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**LAMPIRAN**

**Lampiran 1**

**Kuesioner Penelitian**

Kepada

Yth. Bapak/Ibu/Sdr/Sdri

Konsumen Aneka Swalayan Brebes

Dengan hormat,

Sehubungan dengan penyelesaian tugas akhir sebagai mahasiswa Program Strata Satu (S1) pada Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal maka saya:

Nama : Didi Arip

NPM : 4120600260

Fakultas : Ekonomi dan Bisnis (Program Studi Manajemen)

Bermaksud melakukan penelitian ilmiah untuk menyusun skripsi dengan judul “Pengaruh *Perceived Quality*, Persepsi Lokasi Toko, dan Persepsi Harga Grosir Terhadap Kepuasan Konsumen Di Aneka Swalayan Brebes”.

Untuk itu, saya sangat mengharapkan kesediaan Bapak/Ibu/Sdr/Sdri untuk menjadi responden dengan mengisi lembar kuesioner ini secara lengkap. Sehingga tidak ada jawaban yang salah dan kerahasiaannya akan saya jaga sesuai dengan etika penelitian.

Atas partisipasi Bapak/Ibu mengisi kuesioner ini saya ucapkan terima kasih.

Hormat saya,

Didi Arip

**Identitas Responden**

Nama :

Alamat :

Isilah dan berilah tanda silang (X) atau tanda checklist (√) pada isian berikut:

1. Umur:
2. 17 – 20 tahun
3. 21 – 30 tahun
4. 31 – 40 tahun
5. Di atas 40 tahun
6. Jenis Kelamin:
7. Laki-laki
8. Perempuan
9. Tingkat Pendidikan Terakhir

|  |  |
| --- | --- |
| 1. SD 2. SMP 3. SMA | 1. D3 2. S1 3. S2 |

1. Penghasilan Perbulan
2. Rp. 1.000.000 – Rp. 2.000.000
3. Rp. 2.100.000 – Rp. 3.000.000
4. Rp. 3.100.000 – Rp. 4.000.000
5. Di atas Rp. 4.000.000
6. Pekerjaan

|  |  |
| --- | --- |
| 1. PNS 2. Wiraswasta 3. Pedagang | 1. Petani 2. Pelajar/Mahasiswa 3. Lainnya |

**Petunjuk Pengisian Kuesioner**

Mohon anda memberi tanda silang (X) atau checklist (√) pada kolom yang disediakan sesuai dengan penilaian Bapak/Ibu/Sdr/Sdri dalam menilai setiap item pertanyaan.

|  |  |
| --- | --- |
| SS = Sangat Setuju (5) | TS = Tidak Setuju (2) |
| S = Setuju (4) | STS = Sangat Tidak Setuju (1) |
| N = Netral (3) |  |

1. **Pertanyaan Tentang Variabel Kepuasan Konsumen**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | | | | |
| **SS (5)** | **S (4)** | | **N (3)** | | **TS (2)** | | **STS (1)** |
| **Karakteristik Pokok Produk** | | | | | | | | | |
| 1. | Saya merasa puas terhadap produk berkualitas yang diberikan oleh Aneka Swalayan Brebes |  | |  | |  |  |  | |
| 2. | Saya merasa puas terhadap keandalan produk karena tidak menemukan kerusakan atau cacat di Aneka Swalayan Brebes. |  | |  | |  |  |  | |
| **Lama Produk Digunakan** | | | | | | | | | |
| 3. | Saya merasa puas terhadap produk Aneka Swalayan Brebes karena tidak ada produk yang kedaluwarsa |  | |  | |  |  |  | |
| 4. | Saya merasa puas jika adanya kebijakan pengembalian produk yang sudah kedaluwarsa di Aneka Swalayan Brebes |  | |  | |  |  |  | |
| **Kecepatan** | | | | | | | | | |
| 5. | Saya merasa puas terhadap kecepatan karyawan dalam memberikan bantuan atau solusi ketika mengalami permasalahan dengan cara yang baik |  | |  | |  |  |  | |
| 6. | Saya merasa puas terhadap kecepatan dan efisien karyawan Aneka Swalayan Brebes dalam proses pembayaran. |  | |  | |  |  |  | |
| **Penanganan Keluhan** | | | | | | | | | |
| 7. | Saya merasa puas terhadap penanganan yang baik dan cepat ketika saya komplain di Aneka Swalayan Brebes. |  | |  | |  |  |  | |
| 8. | Saya merasa puas karena dihargai sebagai konsumen ketika mengutarakan keluhan/ketidaknyamanan konsumen. |  | |  | |  |  |  | |
| **Reputasi Produk** | | | | | | | | | |
| 9. | Saya merasa puas terhadap reputasi produk yang baik dijual di Aneka Swalayan Brebes |  | |  | |  |  |  | |
| 10. | Saya merasa puas terhadap kualitas produk dan pelayanan yang baik di Aneka Swalayan Brebes. |  | |  | |  |  |  | |

1. **Pertanyaan Tentang Variabel *Perceived Quality***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS (5)** | **S (4)** | **N (3)** | **TS (2)** | **STS (1)** |
| **Periklanan dan Promosi** | | | | | | |
| 1. | Saya mengetahui Aneka Swalayan Brebes dari mulut ke mulut (temen/keluarga) |  |  |  |  |  |
| 2. | Saya merasa senang ketika mendapatkan promo menarik di Aneka Swalayan Brebes |  |  |  |  |  |
| **Kualitas yang dihasilkan** | | | | | | |
| 3 | Saya menerima kualitas pelayanan yang baik di Aneka Swalayan Brebes |  |  |  |  |  |
| 4 | Aneka Swalayan Brebes memberikan kesan kualitas yang baik dari pada para pesaingnya |  |  |  |  |  |
| **Harga terbaik** | | | | | | |
| 5. | Semua harga di Aneka Swalayan Brebes dapat menjangkau semua kalangan masyarakat. |  |  |  |  |  |
| 6. | Harga yang saya berikan sesuai dengan fasilitas dan kualitas yang saya dapatkan di Aneka Swalayan Brebes. |  |  |  |  |  |
| **Lalu Lintas Distribusi** | | | | | | |
| 7. | Aneka Swalayan Brebes memberikan produk yang berkualitas karena distribusi yang aman dan cepat |  |  |  |  |  |
| 8. | Saya lebih senang berbelanja di Aneka Swalayan Brebes secara langsung agar dapat melihat secara langsung produknya |  |  |  |  |  |
| **Penambahan Produk Baru** | | | | | | |
| 9. | Saya selalu menemukan produk-produk terbaru yang ada di Aneka Swalayan Brebes. |  |  |  |  |  |
| 10. | Saya akan merekomendasikan produk baru kepada Aneka Swalayan Brebes jika belum ada produk tersebut. |  |  |  |  |  |

1. **Pertanyaan Tentang Variabel Persepsi Lokasi Toko**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS (5)** | **S (4)** | **N (3)** | **TS (2)** | **STS (1)** |
| **Mudah dijangkau** | | | | | | |
| 1. | Letak Aneka Swalayan Brebes di pusat kota memudahkan saya dalam berbelanja. |  |  |  |  |  |
| 2. | Lokasi Aneka Swalayan Brebes dapat dijangkau dengan semua sarana transposrtasi umum. |  |  |  |  |  |
| **Lokasi Dapat Dilihat** | | | | | | |
| 3. | Lokasi Aneka Swalayan Brebes terlihat dilalu lintas jalan. |  |  |  |  |  |
| 4. | Saya melihat nama tulisan/logo Aneka Swalayan Brebes. |  |  |  |  |  |
| **Banyaknya Orang Lalu Lalang** | | | | | | |
| 5. | Semakin ramai suatu tempat/toko (Aneka Swalayan Brebes), semakin tertarik saya untuk mengujunginya |  |  |  |  |  |
| 6. | Aneka Swalayan Brebes terletak dipusat keramaian membuat saya melakukan keputusan pembelian. |  |  |  |  |  |
| **Kemacetan/Kepadatan Lalu Lintas** | | | | | | |
| 7. | Saya merasa terganggu adanya kepadatan dan kemacetan lalu lintas di sekitar Aneka Swalayan. |  |  |  |  |  |
| 8. | Saya merasa kesulitan dalam menjangkau toko jika terjadi kemacetan disekitar Aneka Swalayan Brebes |  |  |  |  |  |
| **Parkir Luas Dan Aman** | | | | | | |
| 9. | Tempat parkir yang luas dapat meningkatkan jumlah konsumen di Aneka Swalayan |  |  |  |  |  |
| 10. | Tempat parkir yang luas dan aman membuat saya merasa aman ketika berbelanja Aneka Swalayan Brebes |  |  |  |  |  |

1. **Pertanyaan Tentang Variabel Persepsi Harga Grosir**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS (5)** | **S (4)** | **N (3)** | **TS (2)** | **STS (1)** |
| **Menjangkau Semua Konsumen** | | | | | | |
| 1. | Harga produk yang ada di Aneka Swalayan Brebes dapat dijangkau oleh semua kalangan masyarakat. |  |  |  |  |  |
| 2. | Harga grosir menjadi hal yang utama saya dalam melakukan pembelian di Aneka Swalayan Brebes |  |  |  |  |  |
| **Mutu Produk Sesuai Dengan Harga** | | | | | | |
| 3. | Kualitas produk yang saya dapat sesuai dengan harga yang saya bayarkan saat berbelanja di Aneka Swalayan Brebes. |  |  |  |  |  |
| 4. | Saya mendapatkan produk-produk yang berkualitas dengan harga yang terjangkau di Aneka Swalayan Brebes. |  |  |  |  |  |
| **Harga Mampu Bersaing** | | | | | | |
| 5. | Harga grosir di Aneka Swalayan Brebes lebih murah dari pada pesaing lainnya. |  |  |  |  |  |
| 6. | Saya tertarik untuk membeli produk di Aneka Swalayan Brebes karna harga yang konsisten (tidak berubah-ubah) |  |  |  |  |  |
| **Menarik Perhatian Konsumen** | | | | | | |
| 7. | Saya merasa senang jika Aneka Swalayan Brebes memberikan potongan harga/diskon. |  |  |  |  |  |
| 8. | Aneka Swalayan Brebes memiliki kelengkapan produk yang lengkap |  |  |  |  |  |
| **Kegunaan Produk** | | | | | | |
| 9. | Kegunaan produk yang saya dapat sebanding dengan harga yang saya bayarkan di Aneka Swalayan Brebes. |  |  |  |  |  |
| 10. | Saya mendapatkan informasi manfaat produk dari karyawan Aneka Swalayan Brebes. |  |  |  |  |  |

**Lampiran 2**

**Data Uji Validitas Dan Reliabilita Variabel Kepuasan Konsumen (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | 1Y | 2Y | 3Y | 4Y | 5Y | 6Y | 7Y | 8Y | 9Y | 10Y | TOTAL |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 47 |
| 6 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 3 | 4 | 39 |
| 7 | 5 | 5 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 8 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 39 |
| 9 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 46 |
| 10 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 45 |
| 11 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 45 |
| 12 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 49 |
| 14 | 4 | 5 | 2 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 42 |
| 15 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 16 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 49 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 18 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 46 |
| 19 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 45 |
| 20 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 45 |
| 21 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 23 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 47 |
| 24 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 44 |
| 25 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 27 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 45 |
| 28 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 29 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 46 |
| 30 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 45 |

**Lampiran 3**

**Data Uji Validitas Dan Reliabilita Variabel Perceived Quality (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | TOTAL |
| 1 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 2 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 3 | 5 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 40 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| 5 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 39 |
| 6 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 44 |
| 7 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 28 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 9 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 33 |
| 10 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 42 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 13 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 45 |
| 14 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 48 |
| 15 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 46 |
| 16 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 17 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 18 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 3 | 35 |
| 19 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 46 |
| 20 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 3 | 4 | 42 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 22 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 37 |
| 23 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 24 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 45 |
| 25 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
| 26 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 34 |
| 27 | 5 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 40 |
| 28 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 44 |
| 29 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 30 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 3 | 42 |

**Lampiran 4**

**Data Uji Validitas Dan Reliabilita Variabel Persepsi Lokasi Toko (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | TOTAL |
| 1 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 44 |
| 6 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 47 |
| 7 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 42 |
| 8 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 9 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 10 | 5 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 42 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 13 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 43 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 49 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 48 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 18 | 2 | 3 | 3 | 4 | 1 | 3 | 5 | 5 | 3 | 3 | 32 |
| 19 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 20 | 5 | 4 | 5 | 5 | 5 | 4 | 2 | 3 | 4 | 4 | 41 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 38 |
| 22 | 4 | 4 | 5 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 43 |
| 23 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 49 |
| 24 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 26 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 44 |
| 27 | 5 | 4 | 5 | 5 | 5 | 3 | 2 | 2 | 5 | 5 | 41 |
| 28 | 4 | 4 | 5 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 40 |
| 29 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 41 |
| 30 | 4 | 4 | 5 | 5 | 2 | 5 | 3 | 3 | 3 | 5 | 39 |

**Lampiran 5**

**Data Uji Validitas Dan Reliabilita Variabel Persepsi Harga Grosir (X3)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | TOTAL |
| 1 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| 2 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 47 |
| 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 3 | 40 |
| 6 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 46 |
| 7 | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 2 | 3 | 4 | 32 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 9 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 31 |
| 10 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 45 |
| 11 | 5 | 4 | 3 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 44 |
| 12 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 46 |
| 13 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 46 |
| 14 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 15 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 44 |
| 16 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 17 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 48 |
| 18 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 28 |
| 19 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 20 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 3 | 40 |
| 21 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 22 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 1 | 35 |
| 23 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 47 |
| 24 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 44 |
| 25 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 26 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 27 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 43 |
| 28 | 4 | 5 | 2 | 3 | 4 | 3 | 4 | 2 | 4 | 3 | 34 |
| 29 | 5 | 3 | 3 | 4 | 3 | 4 | 5 | 3 | 5 | 4 | 39 |
| 30 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 3 | 4 | 35 |

