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**LAMPIRAN**

**Lampiran 1**

|  |  |
| --- | --- |
| Logo UPS (Universitas Pancasakti) Tegal Putih Hitam | **KUESIONER PENELITIAN**  PENGARUH RESPONSIVENESS, KUALITAS PELAYANAN, PROMOSI DAN KENYAMANAN TERHADAP KEPUASAN PELANGGAN PENGGUNA GOJEK DI KOTA TEGAL |

Kepada Yth,

Bapak/Ibu/Saudara/i

Di Tempat

Dengan Hormat,

Dalam rangka penelitian untuk keperluan skripsi yang berjudul “Pengaruh *R****e***sponsivness, Kualitas Pelayanan, Promosi Dan Kenyamanan Terhadap Kepuasan Pelanggan Pengguna Gojek Di Kota Tegal”. Bersama dengan ini saya:

Nama : Anisah Oktaviani

NPM : 4119500019

Universitas/Fakultas : Universitas pancasakti Tegal/Fakultas Ekonomi dan Bisnis

Sehubungan dengan hal tersebut, maka saya meminta bantuan bapak/ibu/saudara/i untuk bersedia mengisi kuesioner ini sesuai dengan keadaan yang dialami dan dirasakan. Kami menjamin penuh kerahasiaan informasi yang bapak/ibu/saudara/i berikan.

Atas kerjasamanya dan kesediaannya untuk meluangkan waktu mengisi kuesioner ini, saya ucapkan banyak terima kasih.

Hormat Saya,

Anisah Oktaviani

**DAFTAR PERTANYAAN**

1. **PETUNJUK PENGISIAN**
2. Isilah identitas yang sudah disediakan sesuai dengan identitas anda
3. Beri tanda *checklist* (P) pada kolom yang sudah tersedia dan pilih salah satu jawaban keadaan yang sebenarnya.
4. Ada lima pilihan alternative untuk menjawab, yaitu

|  |  |  |
| --- | --- | --- |
| Simbol | Kategori | Nilai Bobot |
| SS | Sangat Setuju | 5 |
| S | Setuju | 4 |
| N | Netral | 3 |
| TS | Tidak Setuju | 2 |
| STS | Sangat Tidak Setuju | 1 |

1. **IDENTITAS RESPONDEN**
2. Nama :
3. Jenis Kelamin

Laki-laki Perempuan

1. Usia Bapak/Ibu/Sdr/i saat ini

< 20 tahun 26-30 tahun

* 1. tahun > 30 tahun

1. Pendidikan terakhir

SMP/Sederajat SLTA/SMA/SMK

DIII/Diploma S1/Sarjana

1. Kecamatan

Tegal Timur Tegal Selatan

Tegal Barat Margadana

1. Sudah pernakah anda menggunakan layanan Gojek

Sudah (Lanjut ke pertanyaan berikutnya)

Belum (Berhenti)

1. Berapa kali anda menggunakan Gojek dalam seminggu

1-2 kali dalam seminggu 5-6 kali dalam seminggu

3-4 kali dalam seminggu >7 kali dalam seminggu

**KUESIONER PENELITIAN**

1. **Daftar Pertanyaan Kepuasan Pelanggan (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | Tanggapan | | | | |
| SS | S | N | TS | STS |
| **Kepuasan Pelanggan Keseluruhan** | | | | | | |
|  | Saya merasa puas dengan keseluruhan layanan yang diberikan Gojek |  |  |  |  |  |
|  | saya lebih puas menggunakan Gojek daripada transportasi lainnya. |  |  |  |  |  |
| **Dimensi Kepuasan Pelanggan** | | | | | | |
|  | Ketika saya merasa puas, saya akan memberikan minimal bintang 4 pada *driver* Gojek |  |  |  |  |  |
|  | Saya menilai bahwa Gojek adalah ojek *online* yang menguntungkan |  |  |  |  |  |
| **Konfirmasi Harapan** | | | | | | |
|  | Saya merasa pelayanan Gojek sesuai dengan harapan saya |  |  |  |  |  |
|  | Saya merasa pelayanan yang diberikan Gojek cepat dan tepat sesuai dengan harapan saya |  |  |  |  |  |
| **Niat Beli Ulang** | | | | | | |
|  | Saya berniat menggunakan kembali Gojek karena fasilitas yang disediakan memadai |  |  |  |  |  |
|  | Jasa Gojek memberikan kepuasan dan membuat saya ingin menggunakan lagi |  |  |  |  |  |
| **Kesediaan untuk merekomendasikan** | | | | | | |
|  | Saya mengetahui aplikasi gojek dari rekomendasi orang teman/keluarga/dsb |  |  |  |  |  |
|  | Saya merasa puas dengan pelayanan yang diberikan oleh *driver* Gojek sehingga akan merekomendasikan Gojek kepada teman/keluarga/dsb |  |  |  |  |  |

1. **Daftar Pertanyaan *Responsiveness* (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | Tanggapan | | | | |
| SS | S | N | TS | STS |
| **Kecepatan dalam melayani keluhan pelanggan** | | | | | | |
|  | Ketika saya lupa *password,* aplikasi Gojek menyediakan layanan cepat dan tepat untuk menangani permasalahan |  |  |  |  |  |
|  | Saya merasa puas dengan tanggapan dan solusi cepat yang diberikan *driver* ketika saya mengalami masalah dalam pemesanan |  |  |  |  |  |
| **Kesediaan untuk membantu pelanggan** | | | | | | |
|  | Saya merasa *driver* Gojek selalu menjemput penumpang dengan tepat waktu |  |  |  |  |  |
|  | Saya merasa *driver* Gojek memiliki kesigapan yang baik dalam melayani pelanggan |  |  |  |  |  |
| **Ketepatan waktu pesanan** | | | | | | |
|  | Saya merasa senang aplikasi Gojek selalu menyediakan informasi kepastian waktu pesanan |  |  |  |  |  |
|  | Ketika saya memesan Gojek, *driver* dengan cepat mengkonfirmasi orderan pelanggan dengan cara menelepon atau chat untuk memastikan kembali pesanan |  |  |  |  |  |

| No   1. **Daftar Pertanyaan Kualitas Pelayanan (X2)** | Pertanyaan | Tanggapan | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| SS | S | N | TS | STS |
| ***Realibility* (Kehandalan)** | | | | | | |
|  | Saya merasa senang karena aplikasi Gojek menyediakan informasi jarak dan waktu yang valid |  |  |  |  |  |
|  | Gojek memberikan asuransi, sehingga membuat saya merasa aman saat berkendara |  |  |  |  |  |
| ***Assurance*** **(Asuransi)** | | | | | | |
|  | Saya merasa *driver* memberikan rasa aman ketika mengemudi kendaraan untuk memberikan pelayanan yang berkualitas |  |  |  |  |  |
|  | Saya menggunakan Gojek karena *drivernya* memperhatikan keselamatan penumpang |  |  |  |  |  |
| ***Empathy* (Empati)** | | | | | | |
|  | Saya merasa *driver* tidak membeda-bedakan pelanggan dalam segi pelayanan |  |  |  |  |  |
|  | *Driver* Gojek mudah dihubungi baik menggunakan telepon atau aplikasi |  |  |  |  |  |
| ***Tangibles*** **(Berwujud)** | | | | | | |
|  | Saya merasa *driver* Gojek selalu berpenampilan rapi dan bersih dalam melayani pelanggan |  |  |  |  |  |
|  | Saya merasa selalu diberi perlengkapan penunjang lainnya (Helm, masker, penutup rambut, dan jas hujan) |  |  |  |  |  |

**D. Daftar Pertanyaan Promosi (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | Tanggapan | | | | |
| SS | S | N | TS | STS |
| **Periklanan** | | | | | | |
|  | Saya menggunakan Gojek karena melihat banyaknya promosi bermunculan di iklan televisi |  |  |  |  |  |
|  | Iklan Gojek pada media memudahkan saya untuk mengetahui mengenai informasi promo terkini |  |  |  |  |  |
| ***Personal Selling*** | | | | | | |
|  | Promosi Gojek lebih menarik daripada kompetitor lain |  |  |  |  |  |
|  | Banyaknya fitur yang ditawarkan Gojek membuat membuat saya ingin mencobanya |  |  |  |  |  |
| ***Sales Promotion*** | | | | | | |
|  | Saya menggunakan Gojek karena tergiur dengan promosi yang ditawarkan |  |  |  |  |  |
|  | Saya tergiur menggunakannya karena Gojek memberikan bonus cashback gopay 100% kepada pengguna baru |  |  |  |  |  |
| **Hubungan Masyarakat** | | | | | | |
|  | Gojek selalu melakukan kegiatan sosial dengan melakukan penggalangan dana bencana |  |  |  |  |  |
|  | Gojek melakukan pemasaran promosi secara menyaluruh melalui berbagai media |  |  |  |  |  |
| **Penjualan Langsung** | | | | | | |
|  | Dikarenakan banyaknya notifikasi promo di *handphone,* saya pun termotivasi untuk ikut menggunaknnya |  |  |  |  |  |
|  | Perusahaan Gojek sering menjadi sponsor diacara besar |  |  |  |  |  |

* + 1. **Daftar Pertanyaan Kenyamanan (X4)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | Tanggapan | | | | |
| SS | S | N | TS | STS |
| **Kenyamanan Fisik** | | | | | | |
|  | Saya merasa nyaman *driver* Gojek selalu menjaga kebersihan dan perlengkapan berkendara (helm, *head cap,* dan jas hujan) |  |  |  |  |  |
|  | Gojek menggunakan sepeda motor yang layak jalan dan tidak dimodifikasi |  |  |  |  |  |
| **Kenyamanan *psikospiritual*** | | | | | | |
|  | Saya merasa puas atas kenyamanan dan keamanan yang diberikan oleh *driver* Gojek dalam berkendara |  |  |  |  |  |
|  | saya merasa nyaman selama melakukan pemesanan pada aplikasi Gojek |  |  |  |  |  |
| **Kenyamanan Lingkungan** | | | | | | |
|  | Saya merasa nyaman karena *driver* menjaga kebersihan kendaraan |  |  |  |  |  |
|  | Kondisi didalam kendaraan (mobil) harus selalu bebas dari bau tidak sedap dan sampah |  |  |  |  |  |
| **Kenyamanan *Sosiokultural*** | | | | | | |
|  | Saya merasa *driver* Gojek selalu bersikap sopan dan ramah |  |  |  |  |  |
|  | Saya merasa nyaman *driver* mampu membangun berinteraksi dengan penumpang |  |  |  |  |  |

**Lampiran 2**

**Tabulasi Jawaban Responden Kepuasan Pelanggan (Y)**

**Data Ordinal**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **KEPUASAN PELANGGAN (Y)** | | | | | | | | | | Total |
| Y-1 | Y-2 | Y-3 | Y-4 | Y-5 | Y-6 | Y-7 | Y-8 | Y-9 | Y-10 |
|  | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 43 |
|  | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 42 |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 45 |
|  | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
|  | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 36 |
|  | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
|  | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 47 |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
|  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
|  | 3 | 2 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 36 |
|  | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 40 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 3 | 2 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 33 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
|  | 3 | 4 | 4 | 4 | 3 | 3 | 1 | 3 | 4 | 3 | 32 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 4 | 3 | 5 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 39 |
|  | 5 | 3 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 42 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 38 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
|  | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 44 |
|  | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 2 | 3 | 35 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 46 |
|  | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
|  | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 40 |
|  | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
|  | 4 | 3 | 2 | 5 | 3 | 2 | 3 | 3 | 3 | 4 | 32 |
|  | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
|  | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
|  | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 41 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 46 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 3 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 37 |
|  | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 44 |
|  | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
|  | 3 | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 39 |
|  | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
|  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 41 |
|  | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 1 | 5 | 1 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 37 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 32 |
|  | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 3 | 40 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 4 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 36 |
|  | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 45 |
|  | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 38 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 38 |
|  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
|  | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 3 | 38 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 48 |
|  | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 33 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
|  | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 43 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 39 |
|  | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
|  | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
|  | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 36 |
|  | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
|  | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
|  | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 33 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 4 | 1 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
|  | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 1 | 4 | 37 |
|  | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 34 |
|  | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 44 |
|  | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 47 |
|  | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 43 |
|  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |

