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# **LAMPIRAN**

# 

**Lampiran 1**

**Kuesioner Penelitian**

Yth. Bapak/Ibu/Saudara/i

Pelanggan Jasa Transportasi Online Maxim

di Tempat

Dengan Hormat,

Dalam rangka menyelesaikan Skripsi Fakultas Ekonomi dan Bisnis Program Studi Manajemen di Universitas Pancasakti Tegal dengan judul **“Pengaruh Persepsi Harga, *E-Service Qauality*, dan Kepercayaan Terhadap Kepuasan Pelanggan Pengguna Transportasi *Online* Maxim di Brebes”** Saya yang bertanda tangan di bawah ini:

Nama : Agung Rizqi Zuli Alfaini

NPM : 4120600131

Fakultas : Ekonomi dan Bisnis

Program Studi : Manajemen

Perguruan Tinggi : Universitas Pancasakti Tegal

Bersama ini saya memohon kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuesioner dari pernyataan-pernyataan yang tertera pada angket penelitian. Semua keterangan dari jawaban yang telah Bapak/Ibu/Saudara/i berikan bersifat rahasia dan tidak akan diketahui oleh pihak lain kecuali peneliti.

Atas bantuan dan partisipasi yang diberikan Bapak/Ibu/Saudara/i, saya ucapkan terima kasih.

Hormat Saya

Agung Rizqi Zuli Alfaini

NPM 4120600131

1. **Identitas Responden**

(Isilah identitas Anda dengan memberikan tanda centang () pada kolom yang telah disediakan)

1. Nama lengkap :
2. Domisili :
3. Jenis kelamin : □ Laki-laki □ Perempuan
4. Umur : □ 17-20 tahun □ 36-40 tahun

□ 21-30 tahun □ > 40 tahun

□ 31-35 tahun

1. Pendidikan terakhir : □ SD/Sederajat □ D1-D4 □ S2

□ SMP/Sederajat □ S1 □ S3

□ SMA/Sederajat

1. Pekerjaan : □ Pelajar/Mahasiswa □ PNS

□ Pegawai Swasta □ IRT

□ Wiraswasta □ Lainnya

1. Pengguna jasa transportasionline Maxim □ Pernah

□ Tidak Pernah

1. Seberapa sering menggunakan layanan jasa transportasi online Maxim

□ Tidak Pernah □ 6-10 kali

□ 1-2 kali □ Lebih dari 10 kali

□ 3-5 kali

1. Pendapatan rata-rata per bulan : □ Rp 0 – Rp 500.000

□ Rp 600.000 – Rp 1.500.000

□ Rp 1.600.000 – Rp 2.000.000

□ Rp 2.100.000 – Rp 3.000.000

□ Rp 3.100.000 – Rp 4.000.000

□ > Rp 4.000.000

1. **Petunjuk Pengisian Kuesioner**
2. Bacalah terlebih dahulu setiap butir pernyataan di dalam kuesioner/angket dengan cermat
3. Berilah tanda centang () pada kolom jawaban yang benar-benar sesuai dengan kondisi Anda
4. Satu pernyataan Anda boleh dijawab dengan satu pilihan jawaban
5. Alternatif jawaban yang tersedia
6. STS = Sangat Tidak Setuju (1)
7. TS = Tidak Setuju (2)
8. N = Netral (3)
9. S = Setuju (4)
10. SS = Sangat Setuju (5)

1. **Pernyataan Variabel Kepuasan Pelanggan (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban Responden** | | | | |
| **STS** | **TS** | **N** | **S** | **SS** |
| **Kualitas produk** | | | | | | |
| 1. | Saya merasa puas terhadap kualitas jasa yang diberikan transportasi online Maxim |  |  |  |  |  |
| **Persediaan produk** | | | | | | |
| 2. | Saya merasa puas karena jarang mengalami kesulitan mendapatkan kendaraan (driver) saat menggunakan Maxim |  |  |  |  |  |
| **Kesesuaian nilai jual produk** | | | | | | |
| 3. | Saya merasa puas dengan harga yang ditawarkan oleh Maxim sesuai dengan kualitas layanan yang saya terima |  |  |  |  |  |
| **Manfaat produk dan jasa** | | | | | | |
| 4. | Saya merasa puas terhadap manfaat jasa yang diberikan transportasi online Maxim |  |  |  |  |  |
| **Kecepatan dan ketepatan** | | | | | | |
| 5. | Saya merasa puas terhadap kecepatan pelayanan yang diberikan transportasi online Maxim |  |  |  |  |  |
| 6. | Saya merasa puas terhadap ketepatan pelayanan yang diberikan transportasi online Maxim |  |  |  |  |  |
| **Kesopanan dan keramahan** | | | | | | |
| 7 | Saya merasa puas terhadap kesopanan driver transportasi online Maxim |  |  |  |  |  |
| 8 | Saya merasa puas terhadap keramahan driver transportasi online Maxim |  |  |  |  |  |
| **Penataan barang** | | | | | | |
| 9 | Saya merasa puas karena Maxim selalu memastikan bahwa barang-barang saya tersimpan dengan baik di kendaraan |  |  |  |  |  |
| **Kenyamanan dan keamanan** | | | | | | |
| 10 | Saya merasa puas terhadap transportasi online Maxim karena pelayanan yang nyaman dan aman |  |  |  |  |  |

1. **Pernyataan Variabel Persepsi Harga (X1)**

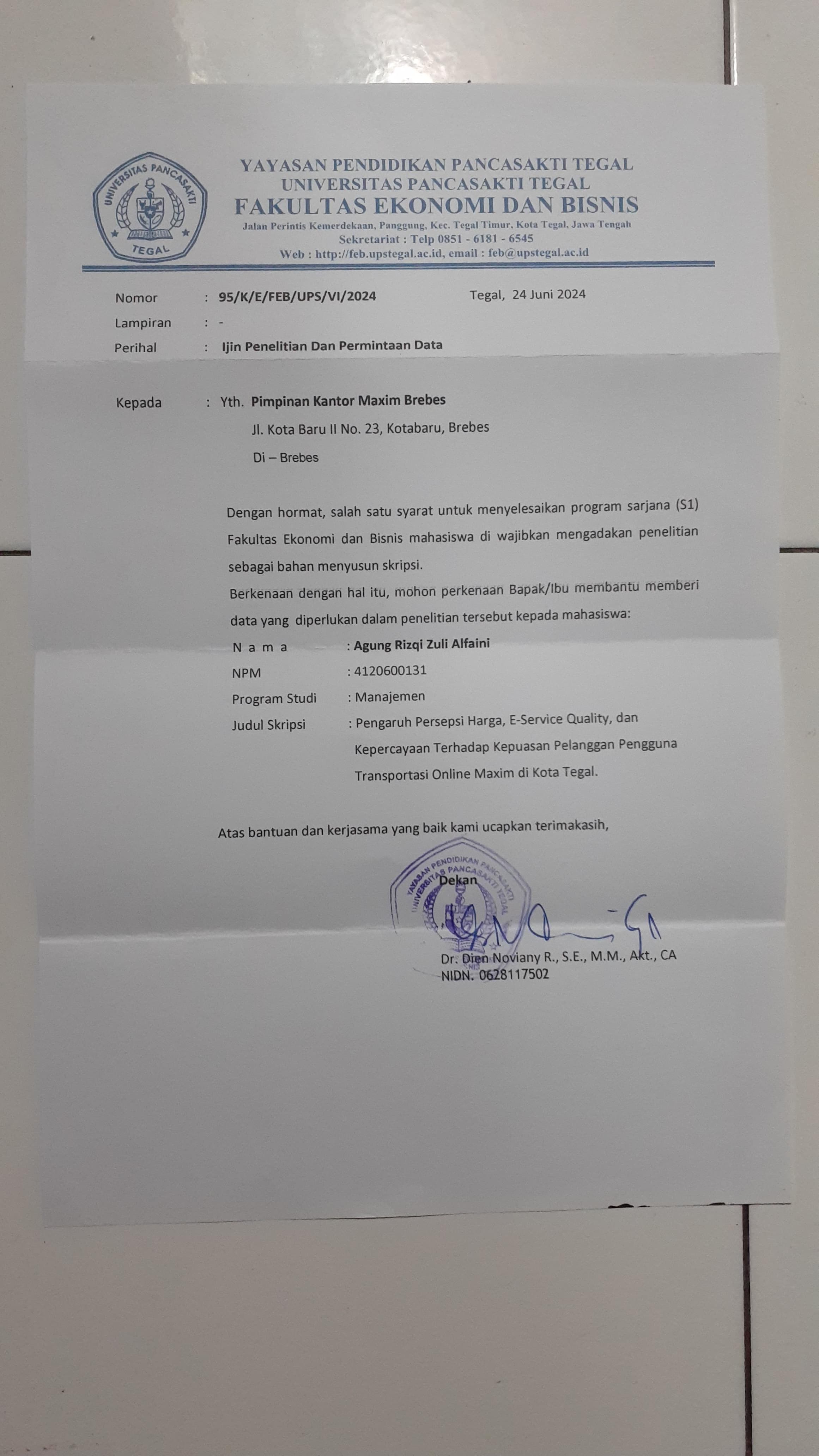
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban Responden** | | | | |
| **STS** | **TS** | **N** | **S** | **SS** |
| **Keterjangkaun harga semua kalangan** | | | | | | |
| 1. | Saya merasa harga layanan Maxim terjangkau untuk kebutuhan transportasi sehari-hari |  |  |  |  |  |
| **Kesesuaian harga segmen pasar** | | | | | | |
| 2. | Harga yang ditawarkan oleh Maxim sesuai dengan daya beli masyarakat di Kota Brebes |  |  |  |  |  |
| **Kesesuaian kualitas produk** | | | | | | |
| 3. | Kualitas layanan yang diberikan oleh Maxim sesuai dengan harapan saya |  |  |  |  |  |
| 4. | Saya merasa puas dengan kualitas kendaraan yang disediakan oleh Maxim |  |  |  |  |  |
| **Kesesuaian harga** | | | | | | |
| 5. | Harga yang ditetapkan oleh Maxim cocok dengan layanan yang diberikan |  |  |  |  |  |
| **Ketepatan patokan harga** | | | | | | |
| 6. | Harga layanan Maxim sudah ditetapkan dengan mempertimbangkan kondisi pasar dan kebutuhan pelanggan |  |  |  |  |  |
| **Perbandingan harga dengan pesaing** | | | | | | |
| 7. | Transportasi online Maxim memiliki perbandingan harga yang lebih baik dengan pesaing |  |  |  |  |  |
| **Perbandingan kualitas** | | | | | | |
| 8. | Transportasi online Maxim memiliki perbandingan kualitas yang lebih baik dari pesaing |  |  |  |  |  |
| **Kesesuaian harga dengan manfaat** | | | | | | |
| 9. | Saya merasa harga yang saya bayar untuk layanan Maxim sebanding dengan keuntungan yang saya dapatkan |  |  |  |  |  |
| 10. | Layanan Maxim memberikan manfaat yang sesuai dengan jumlah tarif yang saya keluarkan |  |  |  |  |  |

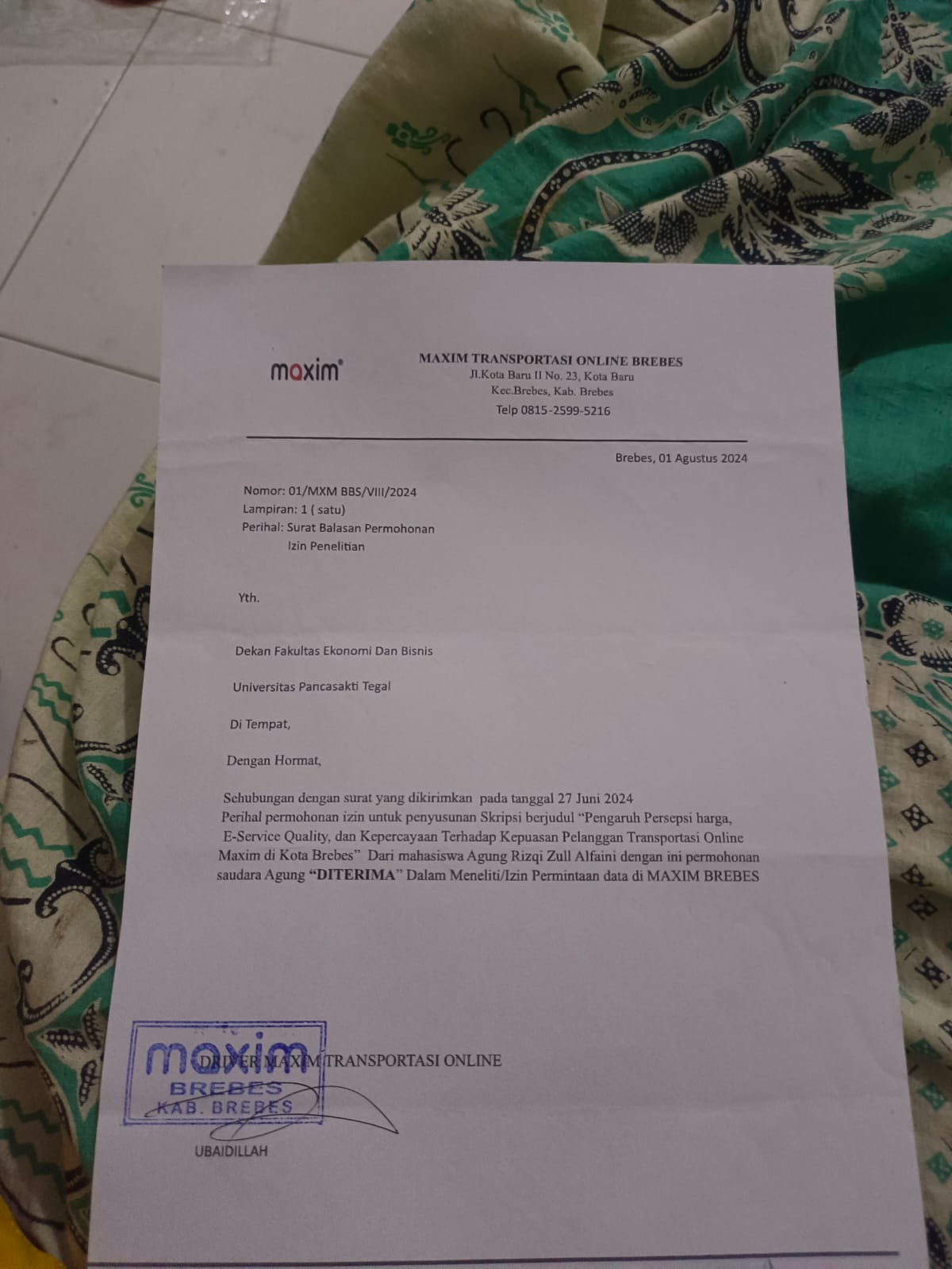
1. **Pernyataan Variabel *E-Service Quality* (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban Responden** | | | | |
| **STS** | **TS** | **N** | **S** | **SS** |
| **Kemudahan dan kecepatan akses** | | | | | | |
| 1. | Transportasi online Maxim memiliki aplikasi yang mudah diakses |  |  |  |  |  |
| 2. | Transportasi online Maxim memiliki kecepatan akses dalam aplikasinya |  |  |  |  |  |
| **Ketersediaan jasa** | | | | | | |
| 3. | Saya dapat dengan mudah menemukan kendaraan Maxim di daerah saya |  |  |  |  |  |
| **Situs yang berjalan dengan benar** | | | | | | |
| 4. | Aplikasi Maxim selalu berfungsi dengan baik dan tidak mengalami gangguan saat saya mengaksesnya |  |  |  |  |  |
| **Aman dan melindungi** | | | | | | |
| 5. | Transportasi online Maxim memiliki sistem yang aman bagi para penggunanya |  |  |  |  |  |
| 6. | Transportasi online Maxim memiliki sistem yang dapat melindungi data pelanggannya |  |  |  |  |  |
| **Efektivitas** | | | | | | |
| 7 | Saya tidak mengalami masalah dalam menggunakan layanan Maxim saat memesan transportasi |  |  |  |  |  |
| **Kompensasi Untuk pelanggan** | | | | | | |
| 8 | Transportasi online Maxim memberikan kompensasi kepada pelanggan bila ada hal hal yang merugikan pelanggan |  |  |  |  |  |
| **Ketersediaan bantuan** | | | | | | |
| 9 | Saya dapat menghubungi Maxim melalui berbagai saluran, seperti chat, telepon, dan email, untuk mendapatkan bantuan yang saya butuhkan |  |  |  |  |  |
| 10 | Transportasi online Maxim memberikan ketersediaan bantuan kepada pelanggan bila dibutuhkan |  |  |  |  |  |