**Lampiran 6**

**Hasil Uji Validitas Variabel Kepuasan Konsumen (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | TOTAL |
| Y1 | Pearson Correlation | 1 | .327 | .395\* | .451\* | .116 | .383\* | .524\*\* | .327 | .285 | .515\*\* | .744\*\* |
| Sig. (2-tailed) |  | .078 | .031 | .012 | .542 | .036 | .003 | .078 | .127 | .004 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | .327 | 1 | .038 | .504\*\* | .262 | .104 | .363\* | .365\* | .180 | .356 | .580\*\* |
| Sig. (2-tailed) | .078 |  | .843 | .004 | .161 | .586 | .049 | .047 | .342 | .053 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | .395\* | .038 | 1 | .443\* | .150 | .056 | .133 | .320 | .279 | .106 | .576\*\* |
| Sig. (2-tailed) | .031 | .843 |  | .014 | .429 | .767 | .483 | .084 | .135 | .578 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | .451\* | .504\*\* | .443\* | 1 | -.040 | .322 | .233 | .066 | .344 | .082 | .638\*\* |
| Sig. (2-tailed) | .012 | .004 | .014 |  | .833 | .083 | .216 | .730 | .063 | .666 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y5 | Pearson Correlation | .116 | .262 | .150 | -.040 | 1 | .412\* | -.063 | .262 | .356 | .191 | .439\* |
| Sig. (2-tailed) | .542 | .161 | .429 | .833 |  | .024 | .739 | .161 | .054 | .312 | .015 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y6 | Pearson Correlation | .383\* | .104 | .056 | .322 | .412\* | 1 | .049 | -.026 | .542\*\* | .170 | .524\*\* |
| Sig. (2-tailed) | .036 | .586 | .767 | .083 | .024 |  | .796 | .892 | .002 | .370 | .003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y7 | Pearson Correlation | .524\*\* | .363\* | .133 | .233 | -.063 | .049 | 1 | .492\*\* | .090 | .291 | .524\*\* |
| Sig. (2-tailed) | .003 | .049 | .483 | .216 | .739 | .796 |  | .006 | .635 | .119 | .003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y8 | Pearson Correlation | .327 | .365\* | .320 | .066 | .262 | -.026 | .492\*\* | 1 | .318 | .356 | .580\*\* |
| Sig. (2-tailed) | .078 | .047 | .084 | .730 | .161 | .892 | .006 |  | .087 | .053 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y9 | Pearson Correlation | .285 | .180 | .279 | .344 | .356 | .542\*\* | .090 | .318 | 1 | .052 | .608\*\* |
| Sig. (2-tailed) | .127 | .342 | .135 | .063 | .054 | .002 | .635 | .087 |  | .786 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y10 | Pearson Correlation | .515\*\* | .356 | .106 | .082 | .191 | .170 | .291 | .356 | .052 | 1 | .503\*\* |
| Sig. (2-tailed) | .004 | .053 | .578 | .666 | .312 | .370 | .119 | .053 | .786 |  | .005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .744\*\* | .580\*\* | .576\*\* | .638\*\* | .439\* | .524\*\* | .524\*\* | .580\*\* | .608\*\* | .503\*\* | 1 |
| Sig. (2-tailed) | .000 | .001 | .001 | .000 | .015 | .003 | .003 | .001 | .000 | .005 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |

**Lampiran 7**

**Hasil Uji Validitas Variabel *Perceived Quality* (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | TOTAL |
| X1.1 | Pearson Correlation | 1 | .234 | .457\* | .408\* | .392\* | .367\* | .427\* | .332 | .353 | .354 | .604\*\* |
| Sig. (2-tailed) |  | .213 | .011 | .025 | .032 | .046 | .019 | .073 | .055 | .055 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .234 | 1 | .486\*\* | .626\*\* | .395\* | .279 | .446\* | .477\*\* | .567\*\* | .623\*\* | .718\*\* |
| Sig. (2-tailed) | .213 |  | .006 | .000 | .031 | .136 | .014 | .008 | .001 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .457\* | .486\*\* | 1 | .442\* | .600\*\* | .653\*\* | .585\*\* | .280 | .586\*\* | .652\*\* | .792\*\* |
| Sig. (2-tailed) | .011 | .006 |  | .015 | .000 | .000 | .001 | .133 | .001 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .408\* | .626\*\* | .442\* | 1 | .533\*\* | .476\*\* | .727\*\* | .343 | .538\*\* | .560\*\* | .794\*\* |
| Sig. (2-tailed) | .025 | .000 | .015 |  | .002 | .008 | .000 | .063 | .002 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .392\* | .395\* | .600\*\* | .533\*\* | 1 | .499\*\* | .453\* | .138 | .549\*\* | .533\*\* | .713\*\* |
| Sig. (2-tailed) | .032 | .031 | .000 | .002 |  | .005 | .012 | .469 | .002 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .367\* | .279 | .653\*\* | .476\*\* | .499\*\* | 1 | .688\*\* | .178 | .653\*\* | .528\*\* | .727\*\* |
| Sig. (2-tailed) | .046 | .136 | .000 | .008 | .005 |  | .000 | .346 | .000 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | .427\* | .446\* | .585\*\* | .727\*\* | .453\* | .688\*\* | 1 | .443\* | .626\*\* | .615\*\* | .822\*\* |
| Sig. (2-tailed) | .019 | .014 | .001 | .000 | .012 | .000 |  | .014 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.8 | Pearson Correlation | .332 | .477\*\* | .280 | .343 | .138 | .178 | .443\* | 1 | .241 | .185 | .470\*\* |
| Sig. (2-tailed) | .073 | .008 | .133 | .063 | .469 | .346 | .014 |  | .200 | .327 | .009 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.9 | Pearson Correlation | .353 | .567\*\* | .586\*\* | .538\*\* | .549\*\* | .653\*\* | .626\*\* | .241 | 1 | .599\*\* | .786\*\* |
| Sig. (2-tailed) | .055 | .001 | .001 | .002 | .002 | .000 | .000 | .200 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.10 | Pearson Correlation | .354 | .623\*\* | .652\*\* | .560\*\* | .533\*\* | .528\*\* | .615\*\* | .185 | .599\*\* | 1 | .793\*\* |
| Sig. (2-tailed) | .055 | .000 | .000 | .001 | .002 | .003 | .000 | .327 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .604\*\* | .718\*\* | .792\*\* | .794\*\* | .713\*\* | .727\*\* | .822\*\* | .470\*\* | .786\*\* | .793\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .009 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |

**Lampiran 8**

**Hasil Uji Validitas Variabel Persepsi Lokasi Toko (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | TOTAL |
| X2.1 | Pearson Correlation | 1 | .425\* | .345 | .310 | .634\*\* | .451\* | -.075 | .023 | .467\*\* | .472\*\* | .621\*\* |
| Sig. (2-tailed) |  | .019 | .062 | .095 | .000 | .012 | .693 | .904 | .009 | .008 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .425\* | 1 | .549\*\* | .672\*\* | .619\*\* | .701\*\* | .179 | .138 | .435\* | .509\*\* | .804\*\* |
| Sig. (2-tailed) | .019 |  | .002 | .000 | .000 | .000 | .343 | .466 | .016 | .004 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .345 | .549\*\* | 1 | .603\*\* | .522\*\* | .274 | -.023 | -.162 | .507\*\* | .414\* | .590\*\* |
| Sig. (2-tailed) | .062 | .002 |  | .000 | .003 | .143 | .903 | .392 | .004 | .023 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .310 | .672\*\* | .603\*\* | 1 | .428\* | .586\*\* | -.064 | -.138 | .295 | .372\* | .593\*\* |
| Sig. (2-tailed) | .095 | .000 | .000 |  | .018 | .001 | .738 | .466 | .114 | .043 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .634\*\* | .619\*\* | .522\*\* | .428\* | 1 | .385\* | .025 | .037 | .571\*\* | .331 | .723\*\* |
| Sig. (2-tailed) | .000 | .000 | .003 | .018 |  | .036 | .894 | .844 | .001 | .074 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | .451\* | .701\*\* | .274 | .586\*\* | .385\* | 1 | .113 | .231 | .185 | .382\* | .670\*\* |
| Sig. (2-tailed) | .012 | .000 | .143 | .001 | .036 |  | .553 | .218 | .329 | .037 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.7 | Pearson Correlation | -.075 | .179 | -.023 | -.064 | .025 | .113 | 1 | .883\*\* | .272 | .167 | .463\*\* |
| Sig. (2-tailed) | .693 | .343 | .903 | .738 | .894 | .553 |  | .000 | .146 | .377 | .010 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.8 | Pearson Correlation | .023 | .138 | -.162 | -.138 | .037 | .231 | .883\*\* | 1 | .299 | .165 | .468\*\* |
| Sig. (2-tailed) | .904 | .466 | .392 | .466 | .844 | .218 | .000 |  | .109 | .383 | .009 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.9 | Pearson Correlation | .467\*\* | .435\* | .507\*\* | .295 | .571\*\* | .185 | .272 | .299 | 1 | .559\*\* | .720\*\* |
| Sig. (2-tailed) | .009 | .016 | .004 | .114 | .001 | .329 | .146 | .109 |  | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.10 | Pearson Correlation | .472\*\* | .509\*\* | .414\* | .372\* | .331 | .382\* | .167 | .165 | .559\*\* | 1 | .651\*\* |
| Sig. (2-tailed) | .008 | .004 | .023 | .043 | .074 | .037 | .377 | .383 | .001 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .621\*\* | .804\*\* | .590\*\* | .593\*\* | .723\*\* | .670\*\* | .463\*\* | .468\*\* | .720\*\* | .651\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .001 | .001 | .000 | .000 | .010 | .009 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |

**Lampiran 9**

**Hasil Uji Validitas Variabel Persepsi Harga Grosir (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 | .277 | .272 | .503\*\* | .352 | .497\*\* | .442\* | .492\*\* | .628\*\* | .416\* | .684\*\* |
| Sig. (2-tailed) |  | .138 | .146 | .005 | .057 | .005 | .014 | .006 | .000 | .022 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .277 | 1 | .452\* | .309 | .445\* | .432\* | .156 | .331 | .320 | .340 | .556\*\* |
| Sig. (2-tailed) | .138 |  | .012 | .097 | .014 | .017 | .410 | .074 | .084 | .066 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .272 | .452\* | 1 | .515\*\* | .246 | .637\*\* | .265 | .684\*\* | .403\* | .462\* | .703\*\* |
| Sig. (2-tailed) | .146 | .012 |  | .004 | .191 | .000 | .157 | .000 | .027 | .010 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .503\*\* | .309 | .515\*\* | 1 | .361\* | .560\*\* | .629\*\* | .743\*\* | .594\*\* | .602\*\* | .828\*\* |
| Sig. (2-tailed) | .005 | .097 | .004 |  | .050 | .001 | .000 | .000 | .001 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | .352 | .445\* | .246 | .361\* | 1 | .217 | .062 | .312 | .380\* | .382\* | .524\*\* |
| Sig. (2-tailed) | .057 | .014 | .191 | .050 |  | .250 | .745 | .093 | .038 | .037 | .003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.6 | Pearson Correlation | .497\*\* | .432\* | .637\*\* | .560\*\* | .217 | 1 | .479\*\* | .647\*\* | .750\*\* | .550\*\* | .821\*\* |
| Sig. (2-tailed) | .005 | .017 | .000 | .001 | .250 |  | .007 | .000 | .000 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.7 | Pearson Correlation | .442\* | .156 | .265 | .629\*\* | .062 | .479\*\* | 1 | .603\*\* | .560\*\* | .237 | .628\*\* |
| Sig. (2-tailed) | .014 | .410 | .157 | .000 | .745 | .007 |  | .000 | .001 | .206 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.8 | Pearson Correlation | .492\*\* | .331 | .684\*\* | .743\*\* | .312 | .647\*\* | .603\*\* | 1 | .512\*\* | .414\* | .821\*\* |
| Sig. (2-tailed) | .006 | .074 | .000 | .000 | .093 | .000 | .000 |  | .004 | .023 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.9 | Pearson Correlation | .628\*\* | .320 | .403\* | .594\*\* | .380\* | .750\*\* | .560\*\* | .512\*\* | 1 | .443\* | .782\*\* |
| Sig. (2-tailed) | .000 | .084 | .027 | .001 | .038 | .000 | .001 | .004 |  | .014 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.10 | Pearson Correlation | .416\* | .340 | .462\* | .602\*\* | .382\* | .550\*\* | .237 | .414\* | .443\* | 1 | .705\*\* |
| Sig. (2-tailed) | .022 | .066 | .010 | .000 | .037 | .002 | .206 | .023 | .014 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .684\*\* | .556\*\* | .703\*\* | .828\*\* | .524\*\* | .821\*\* | .628\*\* | .821\*\* | .782\*\* | .705\*\* | 1 |
| Sig. (2-tailed) | .000 | .001 | .000 | .000 | .003 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

**Lampiran 10**

**Hasil Uji Reliabilitas Variabel Kepuasan Konsumen (Y)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .758 | 10 |

**Lampiran 11**

**Hasil Uji Reliabilitas Variabel *Perceived Quality* (X1)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .897 | 10 |

**Lampiran 12**

**Hasil Uji Reliabilita Variabel Persepsi Lokasi Toko (X2)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .814 | 10 |

**Lampiran 13**

**Hasil Uji Reliabilita Variabel Persepsi Harga Grosir (X3)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .886 | 10 |

**Lampiran 14**

**Data Penelitian Variabel Kepuasan Konsumen (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | 1Y | 2Y | 3Y | 4Y | 5Y | 6Y | 7Y | 8Y | 9Y | 10Y | TOTAL |
| 1 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 44 |
| 2 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 41 |
| 3 | 3 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 3 | 41 |
| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| 5 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 4 | 41 |
| 6 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 44 |
| 7 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 44 |
| 8 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 40 |
| 9 | 5 | 3 | 4 | 5 | 5 | 3 | 4 | 3 | 4 | 5 | 41 |
| 10 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 45 |
| 11 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 12 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 5 | 41 |
| 13 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 45 |
| 14 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 43 |
| 15 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 44 |
| 16 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 41 |
| 17 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 43 |
| 18 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 45 |
| 19 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 45 |
| 20 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 21 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| 22 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 41 |
| 23 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 44 |
| 24 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 45 |
| 25 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 45 |
| 26 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 43 |
| 27 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 45 |
| 28 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 43 |
| 29 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 45 |
| 30 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 39 |
| 31 | 5 | 5 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 42 |
| 32 | 4 | 3 | 4 | 3 | 5 | 5 | 3 | 3 | 4 | 3 | 37 |
| 33 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 41 |
| 34 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 4 | 39 |
| 35 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 44 |
| 36 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 39 |
| 37 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 41 |
| 38 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 45 |
| 39 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 46 |
| 40 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 41 |
| 41 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 5 | 40 |
| 42 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 40 |
| 43 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 40 |
| 44 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 46 |
| 45 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 44 |
| 46 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 44 |
| 47 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 41 |
| 48 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 43 |
| 49 | 4 | 5 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 37 |
| 50 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 5 | 4 | 5 | 41 |
| 51 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 39 |
| 52 | 4 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 41 |
| 53 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 39 |
| 54 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 39 |
| 55 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 41 |
| 56 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 41 |
| 57 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 44 |
| 58 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 45 |
| 59 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 60 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 41 |
| 61 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 62 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 42 |
| 63 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 5 | 43 |
| 64 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 44 |
| 65 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 41 |
| 66 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| 67 | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 41 |
| 68 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 38 |
| 69 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 42 |
| 70 | 3 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 41 |
| 71 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 45 |
| 72 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 46 |
| 73 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 74 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 75 | 5 | 4 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 41 |
| 76 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 77 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 45 |
| 78 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 79 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 5 | 5 | 4 | 42 |
| 80 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 46 |
| 81 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 45 |
| 82 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 44 |
| 83 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 84 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 44 |
| 85 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 86 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 87 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 44 |
| 88 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 45 |
| 89 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 46 |
| 90 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 91 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 44 |
| 92 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 44 |
| 93 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 41 |
| 94 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 43 |
| 95 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 41 |
| 96 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 43 |
| 97 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 44 |
| 98 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 42 |
| 99 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 44 |
| 100 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 45 |

