4	jml kepuasan
1	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	3	4	56
2	4	3	3	4	4	4	3	4	3	3	4	3	4	5	3	3	4	46
3	5	5	4	4	5	5	5	4	4	4	5	4	5	5	5	4	5	58
4	4	5	5	5	4	5	3	4	5	4	5	5	5	5	5	5	5	51
5	5	4	5	5	5	5	5	4	5	5	5	5	5	5	5	3	4	60
6	4	3	5	4	4	4	4	3	5	4	4	5	5	5	3	4	4	49
7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	45
8	3	5	4	4	3	4	3	3	3	3	4	3	4	5	4	4	4	45
9	5	5	4	3	5	4	5	5	4	5	5	4	5	5	5	3	4	60
10	5	4	4	5	5	5	4	4	4	4	4	4	4	3	4	3	3	47
11	5	4	4	4	5	4	3	4	3	3	4	3	4	4	5	3	4	52
12	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	41
13	5	4	5	5	5	5	4	4	5	4	5	5	5	5	5	4	5	60
14	5	5	4	3	5	4	5	4	4	4	5	4	5	5	5	4	5	56
15	4	5	4	4	4	4	5	4	3	4	5	3	4	5	3	3	4	49
16	5	5	4	3	5	4	5	4	4	4	5	4	5	5	5	4	5	56
17	5	5	5	4	5	5	5	5	5	5	5	5	5	3	5	5	4	44
18	5	4	5	4	5	5	3	5	3	4	5	3	4	4	4	3	4	53
19	4	3	4	3	4	4	4	4	3	4	3	3	3	3	4	3	3	44
20	4	5	4	3	4	4	3	4	4	4	3	4	4	4	3	4	4	48
21	4	4	5	5	4	4	4	5	5	5	5	5	5	4	4	4	4	59
22	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	58
23	4	5	5	5	4	5	4	4	5	4	4	5	5	5	4	3	4	57
24	3	4	3	3	3	3	3	5	4	4	4	4	4	4	5	5	5	54
25	4	5	5	5	4	5	4	4	5	4	5	5	5	4	4	4	4	59
26	4	4	4	4	4	4	3	4	3	3	3	3	3	3	3	3	3	45
27	4	5	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	52
28	3	4	3	3	3	3	4	4	4	4	4	4	4	4	4	3	4	52
29	4	4	5	4	4	4	4	4	5	4	4	4	4	4	4	4	4	56
30	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	44
31	5	5	5	4	5	5	5	4	5	5	5	5	5	4	5	5	5	61
32	5	5	4	4	5	5	4	4	4	4	5	5	5	4	4	4	4	57
33	5	5	5	4	5	5	5	4	5	5	4	4	4	4	4	4	4	59
34	5	4	5	4	5	5	5	4	3	4	4	4	4	3	4	3	3	57
35	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	61
36	5	5	4	4	4	4	5	5	5	5	4	4	4	3	4	4	4	55
37	5	4	5	4	5	5	5	4	5	5	5	4	5	4	4	4	4	54
38	4	4	4	4	4	4	3	4	5	4	5	5	5	4	3	3	3	47
39	5	5	5	4	5	5	5	3	3	4	4	3	4	5	3	3	4	48
40	5	4	5	4	5	5	4	4	4	4	5	5	5	4	3	4	4	59
41	5	5	5	4	4	5	5	5	5	5	4	5	5	5	5	5	5	58