1. **Pernyataan Variabel Kepercayaan (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban Responden** | | | | |
| **STS** | **TS** | **N** | **S** | **SS** |
| **Penyediaan produk** | | | | | | |
| 1. | Transportasi online Maxim memiliki kemampuan untuk menyediakan jasa yang dipasarkannya |  |  |  |  |  |
| 2. | Transportasi online Maxim selalu menyediakan jasa yang telah dipromosikannya |  |  |  |  |  |
| **Pelayanan yang memuaskan** | | | | | | |
| 3. | Transportasi online Maxim memiliki driver dengan kemampuan pelayanan yang memuaskan |  |  |  |  |  |
| 4. | Transportasi online Maxim selalu memberikan pelayanan yang memuaskan kepada pelanggannya |  |  |  |  |  |
| **Konsistensi** | | | | | | |
| 5. | Transportasi online Maxim selalu memberikan layanan yang memuaskan setiap kali saya menggunakannya |  |  |  |  |  |
| **Kualitas produk** | | | | | | |
| 6. | Saya percaya bahwa layanan Maxim dilakukan dengan jujur dan transparan |  |  |  |  |  |
| **Kepuasan yang saling menguntungkan** | | | | | | |
| 7 | Maxim memberikan layanan dengan sikap yang baik, sehingga saya merasa dihargai sebagai pelanggan |  |  |  |  |  |
| 8 | Transportasi online Maxim memberikan kepuasan yang saling menguntungkan antara driver dengan pelanggannya |  |  |  |  |  |
| **Itikad baik** | | | | | | |
| 9 | Transportasi online Maxim selalu memiliki itikad baik bila ada hal yang merugikan pelanggannya |  |  |  |  |  |
| 10 | Saya merasa Maxim berkomitmen untuk mendengarkan umpan balik pelanggan dan memperbaiki layanan mereka |  |  |  |  |  |

**Lampiran 2  
Surat Izin Penelitian**

**Lampiran 3  
Surat Balasan Penelitian**

**Lampiran 4  
Data Uji Coba Kuesioner Variabel Kepuasan Konsumen**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
| 1 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 40 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 39 |
| 4 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 3 | 5 | 3 | 41 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 44 |
| 6 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 42 |
| 7 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 41 |
| 8 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 9 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 40 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 11 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 40 |
| 12 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 41 |
| 13 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 14 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 5 | 4 | 41 |
| 15 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 41 |
| 16 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 41 |
| 17 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 18 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 19 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 31 |
| 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 21 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 39 |
| 22 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 41 |
| 23 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 47 |
| 24 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 25 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 41 |
| 26 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 39 |
| 27 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 43 |
| 28 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 40 |
| 29 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 37 |
| 30 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 29 |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 5   
Data Uji Coba Kuesioner Variabel Persepsi Harga**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
| 1 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 37 |
| 2 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 35 |
| 3 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 4 | 44 |
| 4 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 30 |
| 5 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 38 |
| 6 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 34 |
| 7 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 33 |
| 8 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 35 |
| 9 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 28 |
| 10 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |
| 11 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 3 | 4 | 40 |
| 12 | 4 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 3 | 40 |
| 13 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 33 |
| 14 | 5 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 37 |
| 15 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 41 |
| 16 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 39 |
| 17 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 36 |
| 18 | 5 | 3 | 4 | 2 | 4 | 5 | 3 | 3 | 4 | 3 | 36 |
| 19 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 31 |
| 20 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 42 |
| 21 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 39 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 23 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 32 |
| 24 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 40 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 27 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 39 |
| 28 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 40 |
| 29 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 30 |
| 30 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 29 |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 6   
Data Uji Coba Kuesioner Variabel E-Service Quality**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
| 1 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 42 |
| 2 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 3 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 4 | 5 | 5 | 45 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 45 |
| 5 | 4 | 4 | 4 | 3 | 3 | 5 | 3 | 3 | 5 | 5 | 39 |
| 6 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 41 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 8 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 48 |
| 9 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 10 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 45 |
| 11 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 5 | 36 |
| 12 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 45 |
| 13 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 47 |
| 14 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 45 |
| 15 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 16 | 5 | 3 | 5 | 3 | 3 | 5 | 3 | 5 | 4 | 4 | 40 |
| 17 | 3 | 3 | 4 | 3 | 2 | 5 | 3 | 3 | 4 | 4 | 34 |
| 18 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 33 |
| 19 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 41 |
| 20 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 41 |
| 21 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 38 |
| 22 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 40 |
| 23 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 24 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 5 | 5 | 37 |
| 25 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 40 |
| 26 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 41 |
| 27 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 41 |
| 28 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 29 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 4 | 38 |
| 30 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 33 |

*Sumber: Data diolah dengan SPSS versi 22*

**Lampiran 7  
Data Uji Coba Kuesioner Variabel Kepercayaan**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
| 1 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 35 |
| 2 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 32 |
| 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 32 |
| 5 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 29 |
| 6 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 7 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 30 |
| 8 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 4 | 38 |
| 9 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 35 |
| 10 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 37 |
| 11 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 38 |
| 12 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 26 |
| 13 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 35 |
| 14 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 37 |
| 15 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 32 |
| 16 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 39 |
| 17 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 39 |
| 18 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 46 |
| 19 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 31 |
| 20 | 4 | 4 | 3 | 3 | 5 | 5 | 3 | 4 | 5 | 3 | 39 |
| 21 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 36 |
| 22 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 44 |
| 23 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 32 |
| 24 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 45 |
| 25 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 26 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 27 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 40 |
| 28 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 37 |
| 29 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 27 |
| 30 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 34 |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 8  
Data Penelitian Variabel Kepuasan Pelanggan**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
| 1 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 2 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 4 | 4 | 40 |
| 3 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 3 | 40 |
| 4 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 43 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 42 |
| 6 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 39 |
| 7 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 45 |
| 8 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 44 |
| 9 | 4 | 5 | 3 | 4 | 5 | 5 | 3 | 3 | 5 | 4 | 41 |
| 10 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 43 |
| 11 | 4 | 4 | 3 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | 39 |
| 12 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 40 |
| 13 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 45 |
| 14 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 40 |
| 15 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 42 |
| 16 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 45 |
| 17 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 41 |
| 18 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 41 |
| 19 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 43 |
| 20 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 43 |
| 21 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 45 |
| 22 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 45 |
| 23 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 42 |
| 24 | 3 | 3 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 40 |
| 25 | 3 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 40 |
| 26 | 5 | 5 | 4 | 3 | 3 | 3 | 5 | 4 | 5 | 4 | 41 |
| 27 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 28 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 42 |
| 29 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 45 |
| 30 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 43 |
| 31 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 32 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 47 |
| 33 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 43 |
| 34 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 35 | 3 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 3 | 5 | 40 |
| 36 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 41 |
| 37 | 5 | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 4 | 40 |
| 38 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 45 |
| 39 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 4 | 3 | 41 |
| 40 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 44 |
| 41 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 44 |
| 42 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 42 |
| 43 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 44 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 45 |
| 45 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 45 |
| 46 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 46 |
| 47 | 4 | 5 | 4 | 5 | 5 | 3 | 3 | 5 | 4 | 4 | 42 |
| 48 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 49 | 4 | 5 | 3 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 42 |
| 50 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 51 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 41 |
| 52 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 45 |
| 53 | 5 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 39 |
| 54 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 55 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 40 |
| 56 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 41 |
| 57 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 42 |
| 58 | 3 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 36 |
| 59 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 41 |
| 60 | 4 | 3 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 39 |
| 61 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 42 |
| 62 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 43 |
| 63 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 40 |
| 64 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 45 |
| 65 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 66 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 67 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 38 |
| 68 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 44 |
| 69 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 44 |
| 70 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 71 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 38 |
| 72 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 73 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 74 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 42 |
| 75 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 47 |
| 77 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 44 |
| 78 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 43 |
| 79 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 42 |
| 80 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 45 |
| 81 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 82 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 83 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 40 |
| 84 | 4 | 4 | 3 | 4 | 5 | 5 | 3 | 3 | 3 | 4 | 38 |
| 85 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 46 |
| 86 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 45 |
| 87 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 88 | 4 | 4 | 3 | 3 | 5 | 3 | 5 | 5 | 4 | 4 | 40 |
| 89 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 44 |
| 90 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 39 |
| 91 | 5 | 3 | 5 | 4 | 5 | 5 | 4 | 2 | 4 | 3 | 40 |
| 92 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 45 |
| 93 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 5 | 41 |
| 94 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 41 |
| 95 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 42 |
| 96 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 45 |
| 97 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 42 |
| 98 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 44 |
| 99 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 42 |
| 100 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 44 |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 9   
Data Penelitian Variabel Persepsi Harga**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
| 1 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 2 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 43 |
| 3 | 5 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 41 |
| 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 42 |
| 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 45 |
| 6 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 40 |
| 7 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 3 | 5 | 4 | 41 |
| 8 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 40 |
| 9 | 4 | 3 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 42 |
| 10 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 41 |
| 11 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 40 |
| 12 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 40 |
| 13 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 3 | 5 | 43 |
| 14 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 3 | 4 | 3 | 39 |
| 15 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 16 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 3 | 42 |
| 17 | 5 | 4 | 4 | 5 | 3 | 3 | 3 | 5 | 4 | 5 | 41 |
| 18 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 43 |
| 19 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 4 | 42 |
| 20 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 43 |
| 21 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 44 |
| 22 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 45 |
| 23 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 44 |
| 24 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 37 |
| 25 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 41 |
| 26 | 5 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 5 | 5 | 41 |
| 27 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 28 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| 29 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 46 |
| 30 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 45 |
| 31 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 44 |
| 32 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 44 |
| 33 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 34 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 3 | 5 | 5 | 44 |
| 35 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 39 |
| 36 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 42 |
| 37 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 3 | 5 | 42 |
| 38 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 44 |
| 39 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 43 |
| 40 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 41 |
| 41 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 43 |
| 42 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 45 |
| 43 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 44 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 44 |
| 45 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 46 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 45 |
| 47 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 42 |
| 48 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 43 |
| 49 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 44 |
| 50 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 41 |
| 51 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 43 |
| 52 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 3 | 5 | 4 | 42 |
| 53 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 40 |
| 54 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 46 |
| 55 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 4 | 38 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 57 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 41 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 40 |
| 59 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 41 |
| 60 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 39 |
| 61 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 40 |
| 62 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 45 |
| 63 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 64 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 44 |
| 65 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 66 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 46 |
| 67 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 40 |
| 68 | 3 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 39 |
| 69 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 42 |
| 70 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 42 |
| 71 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 39 |
| 72 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 43 |
| 73 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 44 |
| 74 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 41 |
| 75 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 42 |
| 76 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 3 | 43 |
| 77 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 45 |
| 78 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 44 |
| 79 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 45 |
| 80 | 3 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 42 |
| 81 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 4 | 4 | 43 |
| 82 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 83 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 40 |
| 84 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 2 | 39 |
| 85 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 86 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 46 |
| 87 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 43 |
| 88 | 4 | 5 | 4 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 42 |
| 89 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 43 |
| 90 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 40 |
| 91 | 4 | 2 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 39 |
| 92 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 46 |
| 93 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 40 |
| 94 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 41 |
| 95 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 5 | 4 | 40 |
| 96 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 42 |
| 97 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 42 |
| 98 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 99 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 42 |
| 100 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 10   
Data Penelitian Variabel E-Service Quality**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
| 1 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 41 |
| 2 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 40 |
| 3 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 3 | 40 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 4 | 41 |
| 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 40 |
| 6 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 44 |
| 7 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 44 |
| 8 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 43 |
| 9 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 40 |
| 10 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 11 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 12 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 41 |
| 13 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 45 |
| 14 | 4 | 5 | 3 | 5 | 4 | 3 | 3 | 3 | 4 | 3 | 37 |
| 15 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 40 |
| 16 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 3 | 4 | 5 | 43 |
| 17 | 5 | 4 | 3 | 5 | 3 | 3 | 5 | 4 | 5 | 5 | 42 |
| 18 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 19 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 4 | 5 | 43 |
| 20 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 44 |
| 21 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 43 |
| 22 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 23 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 45 |
| 24 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 38 |
| 25 | 4 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 44 |
| 26 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 41 |
| 27 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 42 |
| 28 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 29 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 30 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 45 |
| 31 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 46 |
| 32 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 46 |
| 33 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 34 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 43 |
| 35 | 3 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 38 |
| 36 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 37 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 45 |
| 38 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 44 |
| 39 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 40 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 42 |
| 41 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 45 |
| 42 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 44 |
| 43 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 45 |
| 44 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| 45 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 45 |
| 46 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 44 |
| 47 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 44 |
| 48 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 49 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 50 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 41 |
| 51 | 4 | 5 | 5 | 5 | 3 | 4 | 3 | 4 | 4 | 5 | 42 |
| 52 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 42 |
| 53 | 4 | 4 | 4 | 5 | 3 | 5 | 3 | 3 | 5 | 5 | 41 |
| 54 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 55 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 2 | 4 | 3 | 39 |
| 56 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 40 |
| 57 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 58 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 39 |
| 59 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 40 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 61 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 41 |
| 62 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 42 |
| 63 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 41 |
| 64 | 5 | 3 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 43 |
| 65 | 4 | 3 | 4 | 3 | 5 | 5 | 5 | 3 | 4 | 4 | 40 |
| 66 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 45 |
| 67 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 68 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 43 |
| 69 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 40 |
| 70 | 5 | 3 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 41 |
| 71 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 72 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 3 | 5 | 5 | 42 |
| 73 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 74 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 42 |
| 75 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 43 |
| 76 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 44 |
| 77 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 41 |
| 78 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 45 |
| 79 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 45 |
| 80 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 43 |
| 81 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 42 |
| 82 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 45 |
| 83 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 41 |
| 84 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 5 | 38 |
| 85 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 48 |
| 86 | 5 | 3 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 45 |
| 87 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 42 |
| 88 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 41 |
| 89 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 44 |
| 90 | 5 | 4 | 3 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 39 |
| 91 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 40 |
| 92 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 93 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 2 | 3 | 41 |
| 94 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 40 |
| 95 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 41 |
| 96 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 41 |
| 97 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 40 |
| 98 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 45 |
| 99 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 40 |
| 100 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 45 |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 11**Data Penelitian Variabel Kepercayaan