**Lampiran 15**

**Data Penelitian Variabel *Perceived Quality* (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | TOTAL |
| 1 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 2 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 47 |
| 3 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 46 |
| 4 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 47 |
| 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 47 |
| 7 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 45 |
| 8 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 42 |
| 9 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 3 | 4 | 3 | 39 |
| 10 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 39 |
| 11 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 46 |
| 12 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 13 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 47 |
| 14 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 46 |
| 15 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 42 |
| 16 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 2 | 4 | 40 |
| 17 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 41 |
| 18 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 44 |
| 19 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 20 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 3 | 42 |
| 21 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 43 |
| 22 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 46 |
| 23 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 46 |
| 24 | 5 | 5 | 3 | 5 | 4 | 2 | 4 | 5 | 3 | 4 | 40 |
| 25 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 44 |
| 26 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 43 |
| 27 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 28 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 45 |
| 29 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 44 |
| 30 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 45 |
| 31 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 3 | 43 |
| 32 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 44 |
| 33 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 45 |
| 34 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 45 |
| 35 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 44 |
| 36 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 44 |
| 37 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 42 |
| 38 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 47 |
| 39 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 42 |
| 40 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 41 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 42 |
| 42 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 5 | 5 | 5 | 44 |
| 43 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 4 | 44 |
| 44 | 2 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 41 |
| 45 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 46 |
| 46 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | 5 | 4 | 42 |
| 47 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 45 |
| 48 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 46 |
| 49 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 5 | 3 | 3 | 37 |
| 50 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 44 |
| 51 | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 41 |
| 52 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 2 | 4 | 43 |
| 53 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 44 |
| 54 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 45 |
| 55 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 43 |
| 56 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 46 |
| 57 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 46 |
| 58 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 59 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 43 |
| 60 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| 61 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| 62 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 45 |
| 63 | 4 | 4 | 3 | 3 | 5 | 2 | 5 | 5 | 5 | 4 | 40 |
| 64 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 43 |
| 65 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 41 |
| 66 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 42 |
| 67 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 44 |
| 68 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 46 |
| 69 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 45 |
| 70 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 71 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 72 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 46 |
| 73 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 45 |
| 74 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 45 |
| 75 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 48 |
| 77 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 78 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 42 |
| 79 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 47 |
| 80 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 46 |
| 81 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 44 |
| 82 | 3 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 42 |
| 83 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 44 |
| 84 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 40 |
| 85 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 44 |
| 86 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 3 | 42 |
| 87 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 44 |
| 88 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 43 |
| 89 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 45 |
| 90 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 44 |
| 91 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 42 |
| 92 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 42 |
| 93 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 5 | 4 | 42 |
| 94 | 4 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 5 | 42 |
| 95 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 43 |
| 96 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 97 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 45 |
| 98 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 45 |
| 99 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 37 |
| 100 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 44 |

**Lampiran 16**

**Data Penelitian Variabel Persepsi Lokasi Toko (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | TOTAL |
| 1 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 2 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 3 | 5 | 5 | 3 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 39 |
| 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 41 |
| 5 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 6 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 46 |
| 7 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 42 |
| 8 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 43 |
| 9 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 40 |
| 10 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 45 |
| 11 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 42 |
| 12 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 44 |
| 13 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 41 |
| 14 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 3 | 4 | 42 |
| 15 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 37 |
| 16 | 5 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 5 | 5 | 43 |
| 17 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 44 |
| 18 | 4 | 5 | 4 | 5 | 5 | 2 | 4 | 3 | 4 | 3 | 39 |
| 19 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 43 |
| 20 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| 21 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 46 |
| 22 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 5 | 3 | 41 |
| 23 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 45 |
| 24 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 5 | 41 |
| 25 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 43 |
| 26 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 40 |
| 27 | 5 | 5 | 3 | 3 | 3 | 5 | 3 | 3 | 4 | 4 | 38 |
| 28 | 4 | 5 | 5 | 3 | 2 | 5 | 4 | 4 | 5 | 4 | 41 |
| 29 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 43 |
| 30 | 5 | 5 | 5 | 5 | 2 | 3 | 4 | 5 | 4 | 4 | 42 |
| 31 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 38 |
| 32 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 44 |
| 33 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 34 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 3 | 5 | 3 | 40 |
| 35 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 36 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 47 |
| 37 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 43 |
| 38 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 39 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 43 |
| 40 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 42 |
| 41 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 44 |
| 42 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 41 |
| 43 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 40 |
| 44 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 44 |
| 45 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 43 |
| 46 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 3 | 41 |
| 47 | 5 | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 43 |
| 48 | 5 | 5 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 43 |
| 49 | 3 | 3 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 40 |
| 50 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 44 |
| 51 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 5 | 41 |
| 52 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 43 |
| 53 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 43 |
| 54 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 40 |
| 55 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 3 | 38 |
| 56 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 43 |
| 57 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 45 |
| 58 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 46 |
| 59 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 45 |
| 60 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 43 |
| 61 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 3 | 42 |
| 62 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 42 |
| 63 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 64 | 4 | 3 | 5 | 5 | 5 | 3 | 3 | 4 | 3 | 5 | 40 |
| 65 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 45 |
| 66 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 45 |
| 67 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 43 |
| 68 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 46 |
| 69 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 42 |
| 70 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 43 |
| 71 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 72 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 46 |
| 73 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 43 |
| 74 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 44 |
| 75 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 44 |
| 76 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 46 |
| 77 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 78 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 79 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 43 |
| 80 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 44 |
| 81 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 82 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 45 |
| 83 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 43 |
| 84 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 46 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 86 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 45 |
| 87 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 47 |
| 88 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 43 |
| 89 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 46 |
| 90 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 91 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 47 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 93 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 94 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 43 |
| 95 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 42 |
| 96 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 44 |
| 97 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| 98 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 46 |
| 99 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 40 |
| 100 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 44 |

**Lampiran 17**

**Data Penelitian Variabel Persepsi Harga Grosir (X3)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | TOTAL |
| 1 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 45 |
| 2 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 41 |
| 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 45 |
| 4 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 41 |
| 5 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 37 |
| 6 | 4 | 5 | 3 | 4 | 3 | 3 | 5 | 4 | 3 | 5 | 39 |
| 7 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 41 |
| 8 | 3 | 5 | 5 | 3 | 4 | 3 | 3 | 3 | 2 | 5 | 36 |
| 9 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 2 | 4 | 3 | 40 |
| 10 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 41 |
| 11 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 2 | 4 | 41 |
| 12 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 37 |
| 13 | 4 | 5 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 38 |
| 14 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 44 |
| 15 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 5 | 2 | 36 |
| 16 | 4 | 5 | 3 | 2 | 5 | 4 | 4 | 5 | 5 | 3 | 40 |
| 17 | 5 | 4 | 4 | 3 | 5 | 5 | 3 | 5 | 4 | 3 | 41 |
| 18 | 4 | 3 | 3 | 4 | 2 | 5 | 4 | 4 | 3 | 2 | 34 |
| 19 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 42 |
| 20 | 5 | 2 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 41 |
| 21 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 41 |
| 22 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 44 |
| 23 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 45 |
| 24 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 40 |
| 25 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 3 | 5 | 42 |
| 26 | 4 | 5 | 3 | 5 | 3 | 3 | 5 | 4 | 4 | 5 | 41 |
| 27 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 42 |
| 28 | 4 | 5 | 4 | 5 | 4 | 2 | 4 | 4 | 3 | 5 | 40 |
| 29 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 44 |
| 30 | 5 | 4 | 5 | 3 | 5 | 3 | 3 | 3 | 5 | 4 | 40 |
| 31 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 43 |
| 32 | 3 | 5 | 5 | 5 | 2 | 4 | 5 | 3 | 5 | 3 | 40 |
| 33 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 45 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 41 |
| 35 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 41 |
| 36 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 41 |
| 37 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 38 |
| 38 | 5 | 5 | 4 | 4 | 5 | 2 | 4 | 4 | 4 | 5 | 42 |
| 39 | 4 | 3 | 4 | 5 | 3 | 5 | 2 | 3 | 4 | 4 | 37 |
| 40 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 42 |
| 41 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 5 | 42 |
| 42 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 43 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 4 | 3 | 4 | 42 |
| 44 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 45 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 2 | 5 | 37 |
| 46 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 41 |
| 47 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 48 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 44 |
| 49 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 47 |
| 50 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 5 | 43 |
| 51 | 3 | 2 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 39 |
| 52 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 41 |
| 53 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 2 | 4 | 3 | 35 |
| 54 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 44 |
| 55 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 43 |
| 56 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 44 |
| 57 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 58 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 5 | 5 | 42 |
| 59 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 45 |
| 60 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 3 | 42 |
| 61 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 43 |
| 62 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 45 |
| 63 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 44 |
| 64 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 41 |
| 65 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 66 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 43 |
| 67 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 45 |
| 68 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 44 |
| 69 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 70 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 46 |
| 71 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 44 |
| 72 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 42 |
| 73 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 3 | 4 | 41 |
| 74 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| 75 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 76 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 43 |
| 77 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 41 |
| 78 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 46 |
| 79 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| 80 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 3 | 5 | 4 | 42 |
| 81 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 43 |
| 82 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 83 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 46 |
| 84 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 45 |
| 85 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 42 |
| 86 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 3 | 5 | 45 |
| 87 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 40 |
| 88 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 44 |
| 89 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 42 |
| 90 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 41 |
| 91 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 42 |
| 92 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 41 |
| 93 | 3 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 44 |
| 94 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 41 |
| 95 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 3 | 5 | 3 | 41 |
| 96 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 44 |
| 97 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 44 |
| 98 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 39 |
| 99 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 42 |
| 100 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 43 |