**Data Tabulasi Jawaban Responden *Responsiveness* (X1)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | ***RESPONSIVENESS (X1)*** | | | | | | Total |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 |
|  | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
|  | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
|  | 2 | 4 | 4 | 4 | 4 | 4 | 22 |
|  | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
|  | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
|  | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 4 | 2 | 4 | 4 | 4 | 4 | 22 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 5 | 4 | 3 | 4 | 4 | 4 | 24 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
|  | 1 | 4 | 3 | 3 | 3 | 4 | 18 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 4 | 3 | 4 | 4 | 5 | 5 | 25 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
|  | 3 | 5 | 3 | 5 | 4 | 4 | 24 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
|  | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
|  | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
|  | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
|  | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
|  | 3 | 3 | 2 | 3 | 4 | 4 | 19 |
|  | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
|  | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
|  | 3 | 2 | 5 | 2 | 3 | 3 | 18 |
|  | 3 | 4 | 4 | 5 | 5 | 4 | 25 |
|  | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
|  | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
|  | 3 | 5 | 5 | 5 | 5 | 5 | 28 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
|  | 1 | 4 | 4 | 3 | 3 | 5 | 20 |
|  | 3 | 3 | 4 | 4 | 3 | 4 | 21 |
|  | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 3 | 4 | 4 | 3 | 5 | 5 | 24 |
|  | 3 | 4 | 4 | 4 | 4 | 5 | 24 |
|  | 4 | 3 | 3 | 3 | 4 | 5 | 22 |
|  | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 5 | 4 | 3 | 5 | 5 | 5 | 27 |
|  | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
|  | 5 | 4 | 3 | 3 | 4 | 4 | 23 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 3 | 3 | 4 | 5 | 5 | 4 | 24 |
|  | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
|  | 5 | 5 | 5 | 3 | 5 | 5 | 28 |
|  | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 3 | 4 | 4 | 4 | 5 | 3 | 23 |
|  | 3 | 3 | 4 | 5 | 4 | 3 | 22 |
|  | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
|  | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
|  | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 25 |

**Data Tabulasi Responden Kualitas Pelayanan (X2)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **KUALITAS PELAYANAN (X2)** | | | | | | | | Total |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 |
|  | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 34 |
|  | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 34 |
|  | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 35 |
|  | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 36 |
|  | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 |
|  | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 31 |
|  | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 30 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 30 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 2 | 22 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 37 |
|  | 3 | 2 | 2 | 3 | 4 | 3 | 2 | 2 | 21 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
|  | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 5 | 3 | 3 | 4 | 5 | 5 | 3 | 3 | 31 |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 33 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 38 |
|  | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 34 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 26 |
|  | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 35 |
|  | 4 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 24 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
|  | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
|  | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 33 |
|  | 4 | 3 | 4 | 3 | 3 | 4 | 2 | 2 | 25 |
|  | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 27 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 38 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 31 |
|  | 5 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 32 |
|  | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 34 |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 37 |
|  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
|  | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 3 | 34 |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
|  | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 32 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 36 |
|  | 2 | 3 | 4 | 5 | 3 | 1 | 5 | 3 | 26 |
|  | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 27 |
|  | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 34 |
|  | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 1 | 18 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 3 | 31 |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
|  | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 5 | 31 |
|  | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
|  | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
|  | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |
|  | 5 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 28 |
|  | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 26 |
|  | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 26 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
|  | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 33 |
|  | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 37 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 34 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 4 | 5 | 3 | 4 | 4 | 5 | 3 | 4 | 32 |
|  | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 2 | 29 |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
|  | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 36 |
|  | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 27 |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 37 |
|  | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 26 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 29 |
|  | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 31 |
|  | 4 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 27 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 36 |
|  | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |

**Data Tabulasi Jawaban Responden Promosi (X3)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **PROMOSI (X3)** | | | | | | | | | | **Total** |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 |
|  | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 38 |
|  | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 40 |
|  | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 34 |
|  | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
|  | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 41 |
|  | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 37 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 40 |
|  | 4 | 4 | 4 | 4 | 4 | 2 | 5 | 5 | 5 | 5 | 42 |
|  | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 36 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 43 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 2 | 4 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 26 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 49 |
|  | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 27 |
|  | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 45 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 45 |
|  | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 45 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 2 | 3 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 3 | 39 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
|  | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 44 |
|  | 2 | 2 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 29 |
|  | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
|  | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 45 |
|  | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
|  | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 36 |
|  | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
|  | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 4 | 3 | 4 | 31 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 32 |
|  | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
|  | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 37 |
|  | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 45 |
|  | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 46 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 33 |
|  | 5 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 37 |
|  | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 35 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 37 |
|  | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 32 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 43 |
|  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
|  | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
|  | 1 | 3 | 2 | 4 | 3 | 5 | 5 | 1 | 2 | 5 | 31 |
|  | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 38 |
|  | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 38 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 2 | 2 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 31 |
|  | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 3 | 4 | 37 |
|  | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 38 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
|  | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
|  | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 36 |
|  | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 45 |
|  | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 36 |
|  | 3 | 3 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 39 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 31 |
|  | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 35 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 5 | 3 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 42 |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
|  | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
|  | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
|  | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
|  | 4 | 3 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 36 |
|  | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
|  | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 36 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
|  | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
|  | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 29 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
|  | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 37 |
|  | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 38 |
|  | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
|  | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 45 |
|  | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
|  | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 43 |
|  | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 37 |

**Data Tabulasi Jawaban Responden Kenyamanan (X4)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **KENYAMANAN (X4)** | | | | | | | | Total |
| X4.1 | X4.2 | X4.3 | X4.4 | X4.5 | X4.6 | X4.7 | X4.8 |
|  | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 36 |
|  | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 36 |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 33 |
|  | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 38 |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 38 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 2 | 2 | 3 | 3 | 3 | 5 | 3 | 4 | 25 |
|  | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 3 | 29 |
|  | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 37 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 35 |
|  | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 5 | 28 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
|  | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
|  | 3 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 29 |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
|  | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
|  | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 34 |
|  | 2 | 2 | 3 | 3 | 3 | 5 | 3 | 4 | 25 |
|  | 2 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 26 |
|  | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 37 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
|  | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 37 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 4 | 3 | 5 | 2 | 2 | 28 |
|  | 4 | 4 | 5 | 3 | 5 | 5 | 3 | 5 | 34 |
|  | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 35 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 29 |
|  | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 38 |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
|  | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 35 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 |
|  | 1 | 3 | 5 | 5 | 1 | 3 | 5 | 5 | 28 |
|  | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 32 |
|  | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 36 |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 3 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 33 |
|  | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 33 |
|  | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 32 |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 34 |
|  | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 32 |
|  | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
|  | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 28 |
|  | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 27 |
|  | 3 | 3 | 4 | 4 | 3 | 5 | 3 | 4 | 29 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
|  | 4 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 30 |
|  | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 37 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
|  | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 27 |
|  | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 36 |
|  | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 36 |
|  | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 27 |
|  | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 29 |
|  | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
|  | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 30 |
|  | 4 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 28 |
|  | 3 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 33 |
|  | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 3 | 32 |
|  | 3 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | 34 |
|  | 5 | 3 | 5 | 3 | 3 | 4 | 3 | 3 | 29 |
|  | 3 | 3 | 3 | 4 | 5 | 5 | 3 | 4 | 30 |
|  | 4 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 28 |
|  | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
|  | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 39 |
|  | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 37 |

**Lampiran 3**

**Data Interval**

1. **Data pernyataan Penelitian Responden Variabel Kepuasan Pelanggan *Succesive Interval***