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
| 1 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 40 |
| 2 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 40 |
| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 44 |
| 6 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 44 |
| 7 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 8 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 41 |
| 9 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 42 |
| 10 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 42 |
| 11 | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 38 |
| 12 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 40 |
| 13 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 44 |
| 14 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 35 |
| 15 | 4 | 3 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 42 |
| 16 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 43 |
| 17 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 40 |
| 18 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 5 | 41 |
| 19 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 45 |
| 20 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 45 |
| 21 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 40 |
| 22 | 5 | 4 | 5 | 5 | 3 | 5 | 3 | 3 | 4 | 4 | 41 |
| 23 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 40 |
| 24 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 40 |
| 25 | 3 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 5 | 5 | 42 |
| 26 | 5 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 42 |
| 27 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 28 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 42 |
| 29 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 43 |
| 30 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| 31 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 32 | 5 | 4 | 5 | 5 | 5 | 5 | 6 | 5 | 4 | 4 | 48 |
| 33 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 47 |
| 34 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 35 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 4 | 2 | 4 | 39 |
| 36 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 42 |
| 37 | 3 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 5 | 42 |
| 38 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 39 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 42 |
| 40 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 41 |
| 41 | 5 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 42 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 44 |
| 43 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| 44 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 47 |
| 45 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 46 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 47 |
| 47 | 5 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 41 |
| 48 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 44 |
| 49 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 44 |
| 50 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 51 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 42 |
| 52 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 3 | 41 |
| 53 | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 38 |
| 54 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 44 |
| 55 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 42 |
| 56 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 2 | 39 |
| 57 | 3 | 3 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 40 |
| 58 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 39 |
| 59 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 42 |
| 60 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 37 |
| 61 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 41 |
| 62 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 63 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 45 |
| 64 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 42 |
| 65 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 44 |
| 66 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 67 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 3 | 43 |
| 68 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 42 |
| 69 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 45 |
| 70 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 42 |
| 71 | 3 | 4 | 3 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 37 |
| 72 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 41 |
| 73 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 42 |
| 74 | 3 | 3 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 42 |
| 75 | 4 | 5 | 4 | 5 | 5 | 3 | 5 | 3 | 4 | 3 | 41 |
| 76 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 77 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 43 |
| 78 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 42 |
| 79 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 41 |
| 80 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 43 |
| 81 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 44 |
| 82 | 5 | 5 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 43 |
| 83 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 84 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 38 |
| 85 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 45 |
| 86 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 45 |
| 87 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 44 |
| 88 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 89 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 43 |
| 90 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 91 | 4 | 4 | 4 | 5 | 2 | 3 | 4 | 4 | 5 | 4 | 39 |
| 92 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 43 |
| 93 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 42 |
| 94 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 45 |
| 95 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 42 |
| 96 | 5 | 3 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 3 | 41 |
| 97 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 43 |
| 98 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 40 |
| 99 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 43 |
| 100 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 40 |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 12  
Hasil Perhitungan MSI Kepuasan Pelanggan**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** | **Y.9** | **Y.10** | **Jumlah** |
| 1,000 | 2,277 | 2,196 | 3,640 | 2,420 | 2,367 | 2,156 | 3,362 | 3,669 | 2,267 | 25,354 |
| 2,318 | 2,277 | 2,196 | 3,640 | 1,000 | 1,000 | 3,524 | 3,362 | 2,306 | 2,267 | 23,890 |
| 2,318 | 2,277 | 1,000 | 3,640 | 2,420 | 2,367 | 3,524 | 4,704 | 1,000 | 1,000 | 24,252 |
| 1,000 | 2,277 | 2,196 | 3,640 | 3,877 | 2,367 | 3,524 | 4,704 | 2,306 | 2,267 | 28,158 |
| 2,318 | 3,575 | 3,487 | 2,278 | 3,877 | 2,367 | 2,156 | 3,362 | 1,000 | 2,267 | 26,686 |
| 2,318 | 2,277 | 2,196 | 3,640 | 2,420 | 2,367 | 1,000 | 2,158 | 2,306 | 2,267 | 22,949 |
| 2,318 | 3,575 | 1,000 | 3,640 | 3,877 | 3,745 | 3,524 | 3,362 | 2,306 | 3,594 | 30,940 |
| 3,693 | 2,277 | 2,196 | 2,278 | 3,877 | 2,367 | 2,156 | 4,704 | 3,669 | 2,267 | 29,484 |
| 2,318 | 3,575 | 1,000 | 2,278 | 3,877 | 3,745 | 1,000 | 2,158 | 3,669 | 2,267 | 25,886 |
| 2,318 | 1,000 | 3,487 | 3,640 | 2,420 | 3,745 | 2,156 | 3,362 | 2,306 | 3,594 | 28,027 |
| 2,318 | 2,277 | 1,000 | 1,000 | 3,877 | 2,367 | 3,524 | 2,158 | 2,306 | 2,267 | 23,094 |
| 2,318 | 2,277 | 1,000 | 3,640 | 2,420 | 2,367 | 2,156 | 2,158 | 3,669 | 2,267 | 24,273 |
| 3,693 | 1,000 | 3,487 | 2,278 | 3,877 | 3,745 | 3,524 | 3,362 | 2,306 | 3,594 | 30,865 |
| 1,000 | 2,277 | 1,000 | 2,278 | 2,420 | 2,367 | 1,000 | 4,704 | 3,669 | 3,594 | 24,310 |
| 3,693 | 2,277 | 2,196 | 3,640 | 1,000 | 2,367 | 3,524 | 3,362 | 2,306 | 2,267 | 26,632 |
| 3,693 | 1,000 | 3,487 | 3,640 | 2,420 | 3,745 | 3,524 | 4,704 | 2,306 | 2,267 | 30,786 |
| 1,000 | 2,277 | 3,487 | 2,278 | 2,420 | 1,000 | 2,156 | 4,704 | 2,306 | 3,594 | 25,221 |
| 2,318 | 1,000 | 2,196 | 3,640 | 3,877 | 2,367 | 3,524 | 4,704 | 1,000 | 1,000 | 25,626 |
| 2,318 | 3,575 | 3,487 | 2,278 | 2,420 | 1,000 | 3,524 | 3,362 | 2,306 | 3,594 | 27,862 |
| 3,693 | 1,000 | 2,196 | 3,640 | 2,420 | 2,367 | 3,524 | 3,362 | 3,669 | 2,267 | 28,138 |
| 2,318 | 2,277 | 2,196 | 2,278 | 2,420 | 3,745 | 3,524 | 4,704 | 3,669 | 3,594 | 30,725 |
| 3,693 | 3,575 | 2,196 | 3,640 | 2,420 | 2,367 | 2,156 | 4,704 | 3,669 | 2,267 | 30,687 |
| 3,693 | 2,277 | 1,000 | 3,640 | 3,877 | 2,367 | 2,156 | 3,362 | 1,000 | 3,594 | 26,967 |
| 1,000 | 1,000 | 3,487 | 1,000 | 2,420 | 2,367 | 3,524 | 3,362 | 2,306 | 3,594 | 24,059 |
| 1,000 | 3,575 | 1,000 | 2,278 | 2,420 | 2,367 | 3,524 | 3,362 | 3,669 | 1,000 | 24,195 |
| 3,693 | 3,575 | 2,196 | 1,000 | 1,000 | 1,000 | 3,524 | 3,362 | 3,669 | 2,267 | 25,285 |
| 2,318 | 2,277 | 3,487 | 2,278 | 2,420 | 2,367 | 2,156 | 3,362 | 3,669 | 3,594 | 27,928 |
| 2,318 | 2,277 | 2,196 | 2,278 | 3,877 | 2,367 | 3,524 | 2,158 | 2,306 | 3,594 | 26,894 |
| 3,693 | 3,575 | 2,196 | 3,640 | 3,877 | 1,000 | 2,156 | 4,704 | 3,669 | 2,267 | 30,776 |
| 1,000 | 3,575 | 3,487 | 2,278 | 3,877 | 2,367 | 3,524 | 3,362 | 2,306 | 2,267 | 28,041 |
| 3,693 | 2,277 | 2,196 | 2,278 | 2,420 | 2,367 | 3,524 | 4,704 | 2,306 | 3,594 | 29,359 |
| 3,693 | 2,277 | 3,487 | 3,640 | 3,877 | 3,745 | 3,524 | 4,704 | 2,306 | 2,267 | 33,520 |
| 3,693 | 2,277 | 3,487 | 2,278 | 3,877 | 2,367 | 3,524 | 3,362 | 1,000 | 2,267 | 28,132 |
| 2,318 | 3,575 | 3,487 | 2,278 | 2,420 | 3,745 | 2,156 | 4,704 | 2,306 | 3,594 | 30,582 |
| 1,000 | 2,277 | 2,196 | 2,278 | 3,877 | 3,745 | 1,000 | 3,362 | 1,000 | 3,594 | 24,329 |
| 2,318 | 1,000 | 2,196 | 2,278 | 3,877 | 3,745 | 3,524 | 3,362 | 2,306 | 1,000 | 25,605 |
| 3,693 | 1,000 | 2,196 | 1,000 | 2,420 | 1,000 | 3,524 | 3,362 | 3,669 | 2,267 | 24,131 |
| 2,318 | 2,277 | 3,487 | 3,640 | 3,877 | 2,367 | 3,524 | 4,704 | 2,306 | 2,267 | 30,767 |
| 2,318 | 3,575 | 3,487 | 3,640 | 2,420 | 3,745 | 1,000 | 2,158 | 2,306 | 1,000 | 25,648 |
| 3,693 | 2,277 | 2,196 | 2,278 | 3,877 | 3,745 | 2,156 | 3,362 | 2,306 | 3,594 | 29,483 |
| 2,318 | 2,277 | 3,487 | 2,278 | 2,420 | 2,367 | 3,524 | 3,362 | 3,669 | 3,594 | 29,296 |
| 2,318 | 3,575 | 2,196 | 3,640 | 3,877 | 2,367 | 2,156 | 2,158 | 2,306 | 2,267 | 26,859 |
| 2,318 | 3,575 | 3,487 | 3,640 | 3,877 | 2,367 | 3,524 | 4,704 | 2,306 | 3,594 | 33,391 |
| 3,693 | 2,277 | 3,487 | 2,278 | 2,420 | 2,367 | 3,524 | 4,704 | 3,669 | 2,267 | 30,687 |
| 2,318 | 2,277 | 3,487 | 2,278 | 3,877 | 3,745 | 3,524 | 2,158 | 3,669 | 3,594 | 30,927 |
| 3,693 | 2,277 | 3,487 | 3,640 | 3,877 | 2,367 | 3,524 | 3,362 | 3,669 | 2,267 | 32,163 |
| 2,318 | 3,575 | 2,196 | 3,640 | 3,877 | 1,000 | 1,000 | 4,704 | 2,306 | 2,267 | 26,882 |
| 3,693 | 2,277 | 3,487 | 3,640 | 3,877 | 2,367 | 3,524 | 4,704 | 2,306 | 3,594 | 33,469 |
| 2,318 | 3,575 | 1,000 | 3,640 | 3,877 | 1,000 | 3,524 | 3,362 | 2,306 | 2,267 | 26,868 |
| 3,693 | 1,000 | 2,196 | 2,278 | 2,420 | 2,367 | 3,524 | 3,362 | 2,306 | 2,267 | 25,412 |
| 2,318 | 1,000 | 3,487 | 2,278 | 2,420 | 2,367 | 2,156 | 2,158 | 3,669 | 3,594 | 25,447 |
| 3,693 | 3,575 | 3,487 | 2,278 | 2,420 | 2,367 | 2,156 | 3,362 | 3,669 | 3,594 | 30,600 |