**Lampiran 18**

***Method Of Successive Interval* Variabel Kepuasan Konsumen (Y)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |  |  |  |  |
| **1Y** | **2Y** | **3Y** | **4Y** | **5Y** | **6Y** | **7Y** | **8Y** | **9Y** | **10Y** | **total** |
| 4.110 | 2.533 | 3.770 | 2.251 | 3.451 | 3.422 | 2.353 | 3.541 | 2.314 | 2.534 | 30.280 |
| 2.581 | 1.000 | 3.770 | 2.251 | 3.451 | 3.422 | 2.353 | 1.000 | 2.314 | 4.011 | 26.154 |
| 1.000 | 2.533 | 2.365 | 3.538 | 1.000 | 4.704 | 3.728 | 2.235 | 3.659 | 1.000 | 25.762 |
| 4.110 | 2.533 | 3.770 | 2.251 | 2.169 | 3.422 | 2.353 | 3.541 | 3.659 | 4.011 | 31.820 |
| 2.581 | 4.017 | 2.365 | 1.000 | 3.451 | 3.422 | 3.728 | 2.235 | 1.000 | 2.534 | 26.334 |
| 4.110 | 4.017 | 3.770 | 3.538 | 2.169 | 3.422 | 2.353 | 2.235 | 1.000 | 4.011 | 30.626 |
| 2.581 | 2.533 | 1.000 | 2.251 | 3.451 | 4.704 | 3.728 | 3.541 | 3.659 | 2.534 | 29.982 |
| 4.110 | 2.533 | 2.365 | 2.251 | 3.451 | 3.422 | 1.000 | 2.235 | 1.000 | 2.534 | 24.902 |
| 4.110 | 1.000 | 2.365 | 3.538 | 3.451 | 2.278 | 2.353 | 1.000 | 2.314 | 4.011 | 26.421 |
| 4.110 | 2.533 | 1.000 | 2.251 | 3.451 | 4.704 | 3.728 | 3.541 | 3.659 | 2.534 | 31.511 |
| 4.110 | 4.017 | 2.365 | 2.251 | 2.169 | 4.704 | 3.728 | 3.541 | 3.659 | 4.011 | 34.556 |
| 2.581 | 2.533 | 2.365 | 1.000 | 3.451 | 3.422 | 2.353 | 1.000 | 3.659 | 4.011 | 26.375 |
| 4.110 | 2.533 | 3.770 | 2.251 | 3.451 | 4.704 | 2.353 | 2.235 | 2.314 | 4.011 | 31.733 |
| 4.110 | 2.533 | 2.365 | 3.538 | 2.169 | 2.278 | 3.728 | 2.235 | 2.314 | 4.011 | 29.282 |
| 2.581 | 4.017 | 3.770 | 2.251 | 2.169 | 4.704 | 2.353 | 3.541 | 2.314 | 2.534 | 30.236 |
| 4.110 | 2.533 | 3.770 | 3.538 | 2.169 | 3.422 | 2.353 | 2.235 | 1.000 | 1.000 | 26.131 |
| 4.110 | 4.017 | 2.365 | 2.251 | 2.169 | 4.704 | 3.728 | 2.235 | 1.000 | 2.534 | 29.114 |
| 2.581 | 4.017 | 2.365 | 3.538 | 1.000 | 4.704 | 2.353 | 3.541 | 3.659 | 4.011 | 31.770 |
| 4.110 | 4.017 | 3.770 | 3.538 | 3.451 | 2.278 | 2.353 | 2.235 | 3.659 | 2.534 | 31.946 |
| 4.110 | 2.533 | 1.000 | 2.251 | 2.169 | 3.422 | 2.353 | 1.000 | 2.314 | 2.534 | 23.687 |
| 4.110 | 2.533 | 3.770 | 1.000 | 3.451 | 3.422 | 3.728 | 2.235 | 2.314 | 4.011 | 30.575 |
| 4.110 | 2.533 | 2.365 | 1.000 | 2.169 | 4.704 | 2.353 | 1.000 | 2.314 | 4.011 | 26.560 |
| 2.581 | 4.017 | 3.770 | 3.538 | 3.451 | 2.278 | 2.353 | 2.235 | 2.314 | 4.011 | 30.549 |
| 4.110 | 4.017 | 2.365 | 1.000 | 3.451 | 3.422 | 3.728 | 2.235 | 3.659 | 4.011 | 31.999 |
| 4.110 | 4.017 | 3.770 | 3.538 | 2.169 | 3.422 | 2.353 | 3.541 | 2.314 | 2.534 | 31.769 |
| 2.581 | 2.533 | 2.365 | 1.000 | 3.451 | 4.704 | 3.728 | 2.235 | 3.659 | 2.534 | 28.790 |
| 4.110 | 2.533 | 3.770 | 2.251 | 3.451 | 3.422 | 2.353 | 3.541 | 3.659 | 2.534 | 31.625 |
| 4.110 | 2.533 | 1.000 | 2.251 | 3.451 | 4.704 | 2.353 | 2.235 | 3.659 | 2.534 | 28.830 |
| 2.581 | 4.017 | 3.770 | 3.538 | 2.169 | 4.704 | 2.353 | 3.541 | 2.314 | 2.534 | 31.522 |
| 2.581 | 2.533 | 2.365 | 2.251 | 2.169 | 4.704 | 2.353 | 1.000 | 1.000 | 2.534 | 23.491 |
| 4.110 | 4.017 | 1.000 | 1.000 | 2.169 | 3.422 | 3.728 | 3.541 | 2.314 | 2.534 | 27.836 |
| 2.581 | 1.000 | 2.365 | 1.000 | 3.451 | 4.704 | 1.000 | 1.000 | 2.314 | 1.000 | 20.416 |
| 2.581 | 2.533 | 2.365 | 3.538 | 3.451 | 3.422 | 2.353 | 2.235 | 1.000 | 2.534 | 26.013 |
| 2.581 | 4.017 | 2.365 | 2.251 | 2.169 | 2.278 | 3.728 | 1.000 | 1.000 | 2.534 | 23.924 |
| 4.110 | 4.017 | 3.770 | 3.538 | 2.169 | 2.278 | 2.353 | 3.541 | 2.314 | 2.534 | 30.625 |
| 4.110 | 2.533 | 2.365 | 2.251 | 1.000 | 2.278 | 2.353 | 3.541 | 2.314 | 1.000 | 23.746 |
| 2.581 | 4.017 | 3.770 | 1.000 | 2.169 | 3.422 | 3.728 | 2.235 | 1.000 | 2.534 | 26.457 |
| 4.110 | 2.533 | 2.365 | 1.000 | 2.169 | 4.704 | 3.728 | 3.541 | 3.659 | 4.011 | 31.820 |
| 4.110 | 4.017 | 2.365 | 2.251 | 3.451 | 4.704 | 2.353 | 3.541 | 3.659 | 2.534 | 32.986 |
| 4.110 | 4.017 | 3.770 | 2.251 | 2.169 | 3.422 | 1.000 | 1.000 | 2.314 | 2.534 | 26.588 |
| 4.110 | 2.533 | 2.365 | 1.000 | 1.000 | 3.422 | 1.000 | 2.235 | 3.659 | 4.011 | 25.335 |
| 2.581 | 2.533 | 2.365 | 2.251 | 1.000 | 3.422 | 3.728 | 2.235 | 2.314 | 2.534 | 24.963 |
| 2.581 | 2.533 | 2.365 | 2.251 | 3.451 | 2.278 | 2.353 | 2.235 | 2.314 | 2.534 | 24.896 |
| 4.110 | 2.533 | 3.770 | 3.538 | 3.451 | 3.422 | 2.353 | 3.541 | 3.659 | 2.534 | 32.911 |
| 4.110 | 2.533 | 3.770 | 2.251 | 3.451 | 2.278 | 2.353 | 3.541 | 2.314 | 4.011 | 30.613 |
| 4.110 | 4.017 | 2.365 | 1.000 | 2.169 | 3.422 | 3.728 | 3.541 | 3.659 | 2.534 | 30.546 |
| 2.581 | 2.533 | 2.365 | 2.251 | 3.451 | 2.278 | 1.000 | 2.235 | 3.659 | 4.011 | 26.365 |
| 4.110 | 4.017 | 3.770 | 3.538 | 2.169 | 3.422 | 1.000 | 1.000 | 2.314 | 4.011 | 29.352 |
| 2.581 | 4.017 | 2.365 | 1.000 | 2.169 | 1.000 | 1.000 | 2.235 | 2.314 | 2.534 | 21.216 |
| 4.110 | 2.533 | 1.000 | 2.251 | 1.000 | 2.278 | 3.728 | 3.541 | 2.314 | 4.011 | 26.766 |
| 2.581 | 2.533 | 3.770 | 3.538 | 1.000 | 2.278 | 2.353 | 2.235 | 1.000 | 2.534 | 23.822 |
| 2.581 | 4.017 | 3.770 | 2.251 | 1.000 | 3.422 | 1.000 | 2.235 | 2.314 | 4.011 | 26.602 |
| 2.581 | 2.533 | 1.000 | 2.251 | 2.169 | 4.704 | 2.353 | 1.000 | 2.314 | 2.534 | 23.440 |
| 2.581 | 4.017 | 2.365 | 1.000 | 2.169 | 4.704 | 2.353 | 1.000 | 1.000 | 2.534 | 23.724 |
| 4.110 | 2.533 | 2.365 | 2.251 | 1.000 | 3.422 | 3.728 | 2.235 | 2.314 | 2.534 | 26.492 |
| 2.581 | 4.017 | 2.365 | 2.251 | 2.169 | 4.704 | 2.353 | 1.000 | 2.314 | 2.534 | 26.289 |
| 2.581 | 4.017 | 2.365 | 3.538 | 1.000 | 3.422 | 2.353 | 3.541 | 3.659 | 4.011 | 30.488 |
| 4.110 | 2.533 | 3.770 | 2.251 | 3.451 | 3.422 | 3.728 | 2.235 | 2.314 | 4.011 | 31.826 |
| 4.110 | 2.533 | 3.770 | 2.251 | 3.451 | 3.422 | 3.728 | 2.235 | 3.659 | 2.534 | 31.693 |
| 2.581 | 4.017 | 2.365 | 3.538 | 2.169 | 3.422 | 2.353 | 3.541 | 1.000 | 1.000 | 25.987 |
| 2.581 | 2.533 | 2.365 | 2.251 | 3.451 | 3.422 | 2.353 | 2.235 | 2.314 | 2.534 | 26.040 |
| 4.110 | 4.017 | 2.365 | 1.000 | 2.169 | 4.704 | 2.353 | 2.235 | 1.000 | 4.011 | 27.965 |
| 4.110 | 4.017 | 2.365 | 3.538 | 2.169 | 2.278 | 3.728 | 1.000 | 2.314 | 4.011 | 29.531 |
| 2.581 | 4.017 | 3.770 | 2.251 | 2.169 | 3.422 | 2.353 | 3.541 | 2.314 | 4.011 | 30.431 |
| 4.110 | 2.533 | 3.770 | 3.538 | 1.000 | 3.422 | 2.353 | 2.235 | 1.000 | 2.534 | 26.495 |
| 4.110 | 4.017 | 1.000 | 2.251 | 3.451 | 3.422 | 3.728 | 2.235 | 2.314 | 4.011 | 30.540 |
| 2.581 | 2.533 | 3.770 | 1.000 | 1.000 | 4.704 | 2.353 | 3.541 | 2.314 | 2.534 | 26.331 |
| 2.581 | 1.000 | 2.365 | 1.000 | 2.169 | 3.422 | 1.000 | 2.235 | 2.314 | 4.011 | 22.098 |
| 2.581 | 4.017 | 2.365 | 2.251 | 2.169 | 2.278 | 2.353 | 3.541 | 2.314 | 4.011 | 27.882 |
| 1.000 | 2.533 | 3.770 | 2.251 | 1.000 | 4.704 | 2.353 | 3.541 | 2.314 | 2.534 | 26.001 |
| 2.581 | 4.017 | 3.770 | 3.538 | 3.451 | 3.422 | 1.000 | 2.235 | 3.659 | 4.011 | 31.685 |
| 4.110 | 2.533 | 3.770 | 2.251 | 3.451 | 4.704 | 2.353 | 3.541 | 3.659 | 2.534 | 32.907 |
| 4.110 | 2.533 | 2.365 | 1.000 | 2.169 | 2.278 | 2.353 | 2.235 | 2.314 | 2.534 | 23.892 |
| 4.110 | 4.017 | 2.365 | 2.251 | 3.451 | 4.704 | 3.728 | 3.541 | 2.314 | 2.534 | 33.016 |
| 4.110 | 2.533 | 2.365 | 1.000 | 3.451 | 3.422 | 1.000 | 3.541 | 2.314 | 2.534 | 26.271 |
| 4.110 | 2.533 | 3.770 | 2.251 | 2.169 | 3.422 | 2.353 | 2.235 | 3.659 | 2.534 | 29.037 |
| 4.110 | 2.533 | 2.365 | 3.538 | 2.169 | 4.704 | 3.728 | 3.541 | 2.314 | 2.534 | 31.537 |
| 4.110 | 2.533 | 3.770 | 2.251 | 2.169 | 4.704 | 2.353 | 2.235 | 2.314 | 4.011 | 30.451 |
| 2.581 | 4.017 | 2.365 | 3.538 | 1.000 | 3.422 | 1.000 | 3.541 | 3.659 | 2.534 | 27.657 |
| 4.110 | 4.017 | 3.770 | 2.251 | 2.169 | 4.704 | 3.728 | 2.235 | 2.314 | 4.011 | 33.310 |
| 2.581 | 4.017 | 3.770 | 3.538 | 3.451 | 4.704 | 2.353 | 2.235 | 2.314 | 2.534 | 31.498 |
| 4.110 | 2.533 | 2.365 | 2.251 | 2.169 | 3.422 | 3.728 | 2.235 | 3.659 | 4.011 | 30.483 |
| 2.581 | 4.017 | 3.770 | 2.251 | 3.451 | 3.422 | 2.353 | 3.541 | 2.314 | 4.011 | 31.713 |
| 2.581 | 4.017 | 2.365 | 3.538 | 1.000 | 4.704 | 3.728 | 2.235 | 2.314 | 4.011 | 30.494 |
| 4.110 | 4.017 | 2.365 | 2.251 | 2.169 | 4.704 | 2.353 | 2.235 | 2.314 | 2.534 | 29.053 |
| 4.110 | 2.533 | 2.365 | 3.538 | 2.169 | 4.704 | 2.353 | 3.541 | 3.659 | 4.011 | 32.983 |
| 2.581 | 4.017 | 3.770 | 2.251 | 3.451 | 3.422 | 3.728 | 2.235 | 1.000 | 4.011 | 30.467 |
| 2.581 | 4.017 | 3.770 | 3.538 | 2.169 | 4.704 | 2.353 | 3.541 | 2.314 | 2.534 | 31.522 |
| 4.110 | 4.017 | 2.365 | 3.538 | 3.451 | 3.422 | 3.728 | 2.235 | 3.659 | 2.534 | 33.060 |
| 4.110 | 2.533 | 3.770 | 2.251 | 3.451 | 3.422 | 2.353 | 3.541 | 2.314 | 4.011 | 31.757 |
| 2.581 | 2.533 | 2.365 | 3.538 | 3.451 | 4.704 | 3.728 | 2.235 | 2.314 | 2.534 | 29.984 |
| 4.110 | 4.017 | 3.770 | 2.251 | 2.169 | 2.278 | 2.353 | 3.541 | 3.659 | 2.534 | 30.683 |
| 4.110 | 2.533 | 2.365 | 3.538 | 3.451 | 3.422 | 1.000 | 2.235 | 1.000 | 2.534 | 26.188 |
| 2.581 | 4.017 | 2.365 | 2.251 | 2.169 | 4.704 | 2.353 | 1.000 | 3.659 | 4.011 | 29.111 |
| 4.110 | 2.533 | 3.770 | 2.251 | 1.000 | 3.422 | 2.353 | 1.000 | 2.314 | 4.011 | 26.765 |
| 2.581 | 4.017 | 2.365 | 3.538 | 3.451 | 2.278 | 2.353 | 3.541 | 2.314 | 2.534 | 28.973 |
| 4.110 | 2.533 | 1.000 | 2.251 | 3.451 | 3.422 | 3.728 | 2.235 | 3.659 | 4.011 | 30.400 |
| 2.581 | 2.533 | 3.770 | 3.538 | 3.451 | 3.422 | 1.000 | 2.235 | 2.314 | 2.534 | 27.379 |
| 4.110 | 4.017 | 2.365 | 1.000 | 2.169 | 4.704 | 2.353 | 2.235 | 3.659 | 4.011 | 30.624 |
| 4.110 | 4.017 | 2.365 | 2.251 | 3.451 | 4.704 | 2.353 | 3.541 | 2.314 | 2.534 | 31.642 |