42	4	4	4	5	5	4	5	5	5	5	4	4	4	4	4	4	4	55
43	5	5	4	3	5	4	5	3	4	4	3	4	4	4	3	3	3	48
44	4	5	3	5	4	4	5	4	5	5	5	4	5	5	5	5	5	59
45	5	5	4	4	5	5	5	3	3	4	3	3	3	3	3	3	3	46
46	3	4	4	3	5	4	5	4	3	4	5	4	5	3	4	3	3	54
47	4	5	5	4	4	4	3	4	3	3	4	4	4	4	4	4	4	50
48	5	4	4	5	5	5	4	5	4	4	5	5	5	4	5	4	4	57
49	5	5	5	4	5	5	5	4	3	4	4	5	5	3	4	3	3	52
50	5	5	5	5	5	5	4	4	5	4	4	5	5	5	5	4	5	61
51	5	5	4	4	5	5	5	5	5	5	5	5	5	3	4	4	4	58
52	4	5	4	5	5	5	4	5	5	5	4	4	4	4	4	4	4	57
53	5	5	5	4	4	5	5	4	5	5	5	5	5	4	5	5	5	55
54	4	5	5	4	5	5	5	4	5	5	3	3	3	4	3	4	4	51
55	5	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	57
56	5	5	5	5	5	5	4	5	3	4	5	5	5	4	4	4	4	45
57	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	3	4	50
58	3	3	4	5	3	4	3	4	5	4	5	5	5	3	5	5	4	52
59	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	65
60	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	39
61	5	5	5	4	4	5	5	5	4	5	5	5	5	5	4	4	4	56
62	4	5	4	5	5	5	5	5	5	5	4	5	5	5	5	4	5	53
63	4	5	5	4	5	5	4	4	5	4	4	5	5	4	5	4	4	57
64	5	5	5	4	4	5	5	5	4	5	5	4	5	5	4	4	4	59
65	4	5	5	4	4	4	5	4	5	5	5	4	5	3	4	4	4	55
66	5	5	5	5	4	5	4	4	4	4	4	4	4	4	4	4	4	56
67	5	5	5	4	4	5	5	5	4	5	5	3	4	5	5	5	5	60
68	5	5	4	4	5	5	5	4	3	4	3	3	3	3	4	4	4	53
69	5	5	5	4	4	5	4	4	4	4	5	5	5	4	3	3	3	56
70	5	4	4	5	5	5	5	4	5	5	5	5	5	5	4	4	4	60
71	4	3	5	4	5	4	4	5	4	4	4	4	4	3	3	4	3	52
72	5	5	4	3	3	4	3	4	4	4	3	3	3	4	5	5	5	53
73	5	5	5	4	4	5	5	4	4	4	5	5	5	4	3	4	4	58
74	5	4	4	5	5	5	4	4	3	4	5	5	5	5	5	3	4	53
75	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	65
76	5	5	5	5	5	5	4	4	4	4	5	5	5	4	4	4	4	58
77	5	4	5	4	3	4	3	5	4	4	5	4	5	5	4	5	5	54
78	5	5	4	5	5	5	3	4	3	3	5	5	5	3	4	5	4	52
79	5	5	5	5	5	5	5	4	4	4	4	4	4	5	4	3	4	54
80	4	4	4	3	4	4	4	4	4	4	5	4	5	5	3	3	4	52
81	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	65
82	4	5	5	5	4	5	5	4	5	5	4	5	5	5	5	4	5	49
83	5	5	5	5	5	5	4	5	5	5	4	5	5	4	5	5	5	60
84	5	5	4	3	4	4	3	4	3	3	4	3	4	5	5	5	5	45
85	5	4	3	5	3	4	5	4	3	4	5	4	5	5	4	5	5	51
86	5	5	5	4	4	5	5	5	5	5	4	4	4	3	4	3	3	59

87	4	4	4	4	4	4	3	3	4	3	3	2	3	3	4	3	3	46
88	5	5	5	5	5	5	5	4	4	4	4	4	4	3	3	3	3	52
89	5	5	5	4	5	5	5	4	5	5	4	4	4	4	4	4	4	64
90	5	4	3	4	3	4	5	4	4	4	5	5	5	5	4	4	4	55
91	5	5	5	5	5	5	4	4	4	4	5	5	5	4	4	4	4	55
92	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	57
93	4	3	3	4	3	3	3	3	5	4	5	5	5	3	4	4	4	58
94	3	4	5	4	5	4	5	5	4	5	5	3	4	5	3	5	4	59
95	5	5	5	4	5	5	5	4	5	5	5	5	5	4	3	3	3	54
96	5	3	4	5	4	4	5	4	4	4	5	5	5	4	4	4	4	51
97	4	4	5	4	4	4	3	4	4	4	4	4	4	5	4	3	4	52
98	5	5	5	4	4	5	4	5	3	4	4	5	5	3	4	4	4	57
99	4	4	5	5	5	5	4	4	5	4	4	5	5	4	5	4	4	60
100	5	5	5	5	5	5	4	4	4	4	5	5	5	4	4	4	4	56