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Kepuasan Pelanggan (Y)** | | | | | | | | | | Total |
| Y-1 | Y-2 | Y-3 | Y-4 | Y--5 | Y-6 | Y-7 | Y-8 | Y-9 | Y-10 |
|  | 4,649 | 4,763 | 4,463 | 2,221 | 2,288 | 3,299 | 4,763 | 3,374 | 2,442 | 1,000 | 33,261 |
|  | 4,649 | 3,639 | 4,463 | 2,221 | 2,288 | 3,299 | 4,763 | 3,374 | 2,442 | 1,000 | 32,137 |
|  | 4,649 | 4,763 | 4,463 | 2,221 | 2,288 | 4,601 | 4,763 | 2,147 | 3,491 | 2,225 | 35,610 |
|  | 3,412 | 4,763 | 3,142 | 3,538 | 2,288 | 3,299 | 3,476 | 3,374 | 4,743 | 3,497 | 35,532 |
|  | 4,649 | 3,639 | 3,142 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 2,225 | 38,292 |
|  | 3,412 | 2,678 | 3,142 | 1,000 | 2,288 | 2,135 | 3,476 | 2,147 | 2,442 | 2,225 | 24,944 |
|  | 3,412 | 3,639 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 39,649 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 3,491 | 2,225 | 39,485 |
|  | 4,649 | 4,763 | 4,463 | 2,221 | 3,618 | 4,601 | 3,476 | 2,147 | 4,743 | 3,497 | 38,178 |
|  | 3,412 | 2,678 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 28,378 |
|  | 3,412 | 3,639 | 4,463 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 30,661 |
|  | 2,332 | 1,681 | 4,463 | 2,221 | 2,288 | 3,299 | 2,306 | 1,000 | 3,491 | 2,225 | 25,305 |
|  | 4,649 | 3,639 | 4,463 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 1,596 | 2,225 | 30,002 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 42,009 |
|  | 3,412 | 3,639 | 3,142 | 2,221 | 2,288 | 4,601 | 3,476 | 2,147 | 3,491 | 2,225 | 30,642 |
|  | 3,412 | 3,639 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 29,339 |
|  | 2,332 | 1,681 | 3,142 | 2,221 | 2,288 | 1,000 | 2,306 | 1,000 | 3,491 | 2,225 | 21,685 |
|  | 2,332 | 2,678 | 2,149 | 1,000 | 1,000 | 2,135 | 2,306 | 1,000 | 2,442 | 1,000 | 18,041 |
|  | 3,412 | 3,639 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 29,339 |
|  | 4,649 | 4,763 | 3,142 | 3,538 | 2,288 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 39,358 |
|  | 2,332 | 3,639 | 3,142 | 2,221 | 1,000 | 2,135 | 1,000 | 1,000 | 3,491 | 1,000 | 20,960 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 42,009 |
|  | 3,412 | 2,678 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 28,378 |
|  | 3,412 | 3,639 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 29,339 |
|  | 3,412 | 2,678 | 4,463 | 2,221 | 1,000 | 2,135 | 2,306 | 2,147 | 4,743 | 3,497 | 28,601 |
|  | 4,649 | 2,678 | 2,149 | 2,221 | 2,288 | 4,601 | 4,763 | 3,374 | 3,491 | 2,225 | 32,439 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 42,009 |
|  | 4,649 | 3,639 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 3,374 | 3,491 | 2,225 | 31,804 |
|  | 3,412 | 3,639 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 29,339 |
|  | 3,412 | 3,639 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 29,339 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 42,009 |
|  | 3,412 | 2,678 | 4,463 | 2,221 | 2,288 | 3,299 | 2,306 | 1,000 | 3,491 | 2,225 | 27,382 |
|  | 2,332 | 2,678 | 2,149 | 1,000 | 1,000 | 2,135 | 2,306 | 1,000 | 2,442 | 1,000 | 18,041 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 42,009 |
|  | 2,332 | 2,678 | 2,149 | 1,000 | 1,000 | 2,135 | 2,306 | 1,000 | 2,442 | 1,000 | 18,041 |
|  | 2,332 | 2,678 | 3,142 | 3,538 | 3,618 | 4,601 | 3,476 | 3,374 | 4,743 | 3,497 | 34,999 |
|  | 3,412 | 3,639 | 3,142 | 3,538 | 1,000 | 2,135 | 2,306 | 2,147 | 1,596 | 1,000 | 23,914 |
|  | 3,412 | 3,639 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 29,339 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 3,299 | 3,476 | 3,374 | 3,491 | 2,225 | 36,896 |
|  | 3,412 | 4,763 | 4,463 | 2,221 | 3,618 | 3,299 | 3,476 | 3,374 | 4,743 | 3,497 | 36,866 |
|  | 3,412 | 2,678 | 4,463 | 1,000 | 2,288 | 3,299 | 3,476 | 2,147 | 4,743 | 2,225 | 29,730 |
|  | 4,649 | 3,639 | 4,463 | 2,221 | 3,618 | 3,299 | 4,763 | 3,374 | 4,743 | 3,497 | 38,266 |
|  | 3,412 | 2,678 | 1,489 | 3,538 | 1,000 | 1,000 | 2,306 | 1,000 | 2,442 | 2,225 | 21,089 |
|  | 2,332 | 2,678 | 3,142 | 2,221 | 1,000 | 2,135 | 2,306 | 1,000 | 2,442 | 1,000 | 20,254 |
|  | 4,649 | 3,639 | 4,463 | 2,221 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 39,568 |
|  | 2,332 | 2,678 | 2,149 | 1,000 | 1,000 | 2,135 | 2,306 | 1,000 | 2,442 | 1,000 | 18,041 |
|  | 3,412 | 3,639 | 4,463 | 3,538 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 1,000 | 30,753 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 42,009 |
|  | 3,412 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 2,147 | 3,491 | 2,225 | 37,021 |
|  | 3,412 | 3,639 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 29,339 |
|  | 2,332 | 2,678 | 4,463 | 2,221 | 2,288 | 2,135 | 3,476 | 1,000 | 3,491 | 2,225 | 26,308 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 2,288 | 2,135 | 3,476 | 3,374 | 3,491 | 2,225 | 34,402 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 35,669 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 42,009 |
|  | 4,649 | 3,639 | 4,463 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 31,897 |
|  | 2,332 | 4,763 | 2,149 | 3,538 | 2,288 | 3,299 | 2,306 | 2,147 | 2,442 | 3,497 | 28,760 |
|  | 3,412 | 4,763 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 30,463 |
|  | 4,649 | 3,639 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 3,374 | 2,442 | 2,225 | 30,754 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 34,338 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 42,009 |
|  | 1,000 | 4,763 | 1,000 | 3,538 | 2,288 | 3,299 | 4,763 | 2,147 | 4,743 | 1,000 | 28,539 |
|  | 2,332 | 2,678 | 2,149 | 1,000 | 1,000 | 2,135 | 2,306 | 1,000 | 3,491 | 2,225 | 20,315 |
|  | 4,649 | 3,639 | 3,142 | 3,538 | 2,288 | 3,299 | 4,763 | 1,000 | 2,442 | 1,000 | 29,759 |
|  | 2,332 | 2,678 | 2,149 | 1,000 | 1,000 | 2,135 | 2,306 | 1,000 | 2,442 | 1,000 | 18,041 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 42,009 |
|  | 3,412 | 3,639 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 29,339 |
|  | 3,412 | 1,681 | 2,149 | 2,221 | 2,288 | 3,299 | 2,306 | 2,147 | 3,491 | 2,225 | 25,218 |
|  | 3,412 | 3,639 | 4,463 | 3,538 | 3,618 | 3,299 | 3,476 | 2,147 | 4,743 | 3,497 | 35,832 |
|  | 3,412 | 2,678 | 2,149 | 3,538 | 2,288 | 3,299 | 4,763 | 2,147 | 2,442 | 1,000 | 27,715 |
|  | 3,412 | 3,639 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 29,339 |
|  | 3,412 | 2,678 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 28,378 |
|  | 3,412 | 2,678 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 1,000 | 27,153 |
|  | 4,649 | 3,639 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 30,576 |
|  | 3,412 | 3,639 | 3,142 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 4,743 | 2,225 | 30,591 |
|  | 2,332 | 3,639 | 4,463 | 3,538 | 1,000 | 3,299 | 3,476 | 2,147 | 2,442 | 1,000 | 27,336 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 2,442 | 3,497 | 39,708 |
|  | 2,332 | 2,678 | 3,142 | 1,000 | 1,000 | 2,135 | 3,476 | 1,000 | 3,491 | 1,000 | 21,254 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 42,009 |
|  | 4,649 | 3,639 | 3,142 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 39,565 |
|  | 2,332 | 3,639 | 4,463 | 3,538 | 3,618 | 3,299 | 3,476 | 1,000 | 4,743 | 3,497 | 33,605 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 42,009 |
|  | 3,412 | 2,678 | 3,142 | 1,000 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 3,497 | 28,429 |
|  | 3,412 | 2,678 | 4,463 | 2,221 | 2,288 | 3,299 | 3,476 | 1,000 | 3,491 | 2,225 | 28,552 |
|  | 3,412 | 4,763 | 3,142 | 3,538 | 3,618 | 4,601 | 4,763 | 2,147 | 3,491 | 2,225 | 35,700 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 42,009 |
|  | 3,412 | 3,639 | 4,463 | 3,538 | 2,288 | 3,299 | 3,476 | 3,374 | 4,743 | 3,497 | 35,729 |
|  | 2,332 | 3,639 | 3,142 | 1,000 | 2,288 | 3,299 | 2,306 | 1,000 | 3,491 | 2,225 | 24,721 |
|  | 3,412 | 3,639 | 3,142 | 3,538 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 30,657 |
|  | 4,649 | 4,763 | 4,463 | 2,221 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 40,692 |
|  | 2,332 | 2,678 | 4,463 | 1,000 | 1,000 | 2,135 | 2,306 | 1,000 | 2,442 | 1,000 | 20,355 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 42,009 |
|  | 2,332 | 2,678 | 3,142 | 1,000 | 1,000 | 2,135 | 3,476 | 1,000 | 3,491 | 1,000 | 21,254 |
|  | 4,649 | 4,763 | 4,463 | 3,538 | 3,618 | 4,601 | 4,763 | 3,374 | 4,743 | 3,497 | 42,009 |
|  | 3,412 | 1,000 | 4,463 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 28,021 |
|  | 3,412 | 3,639 | 4,463 | 2,221 | 1,000 | 2,135 | 3,476 | 3,374 | 1,000 | 2,225 | 26,945 |
|  | 3,412 | 2,678 | 3,142 | 2,221 | 2,288 | 2,135 | 2,306 | 1,000 | 2,442 | 1,000 | 22,622 |
|  | 4,649 | 3,639 | 3,142 | 3,538 | 2,288 | 3,299 | 3,476 | 3,374 | 3,491 | 3,497 | 34,393 |
|  | 4,649 | 4,763 | 4,463 | 2,221 | 3,618 | 3,299 | 4,763 | 3,374 | 4,743 | 2,225 | 38,117 |
|  | 3,412 | 2,678 | 4,463 | 1,000 | 3,618 | 3,299 | 3,476 | 3,374 | 4,743 | 3,497 | 33,560 |
|  | 3,412 | 3,639 | 4,463 | 2,221 | 2,288 | 3,299 | 3,476 | 2,147 | 3,491 | 2,225 | 30,661 |

1. **Data pernyataan Penelitian Responden Variabel *Responsiveness***

***Succesive Interval***

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | ***Responsiveness* (X1)** | | | | | | **Total** |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** |
|  | 4,692 | 3,217 | 3,512 | 3,434 | 3,749 | 3,701 | 22,305 |
|  | 4,692 | 4,518 | 3,512 | 3,434 | 2,358 | 3,701 | 22,215 |
|  | 1,459 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 16,291 |
|  | 3,407 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 25,008 |
|  | 3,407 | 3,217 | 3,512 | 4,743 | 3,749 | 3,701 | 22,329 |
|  | 3,407 | 4,518 | 3,512 | 3,434 | 2,358 | 2,311 | 19,541 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 4,692 | 4,518 | 3,512 | 3,434 | 2,358 | 3,701 | 22,215 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 3,407 | 1,000 | 3,512 | 3,434 | 2,358 | 2,311 | 16,022 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 4,692 | 3,217 | 2,221 | 3,434 | 2,358 | 2,311 | 18,233 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 3,407 | 3,217 | 3,512 | 2,250 | 1,000 | 1,000 | 14,387 |
|  | 2,265 | 2,084 | 2,221 | 2,250 | 1,000 | 1,000 | 10,819 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 4,692 | 4,518 | 3,512 | 4,743 | 3,749 | 3,701 | 24,915 |
|  | 1,000 | 3,217 | 2,221 | 2,250 | 1,000 | 2,311 | 11,999 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 3,407 | 2,084 | 3,512 | 3,434 | 3,749 | 3,701 | 19,886 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 3,749 | 2,311 | 19,630 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 3,407 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 25,008 |
|  | 2,265 | 4,518 | 2,221 | 4,743 | 2,358 | 2,311 | 18,416 |
|  | 2,265 | 2,084 | 2,221 | 2,250 | 1,000 | 1,000 | 10,819 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 2,265 | 2,084 | 2,221 | 2,250 | 1,000 | 1,000 | 10,819 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 3,749 | 3,701 | 21,020 |
|  | 2,265 | 3,217 | 3,512 | 2,250 | 2,358 | 2,311 | 15,913 |
|  | 2,265 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 17,097 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 3,701 | 19,630 |
|  | 3,407 | 4,518 | 4,890 | 4,743 | 2,358 | 3,701 | 23,617 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 4,692 | 4,518 | 3,512 | 3,434 | 2,358 | 3,701 | 22,215 |
|  | 2,265 | 2,084 | 1,000 | 2,250 | 2,358 | 2,311 | 12,267 |
|  | 3,407 | 2,084 | 2,221 | 2,250 | 1,000 | 2,311 | 13,273 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 2,265 | 2,084 | 2,221 | 2,250 | 1,000 | 1,000 | 10,819 |
|  | 3,407 | 3,217 | 2,221 | 3,434 | 2,358 | 2,311 | 16,948 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 3,407 | 4,518 | 3,512 | 3,434 | 3,749 | 2,311 | 20,931 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 3,407 | 4,518 | 3,512 | 3,434 | 2,358 | 3,701 | 20,931 |
|  | 2,265 | 1,000 | 4,890 | 1,000 | 1,000 | 1,000 | 11,154 |
|  | 2,265 | 3,217 | 3,512 | 4,743 | 3,749 | 2,311 | 19,796 |
|  | 3,407 | 4,518 | 3,512 | 4,743 | 3,749 | 2,311 | 22,240 |
|  | 3,407 | 3,217 | 4,890 | 3,434 | 3,749 | 3,701 | 22,398 |
|  | 2,265 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 23,865 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 3,407 | 4,518 | 4,890 | 4,743 | 2,358 | 3,701 | 23,617 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 4,692 | 3,217 | 4,890 | 4,743 | 3,749 | 3,701 | 24,991 |
|  | 1,000 | 3,217 | 3,512 | 2,250 | 1,000 | 3,701 | 14,680 |
|  | 2,265 | 2,084 | 3,512 | 3,434 | 1,000 | 2,311 | 14,605 |
|  | 3,407 | 3,217 | 3,512 | 4,743 | 2,358 | 3,701 | 20,939 |
|  | 2,265 | 2,084 | 2,221 | 2,250 | 1,000 | 1,000 | 10,819 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 2,265 | 3,217 | 3,512 | 2,250 | 3,749 | 3,701 | 18,693 |
|  | 2,265 | 3,217 | 3,512 | 3,434 | 2,358 | 3,701 | 18,487 |
|  | 3,407 | 2,084 | 2,221 | 2,250 | 2,358 | 3,701 | 16,021 |
|  | 3,407 | 3,217 | 4,890 | 3,434 | 3,749 | 3,701 | 22,398 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 2,265 | 2,084 | 3,512 | 3,434 | 2,358 | 2,311 | 15,963 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 4,692 | 3,217 | 2,221 | 4,743 | 3,749 | 3,701 | 22,322 |
|  | 2,265 | 2,084 | 3,512 | 3,434 | 2,358 | 2,311 | 15,963 |
|  | 4,692 | 3,217 | 2,221 | 2,250 | 2,358 | 2,311 | 17,049 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 2,265 | 2,084 | 3,512 | 4,743 | 3,749 | 2,311 | 18,662 |
|  | 3,407 | 3,217 | 3,512 | 4,743 | 2,358 | 3,701 | 20,939 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 3,407 | 3,217 | 2,221 | 2,250 | 2,358 | 2,311 | 15,765 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 3,407 | 2,084 | 3,512 | 3,434 | 2,358 | 2,311 | 17,106 |
|  | 4,692 | 4,518 | 4,890 | 2,250 | 3,749 | 3,701 | 23,800 |
|  | 2,265 | 2,084 | 2,221 | 3,434 | 2,358 | 2,311 | 14,672 |
|  | 4,692 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 26,292 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 2,311 | 18,240 |
|  | 2,265 | 3,217 | 3,512 | 3,434 | 3,749 | 1,000 | 17,176 |
|  | 2,265 | 2,084 | 3,512 | 4,743 | 2,358 | 1,000 | 15,961 |
|  | 3,407 | 4,518 | 3,512 | 4,743 | 2,358 | 3,701 | 22,240 |
|  | 3,407 | 4,518 | 4,890 | 4,743 | 2,358 | 2,311 | 22,227 |
|  | 3,407 | 4,518 | 4,890 | 4,743 | 3,749 | 3,701 | 25,008 |
|  | 3,407 | 3,217 | 3,512 | 3,434 | 2,358 | 3,701 | 19,630 |