| 3,693 | 2,277 | 1,000 | 2,278 | 2,420 | 1,000 | 3,524 | 3,362 | 2,306 | 1,000 | 22,860 |
| 3,693 | 1,000 | 2,196 | 2,278 | 3,877 | 3,745 | 3,524 | 4,704 | 3,669 | 3,594 | 32,280 |
| 2,318 | 1,000 | 1,000 | 2,278 | 2,420 | 2,367 | 2,156 | 3,362 | 3,669 | 3,594 | 24,164 |
| 2,318 | 2,277 | 2,196 | 3,640 | 3,877 | 2,367 | 1,000 | 3,362 | 2,306 | 2,267 | 25,610 |
| 3,693 | 2,277 | 3,487 | 3,640 | 1,000 | 2,367 | 2,156 | 3,362 | 2,306 | 2,267 | 26,555 |
| 1,000 | 1,000 | 3,487 | 2,278 | 2,420 | 2,367 | 1,000 | 3,362 | 1,000 | 1,000 | 18,914 |
| 2,318 | 3,575 | 2,196 | 2,278 | 2,420 | 2,367 | 3,524 | 2,158 | 2,306 | 2,267 | 25,408 |
| 2,318 | 1,000 | 3,487 | 1,000 | 2,420 | 2,367 | 3,524 | 3,362 | 2,306 | 1,000 | 22,784 |
| 2,318 | 2,277 | 2,196 | 1,000 | 3,877 | 3,745 | 2,156 | 3,362 | 3,669 | 2,267 | 26,867 |
| 2,318 | 3,575 | 2,196 | 2,278 | 3,877 | 1,000 | 2,156 | 4,704 | 3,669 | 2,267 | 28,039 |
| 2,318 | 2,277 | 2,196 | 1,000 | 2,420 | 2,367 | 3,524 | 2,158 | 2,306 | 3,594 | 24,160 |
| 3,693 | 3,575 | 3,487 | 2,278 | 3,877 | 2,367 | 2,156 | 3,362 | 3,669 | 2,267 | 30,730 |
| 3,693 | 2,277 | 2,196 | 2,278 | 3,877 | 2,367 | 2,156 | 3,362 | 2,306 | 2,267 | 26,779 |
| 3,693 | 3,575 | 2,196 | 2,278 | 3,877 | 2,367 | 3,524 | 3,362 | 3,669 | 3,594 | 32,134 |
| 2,318 | 1,000 | 1,000 | 1,000 | 2,420 | 2,367 | 3,524 | 4,704 | 2,306 | 1,000 | 21,640 |
| 3,693 | 2,277 | 3,487 | 3,640 | 2,420 | 1,000 | 3,524 | 4,704 | 2,306 | 2,267 | 29,318 |
| 2,318 | 1,000 | 2,196 | 3,640 | 3,877 | 2,367 | 3,524 | 4,704 | 3,669 | 2,267 | 29,562 |
| 2,318 | 1,000 | 3,487 | 3,640 | 2,420 | 2,367 | 2,156 | 4,704 | 3,669 | 3,594 | 29,355 |
| 2,318 | 3,575 | 1,000 | 2,278 | 2,420 | 1,000 | 2,156 | 3,362 | 1,000 | 2,267 | 21,375 |
| 2,318 | 2,277 | 2,196 | 3,640 | 2,420 | 2,367 | 3,524 | 4,704 | 2,306 | 2,267 | 28,019 |
| 3,693 | 2,277 | 2,196 | 3,640 | 2,420 | 3,745 | 2,156 | 3,362 | 3,669 | 3,594 | 30,752 |
| 2,318 | 2,277 | 3,487 | 2,278 | 3,877 | 3,745 | 2,156 | 2,158 | 2,306 | 2,267 | 26,868 |
| 3,693 | 1,000 | 2,196 | 3,640 | 3,877 | 2,367 | 2,156 | 3,362 | 2,306 | 2,267 | 26,863 |
| 3,693 | 3,575 | 3,487 | 3,640 | 3,877 | 3,745 | 3,524 | 4,704 | 2,306 | 1,000 | 33,550 |
| 2,318 | 2,277 | 3,487 | 2,278 | 3,877 | 2,367 | 2,156 | 4,704 | 3,669 | 2,267 | 29,400 |
| 3,693 | 2,277 | 2,196 | 2,278 | 2,420 | 1,000 | 3,524 | 3,362 | 3,669 | 3,594 | 28,013 |
| 3,693 | 1,000 | 3,487 | 3,640 | 2,420 | 3,745 | 2,156 | 4,704 | 1,000 | 1,000 | 26,846 |
| 2,318 | 2,277 | 3,487 | 3,640 | 3,877 | 2,367 | 3,524 | 4,704 | 2,306 | 2,267 | 30,767 |
| 2,318 | 2,277 | 2,196 | 2,278 | 3,877 | 3,745 | 3,524 | 4,704 | 3,669 | 3,594 | 32,182 |
| 3,693 | 2,277 | 2,196 | 3,640 | 3,877 | 3,745 | 3,524 | 4,704 | 3,669 | 2,267 | 33,592 |
| 3,693 | 2,277 | 3,487 | 2,278 | 2,420 | 1,000 | 2,156 | 3,362 | 2,306 | 1,000 | 23,979 |
| 2,318 | 2,277 | 1,000 | 2,278 | 3,877 | 3,745 | 1,000 | 2,158 | 1,000 | 2,267 | 21,920 |
| 2,318 | 3,575 | 3,487 | 3,640 | 2,420 | 2,367 | 3,524 | 3,362 | 3,669 | 3,594 | 31,956 |
| 3,693 | 3,575 | 3,487 | 3,640 | 2,420 | 3,745 | 2,156 | 3,362 | 2,306 | 2,267 | 30,650 |
| 3,693 | 2,277 | 2,196 | 2,278 | 3,877 | 3,745 | 2,156 | 3,362 | 3,669 | 3,594 | 30,847 |
| 2,318 | 2,277 | 1,000 | 1,000 | 3,877 | 1,000 | 3,524 | 4,704 | 2,306 | 2,267 | 24,273 |
| 2,318 | 3,575 | 2,196 | 3,640 | 2,420 | 2,367 | 3,524 | 3,362 | 2,306 | 3,594 | 29,301 |
| 2,318 | 3,575 | 2,196 | 2,278 | 2,420 | 1,000 | 2,156 | 3,362 | 1,000 | 2,267 | 22,571 |
| 3,693 | 1,000 | 3,487 | 2,278 | 3,877 | 3,745 | 2,156 | 1,000 | 2,306 | 1,000 | 24,541 |
| 3,693 | 3,575 | 3,487 | 2,278 | 2,420 | 2,367 | 2,156 | 4,704 | 2,306 | 3,594 | 30,579 |
| 3,693 | 2,277 | 2,196 | 2,278 | 1,000 | 2,367 | 3,524 | 3,362 | 1,000 | 3,594 | 25,291 |
| 2,318 | 1,000 | 2,196 | 2,278 | 3,877 | 2,367 | 3,524 | 3,362 | 2,306 | 2,267 | 25,494 |
| 2,318 | 3,575 | 1,000 | 2,278 | 2,420 | 3,745 | 2,156 | 3,362 | 3,669 | 2,267 | 26,790 |
| 3,693 | 2,277 | 2,196 | 3,640 | 2,420 | 3,745 | 2,156 | 4,704 | 3,669 | 2,267 | 30,768 |
| 1,000 | 2,277 | 2,196 | 3,640 | 3,877 | 2,367 | 3,524 | 4,704 | 2,306 | 1,000 | 26,891 |
| 2,318 | 2,277 | 3,487 | 1,000 | 3,877 | 2,367 | 3,524 | 3,362 | 3,669 | 3,594 | 29,475 |
| 1,000 | 2,277 | 2,196 | 3,640 | 3,877 | 2,367 | 3,524 | 4,704 | 2,306 | 1,000 | 26,891 |
| 2,318 | 2,277 | 3,487 | 1,000 | 3,877 | 2,367 | 3,524 | 3,362 | 3,669 | 3,594 | 29,475 |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 13   
Hasil Perhitungan Msi Persepsi Harga**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.1`0** | **Jumlah** |
| 3,829 | 3,404 | 3,798 | 2,333 | 2,367 | 2,212 | 2,252 | 2,282 | 2,277 | 4,846 | 29,599 |
| 3,829 | 3,404 | 3,798 | 3,738 | 1,000 | 2,212 | 2,252 | 3,629 | 2,277 | 3,571 | 29,710 |
| 3,829 | 2,190 | 2,373 | 3,738 | 2,367 | 3,470 | 1,000 | 2,282 | 2,277 | 3,571 | 27,098 |
| 2,376 | 4,743 | 2,373 | 2,333 | 2,367 | 1,000 | 3,598 | 3,629 | 2,277 | 3,571 | 28,267 |
| 3,829 | 3,404 | 2,373 | 3,738 | 2,367 | 2,212 | 3,598 | 2,282 | 3,575 | 4,846 | 32,223 |
| 3,829 | 2,190 | 2,373 | 2,333 | 2,367 | 2,212 | 3,598 | 2,282 | 2,277 | 2,382 | 25,843 |
| 2,376 | 3,404 | 2,373 | 2,333 | 3,745 | 1,000 | 3,598 | 1,000 | 3,575 | 3,571 | 26,974 |
| 2,376 | 4,743 | 2,373 | 2,333 | 2,367 | 1,000 | 2,252 | 2,282 | 2,277 | 3,571 | 25,574 |
| 2,376 | 2,190 | 2,373 | 3,738 | 3,745 | 2,212 | 1,000 | 3,629 | 3,575 | 3,571 | 28,409 |
| 3,829 | 3,404 | 3,798 | 1,000 | 3,745 | 2,212 | 2,252 | 2,282 | 1,000 | 3,571 | 27,092 |
| 2,376 | 2,190 | 3,798 | 2,333 | 2,367 | 1,000 | 2,252 | 2,282 | 2,277 | 4,846 | 25,721 |
| 2,376 | 2,190 | 3,798 | 2,333 | 2,367 | 1,000 | 3,598 | 2,282 | 2,277 | 3,571 | 25,792 |
| 2,376 | 3,404 | 3,798 | 3,738 | 3,745 | 3,470 | 1,000 | 2,282 | 1,000 | 4,846 | 29,658 |
| 2,376 | 4,743 | 1,000 | 3,738 | 2,367 | 3,470 | 1,000 | 1,000 | 2,277 | 2,382 | 24,354 |
| 3,829 | 3,404 | 1,000 | 2,333 | 2,367 | 2,212 | 2,252 | 2,282 | 2,277 | 4,846 | 26,802 |
| 2,376 | 4,743 | 3,798 | 3,738 | 3,745 | 2,212 | 3,598 | 1,000 | 1,000 | 2,382 | 28,591 |
| 3,829 | 3,404 | 2,373 | 3,738 | 1,000 | 1,000 | 1,000 | 3,629 | 2,277 | 4,846 | 27,096 |
| 3,829 | 4,743 | 3,798 | 3,738 | 2,367 | 2,212 | 3,598 | 1,000 | 1,000 | 3,571 | 29,855 |
| 2,376 | 3,404 | 2,373 | 3,738 | 1,000 | 1,000 | 3,598 | 3,629 | 3,575 | 3,571 | 28,264 |
| 3,829 | 3,404 | 3,798 | 3,738 | 2,367 | 3,470 | 2,252 | 2,282 | 1,000 | 3,571 | 29,711 |
| 3,829 | 4,743 | 2,373 | 3,738 | 3,745 | 2,212 | 2,252 | 2,282 | 2,277 | 3,571 | 31,022 |
| 2,376 | 4,743 | 3,798 | 3,738 | 2,367 | 2,212 | 2,252 | 2,282 | 3,575 | 4,846 | 32,188 |
| 3,829 | 3,404 | 3,798 | 3,738 | 2,367 | 2,212 | 2,252 | 3,629 | 2,277 | 3,571 | 31,077 |
| 2,376 | 3,404 | 1,000 | 2,333 | 2,367 | 1,000 | 2,252 | 2,282 | 1,000 | 3,571 | 21,585 |
| 3,829 | 3,404 | 2,373 | 2,333 | 2,367 | 1,000 | 2,252 | 2,282 | 3,575 | 3,571 | 26,986 |
| 3,829 | 3,404 | 3,798 | 1,000 | 1,000 | 2,212 | 2,252 | 1,000 | 3,575 | 4,846 | 26,914 |
| 2,376 | 3,404 | 3,798 | 2,333 | 2,367 | 2,212 | 3,598 | 3,629 | 2,277 | 3,571 | 29,564 |
| 3,829 | 2,190 | 2,373 | 3,738 | 2,367 | 3,470 | 2,252 | 2,282 | 2,277 | 3,571 | 28,350 |
| 3,829 | 4,743 | 3,798 | 3,738 | 1,000 | 3,470 | 2,252 | 2,282 | 3,575 | 4,846 | 33,531 |
| 3,829 | 3,404 | 1,000 | 2,333 | 2,367 | 3,470 | 3,598 | 3,629 | 3,575 | 4,846 | 32,050 |
| 2,376 | 4,743 | 3,798 | 3,738 | 2,367 | 2,212 | 2,252 | 3,629 | 2,277 | 3,571 | 30,963 |
| 3,829 | 4,743 | 3,798 | 2,333 | 3,745 | 1,000 | 2,252 | 2,282 | 2,277 | 4,846 | 31,104 |
| 3,829 | 3,404 | 3,798 | 2,333 | 2,367 | 2,212 | 3,598 | 2,282 | 2,277 | 3,571 | 29,670 |
| 3,829 | 4,743 | 2,373 | 3,738 | 3,745 | 2,212 | 1,000 | 1,000 | 3,575 | 4,846 | 31,060 |
| 2,376 | 3,404 | 2,373 | 2,333 | 3,745 | 1,000 | 2,252 | 2,282 | 2,277 | 2,382 | 24,425 |
| 1,000 | 3,404 | 2,373 | 2,333 | 3,745 | 3,470 | 3,598 | 3,629 | 1,000 | 3,571 | 28,123 |
| 3,829 | 3,404 | 2,373 | 1,000 | 1,000 | 3,470 | 3,598 | 3,629 | 1,000 | 4,846 | 28,148 |
| 2,376 | 4,743 | 3,798 | 2,333 | 2,367 | 2,212 | 3,598 | 2,282 | 2,277 | 4,846 | 30,831 |
| 2,376 | 2,190 | 2,373 | 2,333 | 3,745 | 3,470 | 2,252 | 3,629 | 3,575 | 3,571 | 29,514 |
| 3,829 | 3,404 | 2,373 | 3,738 | 3,745 | 2,212 | 1,000 | 2,282 | 2,277 | 2,382 | 27,243 |
| 2,376 | 3,404 | 3,798 | 3,738 | 2,367 | 3,470 | 3,598 | 2,282 | 2,277 | 2,382 | 29,692 |
| 3,829 | 2,190 | 3,798 | 2,333 | 2,367 | 3,470 | 3,598 | 3,629 | 3,575 | 3,571 | 32,359 |
| 3,829 | 4,743 | 3,798 | 2,333 | 2,367 | 3,470 | 3,598 | 2,282 | 3,575 | 3,571 | 33,564 |
| 2,376 | 4,743 | 3,798 | 3,738 | 2,367 | 2,212 | 3,598 | 3,629 | 2,277 | 2,382 | 31,120 |
| 3,829 | 2,190 | 3,798 | 3,738 | 3,745 | 2,212 | 3,598 | 2,282 | 2,277 | 3,571 | 31,240 |
| 3,829 | 3,404 | 3,798 | 3,738 | 2,367 | 3,470 | 1,000 | 3,629 | 2,277 | 4,846 | 32,358 |
| 3,829 | 4,743 | 3,798 | 2,333 | 1,000 | 1,000 | 2,252 | 2,282 | 3,575 | 3,571 | 28,382 |
| 2,376 | 4,743 | 2,373 | 2,333 | 2,367 | 3,470 | 2,252 | 3,629 | 2,277 | 3,571 | 29,392 |
| 3,829 | 3,404 | 2,373 | 3,738 | 1,000 | 2,212 | 3,598 | 2,282 | 3,575 | 4,846 | 30,855 |
| 3,829 | 3,404 | 2,373 | 3,738 | 2,367 | 2,212 | 2,252 | 2,282 | 1,000 | 3,571 | 27,028 |
| 3,829 | 2,190 | 3,798 | 3,738 | 2,367 | 2,212 | 3,598 | 2,282 | 1,000 | 4,846 | 29,859 |
| 2,376 | 3,404 | 3,798 | 1,000 | 2,367 | 3,470 | 3,598 | 1,000 | 3,575 | 3,571 | 28,158 |
| 3,829 | 3,404 | 2,373 | 2,333 | 1,000 | 1,000 | 2,252 | 3,629 | 2,277 | 3,571 | 25,668 |
| 3,829 | 4,743 | 3,798 | 2,333 | 3,745 | 3,470 | 3,598 | 2,282 | 1,000 | 4,846 | 33,642 |
| 2,376 | 3,404 | 2,373 | 2,333 | 2,367 | 1,000 | 3,598 | 1,000 | 1,000 | 3,571 | 23,022 |
| 2,376 | 3,404 | 2,373 | 2,333 | 2,367 | 2,212 | 2,252 | 2,282 | 2,277 | 2,382 | 24,258 |
| 3,829 | 3,404 | 2,373 | 3,738 | 2,367 | 2,212 | 2,252 | 2,282 | 2,277 | 2,382 | 27,117 |
| 2,376 | 3,404 | 2,373 | 2,333 | 2,367 | 2,212 | 3,598 | 2,282 | 1,000 | 3,571 | 25,515 |
| 2,376 | 2,190 | 2,373 | 2,333 | 2,367 | 3,470 | 3,598 | 2,282 | 3,575 | 2,382 | 26,946 |
| 2,376 | 3,404 | 2,373 | 2,333 | 2,367 | 1,000 | 2,252 | 3,629 | 1,000 | 3,571 | 24,305 |
| 2,376 | 3,404 | 1,000 | 2,333 | 3,745 | 2,212 | 2,252 | 2,282 | 2,277 | 3,571 | 25,452 |
| 3,829 | 4,743 | 3,798 | 3,738 | 1,000 | 3,470 | 2,252 | 2,282 | 3,575 | 3,571 | 32,257 |
| 2,376 | 2,190 | 3,798 | 2,333 | 2,367 | 2,212 | 3,598 | 3,629 | 2,277 | 4,846 | 29,625 |
| 3,829 | 3,404 | 3,798 | 3,738 | 2,367 | 2,212 | 2,252 | 3,629 | 3,575 | 2,382 | 31,186 |
| 2,376 | 3,404 | 3,798 | 2,333 | 2,367 | 2,212 | 2,252 | 2,282 | 2,277 | 3,571 | 26,872 |
| 3,829 | 3,404 | 3,798 | 3,738 | 2,367 | 2,212 | 3,598 | 3,629 | 3,575 | 3,571 | 33,720 |
| 3,829 | 4,743 | 2,373 | 3,738 | 2,367 | 2,212 | 1,000 | 2,282 | 1,000 | 2,382 | 25,926 |
| 1,000 | 4,743 | 2,373 | 2,333 | 1,000 | 1,000 | 2,252 | 2,282 | 2,277 | 4,846 | 24,106 |
| 2,376 | 4,743 | 3,798 | 2,333 | 2,367 | 2,212 | 2,252 | 3,629 | 1,000 | 3,571 | 28,280 |
| 3,829 | 4,743 | 2,373 | 2,333 | 2,367 | 3,470 | 2,252 | 2,282 | 1,000 | 3,571 | 28,220 |
| 2,376 | 3,404 | 2,373 | 1,000 | 1,000 | 2,212 | 2,252 | 2,282 | 3,575 | 3,571 | 24,044 |
| 2,376 | 4,743 | 2,373 | 2,333 | 2,367 | 3,470 | 3,598 | 1,000 | 2,277 | 4,846 | 29,383 |
| 3,829 | 3,404 | 3,798 | 2,333 | 3,745 | 3,470 | 3,598 | 2,282 | 2,277 | 2,382 | 31,117 |