LAMPIRAN 7 (validitas kualitas)

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P1 0	P1 1	P1 2	P1 3
P1	Pearson Correlation	1	.255	.352	.242	1.000**	.560**	.333	.258	.512**	.258	.155	.472**	.027
	Sig. (2-tailed)		.174	.057	.198	.000	.001	.072	.168	.004	.168	.412	.008	.888
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.255	1	.217	.101	.255	.416*	.197	.298	.442*	.298	.308	.423*	.386*
	Sig. (2-tailed)	.174		.250	.596	.174	.022	.298	.109	.014	.109	.098	.020	.035
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.352	.217	1	.507**	.352	.186	.094	.532**	.322	.532**	.043	.159	.285
	Sig. (2-tailed)	.057	.250		.004	.057	.324	.620	.002	.083	.002	.823	.402	.127
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.242	.101	.507**	1	.242	.037	.015	.461*	.297	.461*	.107	.057	.034
	Sig. (2-tailed)	.198	.596	.004		.198	.844	.938	.010	.111	.010	.574	.766	.859
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	1.0**	.255	.352	.242	1	.560**	.333	.258	.512**	.258	.155	.472**	.027
	Sig. (2-tailed)	.000	.174	.057	.198		.001	.072	.168	.004	.168	.412	.008	.888
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.560**	.416*	.186	.037	.560**	1	.309	.461*	.614**	.461*	.344	.453*	.147
	Sig. (2-tailed)	.001	.022	.324	.844	.001		.096	.010	.000	.010	.063	.012	.439
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.333	.197	.094	.015	.333	.309	1	.274	.395*	.274	-.10	.416*	.280
	Sig. (2-tailed)	.072	.298	.620	.938	.072	.096		.143	.031	.143	.606	.022	.135
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.258	.298	.532**	.461*	.258	.461*	.274	1	.503**	1.0**	.301	.421*	.515**
	Sig. (2-tailed)	.168	.109	.002	.010	.168	.010	.143		.005	.000	.106	.020	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	.512**	.442*	.322	.297	.512**	.614**	.395*	.503**	1	.503**	.547**	.581**	.307
	Sig. (2-tailed)	.004	.014	.083	.111	.004	.000	.031	.005		.005	.002	.001	.099
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.258	.298	.532**	.461*	.258	.461*	.274	1.0**	.503**	1	.301	.421*	.515**
	Sig. (2-tailed)	.168	.109	.002	.010	.168	.010	.143	.000	.005		.106	.020	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P11	Pearson Correlation	.155	.308	.043	.107	.155	.344	-.10	.301	.547**	.301	1	.251	.150
	Sig. (2-tailed)	.412	.098	.823	.574	.412	.063	.606	.106	.002	.106		.180	.428
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P12	Pearson Correlation	.472**	.423*	.159	.057	.472**	.453*	.416*	.421*	.581**	.421*	.251	1	.418*
	Sig. (2-tailed)	.008	.020	.402	.766	.008	.012	.022	.020	.001	.020	.180		.021
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P13	Pearson Correlation	.027	.386*	.285	.034	.027	.147	.280	.515**	.307	.515**	.150	.418*	1
	Sig. (2-tailed)	.888	.035	.127	.859	.888	.439	.135	.004	.099	.004	.428	.021	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
jml	Pearson Correlation	.655**	.564**	.568**	.453*	.655**	.687**	.452*	.795**	.804**	.795**	.448*	.683**	.513**
	Sig. (2-tailed)	.000	.001	.001	.012	.000	.000	.012	.000	.000	.000	.013	.000	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

LAMPIRAN 8 (validitas kepuasan)