**Lampiran 19**

***Method Of Successive Interval Variabel Perceived Quality (X1)***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |  |  |  |  |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** | **total** |
| 4.354 | 3.942 | 2.134 | 2.143 | 3.794 | 4.334 | 2.264 | 4.416 | 4.267 | 3.417 | 35.067 |
| 4.354 | 3.942 | 3.417 | 3.417 | 3.794 | 3.041 | 1.000 | 4.416 | 4.267 | 3.417 | 35.066 |
| 4.354 | 3.942 | 2.134 | 3.417 | 3.794 | 3.041 | 2.264 | 4.416 | 2.939 | 3.417 | 33.719 |
| 4.354 | 3.942 | 2.134 | 3.417 | 3.794 | 2.000 | 3.623 | 4.416 | 4.267 | 3.417 | 35.365 |
| 2.903 | 3.942 | 2.134 | 3.417 | 3.794 | 4.334 | 3.623 | 4.416 | 4.267 | 3.417 | 36.248 |
| 4.354 | 3.942 | 3.417 | 3.417 | 3.794 | 4.334 | 2.264 | 4.416 | 2.939 | 2.134 | 35.012 |
| 2.903 | 3.942 | 3.417 | 2.143 | 3.794 | 4.334 | 2.264 | 3.064 | 4.267 | 2.134 | 32.264 |
| 2.903 | 3.942 | 1.000 | 1.000 | 2.270 | 4.334 | 3.623 | 3.064 | 4.267 | 2.134 | 28.538 |
| 2.903 | 2.440 | 2.134 | 3.417 | 3.794 | 2.000 | 2.264 | 2.011 | 2.939 | 1.000 | 24.903 |
| 2.903 | 2.440 | 3.417 | 2.143 | 3.794 | 3.041 | 1.000 | 2.011 | 1.905 | 2.134 | 24.789 |
| 4.354 | 3.942 | 3.417 | 2.143 | 3.794 | 3.041 | 3.623 | 3.064 | 2.939 | 3.417 | 33.734 |
| 2.903 | 3.942 | 3.417 | 2.143 | 2.270 | 4.334 | 2.264 | 4.416 | 4.267 | 3.417 | 33.374 |
| 4.354 | 3.942 | 2.134 | 3.417 | 3.794 | 4.334 | 2.264 | 4.416 | 2.939 | 3.417 | 35.012 |
| 4.354 | 3.942 | 3.417 | 3.417 | 2.270 | 3.041 | 3.623 | 4.416 | 2.939 | 2.134 | 33.553 |
| 1.753 | 2.440 | 2.134 | 3.417 | 3.794 | 3.041 | 2.264 | 3.064 | 2.939 | 3.417 | 28.264 |
| 4.354 | 3.942 | 1.000 | 2.143 | 3.794 | 3.041 | 1.000 | 4.416 | 1.000 | 2.134 | 26.824 |
| 2.903 | 2.440 | 1.000 | 2.143 | 3.794 | 4.334 | 2.264 | 4.416 | 1.905 | 2.134 | 27.334 |
| 4.354 | 3.942 | 2.134 | 1.000 | 2.270 | 3.041 | 3.623 | 3.064 | 4.267 | 3.417 | 31.113 |
| 4.354 | 2.440 | 3.417 | 2.143 | 3.794 | 3.041 | 2.264 | 3.064 | 2.939 | 2.134 | 29.591 |
| 2.903 | 3.942 | 2.134 | 2.143 | 3.794 | 4.334 | 1.000 | 3.064 | 4.267 | 1.000 | 28.582 |
| 4.354 | 3.942 | 1.000 | 2.143 | 2.270 | 4.334 | 2.264 | 4.416 | 2.939 | 2.134 | 29.796 |
| 4.354 | 3.942 | 2.134 | 2.143 | 3.794 | 4.334 | 3.623 | 3.064 | 2.939 | 3.417 | 33.745 |
| 4.354 | 3.942 | 3.417 | 3.417 | 3.794 | 4.334 | 3.623 | 4.416 | 1.905 | 1.000 | 34.202 |
| 4.354 | 3.942 | 1.000 | 3.417 | 2.270 | 1.000 | 2.264 | 4.416 | 1.905 | 2.134 | 26.702 |
| 2.903 | 2.440 | 2.134 | 3.417 | 2.270 | 4.334 | 3.623 | 4.416 | 2.939 | 2.134 | 30.610 |
| 4.354 | 2.440 | 2.134 | 3.417 | 2.270 | 2.000 | 3.623 | 2.011 | 4.267 | 3.417 | 29.934 |
| 2.903 | 2.440 | 3.417 | 2.143 | 3.794 | 3.041 | 2.264 | 3.064 | 2.939 | 3.417 | 29.423 |
| 2.903 | 3.942 | 2.134 | 2.143 | 3.794 | 2.000 | 3.623 | 4.416 | 4.267 | 3.417 | 32.639 |
| 2.903 | 3.942 | 2.134 | 1.000 | 3.794 | 4.334 | 2.264 | 3.064 | 4.267 | 3.417 | 31.121 |
| 4.354 | 3.942 | 2.134 | 3.417 | 3.794 | 3.041 | 1.000 | 4.416 | 4.267 | 2.134 | 32.500 |
| 2.903 | 3.942 | 3.417 | 1.000 | 3.794 | 4.334 | 2.264 | 3.064 | 4.267 | 1.000 | 29.987 |
| 2.903 | 3.942 | 3.417 | 1.000 | 3.794 | 4.334 | 2.264 | 4.416 | 2.939 | 2.134 | 31.144 |
| 2.903 | 3.942 | 2.134 | 3.417 | 3.794 | 3.041 | 3.623 | 4.416 | 2.939 | 2.134 | 32.343 |
| 4.354 | 2.440 | 3.417 | 3.417 | 3.794 | 2.000 | 3.623 | 4.416 | 4.267 | 1.000 | 32.729 |
| 4.354 | 2.440 | 2.134 | 2.143 | 3.794 | 3.041 | 2.264 | 4.416 | 4.267 | 2.134 | 30.989 |
| 2.903 | 1.000 | 1.000 | 3.417 | 3.794 | 4.334 | 3.623 | 3.064 | 4.267 | 3.417 | 30.820 |
| 2.903 | 2.440 | 2.134 | 2.143 | 2.270 | 4.334 | 2.264 | 4.416 | 1.905 | 3.417 | 28.227 |
| 4.354 | 3.942 | 3.417 | 2.143 | 3.794 | 4.334 | 3.623 | 4.416 | 2.939 | 2.134 | 35.097 |
| 4.354 | 2.440 | 2.134 | 3.417 | 3.794 | 3.041 | 2.264 | 3.064 | 1.905 | 2.134 | 28.549 |
| 4.354 | 2.440 | 3.417 | 1.000 | 3.794 | 4.334 | 3.623 | 4.416 | 4.267 | 3.417 | 35.063 |
| 2.903 | 3.942 | 1.000 | 2.143 | 3.794 | 3.041 | 2.264 | 3.064 | 2.939 | 3.417 | 28.507 |
| 4.354 | 2.440 | 3.417 | 1.000 | 3.794 | 3.041 | 1.000 | 4.416 | 4.267 | 3.417 | 31.147 |
| 4.354 | 3.942 | 3.417 | 3.417 | 2.270 | 2.000 | 3.623 | 2.011 | 4.267 | 2.134 | 31.436 |
| 1.000 | 2.440 | 3.417 | 1.000 | 3.794 | 3.041 | 2.264 | 4.416 | 4.267 | 2.134 | 27.774 |
| 4.354 | 3.942 | 3.417 | 3.417 | 2.270 | 3.041 | 3.623 | 3.064 | 2.939 | 3.417 | 33.484 |
| 4.354 | 2.440 | 2.134 | 3.417 | 3.794 | 3.041 | 2.264 | 1.000 | 4.267 | 2.134 | 28.847 |
| 4.354 | 2.440 | 3.417 | 2.143 | 3.794 | 4.334 | 3.623 | 3.064 | 4.267 | 1.000 | 32.438 |
| 4.354 | 2.440 | 2.134 | 3.417 | 3.794 | 4.334 | 2.264 | 4.416 | 2.939 | 3.417 | 33.510 |
| 2.903 | 1.000 | 2.134 | 2.143 | 3.794 | 2.000 | 1.000 | 4.416 | 1.905 | 1.000 | 22.295 |
| 4.354 | 2.440 | 3.417 | 2.143 | 2.270 | 4.334 | 1.000 | 3.064 | 4.267 | 3.417 | 30.708 |
| 2.903 | 2.440 | 3.417 | 2.143 | 3.794 | 4.334 | 1.000 | 3.064 | 2.939 | 1.000 | 27.035 |
| 4.354 | 3.942 | 3.417 | 1.000 | 3.794 | 4.334 | 2.264 | 4.416 | 1.000 | 2.134 | 30.657 |
| 4.354 | 3.942 | 2.134 | 3.417 | 3.794 | 3.041 | 2.264 | 3.064 | 4.267 | 1.000 | 31.279 |
| 4.354 | 3.942 | 2.134 | 3.417 | 2.270 | 3.041 | 3.623 | 3.064 | 2.939 | 3.417 | 32.201 |
| 4.354 | 2.440 | 2.134 | 3.417 | 2.270 | 3.041 | 3.623 | 3.064 | 1.905 | 3.417 | 29.666 |
| 4.354 | 3.942 | 3.417 | 2.143 | 3.794 | 3.041 | 2.264 | 4.416 | 2.939 | 3.417 | 33.727 |
| 2.903 | 2.440 | 3.417 | 3.417 | 3.794 | 3.041 | 3.623 | 4.416 | 2.939 | 3.417 | 33.407 |
| 4.354 | 3.942 | 3.417 | 3.417 | 3.794 | 4.334 | 3.623 | 4.416 | 4.267 | 2.134 | 37.700 |
| 2.903 | 2.440 | 3.417 | 3.417 | 2.270 | 2.000 | 2.264 | 4.416 | 2.939 | 3.417 | 29.483 |
| 4.354 | 3.942 | 1.000 | 3.417 | 3.794 | 3.041 | 3.623 | 4.416 | 4.267 | 3.417 | 35.272 |
| 4.354 | 2.440 | 3.417 | 2.143 | 2.270 | 3.041 | 2.264 | 4.416 | 4.267 | 3.417 | 32.030 |
| 4.354 | 3.942 | 1.000 | 2.143 | 3.794 | 4.334 | 2.264 | 4.416 | 4.267 | 2.134 | 32.649 |
| 2.903 | 2.440 | 1.000 | 1.000 | 3.794 | 1.000 | 3.623 | 4.416 | 4.267 | 2.134 | 26.578 |
| 4.354 | 2.440 | 3.417 | 2.143 | 3.794 | 2.000 | 3.623 | 3.064 | 2.939 | 2.134 | 29.909 |
| 4.354 | 2.440 | 2.134 | 2.143 | 1.000 | 4.334 | 3.623 | 3.064 | 2.939 | 1.000 | 27.032 |
| 2.903 | 3.942 | 3.417 | 1.000 | 2.270 | 4.334 | 3.623 | 3.064 | 1.905 | 2.134 | 28.593 |
| 4.354 | 3.942 | 3.417 | 2.143 | 3.794 | 3.041 | 3.623 | 3.064 | 2.939 | 1.000 | 31.317 |
| 4.354 | 2.440 | 3.417 | 3.417 | 2.270 | 3.041 | 3.623 | 4.416 | 4.267 | 2.134 | 33.380 |
| 4.354 | 2.440 | 3.417 | 3.417 | 2.270 | 2.000 | 2.264 | 4.416 | 4.267 | 3.417 | 32.263 |
| 2.903 | 2.440 | 3.417 | 3.417 | 3.794 | 3.041 | 3.623 | 3.064 | 4.267 | 3.417 | 33.384 |
| 4.354 | 3.942 | 2.134 | 2.143 | 3.794 | 4.334 | 2.264 | 4.416 | 4.267 | 3.417 | 35.067 |
| 4.354 | 3.942 | 3.417 | 2.143 | 3.794 | 2.000 | 3.623 | 4.416 | 2.939 | 3.417 | 34.045 |
| 4.354 | 3.942 | 2.134 | 3.417 | 3.794 | 4.334 | 2.264 | 3.064 | 2.939 | 2.134 | 32.378 |
| 2.903 | 3.942 | 2.134 | 2.143 | 3.794 | 3.041 | 3.623 | 4.416 | 2.939 | 3.417 | 32.352 |
| 2.903 | 3.942 | 3.417 | 1.000 | 2.270 | 3.041 | 2.264 | 3.064 | 4.267 | 3.417 | 29.586 |
| 4.354 | 3.942 | 3.417 | 3.417 | 3.794 | 4.334 | 2.264 | 4.416 | 2.939 | 3.417 | 36.295 |
| 2.903 | 3.942 | 3.417 | 3.417 | 3.794 | 4.334 | 3.623 | 4.416 | 4.267 | 2.134 | 36.248 |
| 4.354 | 2.440 | 1.000 | 2.143 | 2.270 | 3.041 | 3.623 | 4.416 | 2.939 | 2.134 | 28.360 |
| 4.354 | 3.942 | 2.134 | 3.417 | 3.794 | 3.041 | 2.264 | 4.416 | 4.267 | 3.417 | 35.047 |
| 1.753 | 3.942 | 3.417 | 3.417 | 3.794 | 3.041 | 3.623 | 4.416 | 4.267 | 2.134 | 33.805 |
| 2.903 | 2.440 | 2.134 | 2.143 | 2.270 | 4.334 | 3.623 | 3.064 | 4.267 | 3.417 | 30.596 |
| 1.753 | 3.942 | 1.000 | 1.000 | 3.794 | 3.041 | 3.623 | 3.064 | 4.267 | 3.417 | 28.902 |
| 4.354 | 3.942 | 3.417 | 2.143 | 2.270 | 3.041 | 2.264 | 3.064 | 2.939 | 3.417 | 30.851 |
| 2.903 | 3.942 | 1.000 | 1.000 | 2.270 | 4.334 | 2.264 | 2.011 | 2.939 | 3.417 | 26.080 |
| 2.903 | 3.942 | 2.134 | 2.143 | 3.794 | 4.334 | 2.264 | 4.416 | 2.939 | 2.134 | 31.004 |
| 4.354 | 2.440 | 2.134 | 3.417 | 3.794 | 4.334 | 1.000 | 3.064 | 2.939 | 1.000 | 28.477 |
| 4.354 | 2.440 | 3.417 | 3.417 | 3.794 | 3.041 | 2.264 | 2.011 | 4.267 | 2.134 | 31.141 |
| 2.903 | 1.000 | 3.417 | 3.417 | 3.794 | 4.334 | 2.264 | 3.064 | 4.267 | 1.000 | 29.462 |
| 4.354 | 2.440 | 2.134 | 3.417 | 3.794 | 4.334 | 1.000 | 4.416 | 4.267 | 2.134 | 32.292 |
| 2.903 | 2.440 | 3.417 | 2.143 | 3.794 | 4.334 | 2.264 | 3.064 | 2.939 | 3.417 | 30.716 |
| 1.753 | 3.942 | 3.417 | 2.143 | 2.270 | 3.041 | 3.623 | 2.011 | 4.267 | 2.134 | 28.602 |
| 2.903 | 3.942 | 3.417 | 2.143 | 2.270 | 3.041 | 2.264 | 4.416 | 2.939 | 1.000 | 28.334 |
| 4.354 | 2.440 | 2.134 | 3.417 | 1.000 | 3.041 | 3.623 | 2.011 | 4.267 | 2.134 | 28.423 |
| 2.903 | 3.942 | 2.134 | 2.143 | 1.000 | 2.000 | 3.623 | 4.416 | 2.939 | 3.417 | 28.517 |
| 4.354 | 3.942 | 2.134 | 1.000 | 2.270 | 4.334 | 2.264 | 3.064 | 2.939 | 3.417 | 29.719 |
| 2.903 | 3.942 | 2.134 | 2.143 | 2.270 | 3.041 | 2.264 | 4.416 | 2.939 | 2.134 | 28.186 |
| 2.903 | 3.942 | 1.000 | 3.417 | 3.794 | 4.334 | 3.623 | 3.064 | 2.939 | 3.417 | 32.433 |
| 4.354 | 2.440 | 1.000 | 3.417 | 3.794 | 3.041 | 3.623 | 4.416 | 4.267 | 2.134 | 32.487 |
| 2.903 | 3.942 | 2.134 | 1.000 | 2.270 | 2.000 | 2.264 | 3.064 | 1.905 | 1.000 | 22.482 |
| 4.354 | 2.440 | 3.417 | 2.143 | 3.794 | 4.334 | 2.264 | 2.011 | 4.267 | 2.134 | 31.161 |