| 3,829 | 2,190 | 3,798 | 3,738 | 3,745 | 1,000 | 2,252 | 2,282 | 2,277 | 2,382 | 27,494 |
| 2,376 | 3,404 | 3,798 | 2,333 | 2,367 | 3,470 | 2,252 | 3,629 | 1,000 | 3,571 | 28,200 |
| 3,829 | 4,743 | 2,373 | 2,333 | 3,745 | 2,212 | 3,598 | 1,000 | 3,575 | 2,382 | 29,789 |
| 2,376 | 4,743 | 3,798 | 3,738 | 2,367 | 3,470 | 3,598 | 3,629 | 2,277 | 2,382 | 32,378 |
| 3,829 | 3,404 | 2,373 | 2,333 | 1,000 | 3,470 | 3,598 | 3,629 | 2,277 | 4,846 | 30,758 |
| 3,829 | 4,743 | 2,373 | 3,738 | 3,745 | 3,470 | 3,598 | 2,282 | 1,000 | 3,571 | 32,349 |
| 1,000 | 4,743 | 3,798 | 3,738 | 2,367 | 1,000 | 3,598 | 3,629 | 2,277 | 2,382 | 28,533 |
| 3,829 | 4,743 | 2,373 | 1,000 | 3,745 | 1,000 | 3,598 | 3,629 | 2,277 | 3,571 | 29,766 |
| 2,376 | 4,743 | 1,000 | 3,738 | 3,745 | 2,212 | 2,252 | 3,629 | 2,277 | 4,846 | 30,818 |
| 2,376 | 3,404 | 2,373 | 3,738 | 1,000 | 2,212 | 2,252 | 2,282 | 2,277 | 3,571 | 25,485 |
| 2,376 | 2,190 | 2,373 | 3,738 | 3,745 | 2,212 | 2,252 | 2,282 | 2,277 | 1,000 | 24,446 |
| 3,829 | 3,404 | 3,798 | 3,738 | 2,367 | 2,212 | 3,598 | 3,629 | 3,575 | 4,846 | 34,995 |
| 3,829 | 3,404 | 3,798 | 2,333 | 3,745 | 3,470 | 3,598 | 3,629 | 3,575 | 2,382 | 33,762 |
| 1,000 | 3,404 | 2,373 | 2,333 | 3,745 | 3,470 | 3,598 | 3,629 | 2,277 | 3,571 | 29,400 |
| 2,376 | 4,743 | 2,373 | 1,000 | 1,000 | 3,470 | 2,252 | 3,629 | 2,277 | 4,846 | 27,966 |
| 3,829 | 3,404 | 2,373 | 1,000 | 2,367 | 2,212 | 3,598 | 3,629 | 3,575 | 3,571 | 29,558 |
| 2,376 | 3,404 | 2,373 | 2,333 | 1,000 | 2,212 | 2,252 | 2,282 | 3,575 | 3,571 | 25,377 |
| 2,376 | 1,000 | 3,798 | 3,738 | 3,745 | 2,212 | 2,252 | 1,000 | 1,000 | 3,571 | 24,691 |
| 3,829 | 4,743 | 3,798 | 2,333 | 2,367 | 3,470 | 2,252 | 2,282 | 3,575 | 4,846 | 33,494 |
| 3,829 | 3,404 | 1,000 | 3,738 | 2,367 | 2,212 | 1,000 | 1,000 | 2,277 | 4,846 | 25,673 |
| 2,376 | 3,404 | 2,373 | 3,738 | 2,367 | 2,212 | 2,252 | 3,629 | 1,000 | 3,571 | 26,922 |
| 1,000 | 3,404 | 2,373 | 3,738 | 3,745 | 2,212 | 1,000 | 1,000 | 3,575 | 3,571 | 25,618 |
| 3,829 | 4,743 | 2,373 | 2,333 | 3,745 | 3,470 | 1,000 | 2,282 | 2,277 | 2,382 | 28,434 |
| 2,376 | 4,743 | 2,373 | 3,738 | 2,367 | 1,000 | 3,598 | 3,629 | 2,277 | 2,382 | 28,484 |
| 3,829 | 3,404 | 3,798 | 2,333 | 2,367 | 3,470 | 2,252 | 3,629 | 2,277 | 4,846 | 32,205 |
| 2,376 | 4,743 | 2,373 | 3,738 | 2,367 | 1,000 | 3,598 | 3,629 | 2,277 | 2,382 | 28,484 |
| 3,829 | 3,404 | 3,798 | 2,333 | 2,367 | 3,470 | 2,252 | 3,629 | 2,277 | 4,846 | 32,205 |
|  |  |  |  |  |  |  |  |  |  |  |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 14**   
**Hasil Perhitungan MSI E-Service Quality**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X1.10** | **Jumlah** |
| 2,360 | 3,638 | 2,297 | 3,555 | 3,327 | 1,000 | 2,235 | 3,493 | 3,112 | 2,287 | 27,304 |
| 2,360 | 2,301 | 3,684 | 2,254 | 3,327 | 2,318 | 2,235 | 3,493 | 1,922 | 2,287 | 26,182 |
| 3,757 | 1,000 | 2,297 | 2,254 | 4,613 | 2,318 | 2,235 | 2,406 | 4,512 | 1,000 | 26,392 |
| 2,360 | 2,301 | 2,297 | 2,254 | 2,221 | 1,000 | 3,541 | 4,704 | 4,512 | 2,287 | 27,477 |
| 2,360 | 2,301 | 3,684 | 2,254 | 3,327 | 2,318 | 1,000 | 3,493 | 3,112 | 2,287 | 26,136 |
| 3,757 | 2,301 | 3,684 | 3,555 | 4,613 | 2,318 | 2,235 | 3,493 | 4,512 | 1,000 | 31,468 |
| 3,757 | 2,301 | 2,297 | 2,254 | 3,327 | 2,318 | 3,541 | 3,493 | 4,512 | 3,629 | 31,429 |
| 2,360 | 1,000 | 2,297 | 2,254 | 4,613 | 3,693 | 3,541 | 2,406 | 4,512 | 3,629 | 30,306 |
| 2,360 | 1,000 | 2,297 | 3,555 | 3,327 | 2,318 | 1,000 | 4,704 | 3,112 | 2,287 | 25,960 |
| 2,360 | 2,301 | 3,684 | 1,000 | 3,327 | 2,318 | 2,235 | 2,406 | 3,112 | 2,287 | 25,030 |
| 2,360 | 1,000 | 2,297 | 1,000 | 3,327 | 2,318 | 2,235 | 3,493 | 3,112 | 2,287 | 23,429 |
| 1,000 | 2,301 | 2,297 | 2,254 | 3,327 | 2,318 | 3,541 | 2,406 | 4,512 | 3,629 | 27,585 |
| 3,757 | 2,301 | 3,684 | 2,254 | 3,327 | 3,693 | 3,541 | 3,493 | 3,112 | 3,629 | 32,791 |
| 2,360 | 3,638 | 1,000 | 3,555 | 3,327 | 1,000 | 1,000 | 2,406 | 3,112 | 1,000 | 22,398 |
| 2,360 | 2,301 | 1,000 | 2,254 | 3,327 | 3,693 | 3,541 | 3,493 | 1,922 | 2,287 | 26,179 |
| 3,757 | 2,301 | 3,684 | 1,000 | 4,613 | 3,693 | 2,235 | 2,406 | 3,112 | 3,629 | 30,430 |
| 3,757 | 2,301 | 1,000 | 3,555 | 2,221 | 1,000 | 3,541 | 3,493 | 4,512 | 3,629 | 29,009 |
| 2,360 | 3,638 | 3,684 | 2,254 | 3,327 | 2,318 | 2,235 | 3,493 | 3,112 | 2,287 | 28,708 |
| 3,757 | 2,301 | 3,684 | 1,000 | 2,221 | 2,318 | 3,541 | 4,704 | 3,112 | 3,629 | 30,267 |
| 2,360 | 3,638 | 3,684 | 2,254 | 3,327 | 3,693 | 2,235 | 3,493 | 4,512 | 2,287 | 31,484 |
| 3,757 | 3,638 | 2,297 | 3,555 | 4,613 | 2,318 | 1,000 | 3,493 | 3,112 | 2,287 | 30,070 |
| 2,360 | 2,301 | 3,684 | 2,254 | 4,613 | 3,693 | 2,235 | 3,493 | 4,512 | 3,629 | 32,775 |
| 3,757 | 3,638 | 2,297 | 3,555 | 3,327 | 3,693 | 2,235 | 2,406 | 4,512 | 3,629 | 33,049 |
| 2,360 | 2,301 | 1,000 | 1,000 | 3,327 | 1,000 | 2,235 | 4,704 | 3,112 | 2,287 | 23,326 |
| 2,360 | 3,638 | 1,000 | 3,555 | 4,613 | 1,000 | 3,541 | 4,704 | 3,112 | 3,629 | 31,153 |
| 2,360 | 2,301 | 3,684 | 3,555 | 3,327 | 3,693 | 2,235 | 2,406 | 3,112 | 1,000 | 27,673 |
| 2,360 | 2,301 | 3,684 | 2,254 | 3,327 | 2,318 | 1,000 | 4,704 | 4,512 | 2,287 | 28,747 |
| 3,757 | 1,000 | 2,297 | 3,555 | 3,327 | 2,318 | 3,541 | 4,704 | 3,112 | 2,287 | 29,898 |
| 2,360 | 3,638 | 3,684 | 2,254 | 4,613 | 3,693 | 3,541 | 3,493 | 4,512 | 3,629 | 35,418 |
| 3,757 | 2,301 | 3,684 | 2,254 | 4,613 | 1,000 | 2,235 | 4,704 | 4,512 | 3,629 | 32,690 |
| 3,757 | 2,301 | 3,684 | 3,555 | 4,613 | 3,693 | 1,000 | 4,704 | 4,512 | 2,287 | 34,106 |
| 1,000 | 3,638 | 3,684 | 2,254 | 4,613 | 3,693 | 2,235 | 4,704 | 4,512 | 3,629 | 33,963 |
| 2,360 | 3,638 | 2,297 | 3,555 | 3,327 | 3,693 | 2,235 | 3,493 | 4,512 | 3,629 | 32,740 |
| 2,360 | 2,301 | 3,684 | 2,254 | 4,613 | 2,318 | 1,000 | 4,704 | 4,512 | 2,287 | 30,034 |
| 1,000 | 1,000 | 2,297 | 2,254 | 4,613 | 1,000 | 2,235 | 3,493 | 3,112 | 2,287 | 23,291 |
| 2,360 | 2,301 | 3,684 | 2,254 | 3,327 | 2,318 | 3,541 | 4,704 | 3,112 | 3,629 | 31,231 |
| 2,360 | 1,000 | 3,684 | 3,555 | 4,613 | 3,693 | 3,541 | 3,493 | 3,112 | 3,629 | 32,681 |
| 3,757 | 1,000 | 3,684 | 2,254 | 4,613 | 2,318 | 2,235 | 4,704 | 4,512 | 2,287 | 31,364 |
| 2,360 | 2,301 | 3,684 | 3,555 | 3,327 | 2,318 | 2,235 | 3,493 | 4,512 | 3,629 | 31,414 |
| 2,360 | 3,638 | 3,684 | 2,254 | 4,613 | 3,693 | 2,235 | 3,493 | 1,922 | 1,000 | 28,894 |
| 3,757 | 2,301 | 3,684 | 3,555 | 3,327 | 2,318 | 3,541 | 4,704 | 3,112 | 2,287 | 32,586 |
| 2,360 | 2,301 | 2,297 | 2,254 | 4,613 | 2,318 | 3,541 | 3,493 | 4,512 | 3,629 | 31,319 |
| 1,000 | 3,638 | 3,684 | 2,254 | 4,613 | 2,318 | 2,235 | 4,704 | 4,512 | 3,629 | 32,588 |
| 2,360 | 2,301 | 3,684 | 2,254 | 4,613 | 3,693 | 2,235 | 3,493 | 3,112 | 2,287 | 30,033 |
| 3,757 | 2,301 | 3,684 | 1,000 | 4,613 | 2,318 | 3,541 | 4,704 | 4,512 | 2,287 | 32,717 |
| 2,360 | 3,638 | 2,297 | 2,254 | 3,327 | 3,693 | 2,235 | 3,493 | 4,512 | 3,629 | 31,439 |
| 2,360 | 3,638 | 3,684 | 1,000 | 4,613 | 2,318 | 3,541 | 3,493 | 4,512 | 2,287 | 31,447 |
| 3,757 | 2,301 | 3,684 | 2,254 | 3,327 | 3,693 | 2,235 | 4,704 | 3,112 | 3,629 | 32,696 |
| 3,757 | 3,638 | 2,297 | 2,254 | 3,327 | 2,318 | 2,235 | 3,493 | 4,512 | 2,287 | 30,118 |
| 3,757 | 2,301 | 2,297 | 1,000 | 3,327 | 3,693 | 2,235 | 2,406 | 3,112 | 3,629 | 27,757 |
| 2,360 | 3,638 | 3,684 | 3,555 | 2,221 | 2,318 | 1,000 | 3,493 | 3,112 | 3,629 | 29,010 |
| 1,000 | 2,301 | 2,297 | 2,254 | 4,613 | 3,693 | 2,235 | 3,493 | 4,512 | 2,287 | 28,685 |
| 2,360 | 2,301 | 2,297 | 3,555 | 2,221 | 3,693 | 1,000 | 2,406 | 4,512 | 3,629 | 27,974 |
| 2,360 | 3,638 | 3,684 | 2,254 | 4,613 | 3,693 | 2,235 | 3,493 | 3,112 | 2,287 | 31,370 |
| 2,360 | 1,000 | 3,684 | 2,254 | 4,613 | 2,318 | 3,541 | 1,000 | 3,112 | 1,000 | 24,883 |
| 3,757 | 2,301 | 2,297 | 2,254 | 2,221 | 2,318 | 2,235 | 2,406 | 4,512 | 2,287 | 26,587 |
| 2,360 | 2,301 | 3,684 | 1,000 | 4,613 | 3,693 | 2,235 | 3,493 | 3,112 | 2,287 | 28,778 |
| 3,757 | 2,301 | 2,297 | 2,254 | 3,327 | 1,000 | 1,000 | 4,704 | 3,112 | 1,000 | 24,752 |
| 3,757 | 3,638 | 2,297 | 2,254 | 2,221 | 2,318 | 1,000 | 2,406 | 3,112 | 3,629 | 26,632 |
| 2,360 | 2,301 | 2,297 | 2,254 | 3,327 | 2,318 | 2,235 | 3,493 | 4,512 | 2,287 | 27,384 |
| 2,360 | 1,000 | 2,297 | 1,000 | 4,613 | 2,318 | 3,541 | 3,493 | 4,512 | 2,287 | 27,422 |
| 3,757 | 2,301 | 2,297 | 1,000 | 3,327 | 2,318 | 3,541 | 4,704 | 3,112 | 2,287 | 28,644 |
| 2,360 | 2,301 | 1,000 | 2,254 | 3,327 | 2,318 | 2,235 | 4,704 | 3,112 | 3,629 | 27,241 |
| 3,757 | 1,000 | 3,684 | 2,254 | 2,221 | 3,693 | 1,000 | 4,704 | 4,512 | 3,629 | 30,454 |
| 2,360 | 1,000 | 2,297 | 1,000 | 4,613 | 3,693 | 3,541 | 2,406 | 3,112 | 2,287 | 26,309 |
| 3,757 | 3,638 | 2,297 | 3,555 | 2,221 | 3,693 | 3,541 | 4,704 | 4,512 | 1,000 | 32,919 |
| 2,360 | 2,301 | 2,297 | 2,254 | 4,613 | 2,318 | 2,235 | 3,493 | 3,112 | 2,287 | 27,270 |
| 2,360 | 3,638 | 3,684 | 3,555 | 3,327 | 3,693 | 1,000 | 3,493 | 4,512 | 1,000 | 30,263 |
| 2,360 | 1,000 | 1,000 | 2,254 | 3,327 | 2,318 | 2,235 | 4,704 | 4,512 | 2,287 | 25,997 |
| 3,757 | 1,000 | 2,297 | 1,000 | 4,613 | 2,318 | 2,235 | 4,704 | 3,112 | 2,287 | 27,323 |
| 2,360 | 2,301 | 2,297 | 3,555 | 3,327 | 2,318 | 3,541 | 3,493 | 3,112 | 2,287 | 28,591 |
| 3,757 | 2,301 | 3,684 | 1,000 | 4,613 | 2,318 | 1,000 | 2,406 | 4,512 | 3,629 | 29,220 |
| 2,360 | 3,638 | 3,684 | 2,254 | 3,327 | 3,693 | 3,541 | 3,493 | 3,112 | 2,287 | 31,390 |
| 2,360 | 3,638 | 2,297 | 2,254 | 2,221 | 2,318 | 3,541 | 3,493 | 3,112 | 3,629 | 28,864 |
| 2,360 | 3,638 | 1,000 | 1,000 | 3,327 | 3,693 | 3,541 | 4,704 | 4,512 | 2,287 | 30,063 |
| 3,757 | 2,301 | 2,297 | 2,254 | 3,327 | 3,693 | 2,235 | 3,493 | 4,512 | 3,629 | 31,498 |
| 2,360 | 3,638 | 2,297 | 2,254 | 4,613 | 2,318 | 3,541 | 2,406 | 1,922 | 2,287 | 27,637 |
| 1,000 | 2,301 | 3,684 | 3,555 | 4,613 | 3,693 | 3,541 | 4,704 | 3,112 | 2,287 | 32,490 |
| 3,757 | 2,301 | 2,297 | 3,555 | 4,613 | 3,693 | 2,235 | 2,406 | 4,512 | 3,629 | 32,998 |
| 2,360 | 2,301 | 3,684 | 3,555 | 4,613 | 2,318 | 2,235 | 4,704 | 1,922 | 2,287 | 29,980 |
| 1,000 | 3,638 | 2,297 | 2,254 | 2,221 | 2,318 | 3,541 | 4,704 | 4,512 | 2,287 | 28,772 |
| 3,757 | 3,638 | 2,297 | 3,555 | 4,613 | 3,693 | 1,000 | 4,704 | 3,112 | 2,287 | 32,657 |
| 2,360 | 2,301 | 2,297 | 1,000 | 2,221 | 3,693 | 2,235 | 3,493 | 4,512 | 3,629 | 27,741 |
| 2,360 | 2,301 | 2,297 | 2,254 | 1,000 | 2,318 | 2,235 | 2,406 | 3,112 | 3,629 | 23,912 |
| 3,757 | 3,638 | 3,684 | 3,555 | 4,613 | 2,318 | 3,541 | 4,704 | 3,112 | 3,629 | 36,552 |
| 3,757 | 1,000 | 2,297 | 3,555 | 2,221 | 3,693 | 3,541 | 4,704 | 4,512 | 3,629 | 32,909 |
| 1,000 | 2,301 | 2,297 | 2,254 | 3,327 | 3,693 | 2,235 | 4,704 | 4,512 | 2,287 | 28,610 |
| 2,360 | 3,638 | 3,684 | 2,254 | 2,221 | 2,318 | 3,541 | 2,406 | 3,112 | 2,287 | 27,821 |
| 2,360 | 2,301 | 2,297 | 3,555 | 4,613 | 2,318 | 3,541 | 4,704 | 4,512 | 1,000 | 31,202 |
| 3,757 | 2,301 | 1,000 | 3,555 | 2,221 | 2,318 | 2,235 | 2,406 | 3,112 | 2,287 | 25,191 |
| 2,360 | 2,301 | 3,684 | 2,254 | 3,327 | 3,693 | 1,000 | 2,406 | 3,112 | 2,287 | 26,424 |
| 3,757 | 3,638 | 2,297 | 3,555 | 4,613 | 3,693 | 3,541 | 4,704 | 3,112 | 3,629 | 36,540 |
| 2,360 | 3,638 | 2,297 | 3,555 | 3,327 | 3,693 | 2,235 | 4,704 | 1,000 | 1,000 | 27,810 |
| 1,000 | 2,301 | 2,297 | 2,254 | 3,327 | 2,318 | 3,541 | 4,704 | 1,922 | 2,287 | 25,952 |