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	jml
P1	Pearson Correlation	1	.129	.394*	.0	.129	.517**	.244	.382*	.392*	.351	.476**	.445*	.318	.5
	Sig. (2-tailed)		.496	.031	.89	.496	.003	.194	.037	.032	.057	.008	.014	.086	.0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.129	1	.137	.29	.423*	.223	.418*	.345	.453*	.517**	.337	.316	.432*	.6
	Sig. (2-tailed)	.496		.469	.12	.020	.237	.021	.062	.012	.003	.068	.089	.017	.0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.394*	.137	1	.13	.333	.500**	.407*	.425*	.271	.221	.377*	.449*	.386*	.6
	Sig. (2-tailed)	.031	.469		.50	.072	.005	.026	.019	.148	.240	.040	.013	.035	.0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	-.03	.291	.127	1	.083	.211	.039	.102	.170	.222	.494**	.221	.128	.3
	Sig. (2-tailed)	.891	.118	.505		.662	.262	.837	.590	.370	.239	.006	.241	.500	.0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.129	.423*	.333	.08	1	.045	.165	.264	.388*	.129	.169	.316	.102	.4
	Sig. (2-tailed)	.496	.020	.072	.66		.815	.383	.159	.034	.496	.373	.089	.593	.0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.517**	.223	.500**	.21	.045	1	.399*	.351	.377*	.321	.633**	.633**	.439*	.6
	Sig. (2-tailed)	.003	.237	.005	.26	.815		.029	.057	.040	.084	.000	.000	.015	.0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.244	.418*	.407*	.04	.165	.399*	1	.326	.427*	.366*	.199	.570**	.263	.6
	Sig. (2-tailed)	.194	.021	.026	.84	.383	.029		.079	.019	.047	.292	.001	.160	.0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.382*	.345	.425*	.10	.264	.351	.326	1	.382*	.573**	.270	.397*	.500**	.6
	Sig. (2-tailed)	.037	.062	.019	.59	.159	.057	.079		.037	.001	.149	.030	.005	.0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	.392*	.453*	.271	.17	.388*	.377*	.427*	.382*	1	.554**	.410*	.505**	.318	.7
	Sig. (2-tailed)	.032	.012	.148	.37	.034	.040	.019	.037		.001	.025	.004	.086	.0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.351	.517**	.221	.22	.129	.321	.366*	.573**	.554**	1	.185	.397*	.557**	.6
	Sig. (2-tailed)	.057	.003	.240	.24	.496	.084	.047	.001	.001		.328	.030	.001	.0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P11	Pearson Correlation	.476**	.337	.377*	.49**	.169	.633**	.199	.270	.410*	.185	1	.506**	.337	.6
	Sig. (2-tailed)	.008	.068	.040	.01	.373	.000	.292	.149	.025	.328		.004	.068	.0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P12	Pearson Correlation	.445*	.316	.449*	.22	.316	.633**	.570**	.397*	.505**	.397*	.506**	1	.283	.7
	Sig. (2-tailed)	.014	.089	.013	.24	.089	.000	.001	.030	.004	.030	.004		.129	.0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P13	Pearson Correlation	.318	.432*	.386*	.13	.102	.439*	.263	.500**	.318	.557**	.337	.283	1	.6
	Sig. (2-tailed)	.086	.017	.035	.50	.593	.015	.160	.005	.086	.001	.068	.129		.0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
jml	Pearson Correlation	.587**	.623**	.630**	.38*	.448*	.699**	.610**	.660**	.701**	.664**	.668**	.759**	.613**	
	Sig. (2-tailed)	.001	.000	.000	.04	.013	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

LAMPIRAN 9

Hasil reliabilitas kualitas

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.868	13

Hasil reliabilitas kepuasan

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.865	13

LAMPIRAN 10

Hasil korelasi product moment simultan

Correlations

		kualitas	kepuasan
kualitas	Pearson Correlation	1	.528**
	Sig. (2-tailed)		.000
	N	100	100
kepuasan	Pearson Correlation	.528**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

hasil korelasi product moment partial

Correlations

Control Variables			Produk	Harga	Distribusi	Promosi
kepuasan	Produk	Correlation	1.000	.729	.682	.657
		Significance (2-tailed)	.	.000	.011	.132
		df	0	97	97	97
	Harga	Correlation	.729	1.000	.823	.773
		Significance (2-tailed)	.000	.	.000	.001
		df	97	0	97	97
	Distribusi	Correlation	.682	.823	1.000	.823
		Significance (2-tailed)	.011	.000	.	.000
		df	97	97	0	97
	Promosi	Correlation	.657	.773	.823	1.000
		Significance (2-tailed)	.132	.001	.000	.
		df	97	97	97	0