**Lampiran 20**

***Method Of Successive Interval* Variabel Persepsi Lokasi Toko (X2)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |  |  |  |  |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X2.10** | **total** |
| 2.594 | 3.912 | 2.365 | 2.225 | 4.668 | 3.404 | 2.385 | 3.781 | 2.345 | 3.610 | 31.290 |
| 4.098 | 2.408 | 2.365 | 2.225 | 3.353 | 3.404 | 2.385 | 2.359 | 3.730 | 2.274 | 28.601 |
| 4.098 | 3.912 | 1.000 | 3.563 | 2.159 | 2.190 | 2.385 | 2.359 | 2.345 | 1.000 | 25.012 |
| 2.594 | 2.408 | 3.770 | 2.225 | 3.353 | 4.743 | 3.787 | 1.000 | 1.000 | 2.274 | 27.153 |
| 4.098 | 2.408 | 3.770 | 1.000 | 3.353 | 3.404 | 2.385 | 2.359 | 2.345 | 2.274 | 27.396 |
| 4.098 | 3.912 | 3.770 | 3.563 | 4.668 | 2.190 | 3.787 | 2.359 | 3.730 | 2.274 | 34.352 |
| 2.594 | 2.408 | 3.770 | 3.563 | 2.159 | 3.404 | 2.385 | 2.359 | 2.345 | 3.610 | 28.598 |
| 2.594 | 3.912 | 1.000 | 3.563 | 3.353 | 3.404 | 2.385 | 3.781 | 3.730 | 2.274 | 29.995 |
| 1.000 | 2.408 | 3.770 | 2.225 | 2.159 | 3.404 | 1.000 | 3.781 | 2.345 | 3.610 | 25.702 |
| 2.594 | 3.912 | 2.365 | 2.225 | 3.353 | 4.743 | 2.385 | 3.781 | 3.730 | 3.610 | 32.698 |
| 4.098 | 3.912 | 2.365 | 2.225 | 2.159 | 3.404 | 2.385 | 2.359 | 2.345 | 3.610 | 28.863 |
| 2.594 | 3.912 | 3.770 | 3.563 | 4.668 | 3.404 | 3.787 | 2.359 | 1.000 | 2.274 | 31.332 |
| 4.098 | 3.912 | 2.365 | 2.225 | 2.159 | 3.404 | 2.385 | 3.781 | 2.345 | 1.000 | 27.674 |
| 2.594 | 3.912 | 3.770 | 2.225 | 3.353 | 2.190 | 3.787 | 3.781 | 1.000 | 2.274 | 28.886 |
| 2.594 | 2.408 | 1.000 | 1.000 | 2.159 | 3.404 | 2.385 | 3.781 | 2.345 | 1.000 | 22.075 |
| 4.098 | 2.408 | 3.770 | 3.563 | 2.159 | 2.190 | 2.385 | 2.359 | 3.730 | 3.610 | 30.273 |
| 4.098 | 3.912 | 3.770 | 3.563 | 3.353 | 4.743 | 1.000 | 2.359 | 2.345 | 2.274 | 31.417 |
| 2.594 | 3.912 | 2.365 | 3.563 | 4.668 | 1.000 | 2.385 | 1.000 | 2.345 | 1.000 | 24.833 |
| 2.594 | 3.912 | 2.365 | 3.563 | 2.159 | 4.743 | 3.787 | 2.359 | 2.345 | 2.274 | 30.101 |
| 4.098 | 2.408 | 3.770 | 2.225 | 3.353 | 3.404 | 2.385 | 3.781 | 3.730 | 3.610 | 32.764 |
| 2.594 | 2.408 | 3.770 | 2.225 | 4.668 | 4.743 | 3.787 | 3.781 | 3.730 | 2.274 | 33.980 |
| 2.594 | 3.912 | 1.000 | 1.000 | 3.353 | 4.743 | 2.385 | 3.781 | 3.730 | 1.000 | 27.497 |
| 2.594 | 3.912 | 3.770 | 3.563 | 3.353 | 2.190 | 3.787 | 3.781 | 2.345 | 3.610 | 32.906 |
| 4.098 | 2.408 | 2.365 | 1.000 | 4.668 | 3.404 | 2.385 | 2.359 | 1.000 | 3.610 | 27.298 |
| 4.098 | 1.000 | 2.365 | 2.225 | 4.668 | 3.404 | 3.787 | 2.359 | 3.730 | 2.274 | 29.911 |
| 4.098 | 2.408 | 3.770 | 2.225 | 3.353 | 3.404 | 2.385 | 1.000 | 2.345 | 1.000 | 25.988 |
| 4.098 | 3.912 | 1.000 | 1.000 | 2.159 | 4.743 | 1.000 | 1.000 | 2.345 | 2.274 | 23.530 |
| 2.594 | 3.912 | 3.770 | 1.000 | 1.000 | 4.743 | 2.385 | 2.359 | 3.730 | 2.274 | 27.767 |
| 2.594 | 3.912 | 2.365 | 2.225 | 3.353 | 4.743 | 3.787 | 3.781 | 1.000 | 2.274 | 30.033 |
| 4.098 | 3.912 | 3.770 | 3.563 | 1.000 | 2.190 | 2.385 | 3.781 | 2.345 | 2.274 | 29.318 |
| 1.000 | 2.408 | 1.000 | 2.225 | 3.353 | 3.404 | 2.385 | 2.359 | 3.730 | 1.000 | 22.864 |
| 2.594 | 2.408 | 3.770 | 2.225 | 3.353 | 3.404 | 3.787 | 2.359 | 3.730 | 3.610 | 31.240 |
| 4.098 | 2.408 | 2.365 | 3.563 | 4.668 | 3.404 | 3.787 | 2.359 | 2.345 | 2.274 | 31.272 |
| 2.594 | 2.408 | 3.770 | 2.225 | 2.159 | 3.404 | 3.787 | 1.000 | 3.730 | 1.000 | 26.077 |
| 4.098 | 2.408 | 2.365 | 2.225 | 4.668 | 3.404 | 2.385 | 2.359 | 2.345 | 2.274 | 28.532 |
| 2.594 | 3.912 | 3.770 | 3.563 | 3.353 | 4.743 | 2.385 | 3.781 | 3.730 | 3.610 | 35.441 |
| 4.098 | 3.912 | 2.365 | 3.563 | 3.353 | 3.404 | 1.000 | 3.781 | 2.345 | 2.274 | 30.095 |
| 2.594 | 3.912 | 2.365 | 3.563 | 3.353 | 3.404 | 2.385 | 2.359 | 2.345 | 3.610 | 29.891 |
| 4.098 | 3.912 | 3.770 | 2.225 | 2.159 | 3.404 | 2.385 | 3.781 | 2.345 | 2.274 | 30.353 |
| 4.098 | 2.408 | 2.365 | 2.225 | 3.353 | 2.190 | 3.787 | 2.359 | 3.730 | 2.274 | 28.789 |
| 4.098 | 2.408 | 3.770 | 3.563 | 4.668 | 2.190 | 2.385 | 2.359 | 2.345 | 3.610 | 31.398 |
| 4.098 | 3.912 | 2.365 | 2.225 | 3.353 | 3.404 | 1.000 | 2.359 | 1.000 | 3.610 | 27.327 |
| 4.098 | 3.912 | 2.365 | 1.000 | 3.353 | 3.404 | 2.385 | 2.359 | 2.345 | 1.000 | 26.221 |
| 4.098 | 3.912 | 3.770 | 2.225 | 2.159 | 3.404 | 3.787 | 2.359 | 3.730 | 2.274 | 31.718 |
| 4.098 | 2.408 | 3.770 | 3.563 | 2.159 | 3.404 | 2.385 | 3.781 | 2.345 | 2.274 | 30.187 |
| 2.594 | 3.912 | 3.770 | 2.225 | 3.353 | 2.190 | 1.000 | 3.781 | 3.730 | 1.000 | 27.555 |
| 4.098 | 3.912 | 3.770 | 1.000 | 3.353 | 3.404 | 1.000 | 2.359 | 3.730 | 3.610 | 30.236 |
| 4.098 | 3.912 | 3.770 | 1.000 | 2.159 | 4.743 | 2.385 | 3.781 | 2.345 | 2.274 | 30.467 |
| 1.000 | 1.000 | 2.365 | 1.000 | 2.159 | 4.743 | 3.787 | 3.781 | 3.730 | 2.274 | 25.839 |
| 2.594 | 2.408 | 3.770 | 3.563 | 3.353 | 4.743 | 2.385 | 3.781 | 2.345 | 2.274 | 31.215 |
| 2.594 | 3.912 | 2.365 | 3.563 | 3.353 | 2.190 | 2.385 | 2.359 | 1.000 | 3.610 | 27.332 |
| 2.594 | 3.912 | 2.365 | 2.225 | 4.668 | 2.190 | 3.787 | 2.359 | 2.345 | 3.610 | 30.056 |
| 4.098 | 2.408 | 2.365 | 2.225 | 4.668 | 3.404 | 1.000 | 2.359 | 3.730 | 3.610 | 29.868 |
| 2.594 | 3.912 | 1.000 | 2.225 | 3.353 | 2.190 | 2.385 | 3.781 | 2.345 | 2.274 | 26.058 |
| 2.594 | 2.408 | 2.365 | 1.000 | 3.353 | 3.404 | 2.385 | 1.000 | 3.730 | 1.000 | 23.238 |
| 4.098 | 2.408 | 3.770 | 3.563 | 2.159 | 3.404 | 3.787 | 2.359 | 2.345 | 2.274 | 30.167 |
| 4.098 | 3.912 | 3.770 | 2.225 | 4.668 | 3.404 | 2.385 | 3.781 | 1.000 | 3.610 | 32.854 |
| 2.594 | 3.912 | 2.365 | 3.563 | 3.353 | 4.743 | 3.787 | 2.359 | 3.730 | 3.610 | 34.016 |
| 4.098 | 3.912 | 3.770 | 2.225 | 3.353 | 4.743 | 2.385 | 2.359 | 2.345 | 3.610 | 32.801 |
| 2.594 | 3.912 | 2.365 | 3.563 | 2.159 | 4.743 | 3.787 | 3.781 | 1.000 | 2.274 | 30.178 |
| 2.594 | 3.912 | 2.365 | 2.225 | 3.353 | 4.743 | 3.787 | 1.000 | 3.730 | 1.000 | 28.709 |
| 2.594 | 3.912 | 3.770 | 3.563 | 3.353 | 3.404 | 2.385 | 2.359 | 2.345 | 1.000 | 28.685 |
| 4.098 | 2.408 | 2.365 | 3.563 | 4.668 | 4.743 | 3.787 | 3.781 | 2.345 | 2.274 | 34.032 |
| 2.594 | 1.000 | 3.770 | 3.563 | 4.668 | 2.190 | 1.000 | 2.359 | 1.000 | 3.610 | 25.756 |
| 4.098 | 3.912 | 2.365 | 3.563 | 3.353 | 3.404 | 3.787 | 3.781 | 2.345 | 2.274 | 32.882 |
| 4.098 | 3.912 | 2.365 | 3.563 | 3.353 | 3.404 | 2.385 | 3.781 | 3.730 | 2.274 | 32.865 |
| 4.098 | 3.912 | 2.365 | 2.225 | 3.353 | 2.190 | 2.385 | 3.781 | 2.345 | 3.610 | 30.265 |
| 2.594 | 3.912 | 1.000 | 3.563 | 4.668 | 4.743 | 3.787 | 2.359 | 3.730 | 3.610 | 33.967 |
| 2.594 | 3.912 | 2.365 | 3.563 | 2.159 | 3.404 | 2.385 | 3.781 | 2.345 | 2.274 | 28.782 |
| 2.594 | 3.912 | 3.770 | 3.563 | 3.353 | 4.743 | 2.385 | 2.359 | 2.345 | 1.000 | 30.024 |
| 2.594 | 2.408 | 2.365 | 3.563 | 3.353 | 3.404 | 3.787 | 3.781 | 2.345 | 3.610 | 31.210 |
| 4.098 | 3.912 | 2.365 | 3.563 | 3.353 | 4.743 | 2.385 | 2.359 | 3.730 | 3.610 | 34.119 |
| 2.594 | 3.912 | 2.365 | 3.563 | 4.668 | 3.404 | 1.000 | 3.781 | 2.345 | 2.274 | 29.906 |
| 2.594 | 2.408 | 3.770 | 2.225 | 4.668 | 4.743 | 2.385 | 2.359 | 3.730 | 2.274 | 31.156 |
| 4.098 | 3.912 | 2.365 | 2.225 | 3.353 | 4.743 | 2.385 | 3.781 | 2.345 | 2.274 | 31.481 |
| 4.098 | 2.408 | 2.365 | 3.563 | 3.353 | 4.743 | 3.787 | 2.359 | 3.730 | 3.610 | 34.017 |
| 2.594 | 2.408 | 3.770 | 2.225 | 4.668 | 3.404 | 2.385 | 3.781 | 2.345 | 3.610 | 31.191 |
| 2.594 | 3.912 | 3.770 | 3.563 | 3.353 | 4.743 | 3.787 | 2.359 | 3.730 | 2.274 | 34.085 |
| 2.594 | 2.408 | 2.365 | 3.563 | 3.353 | 4.743 | 2.385 | 3.781 | 2.345 | 2.274 | 29.810 |
| 4.098 | 3.912 | 3.770 | 2.225 | 3.353 | 3.404 | 3.787 | 2.359 | 2.345 | 2.274 | 31.527 |
| 2.594 | 3.912 | 2.365 | 3.563 | 4.668 | 4.743 | 2.385 | 3.781 | 3.730 | 3.610 | 35.352 |
| 4.098 | 3.912 | 2.365 | 2.225 | 3.353 | 3.404 | 3.787 | 3.781 | 2.345 | 3.610 | 32.881 |
| 2.594 | 3.912 | 2.365 | 3.563 | 2.159 | 4.743 | 2.385 | 3.781 | 2.345 | 2.274 | 30.121 |
| 4.098 | 3.912 | 3.770 | 3.563 | 3.353 | 3.404 | 2.385 | 2.359 | 3.730 | 3.610 | 34.185 |
| 2.594 | 2.408 | 2.365 | 2.225 | 3.353 | 3.404 | 2.385 | 2.359 | 2.345 | 2.274 | 25.711 |
| 4.098 | 2.408 | 2.365 | 2.225 | 4.668 | 3.404 | 3.787 | 3.781 | 2.345 | 3.610 | 32.692 |
| 4.098 | 3.912 | 2.365 | 3.563 | 4.668 | 4.743 | 2.385 | 3.781 | 3.730 | 2.274 | 35.520 |
| 2.594 | 3.912 | 2.365 | 2.225 | 3.353 | 3.404 | 3.787 | 2.359 | 2.345 | 3.610 | 29.954 |
| 4.098 | 2.408 | 3.770 | 3.563 | 3.353 | 3.404 | 2.385 | 3.781 | 3.730 | 3.610 | 34.102 |
| 2.594 | 3.912 | 2.365 | 2.225 | 3.353 | 3.404 | 3.787 | 3.781 | 2.345 | 2.274 | 30.039 |
| 4.098 | 3.912 | 3.770 | 3.563 | 4.668 | 4.743 | 2.385 | 2.359 | 3.730 | 2.274 | 35.503 |
| 2.594 | 2.408 | 2.365 | 2.225 | 3.353 | 3.404 | 2.385 | 3.781 | 2.345 | 2.274 | 27.133 |
| 4.098 | 2.408 | 3.770 | 2.225 | 3.353 | 4.743 | 2.385 | 2.359 | 3.730 | 3.610 | 32.681 |
| 2.594 | 3.912 | 2.365 | 3.563 | 3.353 | 3.404 | 3.787 | 3.781 | 1.000 | 2.274 | 30.033 |
| 2.594 | 2.408 | 1.000 | 2.225 | 4.668 | 3.404 | 3.787 | 3.781 | 2.345 | 2.274 | 28.486 |
| 4.098 | 2.408 | 2.365 | 2.225 | 3.353 | 4.743 | 2.385 | 3.781 | 2.345 | 3.610 | 31.313 |
| 2.594 | 2.408 | 2.365 | 3.563 | 4.668 | 4.743 | 2.385 | 2.359 | 2.345 | 2.274 | 29.704 |
| 4.098 | 3.912 | 2.365 | 2.225 | 4.668 | 3.404 | 3.787 | 3.781 | 3.730 | 2.274 | 34.244 |
| 2.594 | 3.912 | 2.365 | 1.000 | 3.353 | 3.404 | 1.000 | 2.359 | 2.345 | 3.610 | 25.942 |
| 4.098 | 3.912 | 2.365 | 2.225 | 3.353 | 4.743 | 2.385 | 2.359 | 3.730 | 2.274 | 31.444 |