1. **Data pernyataan Penelitian Responden Variabel Kualitas Pelayanan *Succesive Interval***

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Kualitas Pelayanan (X2) | | | | | | | | **Total** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** |
|  | 4,649 | 2,617 | 3,257 | 3,462 | 4,686 | 4,686 | 3,692 | 3,652 | 30,699 |
|  | 4,649 | 2,617 | 3,257 | 3,462 | 4,686 | 4,686 | 3,692 | 3,652 | 30,699 |
|  | 3,338 | 2,617 | 3,257 | 4,763 | 4,686 | 4,686 | 4,913 | 3,652 | 31,910 |
|  | 3,338 | 3,812 | 3,257 | 4,763 | 4,686 | 4,686 | 3,692 | 4,890 | 33,123 |
|  | 3,338 | 3,812 | 3,257 | 4,763 | 4,686 | 3,317 | 3,692 | 3,652 | 30,516 |
|  | 2,190 | 3,812 | 4,580 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 28,084 |
|  | 4,649 | 5,011 | 4,580 | 4,763 | 4,686 | 4,686 | 4,913 | 4,890 | 38,177 |
|  | 4,649 | 5,011 | 4,580 | 4,763 | 4,686 | 4,686 | 4,913 | 3,652 | 36,939 |
|  | 4,649 | 5,011 | 4,580 | 4,763 | 4,686 | 4,686 | 3,692 | 4,890 | 36,956 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 27,909 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 2,639 | 26,896 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 4,686 | 4,686 | 4,913 | 4,890 | 33,042 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 1,816 | 3,652 | 26,033 |
|  | 4,649 | 5,011 | 4,580 | 4,763 | 4,686 | 4,686 | 4,913 | 4,890 | 38,177 |
|  | 2,190 | 2,617 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 25,566 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 27,909 |
|  | 2,190 | 2,617 | 1,000 | 2,278 | 3,380 | 2,089 | 1,816 | 1,816 | 17,186 |
|  | 2,190 | 2,617 | 2,084 | 2,278 | 2,221 | 2,089 | 2,677 | 2,639 | 18,794 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 27,909 |
|  | 4,649 | 3,812 | 4,580 | 4,763 | 4,686 | 4,686 | 3,692 | 3,652 | 34,519 |
|  | 2,190 | 1,000 | 1,000 | 2,278 | 3,380 | 2,089 | 1,816 | 1,816 | 15,569 |
|  | 4,649 | 5,011 | 4,580 | 4,763 | 4,686 | 4,686 | 4,913 | 3,652 | 36,939 |
|  | 3,338 | 2,617 | 3,257 | 2,278 | 3,380 | 3,317 | 3,692 | 3,652 | 25,531 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 27,909 |
|  | 4,649 | 2,617 | 2,084 | 3,462 | 4,686 | 4,686 | 2,677 | 2,639 | 27,498 |
|  | 3,338 | 2,617 | 3,257 | 3,462 | 3,380 | 3,317 | 4,913 | 4,890 | 29,173 |
|  | 4,649 | 5,011 | 4,580 | 4,763 | 4,686 | 4,686 | 4,913 | 4,890 | 38,177 |
|  | 4,649 | 2,617 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 28,025 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 27,909 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 27,909 |
|  | 4,649 | 3,812 | 4,580 | 4,763 | 4,686 | 4,686 | 3,692 | 4,890 | 35,757 |
|  | 3,338 | 2,617 | 4,580 | 4,763 | 3,380 | 3,317 | 3,692 | 4,890 | 30,576 |
|  | 2,190 | 2,617 | 2,084 | 2,278 | 2,221 | 2,089 | 2,677 | 2,639 | 18,794 |
|  | 4,649 | 5,011 | 4,580 | 4,763 | 4,686 | 4,686 | 4,913 | 4,890 | 38,177 |
|  | 2,190 | 2,617 | 2,084 | 2,278 | 3,380 | 3,317 | 2,677 | 2,639 | 21,181 |
|  | 4,649 | 5,011 | 3,257 | 4,763 | 3,380 | 3,317 | 3,692 | 3,652 | 31,720 |
|  | 3,338 | 2,617 | 2,084 | 2,278 | 2,221 | 3,317 | 1,816 | 1,816 | 19,486 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 27,909 |
|  | 4,649 | 2,617 | 3,257 | 3,462 | 3,380 | 4,686 | 3,692 | 3,652 | 29,393 |
|  | 4,649 | 5,011 | 4,580 | 4,763 | 4,686 | 3,317 | 4,913 | 4,890 | 36,808 |
|  | 3,338 | 2,617 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 26,714 |
|  | 4,649 | 3,812 | 2,084 | 3,462 | 3,380 | 4,686 | 3,692 | 3,652 | 29,415 |
|  | 3,338 | 2,617 | 3,257 | 2,278 | 2,221 | 3,317 | 1,816 | 1,816 | 20,660 |
|  | 3,338 | 2,617 | 2,084 | 2,278 | 3,380 | 3,317 | 2,677 | 2,639 | 22,329 |
|  | 4,649 | 5,011 | 4,580 | 4,763 | 4,686 | 4,686 | 4,913 | 4,890 | 38,177 |
|  | 2,190 | 2,617 | 2,084 | 2,278 | 2,221 | 2,089 | 2,677 | 2,639 | 18,794 |
|  | 3,338 | 2,617 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 26,714 |
|  | 4,649 | 5,011 | 4,580 | 4,763 | 4,686 | 4,686 | 4,913 | 4,890 | 38,177 |
|  | 4,649 | 3,812 | 4,580 | 4,763 | 4,686 | 4,686 | 3,692 | 4,890 | 35,757 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 27,909 |
|  | 4,649 | 3,812 | 3,257 | 3,462 | 2,221 | 3,317 | 2,677 | 3,652 | 27,046 |
|  | 4,649 | 2,617 | 4,580 | 3,462 | 3,380 | 3,317 | 2,677 | 3,652 | 28,332 |
|  | 3,338 | 3,812 | 4,580 | 4,763 | 4,686 | 3,317 | 3,692 | 2,639 | 30,826 |
|  | 4,649 | 3,812 | 3,257 | 4,763 | 4,686 | 4,686 | 3,692 | 4,890 | 34,434 |
|  | 4,649 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 29,220 |
|  | 4,649 | 2,617 | 4,580 | 4,763 | 3,380 | 4,686 | 3,692 | 2,639 | 31,004 |
|  | 3,338 | 2,617 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 26,714 |
|  | 4,649 | 3,812 | 3,257 | 4,763 | 3,380 | 3,317 | 2,677 | 2,639 | 28,493 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 27,909 |
|  | 4,649 | 5,011 | 3,257 | 4,763 | 4,686 | 3,317 | 3,692 | 3,652 | 33,026 |
|  | 1,000 | 2,617 | 3,257 | 4,763 | 2,221 | 1,000 | 4,913 | 2,639 | 22,409 |
|  | 3,338 | 2,617 | 3,257 | 3,462 | 2,221 | 2,089 | 2,677 | 2,639 | 22,299 |
|  | 3,338 | 3,812 | 3,257 | 4,763 | 2,221 | 3,317 | 4,913 | 4,890 | 30,510 |
|  | 2,190 | 2,617 | 2,084 | 1,000 | 1,000 | 2,089 | 1,000 | 1,000 | 12,979 |
|  | 4,649 | 5,011 | 4,580 | 4,763 | 4,686 | 4,686 | 4,913 | 4,890 | 38,177 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 27,909 |
|  | 3,338 | 2,617 | 2,084 | 3,462 | 4,686 | 4,686 | 3,692 | 2,639 | 27,202 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 4,686 | 3,692 | 3,652 | 29,277 |
|  | 3,338 | 2,617 | 2,084 | 2,278 | 3,380 | 4,686 | 3,692 | 4,890 | 26,964 |
|  | 4,649 | 3,812 | 4,580 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 30,543 |
|  | 4,649 | 5,011 | 3,257 | 3,462 | 4,686 | 4,686 | 4,913 | 4,890 | 35,553 |
|  | 3,338 | 2,617 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 26,714 |
|  | 4,649 | 3,812 | 4,580 | 3,462 | 4,686 | 3,317 | 4,913 | 3,652 | 33,070 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 2,677 | 2,639 | 25,881 |
|  | 4,649 | 3,812 | 3,257 | 2,278 | 2,221 | 2,089 | 2,677 | 2,639 | 23,622 |
|  | 2,190 | 2,617 | 2,084 | 2,278 | 3,380 | 3,317 | 2,677 | 2,639 | 21,181 |
|  | 2,190 | 3,812 | 2,084 | 2,278 | 2,221 | 3,317 | 2,677 | 2,639 | 21,218 |
|  | 4,649 | 5,011 | 4,580 | 4,763 | 4,686 | 4,686 | 4,913 | 4,890 | 38,177 |
|  | 4,649 | 3,812 | 4,580 | 4,763 | 4,686 | 4,686 | 4,913 | 4,890 | 36,977 |
|  | 2,190 | 3,812 | 3,257 | 4,763 | 4,686 | 3,317 | 2,677 | 4,890 | 29,591 |
|  | 3,338 | 5,011 | 4,580 | 4,763 | 4,686 | 3,317 | 4,913 | 3,652 | 34,259 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 27,909 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 27,909 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 4,686 | 3,317 | 4,913 | 3,652 | 30,436 |
|  | 4,649 | 5,011 | 4,580 | 4,763 | 4,686 | 4,686 | 4,913 | 4,890 | 38,177 |
|  | 3,338 | 5,011 | 2,084 | 3,462 | 3,380 | 4,686 | 2,677 | 3,652 | 28,288 |
|  | 2,190 | 3,812 | 3,257 | 3,462 | 3,380 | 4,686 | 2,677 | 1,816 | 25,278 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 4,686 | 3,692 | 3,652 | 29,277 |
|  | 4,649 | 5,011 | 4,580 | 3,462 | 4,686 | 4,686 | 2,677 | 3,652 | 33,401 |
|  | 3,338 | 3,812 | 3,257 | 2,278 | 2,221 | 2,089 | 2,677 | 2,639 | 22,311 |
|  | 4,649 | 5,011 | 4,580 | 3,462 | 3,380 | 4,686 | 4,913 | 3,652 | 34,331 |
|  | 2,190 | 2,617 | 2,084 | 2,278 | 2,221 | 3,317 | 2,677 | 3,652 | 21,035 |
|  | 4,649 | 5,011 | 4,580 | 4,763 | 4,686 | 4,686 | 4,913 | 4,890 | 38,177 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 2,221 | 3,317 | 2,677 | 2,639 | 24,722 |
|  | 3,338 | 5,011 | 3,257 | 3,462 | 3,380 | 2,089 | 2,677 | 3,652 | 26,865 |
|  | 3,338 | 2,617 | 2,084 | 2,278 | 2,221 | 2,089 | 4,913 | 2,639 | 22,178 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 3,652 | 27,909 |
|  | 4,649 | 3,812 | 4,580 | 3,462 | 4,686 | 3,317 | 3,692 | 4,890 | 33,087 |
|  | 3,338 | 3,812 | 4,580 | 4,763 | 4,686 | 4,686 | 4,913 | 4,890 | 35,666 |
|  | 3,338 | 3,812 | 3,257 | 3,462 | 3,380 | 3,317 | 3,692 | 4,890 | 29,147 |