| 3,757 | 1,000 | 3,684 | 2,254 | 4,613 | 2,318 | 2,235 | 3,493 | 1,922 | 2,287 | 27,564 |
| 1,000 | 2,301 | 3,684 | 3,555 | 3,327 | 3,693 | 2,235 | 3,493 | 3,112 | 1,000 | 27,400 |
| 3,757 | 2,301 | 2,297 | 1,000 | 3,327 | 1,000 | 2,235 | 3,493 | 4,512 | 2,287 | 26,209 |
| 3,757 | 3,638 | 3,684 | 3,555 | 4,613 | 2,318 | 3,541 | 2,406 | 4,512 | 1,000 | 33,025 |
| 3,757 | 2,301 | 2,297 | 1,000 | 3,327 | 1,000 | 2,235 | 3,493 | 4,512 | 2,287 | 26,209 |
| 3,757 | 3,638 | 3,684 | 3,555 | 4,613 | 2,318 | 3,541 | 2,406 | 4,512 | 1,000 | 33,025 |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 15   
Hasil Perhitungan MSI Kepercayaan**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **X3.9** | **X3.10** | **Jumlah** |
| 2,362 | 3,526 | 2,239 | 3,366 | 3,277 | 3,610 | 2,201 | 1,000 | 2,051 | 3,502 | 27,134 |
| 2,362 | 2,239 | 2,239 | 4,667 | 3,277 | 2,274 | 3,543 | 2,247 | 3,341 | 3,502 | 29,691 |
| 2,362 | 2,239 | 1,000 | 3,366 | 3,277 | 2,274 | 3,543 | 3,574 | 3,341 | 2,306 | 27,281 |
| 2,362 | 3,526 | 2,239 | 4,667 | 4,631 | 2,274 | 2,201 | 2,247 | 3,341 | 3,502 | 30,989 |
| 3,745 | 3,526 | 3,580 | 3,366 | 3,277 | 1,000 | 2,201 | 3,574 | 4,743 | 3,502 | 32,514 |
| 3,745 | 3,526 | 2,239 | 4,667 | 3,277 | 2,274 | 1,000 | 3,574 | 3,341 | 4,803 | 32,445 |
| 2,362 | 2,239 | 2,239 | 4,667 | 4,631 | 2,274 | 2,201 | 2,247 | 3,341 | 3,502 | 29,702 |
| 3,745 | 1,000 | 1,000 | 3,366 | 4,631 | 2,274 | 3,543 | 2,247 | 4,743 | 2,306 | 28,855 |
| 2,362 | 3,526 | 1,000 | 3,366 | 3,277 | 3,610 | 2,201 | 2,247 | 4,743 | 3,502 | 29,834 |
| 2,362 | 2,239 | 2,239 | 4,667 | 3,277 | 2,274 | 1,000 | 3,574 | 3,341 | 4,803 | 29,775 |
| 1,000 | 1,000 | 2,239 | 3,366 | 4,631 | 2,274 | 1,000 | 2,247 | 3,341 | 3,502 | 24,600 |
| 1,000 | 1,000 | 3,580 | 4,667 | 4,631 | 3,610 | 2,201 | 1,000 | 3,341 | 2,306 | 27,336 |
| 3,745 | 2,239 | 3,580 | 3,366 | 4,631 | 2,274 | 3,543 | 1,000 | 3,341 | 4,803 | 32,523 |
| 2,362 | 1,000 | 2,239 | 3,366 | 3,277 | 1,000 | 1,000 | 2,247 | 2,051 | 2,306 | 20,848 |
| 2,362 | 1,000 | 2,239 | 4,667 | 2,089 | 3,610 | 3,543 | 2,247 | 3,341 | 4,803 | 29,901 |
| 2,362 | 2,239 | 3,580 | 4,667 | 3,277 | 1,000 | 3,543 | 3,574 | 3,341 | 3,502 | 31,086 |
| 2,362 | 2,239 | 3,580 | 3,366 | 3,277 | 1,000 | 2,201 | 2,247 | 3,341 | 3,502 | 27,116 |
| 3,745 | 1,000 | 2,239 | 3,366 | 4,631 | 2,274 | 3,543 | 1,000 | 2,051 | 4,803 | 28,652 |
| 2,362 | 2,239 | 3,580 | 3,366 | 4,631 | 3,610 | 3,543 | 2,247 | 3,341 | 4,803 | 33,723 |
| 2,362 | 2,239 | 3,580 | 3,366 | 3,277 | 3,610 | 3,543 | 3,574 | 4,743 | 3,502 | 33,797 |
| 2,362 | 1,000 | 2,239 | 3,366 | 3,277 | 2,274 | 3,543 | 3,574 | 3,341 | 2,306 | 27,281 |
| 3,745 | 2,239 | 3,580 | 4,667 | 2,089 | 3,610 | 1,000 | 1,000 | 3,341 | 3,502 | 28,774 |
| 2,362 | 3,526 | 2,239 | 2,221 | 2,089 | 2,274 | 2,201 | 2,247 | 3,341 | 4,803 | 27,301 |
| 1,000 | 2,239 | 1,000 | 3,366 | 3,277 | 3,610 | 1,000 | 3,574 | 4,743 | 3,502 | 27,312 |
| 1,000 | 2,239 | 3,580 | 2,221 | 4,631 | 2,274 | 3,543 | 1,000 | 4,743 | 4,803 | 30,034 |
| 3,745 | 1,000 | 3,580 | 2,221 | 3,277 | 3,610 | 2,201 | 2,247 | 4,743 | 3,502 | 30,126 |
| 2,362 | 2,239 | 3,580 | 4,667 | 4,631 | 2,274 | 2,201 | 3,574 | 3,341 | 4,803 | 33,671 |
| 2,362 | 2,239 | 1,000 | 3,366 | 3,277 | 3,610 | 3,543 | 2,247 | 3,341 | 4,803 | 29,789 |
| 2,362 | 3,526 | 2,239 | 4,667 | 4,631 | 2,274 | 2,201 | 1,000 | 4,743 | 3,502 | 31,144 |
| 2,362 | 3,526 | 3,580 | 3,366 | 4,631 | 2,274 | 3,543 | 3,574 | 4,743 | 4,803 | 36,402 |
| 3,745 | 2,239 | 2,239 | 3,366 | 3,277 | 3,610 | 3,543 | 2,247 | 3,341 | 4,803 | 32,411 |
| 3,745 | 2,239 | 3,580 | 4,667 | 4,631 | 3,610 | 6,000 | 3,574 | 3,341 | 3,502 | 38,890 |
| 3,745 | 3,526 | 3,580 | 3,366 | 4,631 | 3,610 | 3,543 | 2,247 | 3,341 | 4,803 | 36,393 |
| 2,362 | 2,239 | 3,580 | 3,366 | 3,277 | 3,610 | 3,543 | 2,247 | 3,341 | 4,803 | 32,369 |
| 3,745 | 1,000 | 2,239 | 4,667 | 2,089 | 2,274 | 3,543 | 2,247 | 1,000 | 3,502 | 26,306 |
| 3,745 | 3,526 | 2,239 | 3,366 | 3,277 | 2,274 | 2,201 | 3,574 | 3,341 | 2,306 | 29,847 |
| 1,000 | 2,239 | 3,580 | 4,667 | 4,631 | 1,000 | 3,543 | 2,247 | 2,051 | 4,803 | 29,763 |
| 2,362 | 2,239 | 3,580 | 2,221 | 3,277 | 2,274 | 3,543 | 2,247 | 3,341 | 3,502 | 28,586 |
| 2,362 | 1,000 | 2,239 | 4,667 | 3,277 | 2,274 | 3,543 | 3,574 | 3,341 | 3,502 | 29,778 |
| 3,745 | 2,239 | 2,239 | 3,366 | 4,631 | 1,000 | 1,000 | 2,247 | 3,341 | 4,803 | 28,611 |
| 3,745 | 2,239 | 1,000 | 2,221 | 4,631 | 3,610 | 3,543 | 3,574 | 4,743 | 4,803 | 34,109 |
| 2,362 | 3,526 | 2,239 | 4,667 | 4,631 | 3,610 | 2,201 | 1,000 | 4,743 | 3,502 | 32,480 |
| 3,745 | 2,239 | 3,580 | 2,221 | 3,277 | 3,610 | 3,543 | 3,574 | 4,743 | 4,803 | 35,336 |
| 3,745 | 3,526 | 2,239 | 4,667 | 4,631 | 3,610 | 3,543 | 3,574 | 3,341 | 3,502 | 36,378 |
| 3,745 | 3,526 | 3,580 | 3,366 | 4,631 | 3,610 | 3,543 | 2,247 | 4,743 | 4,803 | 37,795 |
| 3,745 | 2,239 | 3,580 | 4,667 | 4,631 | 2,274 | 3,543 | 2,247 | 4,743 | 4,803 | 36,473 |
| 3,745 | 2,239 | 1,000 | 2,221 | 2,089 | 2,274 | 3,543 | 3,574 | 4,743 | 3,502 | 28,929 |
| 2,362 | 3,526 | 3,580 | 4,667 | 4,631 | 2,274 | 2,201 | 3,574 | 3,341 | 2,306 | 32,460 |
| 3,745 | 3,526 | 1,000 | 4,667 | 3,277 | 3,610 | 3,543 | 3,574 | 2,051 | 3,502 | 32,496 |
| 3,745 | 1,000 | 2,239 | 3,366 | 3,277 | 2,274 | 2,201 | 2,247 | 3,341 | 3,502 | 27,191 |
| 2,362 | 2,239 | 3,580 | 3,366 | 3,277 | 3,610 | 2,201 | 1,000 | 4,743 | 3,502 | 29,881 |
| 2,362 | 2,239 | 3,580 | 4,667 | 3,277 | 2,274 | 2,201 | 1,000 | 4,743 | 2,306 | 28,648 |
| 1,000 | 2,239 | 1,000 | 2,221 | 3,277 | 3,610 | 3,543 | 2,247 | 3,341 | 2,306 | 24,784 |
| 2,362 | 2,239 | 2,239 | 3,366 | 4,631 | 2,274 | 3,543 | 3,574 | 3,341 | 4,803 | 32,371 |
| 2,362 | 1,000 | 2,239 | 3,366 | 3,277 | 3,610 | 2,201 | 2,247 | 4,743 | 4,803 | 29,848 |
| 2,362 | 3,526 | 3,580 | 3,366 | 3,277 | 2,274 | 1,000 | 1,000 | 4,743 | 1,000 | 26,128 |
| 1,000 | 1,000 | 2,239 | 4,667 | 2,089 | 3,610 | 2,201 | 3,574 | 3,341 | 3,502 | 27,223 |
| 2,362 | 3,526 | 2,239 | 4,667 | 3,277 | 2,274 | 1,000 | 1,000 | 2,051 | 3,502 | 25,898 |
| 2,362 | 3,526 | 3,580 | 3,366 | 3,277 | 1,000 | 2,201 | 2,247 | 4,743 | 3,502 | 29,804 |
| 1,000 | 2,239 | 1,000 | 2,221 | 3,277 | 2,274 | 3,543 | 2,247 | 3,341 | 2,306 | 23,447 |
| 2,362 | 3,526 | 3,580 | 2,221 | 3,277 | 2,274 | 2,201 | 3,574 | 2,051 | 3,502 | 28,567 |
| 2,362 | 2,239 | 2,239 | 3,366 | 4,631 | 3,610 | 2,201 | 2,247 | 3,341 | 3,502 | 29,738 |
| 2,362 | 2,239 | 3,580 | 4,667 | 3,277 | 2,274 | 3,543 | 3,574 | 3,341 | 4,803 | 33,660 |
| 2,362 | 2,239 | 3,580 | 3,366 | 2,089 | 3,610 | 2,201 | 2,247 | 4,743 | 3,502 | 29,940 |
| 3,745 | 1,000 | 2,239 | 3,366 | 4,631 | 3,610 | 3,543 | 3,574 | 3,341 | 3,502 | 32,551 |
| 3,745 | 2,239 | 2,239 | 3,366 | 4,631 | 3,610 | 2,201 | 2,247 | 4,743 | 4,803 | 33,824 |
| 2,362 | 3,526 | 3,580 | 4,667 | 4,631 | 3,610 | 1,000 | 2,247 | 3,341 | 2,306 | 31,270 |
| 1,000 | 1,000 | 3,580 | 3,366 | 4,631 | 2,274 | 2,201 | 3,574 | 4,743 | 3,502 | 29,871 |
| 2,362 | 1,000 | 3,580 | 4,667 | 4,631 | 3,610 | 3,543 | 3,574 | 4,743 | 2,306 | 34,016 |
| 3,745 | 2,239 | 3,580 | 4,667 | 3,277 | 2,274 | 2,201 | 2,247 | 3,341 | 2,306 | 29,876 |
| 1,000 | 2,239 | 1,000 | 1,000 | 3,277 | 2,274 | 2,201 | 3,574 | 3,341 | 3,502 | 23,407 |
| 2,362 | 2,239 | 2,239 | 4,667 | 3,277 | 2,274 | 3,543 | 2,247 | 2,051 | 3,502 | 28,401 |
| 2,362 | 1,000 | 2,239 | 3,366 | 3,277 | 3,610 | 2,201 | 2,247 | 4,743 | 4,803 | 29,848 |
| 1,000 | 1,000 | 3,580 | 2,221 | 4,631 | 3,610 | 2,201 | 3,574 | 4,743 | 3,502 | 30,062 |
| 2,362 | 3,526 | 2,239 | 4,667 | 4,631 | 1,000 | 3,543 | 1,000 | 3,341 | 2,306 | 28,614 |
| 2,362 | 2,239 | 3,580 | 4,667 | 4,631 | 2,274 | 3,543 | 2,247 | 3,341 | 3,502 | 32,387 |
| 3,745 | 2,239 | 2,239 | 3,366 | 3,277 | 2,274 | 3,543 | 2,247 | 4,743 | 3,502 | 31,175 |
| 1,000 | 2,239 | 3,580 | 4,667 | 4,631 | 3,610 | 1,000 | 3,574 | 3,341 | 2,306 | 29,948 |
| 2,362 | 3,526 | 2,239 | 3,366 | 3,277 | 1,000 | 2,201 | 3,574 | 3,341 | 3,502 | 28,387 |
| 2,362 | 2,239 | 2,239 | 3,366 | 3,277 | 2,274 | 3,543 | 3,574 | 4,743 | 3,502 | 31,119 |
| 2,362 | 3,526 | 3,580 | 4,667 | 4,631 | 3,610 | 2,201 | 2,247 | 3,341 | 2,306 | 32,471 |
| 3,745 | 3,526 | 1,000 | 3,366 | 2,089 | 2,274 | 3,543 | 3,574 | 3,341 | 4,803 | 31,260 |
| 2,362 | 3,526 | 2,239 | 4,667 | 4,631 | 3,610 | 2,201 | 2,247 | 3,341 | 3,502 | 32,325 |
| 2,362 | 2,239 | 2,239 | 2,221 | 3,277 | 1,000 | 2,201 | 2,247 | 3,341 | 3,502 | 24,628 |
| 2,362 | 3,526 | 3,580 | 4,667 | 4,631 | 2,274 | 2,201 | 2,247 | 3,341 | 4,803 | 33,631 |
| 3,745 | 3,526 | 2,239 | 3,366 | 3,277 | 2,274 | 3,543 | 2,247 | 4,743 | 4,803 | 33,763 |
| 2,362 | 2,239 | 3,580 | 3,366 | 4,631 | 1,000 | 3,543 | 3,574 | 4,743 | 3,502 | 32,541 |
| 2,362 | 2,239 | 2,239 | 4,667 | 3,277 | 2,274 | 2,201 | 3,574 | 3,341 | 3,502 | 29,675 |
| 1,000 | 3,526 | 2,239 | 3,366 | 2,089 | 2,274 | 3,543 | 3,574 | 4,743 | 4,803 | 31,156 |
| 2,362 | 3,526 | 2,239 | 3,366 | 4,631 | 2,274 | 2,201 | 2,247 | 3,341 | 4,803 | 30,989 |
| 2,362 | 2,239 | 2,239 | 4,667 | 1,000 | 1,000 | 2,201 | 2,247 | 4,743 | 3,502 | 26,200 |
| 3,745 | 2,239 | 3,580 | 3,366 | 3,277 | 2,274 | 2,201 | 3,574 | 3,341 | 3,502 | 31,099 |
| 2,362 | 3,526 | 3,580 | 4,667 | 2,089 | 3,610 | 2,201 | 1,000 | 3,341 | 3,502 | 29,878 |
| 2,362 | 2,239 | 3,580 | 4,667 | 2,089 | 3,610 | 3,543 | 2,247 | 4,743 | 4,803 | 33,884 |
| 3,745 | 3,526 | 2,239 | 3,366 | 3,277 | 2,274 | 3,543 | 2,247 | 3,341 | 2,306 | 29,863 |
| 3,745 | 1,000 | 2,239 | 2,221 | 3,277 | 2,274 | 3,543 | 3,574 | 4,743 | 2,306 | 28,920 |
| 3,745 | 3,526 | 3,580 | 3,366 | 3,277 | 2,274 | 3,543 | 2,247 | 2,051 | 3,502 | 31,112 |
| 2,362 | 2,239 | 2,239 | 2,221 | 4,631 | 1,000 | 2,201 | 3,574 | 3,341 | 3,502 | 27,309 |
| 3,745 | 3,526 | 3,580 | 3,366 | 3,277 | 2,274 | 3,543 | 2,247 | 2,051 | 3,502 | 31,112 |
| 2,362 | 2,239 | 2,239 | 2,221 | 4,631 | 1,000 | 2,201 | 3,574 | 3,341 | 3,502 | 27,309 |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 16   
Uji Validitas Kepuasan Pelanggan (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | p1 | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 | Total |
| p1 | Pearson Correlation | 1 | ,371\* | -,082 | ,579\*\* | ,240 | ,021 | ,109 | ,389\* | ,313 | ,489\*\* | ,581\*\* |
| Sig. (2-tailed) |  | ,043 | ,667 | ,001 | ,202 | ,910 | ,567 | ,034 | ,092 | ,006 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p2 | Pearson Correlation | ,371\* | 1 | ,467\*\* | ,301 | ,442\* | ,402\* | ,568\*\* | ,310 | ,111 | ,450\* | ,754\*\* |
| Sig. (2-tailed) | ,043 |  | ,009 | ,106 | ,014 | ,028 | ,001 | ,095 | ,560 | ,013 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p3 | Pearson Correlation | -,082 | ,467\*\* | 1 | ,094 | ,240 | ,198 | ,368\* | ,074 | ,138 | ,369\* | ,483\*\* |
| Sig. (2-tailed) | ,667 | ,009 |  | ,623 | ,201 | ,293 | ,046 | ,699 | ,468 | ,045 | ,007 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p4 | Pearson Correlation | ,579\*\* | ,301 | ,094 | 1 | ,240 | -,301 | ,109 | ,477\*\* | ,096 | ,348 | ,486\*\* |
| Sig. (2-tailed) | ,001 | ,106 | ,623 |  | ,202 | ,106 | ,567 | ,008 | ,613 | ,060 | ,006 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p5 | Pearson Correlation | ,240 | ,442\* | ,240 | ,240 | 1 | ,590\*\* | ,396\* | ,441\* | ,088 | ,393\* | ,675\*\* |