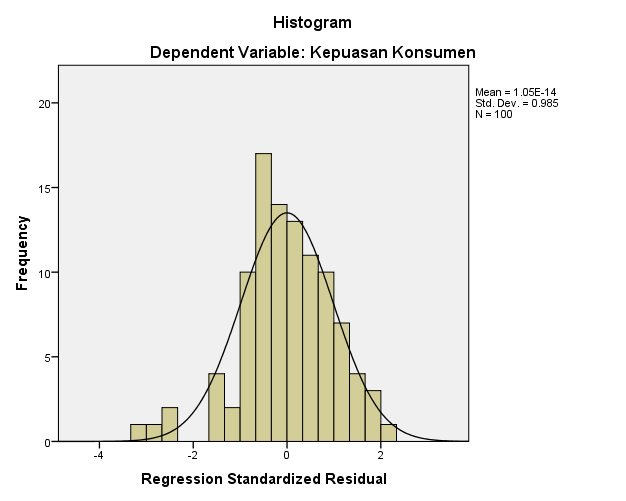
**Lampiran 21**

***Method Of Successive Interval* Variabel Persepsi Harga Grosir (X3)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **X3.9** | **X3.10** | **Total** |
| 3.832 | 2.979 | 3.449 | 3.351 | 4.267 | 4.479 | 4.763 | 3.094 | 4.232 | 1.970 | 36.416 |
| 2.401 | 1.905 | 3.449 | 4.667 | 2.955 | 2.183 | 3.490 | 3.094 | 4.232 | 3.052 | 31.428 |
| 2.401 | 2.979 | 2.187 | 4.667 | 4.267 | 4.479 | 4.763 | 4.346 | 2.966 | 3.052 | 36.107 |
| 3.832 | 4.317 | 1.000 | 4.667 | 2.955 | 3.248 | 2.332 | 3.094 | 2.966 | 3.052 | 31.464 |
| 1.000 | 2.979 | 1.000 | 3.351 | 2.955 | 3.248 | 3.490 | 4.346 | 1.000 | 3.052 | 26.421 |
| 2.401 | 4.317 | 1.000 | 3.351 | 1.938 | 2.183 | 4.763 | 3.094 | 1.943 | 4.369 | 29.359 |
| 3.832 | 2.979 | 2.187 | 2.190 | 4.267 | 3.248 | 3.490 | 2.045 | 2.966 | 4.369 | 31.574 |
| 1.000 | 4.317 | 3.449 | 2.190 | 2.955 | 2.183 | 2.332 | 2.045 | 1.000 | 4.369 | 25.840 |
| 2.401 | 2.979 | 3.449 | 4.667 | 4.267 | 4.479 | 2.332 | 1.000 | 2.966 | 1.970 | 30.511 |
| 3.832 | 2.979 | 3.449 | 3.351 | 1.938 | 3.248 | 3.490 | 4.346 | 2.966 | 1.970 | 31.569 |
| 2.401 | 4.317 | 1.000 | 4.667 | 2.955 | 3.248 | 4.763 | 4.346 | 1.000 | 3.052 | 31.749 |
| 2.401 | 4.317 | 1.000 | 2.190 | 2.955 | 3.248 | 3.490 | 2.045 | 1.943 | 3.052 | 26.642 |
| 2.401 | 4.317 | 1.000 | 3.351 | 1.938 | 2.183 | 2.332 | 3.094 | 2.966 | 4.369 | 27.952 |
| 3.832 | 4.317 | 1.000 | 3.351 | 4.267 | 4.479 | 3.490 | 3.094 | 4.232 | 3.052 | 35.115 |
| 3.832 | 2.979 | 2.187 | 2.190 | 2.955 | 2.183 | 2.332 | 2.045 | 4.232 | 1.000 | 25.934 |
| 2.401 | 4.317 | 1.000 | 1.000 | 4.267 | 3.248 | 3.490 | 4.346 | 4.232 | 1.970 | 30.272 |
| 3.832 | 2.979 | 2.187 | 2.190 | 4.267 | 4.479 | 2.332 | 4.346 | 2.966 | 1.970 | 31.548 |
| 2.401 | 1.905 | 1.000 | 3.351 | 1.000 | 4.479 | 3.490 | 3.094 | 1.943 | 1.000 | 23.664 |
| 3.832 | 2.979 | 2.187 | 3.351 | 2.955 | 4.479 | 3.490 | 4.346 | 1.943 | 3.052 | 32.614 |
| 3.832 | 1.000 | 2.187 | 4.667 | 2.955 | 3.248 | 3.490 | 4.346 | 1.943 | 4.369 | 32.037 |
| 2.401 | 2.979 | 2.187 | 2.190 | 4.267 | 3.248 | 4.763 | 3.094 | 2.966 | 3.052 | 31.148 |
| 3.832 | 2.979 | 3.449 | 3.351 | 4.267 | 2.183 | 4.763 | 3.094 | 2.966 | 4.369 | 35.253 |
| 2.401 | 4.317 | 2.187 | 3.351 | 4.267 | 3.248 | 4.763 | 4.346 | 2.966 | 4.369 | 36.216 |
| 2.401 | 2.979 | 3.449 | 3.351 | 2.955 | 4.479 | 3.490 | 2.045 | 1.943 | 3.052 | 30.145 |
| 2.401 | 2.979 | 3.449 | 2.190 | 4.267 | 3.248 | 4.763 | 3.094 | 1.943 | 4.369 | 32.704 |
| 2.401 | 4.317 | 1.000 | 4.667 | 1.938 | 2.183 | 4.763 | 3.094 | 2.966 | 4.369 | 31.698 |
| 2.401 | 4.317 | 1.000 | 3.351 | 2.955 | 2.183 | 4.763 | 4.346 | 2.966 | 4.369 | 32.651 |
| 2.401 | 4.317 | 2.187 | 4.667 | 2.955 | 1.000 | 3.490 | 3.094 | 1.943 | 4.369 | 30.425 |
| 3.832 | 4.317 | 3.449 | 3.351 | 4.267 | 2.183 | 4.763 | 3.094 | 2.966 | 3.052 | 35.274 |
| 3.832 | 2.979 | 3.449 | 2.190 | 4.267 | 2.183 | 2.332 | 2.045 | 4.232 | 3.052 | 30.560 |
| 2.401 | 2.979 | 2.187 | 4.667 | 1.938 | 4.479 | 3.490 | 3.094 | 4.232 | 4.369 | 33.837 |
| 1.000 | 4.317 | 3.449 | 4.667 | 1.000 | 3.248 | 4.763 | 2.045 | 4.232 | 1.970 | 30.691 |
| 2.401 | 2.979 | 3.449 | 4.667 | 4.267 | 4.479 | 3.490 | 3.094 | 4.232 | 3.052 | 36.111 |
| 2.401 | 2.979 | 2.187 | 3.351 | 2.955 | 3.248 | 2.332 | 4.346 | 2.966 | 4.369 | 31.135 |
| 2.401 | 4.317 | 2.187 | 2.190 | 1.938 | 3.248 | 4.763 | 4.346 | 2.966 | 3.052 | 31.408 |
| 3.832 | 2.979 | 2.187 | 3.351 | 1.938 | 3.248 | 2.332 | 4.346 | 2.966 | 4.369 | 31.548 |
| 3.832 | 2.979 | 1.000 | 3.351 | 2.955 | 2.183 | 2.332 | 3.094 | 1.943 | 4.369 | 28.038 |
| 3.832 | 4.317 | 2.187 | 3.351 | 4.267 | 1.000 | 3.490 | 3.094 | 2.966 | 4.369 | 32.874 |
| 2.401 | 1.905 | 2.187 | 4.667 | 1.938 | 4.479 | 1.000 | 2.045 | 2.966 | 3.052 | 26.640 |
| 3.832 | 1.905 | 3.449 | 3.351 | 2.955 | 4.479 | 3.490 | 2.045 | 2.966 | 4.369 | 32.841 |
| 2.401 | 2.979 | 2.187 | 4.667 | 4.267 | 4.479 | 3.490 | 2.045 | 1.943 | 4.369 | 32.828 |
| 2.401 | 4.317 | 2.187 | 4.667 | 2.955 | 4.479 | 4.763 | 3.094 | 2.966 | 3.052 | 34.882 |
| 3.832 | 4.317 | 3.449 | 2.190 | 4.267 | 2.183 | 4.763 | 3.094 | 1.943 | 3.052 | 33.089 |
| 3.832 | 1.905 | 3.449 | 3.351 | 4.267 | 3.248 | 3.490 | 4.346 | 2.966 | 4.369 | 35.223 |
| 2.401 | 2.979 | 1.000 | 2.190 | 1.938 | 3.248 | 3.490 | 4.346 | 1.000 | 4.369 | 26.962 |
| 2.401 | 4.317 | 2.187 | 4.667 | 4.267 | 3.248 | 2.332 | 2.045 | 2.966 | 3.052 | 31.483 |
| 2.401 | 4.317 | 1.000 | 4.667 | 4.267 | 4.479 | 3.490 | 3.094 | 4.232 | 4.369 | 36.318 |
| 3.832 | 2.979 | 2.187 | 3.351 | 4.267 | 3.248 | 3.490 | 3.094 | 4.232 | 4.369 | 35.050 |
| 3.832 | 2.979 | 3.449 | 4.667 | 2.955 | 4.479 | 3.490 | 4.346 | 4.232 | 4.369 | 38.798 |
| 3.832 | 2.979 | 3.449 | 3.351 | 4.267 | 2.183 | 3.490 | 4.346 | 1.943 | 4.369 | 34.209 |
| 1.000 | 1.000 | 2.187 | 4.667 | 4.267 | 3.248 | 2.332 | 3.094 | 2.966 | 4.369 | 29.131 |
| 2.401 | 1.905 | 3.449 | 3.351 | 4.267 | 3.248 | 3.490 | 2.045 | 4.232 | 3.052 | 31.440 |
| 1.000 | 2.979 | 1.000 | 3.351 | 2.955 | 4.479 | 2.332 | 1.000 | 2.966 | 1.970 | 24.033 |
| 2.401 | 4.317 | 2.187 | 4.667 | 2.955 | 4.479 | 3.490 | 3.094 | 4.232 | 3.052 | 34.875 |
| 3.832 | 4.317 | 2.187 | 4.667 | 4.267 | 3.248 | 2.332 | 3.094 | 2.966 | 3.052 | 33.963 |
| 3.832 | 4.317 | 3.449 | 3.351 | 4.267 | 3.248 | 3.490 | 2.045 | 2.966 | 4.369 | 35.335 |
| 2.401 | 1.905 | 2.187 | 4.667 | 2.955 | 3.248 | 3.490 | 3.094 | 4.232 | 4.369 | 32.549 |
| 3.832 | 2.979 | 2.187 | 4.667 | 2.955 | 3.248 | 3.490 | 1.000 | 4.232 | 4.369 | 32.960 |
| 2.401 | 2.979 | 3.449 | 4.667 | 2.955 | 4.479 | 4.763 | 4.346 | 2.966 | 3.052 | 36.057 |
| 3.832 | 2.979 | 2.187 | 3.351 | 2.955 | 2.183 | 4.763 | 4.346 | 4.232 | 1.970 | 32.796 |
| 2.401 | 4.317 | 2.187 | 3.351 | 2.955 | 3.248 | 4.763 | 3.094 | 4.232 | 3.052 | 33.600 |
| 3.832 | 4.317 | 3.449 | 3.351 | 4.267 | 4.479 | 3.490 | 3.094 | 4.232 | 1.970 | 36.481 |
| 1.000 | 4.317 | 3.449 | 3.351 | 4.267 | 4.479 | 3.490 | 4.346 | 2.966 | 3.052 | 34.718 |
| 2.401 | 2.979 | 2.187 | 2.190 | 2.955 | 4.479 | 4.763 | 3.094 | 2.966 | 3.052 | 31.067 |
| 2.401 | 4.317 | 2.187 | 4.667 | 4.267 | 3.248 | 3.490 | 4.346 | 2.966 | 4.369 | 36.259 |
| 2.401 | 2.979 | 3.449 | 3.351 | 2.955 | 4.479 | 3.490 | 3.094 | 4.232 | 3.052 | 33.483 |
| 3.832 | 2.979 | 3.449 | 4.667 | 2.955 | 3.248 | 3.490 | 4.346 | 4.232 | 3.052 | 36.250 |
| 3.832 | 4.317 | 2.187 | 3.351 | 4.267 | 4.479 | 3.490 | 2.045 | 4.232 | 3.052 | 35.252 |
| 2.401 | 4.317 | 2.187 | 4.667 | 4.267 | 4.479 | 4.763 | 4.346 | 4.232 | 4.369 | 40.028 |
| 3.832 | 2.979 | 3.449 | 4.667 | 4.267 | 4.479 | 3.490 | 3.094 | 2.966 | 4.369 | 37.593 |
| 2.401 | 4.317 | 3.449 | 4.667 | 2.955 | 4.479 | 3.490 | 3.094 | 2.966 | 3.052 | 34.871 |
| 2.401 | 4.317 | 1.000 | 3.351 | 2.955 | 3.248 | 3.490 | 4.346 | 2.966 | 4.369 | 32.444 |
| 2.401 | 2.979 | 2.187 | 3.351 | 4.267 | 2.183 | 4.763 | 4.346 | 1.943 | 3.052 | 31.471 |
| 2.401 | 4.317 | 1.000 | 4.667 | 4.267 | 3.248 | 4.763 | 3.094 | 2.966 | 4.369 | 35.093 |
| 3.832 | 2.979 | 3.449 | 3.351 | 4.267 | 4.479 | 4.763 | 3.094 | 2.966 | 3.052 | 36.232 |
| 3.832 | 4.317 | 2.187 | 2.190 | 4.267 | 3.248 | 4.763 | 3.094 | 2.966 | 3.052 | 33.916 |
| 2.401 | 1.905 | 3.449 | 3.351 | 2.955 | 3.248 | 3.490 | 2.045 | 4.232 | 4.369 | 31.445 |
| 3.832 | 2.979 | 3.449 | 4.667 | 4.267 | 4.479 | 3.490 | 3.094 | 2.966 | 4.369 | 37.593 |
| 2.401 | 4.317 | 3.449 | 3.351 | 2.955 | 3.248 | 3.490 | 4.346 | 4.232 | 4.369 | 36.159 |
| 3.832 | 2.979 | 2.187 | 3.351 | 1.938 | 4.479 | 4.763 | 2.045 | 4.232 | 3.052 | 32.857 |
| 3.832 | 4.317 | 2.187 | 4.667 | 2.955 | 3.248 | 2.332 | 3.094 | 4.232 | 3.052 | 33.916 |
| 2.401 | 2.979 | 1.000 | 3.351 | 4.267 | 4.479 | 4.763 | 4.346 | 4.232 | 4.369 | 36.187 |
| 2.401 | 4.317 | 2.187 | 4.667 | 4.267 | 4.479 | 3.490 | 4.346 | 4.232 | 3.052 | 37.439 |
| 3.832 | 4.317 | 3.449 | 3.351 | 4.267 | 3.248 | 4.763 | 3.094 | 2.966 | 3.052 | 36.339 |
| 2.401 | 4.317 | 2.187 | 4.667 | 2.955 | 4.479 | 2.332 | 3.094 | 2.966 | 3.052 | 32.451 |
| 3.832 | 2.979 | 3.449 | 3.351 | 4.267 | 3.248 | 4.763 | 4.346 | 1.943 | 4.369 | 36.547 |
| 2.401 | 1.905 | 3.449 | 4.667 | 2.955 | 2.183 | 3.490 | 3.094 | 2.966 | 3.052 | 30.162 |
| 2.401 | 4.317 | 3.449 | 3.351 | 4.267 | 2.183 | 4.763 | 3.094 | 4.232 | 3.052 | 35.109 |
| 3.832 | 2.979 | 3.449 | 3.351 | 4.267 | 3.248 | 2.332 | 4.346 | 1.943 | 3.052 | 32.799 |
| 3.832 | 2.979 | 2.187 | 4.667 | 2.955 | 3.248 | 3.490 | 3.094 | 2.966 | 1.970 | 31.389 |
| 2.401 | 4.317 | 2.187 | 2.190 | 4.267 | 3.248 | 3.490 | 4.346 | 2.966 | 3.052 | 32.465 |
| 3.832 | 2.979 | 1.000 | 3.351 | 2.955 | 4.479 | 2.332 | 3.094 | 4.232 | 3.052 | 31.306 |
| 1.000 | 4.317 | 2.187 | 3.351 | 4.267 | 3.248 | 4.763 | 4.346 | 2.966 | 4.369 | 34.815 |
| 2.401 | 2.979 | 3.449 | 4.667 | 4.267 | 2.183 | 3.490 | 3.094 | 1.943 | 3.052 | 31.525 |
| 2.401 | 4.317 | 2.187 | 3.351 | 4.267 | 2.183 | 4.763 | 2.045 | 4.232 | 1.970 | 31.715 |
| 3.832 | 4.317 | 2.187 | 4.667 | 2.955 | 3.248 | 2.332 | 3.094 | 4.232 | 4.369 | 35.234 |
| 3.832 | 2.979 | 2.187 | 4.667 | 1.938 | 4.479 | 3.490 | 4.346 | 2.966 | 4.369 | 35.253 |
| 2.401 | 1.905 | 2.187 | 3.351 | 2.955 | 3.248 | 4.763 | 2.045 | 2.966 | 3.052 | 28.873 |
| 3.832 | 2.979 | 2.187 | 3.351 | 2.955 | 3.248 | 4.763 | 3.094 | 4.232 | 1.970 | 32.611 |
| 3.832 | 4.317 | 3.449 | 3.351 | 2.955 | 2.183 | 3.490 | 4.346 | 2.966 | 3.052 | 33.941 |