1. **Data pernyataan Penelitian Responden Variabel Promosi**

***Succesive Interval***

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Promosi (X3) | | | | | | | | | | | **Total** |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **X3.9** | **X3.10** |  | |
|  | 2,832 | 2,271 | 2,332 | 2,187 | 4,335 | 3,076 | 2,192 | 4,783 | 3,678 | 2,429 | 30,115 | |
|  | 2,832 | 3,381 | 2,332 | 3,418 | 3,167 | 3,076 | 2,192 | 4,783 | 4,867 | 2,429 | 32,477 | |
|  | 2,832 | 3,381 | 2,332 | 1,000 | 2,149 | 2,138 | 1,000 | 3,475 | 3,678 | 3,572 | 25,556 | |
|  | 4,913 | 3,381 | 4,580 | 2,187 | 3,167 | 4,180 | 2,192 | 3,475 | 4,867 | 4,803 | 37,746 | |
|  | 3,809 | 4,601 | 2,332 | 3,418 | 3,167 | 4,180 | 1,000 | 3,475 | 3,678 | 3,572 | 33,233 | |
|  | 2,832 | 2,271 | 3,408 | 2,187 | 2,149 | 3,076 | 2,192 | 4,783 | 2,669 | 3,572 | 29,137 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 43,889 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 43,889 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 43,889 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 3,678 | 3,572 | 31,945 | |
|  | 3,809 | 3,381 | 2,332 | 2,187 | 3,167 | 4,180 | 2,192 | 3,475 | 3,678 | 3,572 | 31,974 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 1,000 | 3,409 | 4,783 | 4,867 | 4,803 | 34,815 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 1,000 | 1,000 | 2,192 | 3,475 | 3,678 | 3,572 | 27,702 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 43,889 | |
|  | 2,832 | 2,271 | 4,580 | 2,187 | 4,335 | 3,076 | 3,409 | 4,783 | 4,867 | 3,572 | 35,912 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 3,678 | 3,572 | 31,945 | |
|  | 1,816 | 3,381 | 1,000 | 1,000 | 1,000 | 2,138 | 1,000 | 1,596 | 1,753 | 2,429 | 17,113 | |
|  | 2,832 | 2,271 | 2,332 | 1,000 | 2,149 | 2,138 | 1,000 | 2,369 | 2,669 | 2,429 | 21,189 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 3,678 | 3,572 | 31,945 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 3,167 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 42,722 | |
|  | 2,832 | 2,271 | 2,332 | 1,000 | 1,000 | 2,138 | 1,000 | 2,369 | 1,753 | 1,000 | 17,695 | |
|  | 4,913 | 4,601 | 3,408 | 2,187 | 3,167 | 4,180 | 3,409 | 4,783 | 2,669 | 4,803 | 38,121 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 3,678 | 3,572 | 31,945 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 3,678 | 3,572 | 31,945 | |
|  | 4,913 | 4,601 | 2,332 | 3,418 | 4,335 | 3,076 | 3,409 | 4,783 | 2,669 | 4,803 | 38,338 | |
|  | 3,809 | 3,381 | 3,408 | 3,418 | 3,167 | 3,076 | 3,409 | 4,783 | 4,867 | 4,803 | 38,121 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 43,889 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 3,076 | 1,000 | 3,475 | 3,678 | 3,572 | 30,754 | |
|  | 2,832 | 2,271 | 2,332 | 1,000 | 2,149 | 2,138 | 1,000 | 2,369 | 3,678 | 3,572 | 23,341 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 3,678 | 3,572 | 31,945 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 43,889 | |
|  | 1,816 | 2,271 | 3,408 | 3,418 | 2,149 | 4,180 | 3,409 | 4,783 | 3,678 | 2,429 | 31,541 | |
|  | 2,832 | 2,271 | 2,332 | 1,000 | 2,149 | 2,138 | 1,000 | 2,369 | 2,669 | 2,429 | 21,189 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 43,889 | |
|  | 2,832 | 2,271 | 2,332 | 1,000 | 2,149 | 2,138 | 1,000 | 2,369 | 2,669 | 2,429 | 21,189 | |
|  | 4,913 | 4,601 | 3,408 | 2,187 | 3,167 | 3,076 | 3,409 | 4,783 | 3,678 | 3,572 | 36,795 | |
|  | 1,816 | 1,000 | 3,408 | 2,187 | 2,149 | 2,138 | 1,000 | 1,596 | 2,669 | 2,429 | 20,391 | |
|  | 2,832 | 3,381 | 3,408 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 3,678 | 3,572 | 30,968 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 3,076 | 1,000 | 3,475 | 3,678 | 4,803 | 37,878 | |
|  | 3,809 | 4,601 | 3,408 | 3,418 | 3,167 | 4,180 | 2,192 | 4,783 | 3,678 | 4,803 | 38,039 | |
|  | 2,832 | 3,381 | 2,332 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 2,669 | 2,429 | 27,740 | |
|  | 4,913 | 4,601 | 3,408 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 42,717 | |
|  | 2,832 | 3,381 | 2,332 | 1,000 | 1,000 | 1,000 | 1,000 | 3,475 | 2,669 | 3,572 | 22,261 | |
|  | 2,832 | 2,271 | 2,332 | 1,000 | 2,149 | 2,138 | 2,192 | 3,475 | 2,669 | 2,429 | 23,486 | |
|  | 4,913 | 3,381 | 4,580 | 3,418 | 3,167 | 4,180 | 3,409 | 3,475 | 4,867 | 3,572 | 38,963 | |
|  | 2,832 | 2,271 | 2,332 | 1,000 | 2,149 | 2,138 | 1,000 | 2,369 | 2,669 | 2,429 | 21,189 | |
|  | 2,832 | 3,381 | 2,332 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 2,669 | 3,572 | 28,882 | |
|  | 3,809 | 4,601 | 3,408 | 3,418 | 3,167 | 3,076 | 3,409 | 3,475 | 4,867 | 4,803 | 38,033 | |
|  | 3,809 | 4,601 | 3,408 | 2,187 | 4,335 | 4,180 | 2,192 | 4,783 | 4,867 | 4,803 | 39,165 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 3,678 | 3,572 | 31,945 | |
|  | 3,809 | 3,381 | 2,332 | 1,000 | 2,149 | 2,138 | 2,192 | 2,369 | 2,669 | 2,429 | 24,468 | |
|  | 4,913 | 2,271 | 2,332 | 1,000 | 3,167 | 2,138 | 2,192 | 3,475 | 3,678 | 3,572 | 28,738 | |
|  | 2,832 | 3,381 | 3,408 | 1,000 | 2,149 | 2,138 | 1,000 | 3,475 | 2,669 | 4,803 | 26,853 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 43,889 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 2,149 | 2,138 | 2,192 | 3,475 | 2,669 | 3,572 | 28,978 | |
|  | 2,832 | 2,271 | 3,408 | 1,000 | 2,149 | 2,138 | 1,000 | 2,369 | 3,678 | 2,429 | 23,274 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 3,678 | 3,572 | 31,945 | |
|  | 2,832 | 3,381 | 3,408 | 3,418 | 4,335 | 4,180 | 2,192 | 3,475 | 4,867 | 3,572 | 35,659 | |
|  | 3,809 | 3,381 | 4,580 | 2,187 | 3,167 | 3,076 | 2,192 | 4,783 | 3,678 | 3,572 | 34,425 | |
|  | 3,809 | 4,601 | 3,408 | 3,418 | 4,335 | 3,076 | 2,192 | 3,475 | 3,678 | 3,572 | 35,563 | |
|  | 1,000 | 2,271 | 1,000 | 2,187 | 2,149 | 4,180 | 3,409 | 1,000 | 1,753 | 4,803 | 23,753 | |
|  | 3,809 | 2,271 | 4,580 | 3,418 | 3,167 | 2,138 | 2,192 | 3,475 | 2,669 | 2,429 | 30,147 | |
|  | 2,832 | 3,381 | 2,332 | 1,000 | 3,167 | 4,180 | 2,192 | 3,475 | 3,678 | 3,572 | 29,810 | |
|  | 2,832 | 2,271 | 2,332 | 1,000 | 2,149 | 2,138 | 1,000 | 2,369 | 2,669 | 2,429 | 21,189 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 43,889 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 3,678 | 3,572 | 31,945 | |
|  | 1,816 | 1,000 | 3,408 | 2,187 | 2,149 | 2,138 | 2,192 | 3,475 | 1,753 | 2,429 | 22,546 | |
|  | 3,809 | 3,381 | 3,408 | 3,418 | 3,167 | 2,138 | 1,000 | 2,369 | 2,669 | 3,572 | 28,931 | |
|  | 3,809 | 4,601 | 2,332 | 2,187 | 2,149 | 3,076 | 2,192 | 3,475 | 3,678 | 2,429 | 29,928 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 3,678 | 3,572 | 31,945 | |
|  | 4,913 | 3,381 | 4,580 | 2,187 | 3,167 | 3,076 | 3,409 | 4,783 | 4,867 | 4,803 | 39,167 | |
|  | 2,832 | 3,381 | 3,408 | 2,187 | 2,149 | 2,138 | 2,192 | 3,475 | 3,678 | 2,429 | 27,868 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 2,138 | 2,192 | 3,475 | 3,678 | 4,803 | 38,132 | |
|  | 2,832 | 3,381 | 3,408 | 1,000 | 2,149 | 3,076 | 2,192 | 3,475 | 2,669 | 3,572 | 27,752 | |
|  | 2,832 | 2,271 | 3,408 | 2,187 | 4,335 | 2,138 | 3,409 | 3,475 | 3,678 | 3,572 | 31,304 | |
|  | 2,832 | 2,271 | 2,332 | 1,000 | 2,149 | 2,138 | 1,000 | 2,369 | 2,669 | 3,572 | 22,331 | |
|  | 2,832 | 3,381 | 4,580 | 1,000 | 3,167 | 2,138 | 1,000 | 2,369 | 2,669 | 3,572 | 26,708 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 43,889 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 43,889 | |
|  | 4,913 | 2,271 | 4,580 | 2,187 | 4,335 | 2,138 | 3,409 | 3,475 | 4,867 | 2,429 | 34,604 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 4,180 | 2,192 | 3,475 | 3,678 | 3,572 | 33,050 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 3,076 | 1,000 | 3,475 | 3,678 | 3,572 | 30,754 | |
|  | 3,809 | 3,381 | 2,332 | 1,000 | 2,149 | 3,076 | 2,192 | 3,475 | 3,678 | 3,572 | 28,663 | |
|  | 3,809 | 4,601 | 4,580 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 3,678 | 4,803 | 35,569 | |
|  | 3,809 | 4,601 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 42,785 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 3,678 | 4,803 | 42,700 | |
|  | 3,809 | 2,271 | 2,332 | 2,187 | 3,167 | 1,000 | 2,192 | 3,475 | 3,678 | 3,572 | 27,684 | |
|  | 3,809 | 3,381 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 3,572 | 40,334 | |
|  | 2,832 | 2,271 | 2,332 | 2,187 | 3,167 | 3,076 | 1,000 | 3,475 | 3,678 | 3,572 | 27,591 | |
|  | 2,832 | 2,271 | 2,332 | 1,000 | 2,149 | 2,138 | 1,000 | 2,369 | 2,669 | 2,429 | 21,189 | |
|  | 4,913 | 3,381 | 4,580 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 3,678 | 3,572 | 34,221 | |
|  | 2,832 | 2,271 | 3,408 | 1,000 | 2,149 | 2,138 | 1,000 | 2,369 | 1,000 | 2,429 | 20,596 | |
|  | 4,913 | 4,601 | 4,580 | 3,418 | 4,335 | 4,180 | 3,409 | 4,783 | 4,867 | 4,803 | 43,889 | |
|  | 3,809 | 3,381 | 3,408 | 2,187 | 3,167 | 1,000 | 2,192 | 3,475 | 2,669 | 3,572 | 28,860 | |
|  | 2,832 | 3,381 | 3,408 | 2,187 | 3,167 | 3,076 | 2,192 | 3,475 | 3,678 | 2,429 | 29,825 | |
|  | 1,816 | 3,381 | 2,332 | 1,000 | 2,149 | 2,138 | 1,000 | 2,369 | 2,669 | 2,429 | 21,283 | |
|  | 3,809 | 3,381 | 4,580 | 3,418 | 4,335 | 4,180 | 2,192 | 3,475 | 4,867 | 3,572 | 37,808 | |
|  | 3,809 | 4,601 | 4,580 | 2,187 | 4,335 | 4,180 | 3,409 | 4,783 | 3,678 | 3,572 | 39,135 | |
|  | 3,809 | 2,271 | 3,408 | 3,418 | 4,335 | 4,180 | 2,192 | 3,475 | 3,678 | 4,803 | 35,568 | |
|  | 2,832 | 3,381 | 3,408 | 2,187 | 2,149 | 3,076 | 1,000 | 3,475 | 3,678 | 3,572 | 28,757 | |