| Sig. (2-tailed) | ,202 | ,014 | ,201 | ,202 |  | ,001 | ,030 | ,015 | ,645 | ,031 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p6 | Pearson Correlation | ,021 | ,402\* | ,198 | -,301 | ,590\*\* | 1 | ,416\* | ,186 | ,196 | ,312 | ,514\*\* |
| Sig. (2-tailed) | ,910 | ,028 | ,293 | ,106 | ,001 |  | ,022 | ,325 | ,300 | ,093 | ,004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p7 | Pearson Correlation | ,109 | ,568\*\* | ,368\* | ,109 | ,396\* | ,416\* | 1 | ,000 | ,256 | ,250 | ,592\*\* |
| Sig. (2-tailed) | ,567 | ,001 | ,046 | ,567 | ,030 | ,022 |  | 1,000 | ,172 | ,183 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p8 | Pearson Correlation | ,389\* | ,310 | ,074 | ,477\*\* | ,441\* | ,186 | ,000 | 1 | ,151 | ,606\*\* | ,605\*\* |
| Sig. (2-tailed) | ,034 | ,095 | ,699 | ,008 | ,015 | ,325 | 1,000 |  | ,425 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p9 | Pearson Correlation | ,313 | ,111 | ,138 | ,096 | ,088 | ,196 | ,256 | ,151 | 1 | ,252 | ,454\* |
| Sig. (2-tailed) | ,092 | ,560 | ,468 | ,613 | ,645 | ,300 | ,172 | ,425 |  | ,180 | ,012 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p10 | Pearson Correlation | ,489\*\* | ,450\* | ,369\* | ,348 | ,393\* | ,312 | ,250 | ,606\*\* | ,252 | 1 | ,762\*\* |
| Sig. (2-tailed) | ,006 | ,013 | ,045 | ,060 | ,031 | ,093 | ,183 | ,000 | ,180 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | ,581\*\* | ,754\*\* | ,483\*\* | ,486\*\* | ,675\*\* | ,514\*\* | ,592\*\* | ,605\*\* | ,454\* | ,762\*\* | 1 |
| Sig. (2-tailed) | ,001 | ,000 | ,007 | ,006 | ,000 | ,004 | ,001 | ,000 | ,012 | ,000 |  |
| N | 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). | | | | | | | | | | | | |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 17   
Uji Validitas Persepsi Harga (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | p1 | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 | Total |
| p1 | Pearson Correlation | 1 | ,352 | ,367\* | ,306 | ,640\*\* | ,307 | ,426\* | ,438\* | ,324 | ,544\*\* | ,667\*\* |
| Sig. (2-tailed) |  | ,056 | ,046 | ,100 | ,000 | ,099 | ,019 | ,016 | ,080 | ,002 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p2 | Pearson Correlation | ,352 | 1 | ,521\*\* | ,512\*\* | ,638\*\* | ,430\* | ,649\*\* | ,670\*\* | ,658\*\* | ,486\*\* | ,826\*\* |
| Sig. (2-tailed) | ,056 |  | ,003 | ,004 | ,000 | ,018 | ,000 | ,000 | ,000 | ,006 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p3 | Pearson Correlation | ,367\* | ,521\*\* | 1 | ,453\* | ,549\*\* | ,582\*\* | ,538\*\* | ,421\* | ,334 | ,475\*\* | ,725\*\* |
| Sig. (2-tailed) | ,046 | ,003 |  | ,012 | ,002 | ,001 | ,002 | ,020 | ,071 | ,008 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p4 | Pearson Correlation | ,306 | ,512\*\* | ,453\* | 1 | ,409\* | ,466\*\* | ,296 | ,347 | ,498\*\* | ,662\*\* | ,696\*\* |
| Sig. (2-tailed) | ,100 | ,004 | ,012 |  | ,025 | ,009 | ,112 | ,060 | ,005 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p5 | Pearson Correlation | ,640\*\* | ,638\*\* | ,549\*\* | ,409\* | 1 | ,413\* | ,637\*\* | ,597\*\* | ,396\* | ,569\*\* | ,818\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,002 | ,025 |  | ,023 | ,000 | ,001 | ,030 | ,001 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p6 | Pearson Correlation | ,307 | ,430\* | ,582\*\* | ,466\*\* | ,413\* | 1 | ,115 | ,207 | ,480\*\* | ,411\* | ,616\*\* |
| Sig. (2-tailed) | ,099 | ,018 | ,001 | ,009 | ,023 |  | ,547 | ,272 | ,007 | ,024 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p7 | Pearson Correlation | ,426\* | ,649\*\* | ,538\*\* | ,296 | ,637\*\* | ,115 | 1 | ,705\*\* | ,279 | ,363\* | ,694\*\* |
| Sig. (2-tailed) | ,019 | ,000 | ,002 | ,112 | ,000 | ,547 |  | ,000 | ,135 | ,049 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p8 | Pearson Correlation | ,438\* | ,670\*\* | ,421\* | ,347 | ,597\*\* | ,207 | ,705\*\* | 1 | ,249 | ,380\* | ,698\*\* |
| Sig. (2-tailed) | ,016 | ,000 | ,020 | ,060 | ,001 | ,272 | ,000 |  | ,184 | ,038 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p9 | Pearson Correlation | ,324 | ,658\*\* | ,334 | ,498\*\* | ,396\* | ,480\*\* | ,279 | ,249 | 1 | ,389\* | ,651\*\* |
| Sig. (2-tailed) | ,080 | ,000 | ,071 | ,005 | ,030 | ,007 | ,135 | ,184 |  | ,033 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p10 | Pearson Correlation | ,544\*\* | ,486\*\* | ,475\*\* | ,662\*\* | ,569\*\* | ,411\* | ,363\* | ,380\* | ,389\* | 1 | ,746\*\* |
| Sig. (2-tailed) | ,002 | ,006 | ,008 | ,000 | ,001 | ,024 | ,049 | ,038 | ,033 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | ,667\*\* | ,826\*\* | ,725\*\* | ,696\*\* | ,818\*\* | ,616\*\* | ,694\*\* | ,698\*\* | ,651\*\* | ,746\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 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). | | | | | | | | | | | | |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 18   
Uji Validitas E-Service Quality (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | p1 | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 | Total |
| p1 | Pearson Correlation | 1 | ,165 | ,349 | ,515\*\* | ,298 | ,253 | ,226 | ,609\*\* | ,225 | ,356 | ,670\*\* |
| Sig. (2-tailed) |  | ,383 | ,059 | ,004 | ,109 | ,177 | ,229 | ,000 | ,233 | ,053 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p2 | Pearson Correlation | ,165 | 1 | ,165 | ,358 | ,320 | ,085 | ,311 | ,016 | ,090 | ,148 | ,442\* |
| Sig. (2-tailed) | ,383 |  | ,383 | ,052 | ,085 | ,655 | ,094 | ,931 | ,635 | ,435 | ,014 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p3 | Pearson Correlation | ,349 | ,165 | 1 | ,455\* | ,353 | ,311 | ,098 | ,609\*\* | ,506\*\* | ,138 | ,670\*\* |
| Sig. (2-tailed) | ,059 | ,383 |  | ,012 | ,056 | ,094 | ,606 | ,000 | ,004 | ,466 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p4 | Pearson Correlation | ,515\*\* | ,358 | ,455\* | 1 | ,513\*\* | ,136 | ,408\* | ,432\* | ,339 | ,229 | ,745\*\* |
| Sig. (2-tailed) | ,004 | ,052 | ,012 |  | ,004 | ,473 | ,025 | ,017 | ,067 | ,223 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p5 | Pearson Correlation | ,298 | ,320 | ,353 | ,513\*\* | 1 | ,023 | ,651\*\* | ,439\* | ,341 | ,098 | ,697\*\* |
| Sig. (2-tailed) | ,109 | ,085 | ,056 | ,004 |  | ,905 | ,000 | ,015 | ,065 | ,608 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p6 | Pearson Correlation | ,253 | ,085 | ,311 | ,136 | ,023 | 1 | ,030 | ,190 | ,263 | ,317 | ,444\* |
| Sig. (2-tailed) | ,177 | ,655 | ,094 | ,473 | ,905 |  | ,873 | ,315 | ,161 | ,087 | ,014 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p7 | Pearson Correlation | ,226 | ,311 | ,098 | ,408\* | ,651\*\* | ,030 | 1 | ,459\* | -,055 | -,043 | ,536\*\* |
| Sig. (2-tailed) | ,229 | ,094 | ,606 | ,025 | ,000 | ,873 |  | ,011 | ,772 | ,822 | ,002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p8 | Pearson Correlation | ,609\*\* | ,016 | ,609\*\* | ,432\* | ,439\* | ,190 | ,459\* | 1 | ,242 | ,170 | ,705\*\* |
| Sig. (2-tailed) | ,000 | ,931 | ,000 | ,017 | ,015 | ,315 | ,011 |  | ,198 | ,371 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p9 | Pearson Correlation | ,225 | ,090 | ,506\*\* | ,339 | ,341 | ,263 | -,055 | ,242 | 1 | ,424\* | ,557\*\* |
| Sig. (2-tailed) | ,233 | ,635 | ,004 | ,067 | ,065 | ,161 | ,772 | ,198 |  | ,020 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p10 | Pearson Correlation | ,356 | ,148 | ,138 | ,229 | ,098 | ,317 | -,043 | ,170 | ,424\* | 1 | ,457\* |
| Sig. (2-tailed) | ,053 | ,435 | ,466 | ,223 | ,608 | ,087 | ,822 | ,371 | ,020 |  | ,011 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | ,670\*\* | ,442\* | ,670\*\* | ,745\*\* | ,697\*\* | ,444\* | ,536\*\* | ,705\*\* | ,557\*\* | ,457\* | 1 |
| Sig. (2-tailed) | ,000 | ,014 | ,000 | ,000 | ,000 | ,014 | ,002 | ,000 | ,001 | ,011 |  |
| N | 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). | | | | | | | | | | | | |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 19   
Uji Validitas Kepercayaan (X3)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | p1 | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 | Total |
| p1 | Pearson Correlation | 1 | ,801\*\* | ,715\*\* | ,610\*\* | ,524\*\* | ,589\*\* | ,631\*\* | ,651\*\* | ,585\*\* | ,637\*\* | ,888\*\* |
| Sig. (2-tailed) |  | ,000 | ,000 | ,000 | ,003 | ,001 | ,000 | ,000 | ,001 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p2 | Pearson Correlation | ,801\*\* | 1 | ,573\*\* | ,621\*\* | ,477\*\* | ,465\*\* | ,574\*\* | ,657\*\* | ,590\*\* | ,627\*\* | ,842\*\* |
| Sig. (2-tailed) | ,000 |  | ,001 | ,000 | ,008 | ,010 | ,001 | ,000 | ,001 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p3 | Pearson Correlation | ,715\*\* | ,573\*\* | 1 | ,543\*\* | ,316 | ,552\*\* | ,524\*\* | ,341 | ,651\*\* | ,560\*\* | ,757\*\* |
| Sig. (2-tailed) | ,000 | ,001 |  | ,002 | ,088 | ,002 | ,003 | ,065 | ,000 | ,001 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p4 | Pearson Correlation | ,610\*\* | ,621\*\* | ,543\*\* | 1 | ,390\* | ,289 | ,327 | ,446\* | ,400\* | ,668\*\* | ,696\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,002 |  | ,033 | ,122 | ,078 | ,014 | ,028 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p5 | Pearson Correlation | ,524\*\* | ,477\*\* | ,316 | ,390\* | 1 | ,535\*\* | ,396\* | ,482\*\* | ,533\*\* | ,447\* | ,680\*\* |
| Sig. (2-tailed) | ,003 | ,008 | ,088 | ,033 |  | ,002 | ,030 | ,007 | ,002 | ,013 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p6 | Pearson Correlation | ,589\*\* | ,465\*\* | ,552\*\* | ,289 | ,535\*\* | 1 | ,499\*\* | ,583\*\* | ,582\*\* | ,322 | ,709\*\* |
| Sig. (2-tailed) | ,001 | ,010 | ,002 | ,122 | ,002 |  | ,005 | ,001 | ,001 | ,083 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p7 | Pearson Correlation | ,631\*\* | ,574\*\* | ,524\*\* | ,327 | ,396\* | ,499\*\* | 1 | ,581\*\* | ,401\* | ,475\*\* | ,704\*\* |
| Sig. (2-tailed) | ,000 | ,001 | ,003 | ,078 | ,030 | ,005 |  | ,001 | ,028 | ,008 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p8 | Pearson Correlation | ,651\*\* | ,657\*\* | ,341 | ,446\* | ,482\*\* | ,583\*\* | ,581\*\* | 1 | ,521\*\* | ,544\*\* | ,765\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,065 | ,014 | ,007 | ,001 | ,001 |  | ,003 | ,002 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p9 | Pearson Correlation | ,585\*\* | ,590\*\* | ,651\*\* | ,400\* | ,533\*\* | ,582\*\* | ,401\* | ,521\*\* | 1 | ,539\*\* | ,772\*\* |
| Sig. (2-tailed) | ,001 | ,001 | ,000 | ,028 | ,002 | ,001 | ,028 | ,003 |  | ,002 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p10 | Pearson Correlation | ,637\*\* | ,627\*\* | ,560\*\* | ,668\*\* | ,447\* | ,322 | ,475\*\* | ,544\*\* | ,539\*\* | 1 | ,771\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,001 | ,000 | ,013 | ,083 | ,008 | ,002 | ,002 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | ,888\*\* | ,842\*\* | ,757\*\* | ,696\*\* | ,680\*\* | ,709\*\* | ,704\*\* | ,765\*\* | ,772\*\* | ,771\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 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). | | | | | | | | | | | | |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 20   
Uji Realibilitas Variabel Kepuasan Pelanggan (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,794 | 10 |