1. **Data pernyataan Penelitian Responden Variabel Kenyamanan**

***Succesive Interval***

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Kenyamanan (X4)** | | | | | | | | **Total** |
| **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** |
|  | 3,705 | 4,213 | 4,824 | 4,803 | 3,679 | 4,416 | 4,499 | 2,084 | 32,222 |
|  | 3,705 | 4,213 | 4,824 | 4,803 | 3,679 | 4,416 | 4,499 | 2,084 | 32,222 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 4,416 | 4,499 | 2,084 | 28,310 |
|  | 3,705 | 4,213 | 4,824 | 4,803 | 3,679 | 4,416 | 4,499 | 4,499 | 34,637 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 4,416 | 3,275 | 3,204 | 28,207 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 4,936 | 4,213 | 3,487 | 4,803 | 3,679 | 4,416 | 4,499 | 4,499 | 34,530 |
|  | 4,936 | 4,213 | 4,824 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 37,126 |
|  | 4,936 | 4,213 | 4,824 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 37,126 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 4,936 | 4,213 | 4,824 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 30,753 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 4,416 | 3,275 | 3,204 | 28,207 |
|  | 4,936 | 4,213 | 4,824 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 37,126 |
|  | 3,705 | 1,943 | 4,824 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 27,253 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 1,816 | 1,000 | 2,250 | 2,278 | 2,515 | 4,416 | 2,206 | 3,204 | 19,685 |
|  | 1,816 | 1,000 | 1,000 | 1,000 | 1,489 | 1,000 | 1,000 | 1,000 | 9,304 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 4,936 | 4,213 | 4,824 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 37,126 |
|  | 3,705 | 4,213 | 2,250 | 2,278 | 2,515 | 3,134 | 3,275 | 2,084 | 23,455 |
|  | 3,705 | 4,213 | 4,824 | 4,803 | 2,515 | 4,416 | 4,499 | 4,499 | 33,474 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 2,677 | 4,213 | 4,824 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 34,866 |
|  | 4,936 | 4,213 | 4,824 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 37,126 |
|  | 4,936 | 4,213 | 4,824 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 37,126 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 2,677 | 2,953 | 3,487 | 4,803 | 4,936 | 3,134 | 4,499 | 4,499 | 30,988 |
|  | 2,677 | 2,953 | 2,250 | 3,488 | 2,515 | 2,158 | 2,206 | 4,499 | 22,746 |
|  | 2,677 | 1,943 | 2,250 | 2,278 | 2,515 | 2,158 | 2,206 | 2,084 | 18,111 |
|  | 4,936 | 4,213 | 4,824 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 37,126 |
|  | 2,677 | 1,943 | 2,250 | 2,278 | 2,515 | 2,158 | 2,206 | 2,084 | 18,111 |
|  | 3,705 | 2,953 | 4,824 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 34,635 |
|  | 2,677 | 2,953 | 3,487 | 3,488 | 2,515 | 4,416 | 2,206 | 2,084 | 23,825 |
|  | 3,705 | 1,943 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 25,915 |
|  | 2,677 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 25,897 |
|  | 3,705 | 4,213 | 3,487 | 4,803 | 3,679 | 4,416 | 3,275 | 4,499 | 32,076 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 3,705 | 4,213 | 3,487 | 3,488 | 3,679 | 4,416 | 2,206 | 4,499 | 29,691 |
|  | 1,816 | 1,000 | 2,250 | 2,278 | 2,515 | 4,416 | 2,206 | 3,204 | 19,685 |
|  | 1,816 | 2,953 | 2,250 | 2,278 | 2,515 | 3,134 | 2,206 | 3,204 | 20,357 |
|  | 4,936 | 4,213 | 3,487 | 4,803 | 3,679 | 4,416 | 3,275 | 4,499 | 33,307 |
|  | 2,677 | 1,943 | 2,250 | 2,278 | 2,515 | 2,158 | 2,206 | 2,084 | 18,111 |
|  | 3,705 | 1,943 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 25,915 |
|  | 4,936 | 2,953 | 4,824 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 35,866 |
|  | 4,936 | 4,213 | 3,487 | 3,488 | 3,679 | 4,416 | 4,499 | 4,499 | 33,215 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 2,515 | 4,416 | 1,000 | 1,000 | 22,565 |
|  | 3,705 | 2,953 | 4,824 | 2,278 | 4,936 | 4,416 | 2,206 | 4,499 | 29,818 |
|  | 2,677 | 2,953 | 3,487 | 4,803 | 4,936 | 4,416 | 4,499 | 3,204 | 30,975 |
|  | 4,936 | 4,213 | 4,824 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 37,126 |
|  | 2,677 | 2,953 | 3,487 | 2,278 | 3,679 | 4,416 | 2,206 | 2,084 | 23,779 |
|  | 3,705 | 4,213 | 4,824 | 4,803 | 3,679 | 4,416 | 4,499 | 4,499 | 34,637 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 4,416 | 3,275 | 3,204 | 28,207 |
|  | 3,705 | 2,953 | 3,487 | 4,803 | 3,679 | 4,416 | 4,499 | 3,204 | 30,746 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 4,936 | 4,416 | 4,499 | 4,499 | 31,983 |
|  | 1,000 | 1,943 | 4,824 | 4,803 | 1,000 | 2,158 | 4,499 | 4,499 | 24,726 |
|  | 2,677 | 1,943 | 3,487 | 3,488 | 3,679 | 4,416 | 3,275 | 4,499 | 27,462 |
|  | 4,936 | 2,953 | 3,487 | 3,488 | 4,936 | 4,416 | 3,275 | 4,499 | 31,990 |
|  | 2,677 | 1,943 | 2,250 | 2,278 | 2,515 | 2,158 | 2,206 | 2,084 | 18,111 |
|  | 4,936 | 4,213 | 4,824 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 37,126 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 2,677 | 4,213 | 3,487 | 3,488 | 2,515 | 4,416 | 3,275 | 4,499 | 28,569 |
|  | 3,705 | 4,213 | 3,487 | 3,488 | 2,515 | 4,416 | 3,275 | 3,204 | 28,303 |
|  | 2,677 | 2,953 | 2,250 | 2,278 | 3,679 | 4,416 | 4,499 | 4,499 | 27,250 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 4,416 | 4,499 | 3,204 | 29,431 |
|  | 4,936 | 4,213 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 29,416 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 3,705 | 2,953 | 4,824 | 3,488 | 3,679 | 2,158 | 3,275 | 3,204 | 27,287 |
|  | 2,677 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 25,897 |
|  | 2,677 | 1,943 | 3,487 | 3,488 | 3,679 | 2,158 | 2,206 | 3,204 | 22,841 |
|  | 2,677 | 1,943 | 2,250 | 3,488 | 2,515 | 2,158 | 3,275 | 3,204 | 21,511 |
|  | 2,677 | 1,943 | 3,487 | 3,488 | 2,515 | 4,416 | 2,206 | 3,204 | 23,935 |
|  | 4,936 | 4,213 | 4,824 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 37,126 |
|  | 4,936 | 4,213 | 4,824 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 37,126 |
|  | 3,705 | 2,953 | 2,250 | 4,803 | 2,515 | 3,134 | 2,206 | 3,204 | 24,772 |
|  | 4,936 | 4,213 | 3,487 | 3,488 | 4,936 | 4,416 | 4,499 | 3,204 | 33,178 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 3,705 | 2,953 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 26,925 |
|  | 3,705 | 2,953 | 3,487 | 2,278 | 2,515 | 2,158 | 2,206 | 2,084 | 21,386 |
|  | 4,936 | 4,213 | 4,824 | 3,488 | 3,679 | 3,134 | 4,499 | 3,204 | 31,977 |
|  | 3,705 | 2,953 | 2,250 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 32,061 |
|  | 1,816 | 1,943 | 3,487 | 3,488 | 2,515 | 2,158 | 3,275 | 3,204 | 21,886 |
|  | 3,705 | 2,953 | 3,487 | 2,278 | 2,515 | 3,134 | 3,275 | 2,084 | 23,432 |
|  | 3,705 | 4,213 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 28,185 |
|  | 2,677 | 1,943 | 2,250 | 3,488 | 3,679 | 4,416 | 3,275 | 3,204 | 24,932 |
|  | 3,705 | 2,953 | 4,824 | 2,278 | 2,515 | 2,158 | 2,206 | 2,084 | 22,724 |
|  | 2,677 | 2,953 | 2,250 | 4,803 | 4,936 | 4,416 | 3,275 | 3,204 | 28,515 |
|  | 4,936 | 4,213 | 4,824 | 2,278 | 2,515 | 4,416 | 2,206 | 2,084 | 27,472 |
|  | 2,677 | 1,000 | 3,487 | 4,803 | 4,936 | 4,416 | 4,499 | 4,499 | 30,316 |
|  | 4,936 | 1,943 | 4,824 | 2,278 | 2,515 | 3,134 | 2,206 | 2,084 | 23,921 |
|  | 2,677 | 1,943 | 2,250 | 3,488 | 4,936 | 4,416 | 2,206 | 3,204 | 25,120 |
|  | 3,705 | 4,213 | 3,487 | 2,278 | 2,515 | 2,158 | 2,206 | 2,084 | 22,646 |
|  | 4,936 | 4,213 | 3,487 | 3,488 | 3,679 | 3,134 | 3,275 | 3,204 | 29,416 |
|  | 4,936 | 4,213 | 4,824 | 3,488 | 4,936 | 4,416 | 4,499 | 4,499 | 35,810 |
|  | 4,936 | 4,213 | 4,824 | 4,803 | 3,679 | 4,416 | 3,275 | 3,204 | 33,350 |

**Lampiran 4**

**Data Uji Validitas & Reliabilitas 30 Responden**

1. **Kepuasan Pelanggan (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Total |
| 1 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 42 |
| 2 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 42 |
| 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 40 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 45 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 7 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 41 |
| 8 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 43 |
| 9 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 41 |
| 10 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 11 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 44 |
| 12 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 13 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 41 |
| 14 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 42 |
| 15 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 43 |
| 16 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 17 | 4 | 3 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 42 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 19 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 46 |
| 20 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 45 |
| 21 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 42 |
| 22 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 46 |
| 23 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 43 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 25 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 26 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 42 |
| 27 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 28 | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| 29 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 30 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |

1. ***Responsiveness* (X1)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | Total |
|  | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
|  | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
|  | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
|  | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
|  | 3 | 4 | 4 | 4 | 3 | 3 | 21 |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
|  | 5 | 4 | 4 | 5 | 4 | 5 | 27 |
|  | 3 | 4 | 5 | 5 | 5 | 5 | 27 |
|  | 3 | 4 | 3 | 3 | 4 | 4 | 21 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
|  | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
|  | 4 | 4 | 4 | 3 | 4 | 5 | 24 |
|  | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 3 | 4 | 3 | 4 | 3 | 4 | 21 |
|  | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
|  | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
|  | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
|  | 4 | 2 | 2 | 3 | 3 | 4 | 18 |
|  | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
|  | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
|  | 5 | 5 | 3 | 3 | 5 | 5 | 26 |
|  | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

1. **Kualitas Pelayanan (X2)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | Total |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 37 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 7 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 30 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 9 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 31 |
| 10 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 33 |
| 11 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 30 |
| 12 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 34 |
| 13 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 32 |
| 14 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 32 |
| 15 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 |
| 17 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 2 | 32 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 19 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 28 |
| 20 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 38 |
| 21 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 30 |
| 22 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 23 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 32 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 25 | 3 | 3 | 4 | 3 | 4 | 4 | 2 | 2 | 25 |
| 26 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 35 |
| 27 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 36 |
| 28 | 4 | 4 | 3 | 3 | 5 | 5 | 3 | 4 | 31 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |

1. **Promosi (X4)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | Total |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 42 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 42 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 4 | 5 | 3 | 3 | 3 | 2 | 5 | 4 | 4 | 38 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 7 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 37 |
| 8 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 9 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 37 |
| 10 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 5 | 34 |
| 11 | 2 | 2 | 4 | 3 | 4 | 5 | 4 | 4 | 2 | 3 | 33 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 13 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 37 |
| 14 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 5 | 3 | 3 | 37 |
| 15 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 47 |
| 16 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 5 | 39 |
| 17 | 4 | 4 | 2 | 4 | 1 | 4 | 2 | 4 | 2 | 4 | 31 |
| 18 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 19 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 39 |
| 20 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 44 |
| 21 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 33 |
| 22 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 23 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 41 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 25 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 26 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 28 | 3 | 5 | 5 | 5 | 3 | 3 | 3 | 5 | 4 | 4 | 40 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |

1. **Kenyamanan (X4)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | X4.1 | X4.2 | X4.3 | X4.4 | X4.5 | X4.6 | X4.7 | X4.8 | Total |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 2 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 35 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 2 | 4 | 5 | 4 | 5 | 4 | 4 | 33 |
| 6 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 31 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 9 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 10 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 38 |
| 11 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 34 |
| 12 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 34 |
| 13 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 33 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 15 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 36 |
| 16 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 29 |
| 17 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 31 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 19 | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 31 |
| 20 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 37 |
| 21 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| 22 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 38 |
| 23 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 35 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 26 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 37 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 28 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |

**Lampiran 5**

**Hasil Uji Validitas**

1. **VALIDITAS KEPUASAN PELANGGAN (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Total |
| Y1 | Pearson Correlation | 1 | .180 | .152 | .357 | .197 | .356 | .243 | .036 | -.040 | -.011 | .471\*\* |
| Sig. (2-tailed) |  | .340 | .421 | .053 | .297 | .054 | .196 | .850 | .833 | .953 | .009 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | .180 | 1 | .027 | .162 | .040 | .174 | .306 | .085 | .249 | .212 | .515\*\* |
| Sig. (2-tailed) | .340 |  | .889 | .393 | .835 | .359 | .100 | .653 | .185 | .262 | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | .152 | .027 | 1 | .023 | .139 | .071 | .261 | .025 | .078 | .271 | .378\* |
| Sig. (2-tailed) | .421 | .889 |  | .905 | .465 | .708 | .164 | .894 | .682 | .147 | .039 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | .357 | .162 | .023 | 1 | .385\* | .205 | .103 | .249 | .145 | .193 | .564\*\* |
| Sig. (2-tailed) | .053 | .393 | .905 |  | .036 | .277 | .587 | .185 | .445 | .306 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y5 | Pearson Correlation | .197 | .040 | .139 | .385\* | 1 | -.016 | .217 | .313 | .103 | .266 | .515\*\* |
| Sig. (2-tailed) | .297 | .835 | .465 | .036 |  | .932 | .249 | .092 | .587 | .156 | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y6 | Pearson Correlation | .356 | .174 | .071 | .205 | -.016 | 1 | -.126 | .102 | .453\* | -.032 | .429\* |
| Sig. (2-tailed) | .054 | .359 | .708 | .277 | .932 |  | .508 | .593 | .012 | .867 | .018 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y7 | Pearson Correlation | .243 | .306 | .261 | .103 | .217 | -.126 | 1 | .115 | -.057 | .245 | .439\* |
| Sig. (2-tailed) | .196 | .100 | .164 | .587 | .249 | .508 |  | .545 | .765 | .192 | .015 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y8 | Pearson Correlation | .036 | .085 | .025 | .249 | .313 | .102 | .115 | 1 | .262 | .556\*\* | .538\*\* |
| Sig. (2-tailed) | .850 | .653 | .894 | .185 | .092 | .593 | .545 |  | .162 | .001 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y9 | Pearson Correlation | -.040 | .249 | .078 | .145 | .103 | .453\* | -.057 | .262 | 1 | .487\*\* | .555\*\* |
| Sig. (2-tailed) | .833 | .185 | .682 | .445 | .587 | .012 | .765 | .162 |  | .006 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y10 | Pearson Correlation | -.011 | .212 | .271 | .193 | .266 | -.032 | .245 | .556\*\* | .487\*\* | 1 | .637\*\* |
| Sig. (2-tailed) | .953 | .262 | .147 | .306 | .156 | .867 | .192 | .001 | .006 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .471\*\* | .515\*\* | .378\* | .564\*\* | .515\*\* | .429\* | .439\* | .538\*\* | .555\*\* | .637\*\* | 1 |
| Sig. (2-tailed) | .009 | .004 | .039 | .001 | .004 | .018 | .015 | .002 | .001 | .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). | | | | | | | | | | | | | |

* 1. **VALIDITAS *RESPONSIVENESS* (X1)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | Total |
| X1.1 | Pearson Correlation | 1 | .477\*\* | .384\* | .467\*\* | .472\*\* | .433\* | .719\*\* |
| Sig. (2-tailed) |  | .008 | .036 | .009 | .009 | .017 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .477\*\* | 1 | .494\*\* | .443\* | .586\*\* | .578\*\* | .779\*\* |
| Sig. (2-tailed) | .008 |  | .006 | .014 | .001 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .384\* | .494\*\* | 1 | .786\*\* | .617\*\* | .248 | .780\*\* |
| Sig. (2-tailed) | .036 | .006 |  | .000 | .000 | .187 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .467\*\* | .443\* | .786\*\* | 1 | .573\*\* | .308 | .792\*\* |
| Sig. (2-tailed) | .009 | .014 | .000 |  | .001 | .097 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .472\*\* | .586\*\* | .617\*\* | .573\*\* | 1 | .619\*\* | .832\*\* |
| Sig. (2-tailed) | .009 | .001 | .000 | .001 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .433\* | .578\*\* | .248 | .308 | .619\*\* | 1 | .674\*\* |
| Sig. (2-tailed) | .017 | .001 | .187 | .097 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .719\*\* | .779\*\* | .780\*\* | .792\*\* | .832\*\* | .674\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 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). | | | | | | | | |

* 1. **VALIDITAS KUALITAS PELAYANAN (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | Total |
| X2.1 | Pearson Correlation | 1 | .503\*\* | .608\*\* | .599\*\* | .371\* | .429\* | .565\*\* | .313 | .767\*\* |
| Sig. (2-tailed) |  | .005 | .000 | .000 | .044 | .018 | .001 | .092 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .503\*\* | 1 | .507\*\* | .404\* | .251 | .178 | .256 | .519\*\* | .656\*\* |
| Sig. (2-tailed) | .005 |  | .004 | .027 | .182 | .347 | .171 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .608\*\* | .507\*\* | 1 | .358 | .323 | .217 | .475\*\* | .326 | .661\*\* |
| Sig. (2-tailed) | .000 | .004 |  | .052 | .082 | .249 | .008 | .079 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .599\*\* | .404\* | .358 | 1 | .277 | .262 | .699\*\* | .613\*\* | .782\*\* |
| Sig. (2-tailed) | .000 | .027 | .052 |  | .138 | .163 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .371\* | .251 | .323 | .277 | 1 | .409\* | .247 | .348 | .548\*\* |
| Sig. (2-tailed) | .044 | .182 | .082 | .138 |  | .025 | .187 | .059 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | .429\* | .178 | .217 | .262 | .409\* | 1 | .374\* | .189 | .544\*\* |
| Sig. (2-tailed) | .018 | .347 | .249 | .163 | .025 |  | .042 | .318 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.7 | Pearson Correlation | .565\*\* | .256 | .475\*\* | .699\*\* | .247 | .374\* | 1 | .635\*\* | .794\*\* |
| Sig. (2-tailed) | .001 | .171 | .008 | .000 | .187 | .042 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.8 | Pearson Correlation | .313 | .519\*\* | .326 | .613\*\* | .348 | .189 | .635\*\* | 1 | .755\*\* |
| Sig. (2-tailed) | .092 | .003 | .079 | .000 | .059 | .318 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .767\*\* | .656\*\* | .661\*\* | .782\*\* | .548\*\* | .544\*\* | .794\*\* | .755\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .002 | .002 | .000 | .000 |  |
| N | 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).   * 1. **VALIDITAS KUALITAS PROMOSI (X3)**  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Correlations** | | | | | | | | | | | | | | |  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | Total | | X3.1 | Pearson Correlation | 1 | .680\*\* | .414\* | .404\* | .382\* | .284 | .265 | .416\* | .591\*\* | .568\*\* | .737\*\* | | Sig. (2-tailed) |  | .000 | .023 | .027 | .037 | .128 | .157 | .022 | .001 | .001 | .000 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X3.2 | Pearson Correlation | .680\*\* | 1 | .266 | .544\*\* | .388\* | .112 | .356 | .383\* | .712\*\* | .556\*\* | .734\*\* | | Sig. (2-tailed) | .000 |  | .155 | .002 | .034 | .556 | .053 | .037 | .000 | .001 | .000 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X3.3 | Pearson Correlation | .414\* | .266 | 1 | .269 | .561\*\* | .315 | .429\* | .639\*\* | .540\*\* | .136 | .665\*\* | | Sig. (2-tailed) | .023 | .155 |  | .151 | .001 | .090 | .018 | .000 | .002 | .474 | .000 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X3.4 | Pearson Correlation | .404\* | .544\*\* | .269 | 1 | .278 | .140 | .358 | .466\*\* | .491\*\* | .207 | .582\*\* | | Sig. (2-tailed) | .027 | .002 | .151 |  | .137 | .459 | .052 | .009 | .006 | .272 | .001 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X3.5 | Pearson Correlation | .382\* | .388\* | .561\*\* | .278 | 1 | .447\* | .782\*\* | .230 | .668\*\* | .411\* | .779\*\* | | Sig. (2-tailed) | .037 | .034 | .001 | .137 |  | .013 | .000 | .221 | .000 | .024 | .000 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X3.6 | Pearson Correlation | .284 | .112 | .315 | .140 | .447\* | 1 | .639\*\* | .125 | .297 | .312 | .540\*\* | | Sig. (2-tailed) | .128 | .556 | .090 | .459 | .013 |  | .000 | .509 | .111 | .093 | .002 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X3.7 | Pearson Correlation | .265 | .356 | .429\* | .358 | .782\*\* | .639\*\* | 1 | .104 | .697\*\* | .430\* | .761\*\* | | Sig. (2-tailed) | .157 | .053 | .018 | .052 | .000 | .000 |  | .583 | .000 | .018 | .000 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X3.8 | Pearson Correlation | .416\* | .383\* | .639\*\* | .466\*\* | .230 | .125 | .104 | 1 | .227 | .051 | .497\*\* | | Sig. (2-tailed) | .022 | .037 | .000 | .009 | .221 | .509 | .583 |  | .227 | .791 | .005 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X3.9 | Pearson Correlation | .591\*\* | .712\*\* | .540\*\* | .491\*\* | .668\*\* | .297 | .697\*\* | .227 | 1 | .537\*\* | .863\*\* | | Sig. (2-tailed) | .001 | .000 | .002 | .006 | .000 | .111 | .000 | .227 |  | .002 | .000 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X3.10 | Pearson Correlation | .568\*\* | .556\*\* | .136 | .207 | .411\* | .312 | .430\* | .051 | .537\*\* | 1 | .628\*\* | | Sig. (2-tailed) | .001 | .001 | .474 | .272 | .024 | .093 | .018 | .791 | .002 |  | .000 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | Total | Pearson Correlation | .737\*\* | .734\*\* | .665\*\* | .582\*\* | .779\*\* | .540\*\* | .761\*\* | .497\*\* | .863\*\* | .628\*\* | 1 | | Sig. (2-tailed) | .000 | .000 | .000 | .001 | .000 | .002 | .000 | .005 | .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). | | | | | | | | | | | | | |  * 1. **KENYAMANAN (X4)**  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Correlations** | | | | | | | | | | | |  | | X4.1 | X4.2 | X4.3 | X4.4 | X4.5 | X4.6 | X4.7 | X4.8 | Total | | X4.1 | Pearson Correlation | 1 | .187 | .531\*\* | .413\* | .399\* | .262 | .361\* | .024 | .632\*\* | | Sig. (2-tailed) |  | .322 | .003 | .023 | .029 | .162 | .050 | .899 | .000 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X4.2 | Pearson Correlation | .187 | 1 | .534\*\* | .013 | .469\*\* | .045 | .434\* | .539\*\* | .671\*\* | | Sig. (2-tailed) | .322 |  | .002 | .945 | .009 | .814 | .017 | .002 | .000 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X4.3 | Pearson Correlation | .531\*\* | .534\*\* | 1 | .473\*\* | .580\*\* | .095 | .653\*\* | .387\* | .820\*\* | | Sig. (2-tailed) | .003 | .002 |  | .008 | .001 | .619 | .000 | .035 | .000 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X4.4 | Pearson Correlation | .413\* | .013 | .473\*\* | 1 | .508\*\* | .387\* | .373\* | .079 | .585\*\* | | Sig. (2-tailed) | .023 | .945 | .008 |  | .004 | .035 | .042 | .679 | .001 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X4.5 | Pearson Correlation | .399\* | .469\*\* | .580\*\* | .508\*\* | 1 | .119 | .534\*\* | .152 | .719\*\* | | Sig. (2-tailed) | .029 | .009 | .001 | .004 |  | .530 | .002 | .422 | .000 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X4.6 | Pearson Correlation | .262 | .045 | .095 | .387\* | .119 | 1 | .181 | .107 | .434\* | | Sig. (2-tailed) | .162 | .814 | .619 | .035 | .530 |  | .337 | .572 | .017 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X4.7 | Pearson Correlation | .361\* | .434\* | .653\*\* | .373\* | .534\*\* | .181 | 1 | .259 | .715\*\* | | Sig. (2-tailed) | .050 | .017 | .000 | .042 | .002 | .337 |  | .167 | .000 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | X4.8 | Pearson Correlation | .024 | .539\*\* | .387\* | .079 | .152 | .107 | .259 | 1 | .524\*\* | | Sig. (2-tailed) | .899 | .002 | .035 | .679 | .422 | .572 | .167 |  | .003 | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | Total | Pearson Correlation | .632\*\* | .671\*\* | .820\*\* | .585\*\* | .719\*\* | .434\* | .715\*\* | .524\*\* | 1 | | Sig. (2-tailed) | .000 | .000 | .000 | .001 | .000 | .017 | .000 | .003 |  | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | | | | | | | | | | |

**Lampiran 6**

**HASIL UJI RELIABILITAS**

**Reliabilitas Variabel Kepuasan Pelanggan (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .677 | 10 |

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

**Reliabilitas Variabel *Responsiveness* (X1)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .839 | 8 |

**Reliabilitas Variabel Kualitas Pelayanan (X2)**

**Reliabilitas Variabel Promosi (X3)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .875 | 10 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .775 | 8 |

**Reliabilitas Variabel Kenyamanan (X4)**

**Lampiran 7**

**HASIL STATISTIK DESKRIPTIF**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Kepuasan Pelanggan | 100 | 30.00 | 50.00 | 41.5100 | 5.81967 |
| Responsiveness | 100 | 18.00 | 30.00 | 24.9500 | 3.38856 |
| Kualitas Pelayanan | 100 | 18.00 | 40.00 | 32.6300 | 4.82974 |
| Promosi | 100 | 26.00 | 50.00 | 39.9600 | 6.49152 |
| Kenyamanan | 100 | 16.00 | 40.00 | 32.8200 | 4.61307 |
| Valid N (listwise) | 100 |  |  |  |  |

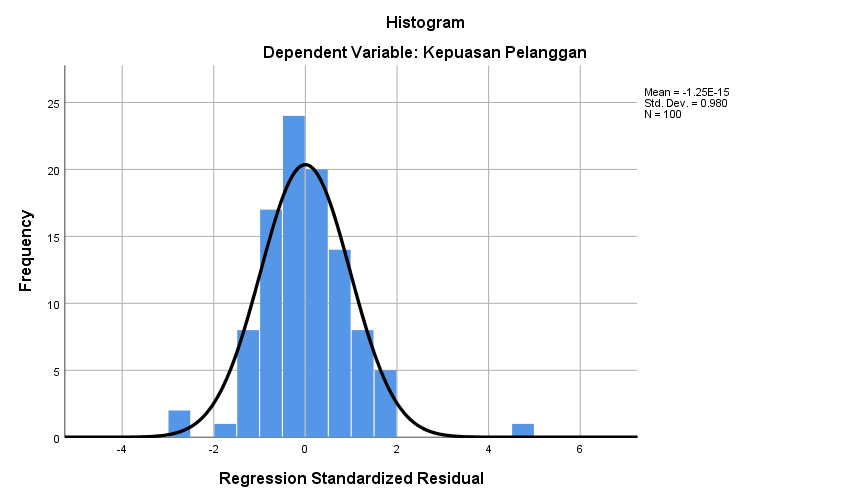
**Lampiran 8**

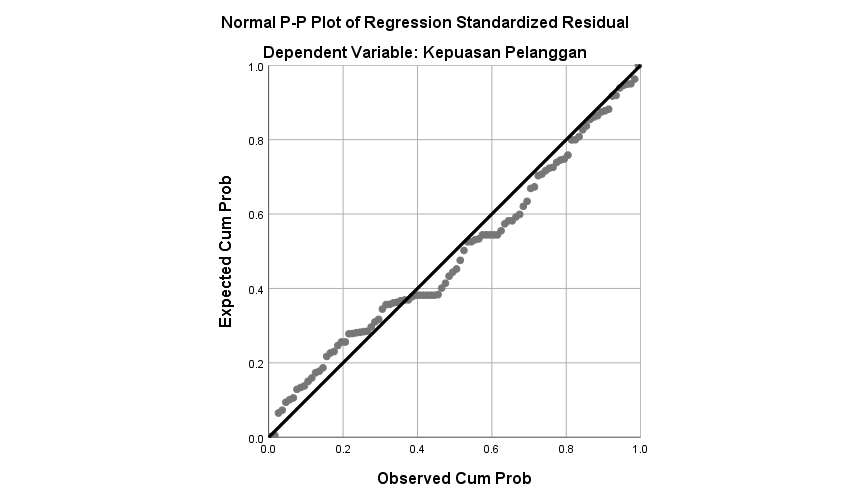
**HASIL UJI ASUMSI KLASIK**

**Uji Normalitas**

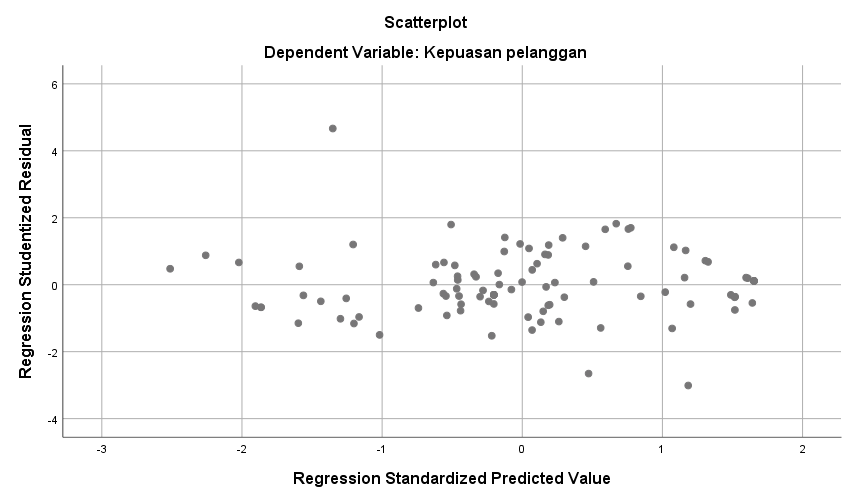
***One-Sample Kolmogrov-Smirnov Test***

|  |  |  |
| --- | --- | --- |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 3475.79820826 |
| Most Extreme Differences | Absolute | .079 |
| Positive | .079 |
| Negative | -.064 |
| Test Statistic | | .079 |
| Asymp. Sig. (2-tailed) | | .127c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |





**Uji Heteroskedastisitas**



|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 883.400 | 1280.841 |  | .690 | .492 |  |  |
| Responsiveness | .230 | .107 | .155 | 2.147 | .034 | .248 | 4.027 |
| Kualitas Pelayanan | .674 | .100 | .601 | 6.758 | .000 | .163 | 6.126 |
| Promosi | .181 | .059 | .205 | 3.059 | .003 | .287 | 3.487 |
| Kenyamanan | .028 | .069 | .023 | .401 | .689 | .377 | 2.654 |
| a. Dependent Variable: Kepuasan pelanggan | | | | | | | | |

**Uji Multikolonieritas**

**Lampiran 9**

**HASIL ANALISIS REGRESI LINEAR BERGANDA**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 883.400 | 1280.841 |  | .690 | .492 |
| Responsiveness | .230 | .107 | .155 | 2.147 | .034 |
| Kualitas Pelayanan | .674 | .100 | .601 | 6.758 | .000 |
| Promosi | .181 | .059 | .205 | 3.059 | .003 |
| Kenyamanan | .028 | .069 | .023 | .401 | .689 |
| a. Dependent Variable: Kepuasan pelanggan | | | | | | |

**Lampiran 10**

**HASIL HIPOTESIS**

**Uji T (Parsial)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 883.400 | 1280.841 |  | .690 | .492 |
| Responsiveness | .230 | .107 | .155 | 2.147 | .034 |
| Kualitas Pelayanan | .674 | .100 | .601 | 6.758 | .000 |
| Promosi | .181 | .059 | .205 | 3.059 | .003 |
| Kenyamanan | .028 | .069 | .023 | .401 | .689 |
| a. Dependent Variable: Kepuasan pelanggan | | | | | | |

**Uji F (Simultan)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 3613212555.772 | 4 | 903303138.943 | 71.748 | .000b |
| Residual | 1196036145.268 | 95 | 12589854.161 |  |  |
| Total | 4809248701.040 | 99 |  |  |  |
| a. Dependent Variable: Kepuasan pelanggan | | | | | | |
| b. Predictors: (Constant), Kenyamanan, Promosi, Responsiveness, Kualitas Pelayanan | | | | | | |

**Lampiran 11**

**HASIL UJI KOEFISIEN DETERMINASI ()**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .867a | .751 | .741 | 3548.21845 |
| a. Predictors: (Constant), Kenyamanan, Promosi, Responsiveness, Kualitas Pelayanan | | | | |
| b. Dependent Variable: Kepuasan pelanggan | | | | |