Sumber: Data diolah dengan SPSS versi 2

**Lampiran 21  
Uji Realibilitas Variabel Persepsi Harga (X1)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,892 | 10 |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 22  
Uji Realibilitas Variabel E-Service Quality (X2)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,796 | 10 |

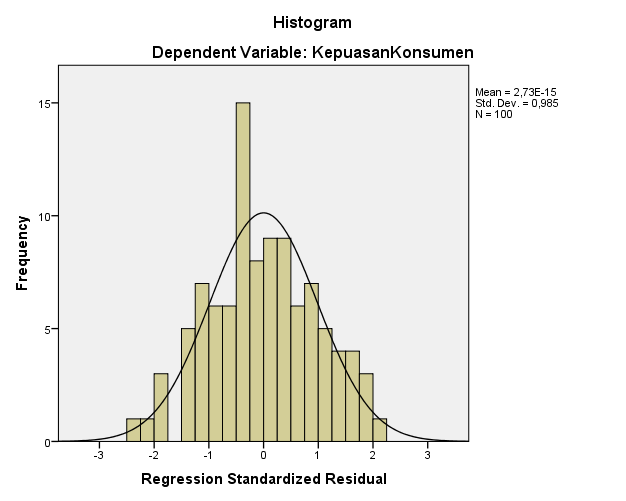
Sumber: Data diolah dengan SPSS versi 22

**Lampiran 23  
Uji Realibilitas Variabel Kepercayaan (X3)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,918 | 10 |

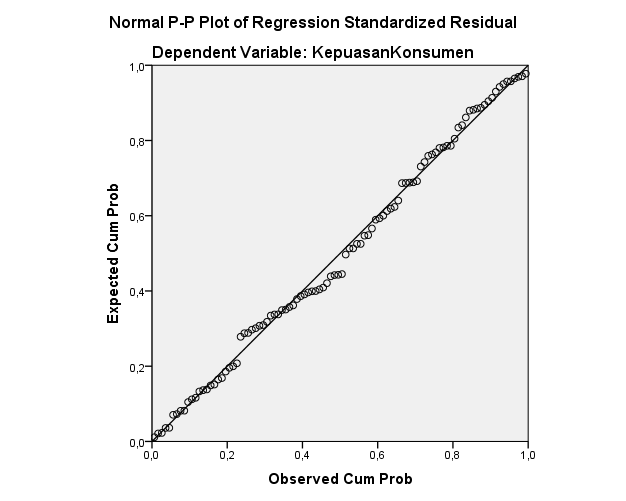
Sumber: Data diolah dengan SPSS versi 22

**Lampiran 24   
Hasil Uji Histogram**



Sumber: Data diolah dengan SPSS versi 22

**Lampiran 25   
Hasil Uji P-plot**



Sumber: Data diolah dengan SPSS versi 22

**Lampiran 26   
Hasil Uji Kolmogorof-Smirnof (K-S)**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 2,18832844 |
| Most Extreme Differences | Absolute | ,066 |
| Positive | ,066 |
| Negative | -,045 |
| Test Statistic | | ,066 |
| Asymp. Sig. (2-tailed) | | ,200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

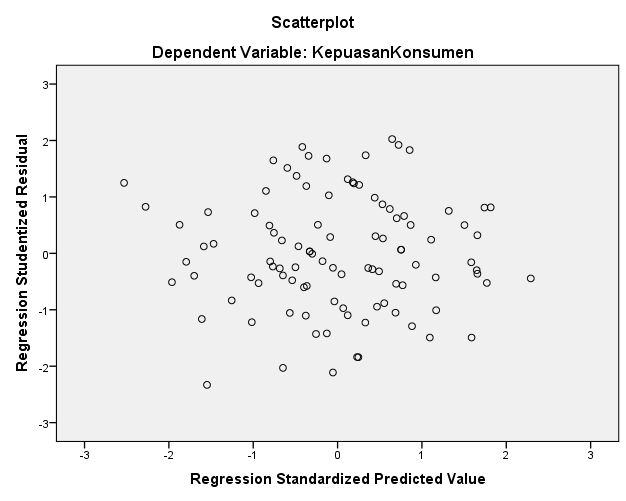
Sumber: Data diolah dengan SPSS versi 22

**Lampiran 27   
Hasil Uji Multikolonieritas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | ,721 | 2,615 |  |  |  |
| PersepsiHarga | ,415 | ,120 | ,366 | ,438 | 2,285 |
| EserviceQuality | ,271 | ,107 | ,256 | ,481 | 2,078 |
| Kepercayaan | ,230 | ,084 | ,228 | ,701 | 1,427 |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 28   
Hasil Uji Heteroskedastisitas**



Sumber: Data diolah dengan SPSS versi 22

**Lampiran 29  
Hasil Uji Signifikansi Parsial (Uji t)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | ,721 | 2,615 |  | ,276 | ,783 |
| PersepsiHarga | ,415 | ,120 | ,366 | 3,464 | ,001 |
| EserviceQuality | ,271 | ,107 | ,256 | 2,542 | ,013 |
| Kepercayaan | ,230 | ,084 | ,228 | 2,732 | ,008 |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 30  
Hasil Uji Signifikansi Simultan (Uji F)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 534,256 | 3 | 178,085 | 36,061 | ,000b |
| Residual | 474,089 | 96 | 4,938 |  |  |
| Total | 1008,346 | 99 |  |  |  |
| a. Dependent Variable: KepuasanKonsumen | | | | | | |
| b. Predictors: (Constant), Kepercayaan, EserviceQuality, PersepsiHarga | | | | | | |

Sumber: Data diolah dengan SPSS versi 22

**Lampiran 31   
Hasil Koefisien Determinasi**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,728a | ,530 | ,515 | 2,22226 | 2,234 |
| a. Predictors: (Constant), Kepercayaan, EserviceQuality, PersepsiHarga | | | | | |
| b. Dependent Variable: KepuasanKonsumen | | | | | |

Sumber 1 Data diolah dengan SPSS versi 22