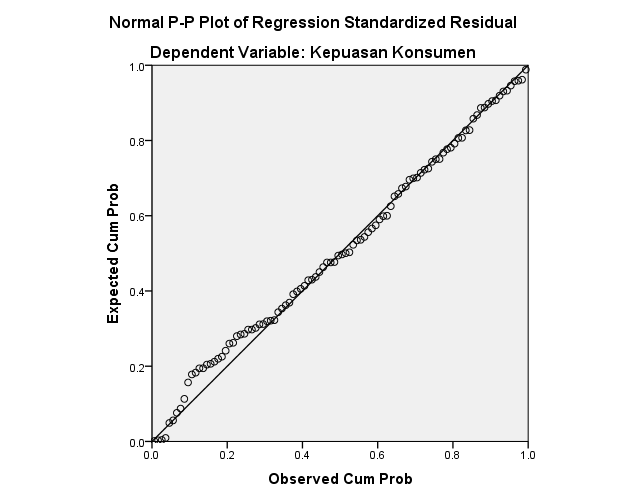
**Lampiran 22**

**Grafik Histogram Uji Normalitas**



**Lampiran 23**

**Grafik Normal *P-P Plot***



**Lampiran 24**

**Hasil Uji Normalitas *Kolmogorov-Smirnov***

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 1.55565321 |
| Most Extreme Differences | Absolute | .074 |
| Positive | .031 |
| Negative | -.074 |
| Test Statistic | | .074 |
| Asymp. Sig. (2-tailed) | | .193c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

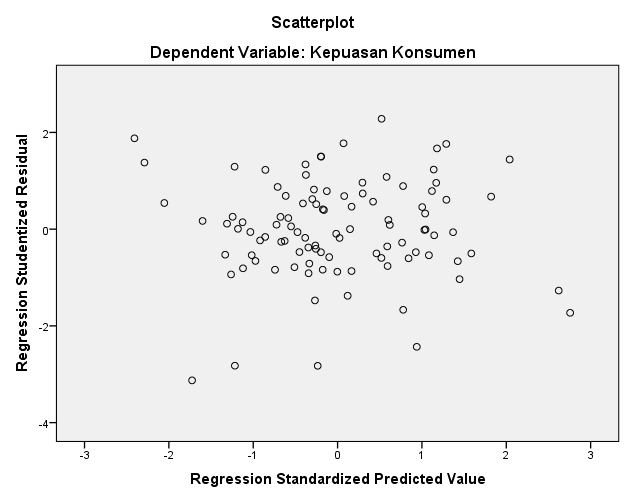
**Lampiran 25**

**Hasil Uji Multikololinieritas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 27.590 | 2.251 |  | 12.255 | .000 |  |  |
| Perceived Quality | .175 | .031 | .451 | 5.640 | .000 | .996 | 1.004 |
| Persepsi Lokasi Toko | .126 | .037 | .274 | 3.422 | .001 | .995 | 1.006 |
| Persepsi Harga Grosir | .184 | .050 | .292 | 3.653 | .000 | .998 | 1.002 |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | | | |

**Lampiran 26**

**Hasil Scatterplot Uji Heteroskedastisitas**



**Lampiran 27**

**Hasil Uji Autokerelasi**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .624a | .389 | .370 | 1.57977 | 1.913 |
| a. Predictors: (Constant), Persepsi Harga Grosir, Perceived Quality , Persepsi Lokasi Toko | | | | | |
| b. Dependent Variable: Kepuasan Konsumen | | | | | |

**Lampiran 28**

**Hasil Analisis Regresi Linier Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 27.590 | 2.251 |  | 12.255 | .000 |
| Perceived Quality | .175 | .031 | .451 | 5.640 | .000 |
| Persepsi Lokasi Toko | .126 | .037 | .274 | 3.422 | .001 |
| Persepsi Harga Grosir | .184 | .050 | .292 | 3.653 | .000 |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | |

**Lampiran 29**

**Hasil Uji Parsial (Uji T)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 27.590 | 2.251 |  | 12.255 | .000 |
| Perceived Quality | .175 | .031 | .451 | 5.640 | .000 |
| Persepsi Lokasi Toko | .126 | .037 | .274 | 3.422 | .001 |
| Persepsi Harga Grosir | .184 | .050 | .292 | 3.653 | .000 |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | |

**Lampiran 30**

**Hasil Uji Simultan (Uji F)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 152.729 | 3 | 50.910 | 20.399 | .000b |
| Residual | 239.586 | 96 | 2.496 |  |  |
| Total | 392.315 | 99 |  |  |  |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | |
| b. Predictors: (Constant), Persepsi Harga Grosir, Perceived Quality , Persepsi Lokasi Toko | | | | | | |

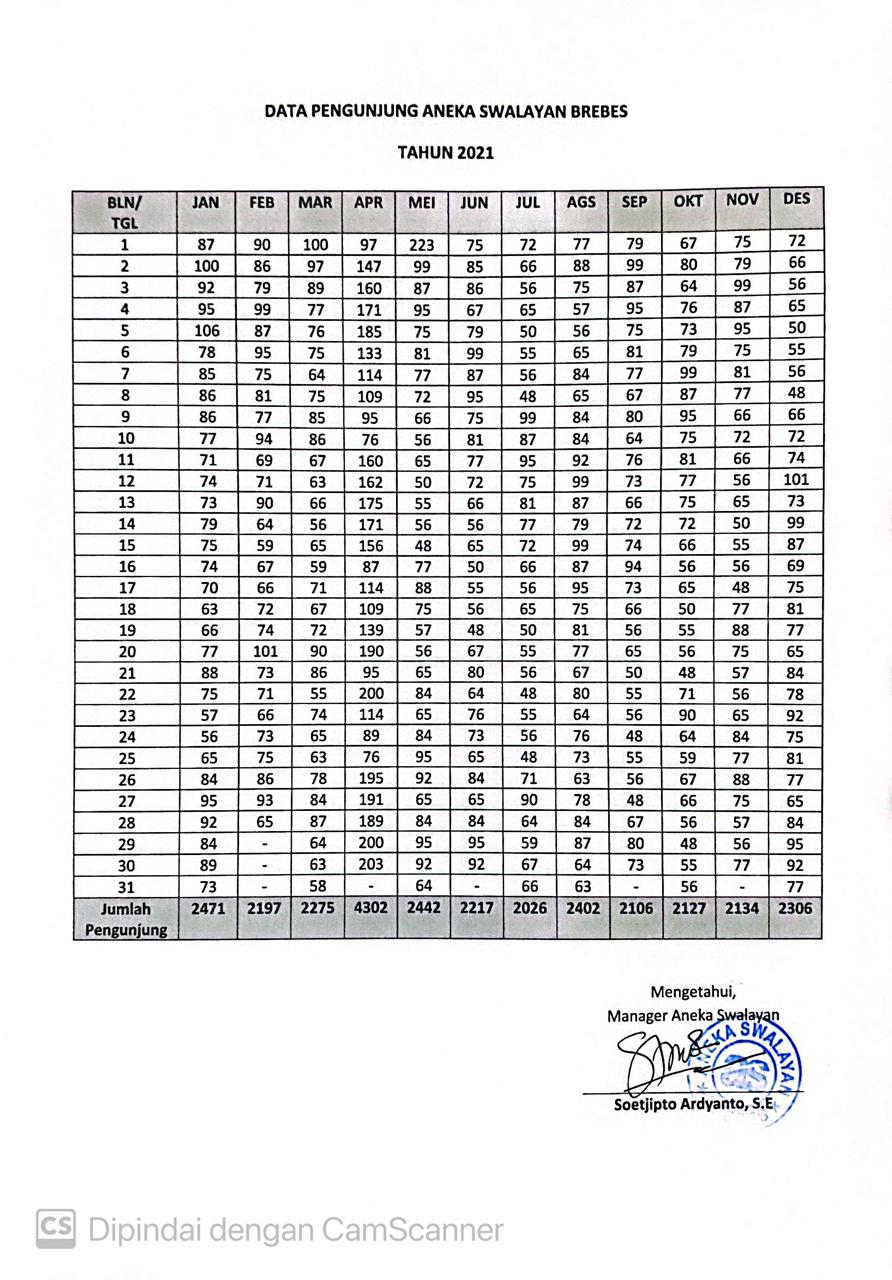
**Lampiran 31**

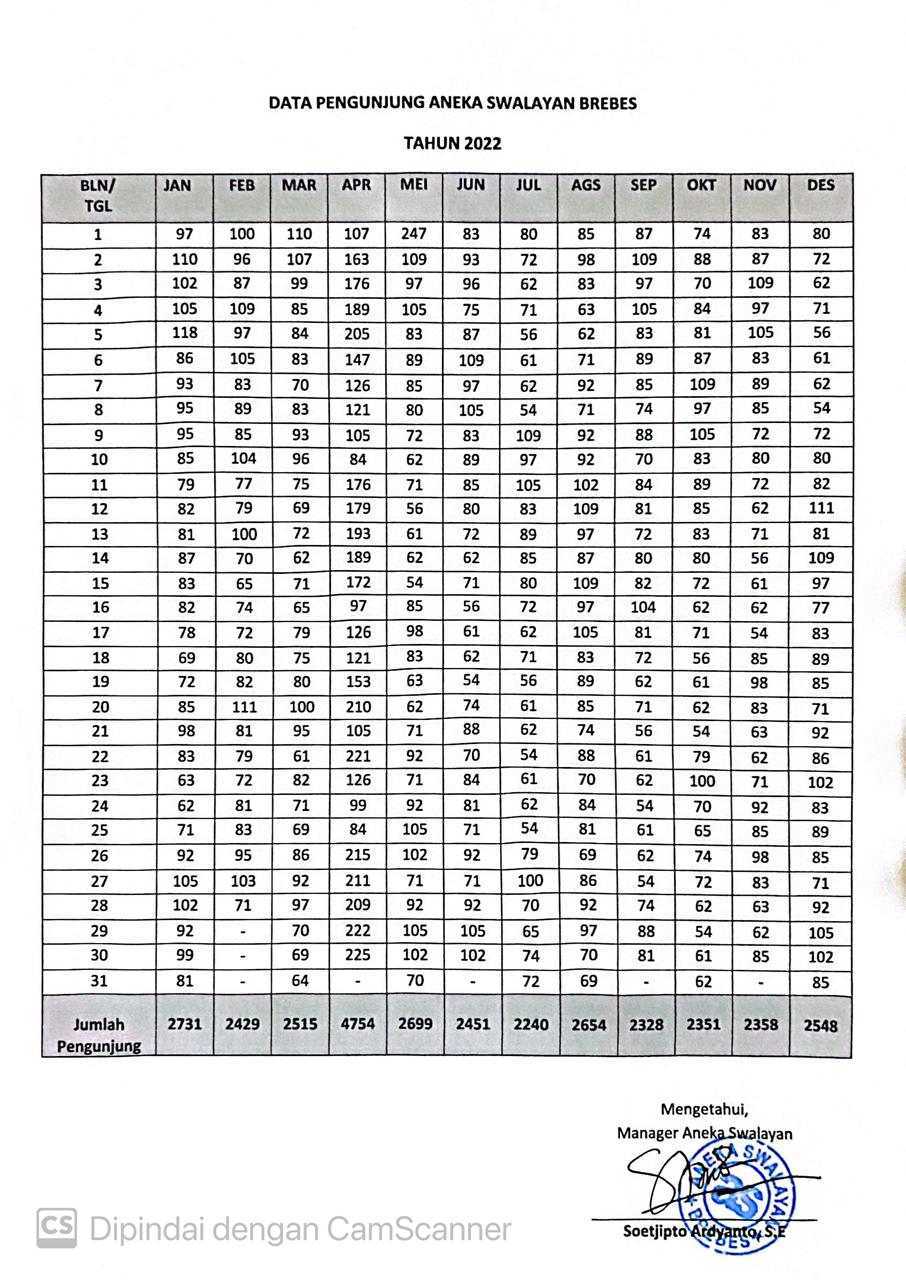
**Hasil Uji Koefisien Determinasi**

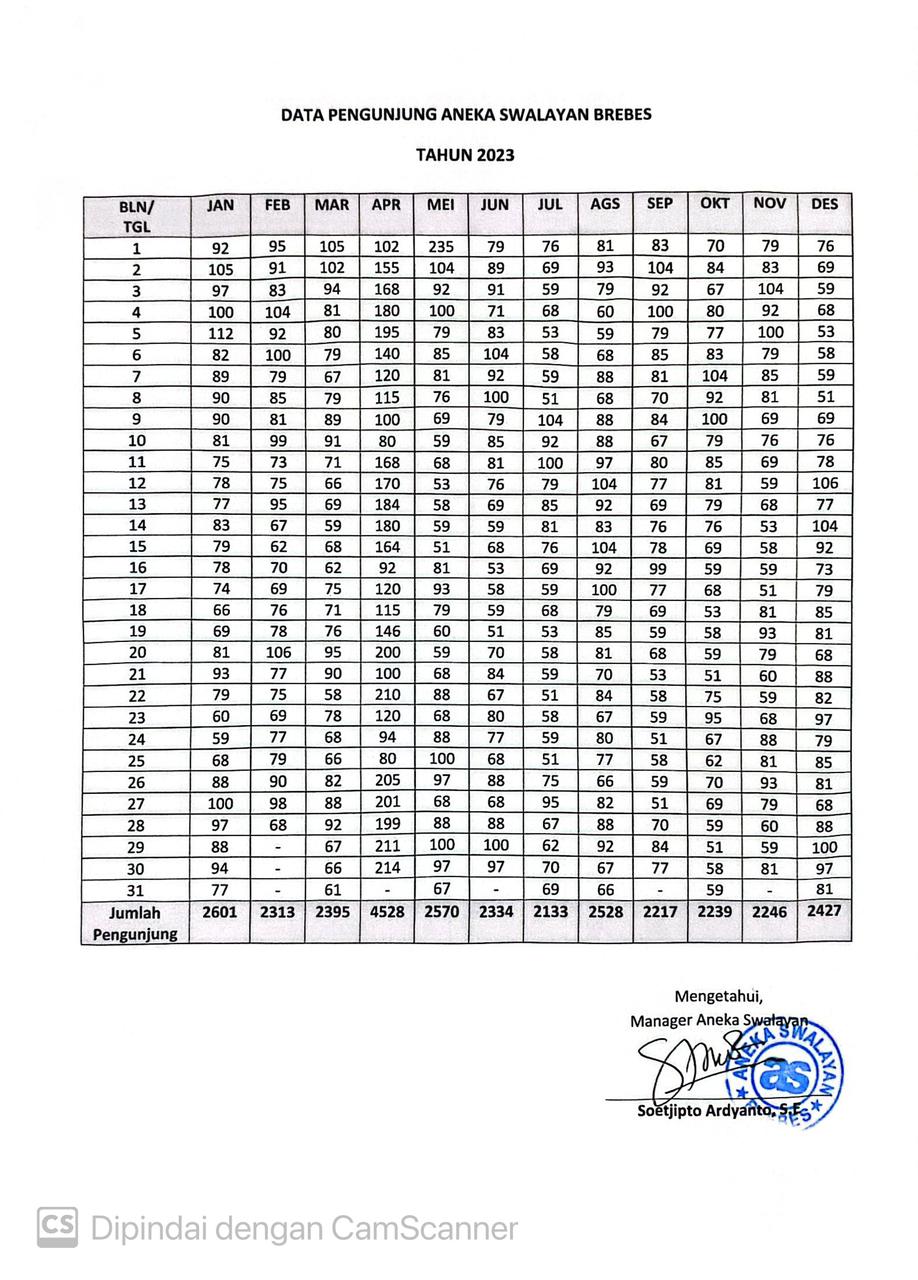
|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .624a | .389 | .370 | 1.57977 | .389 | 20.399 | 3 | 96 | .000 | 1.913 |
| a. Predictors: (Constant), Persepsi Harga Grosir, Perceived Quality, Persepsi Lokasi Toko | | | | | | | | | | |
| b. Dependent Variable: Kepuasan Konsumen | | | | | | | | | | |

**Lampiran 32**

**Data Pengunjung Aneka Swalayan Brebes 2021-2023**

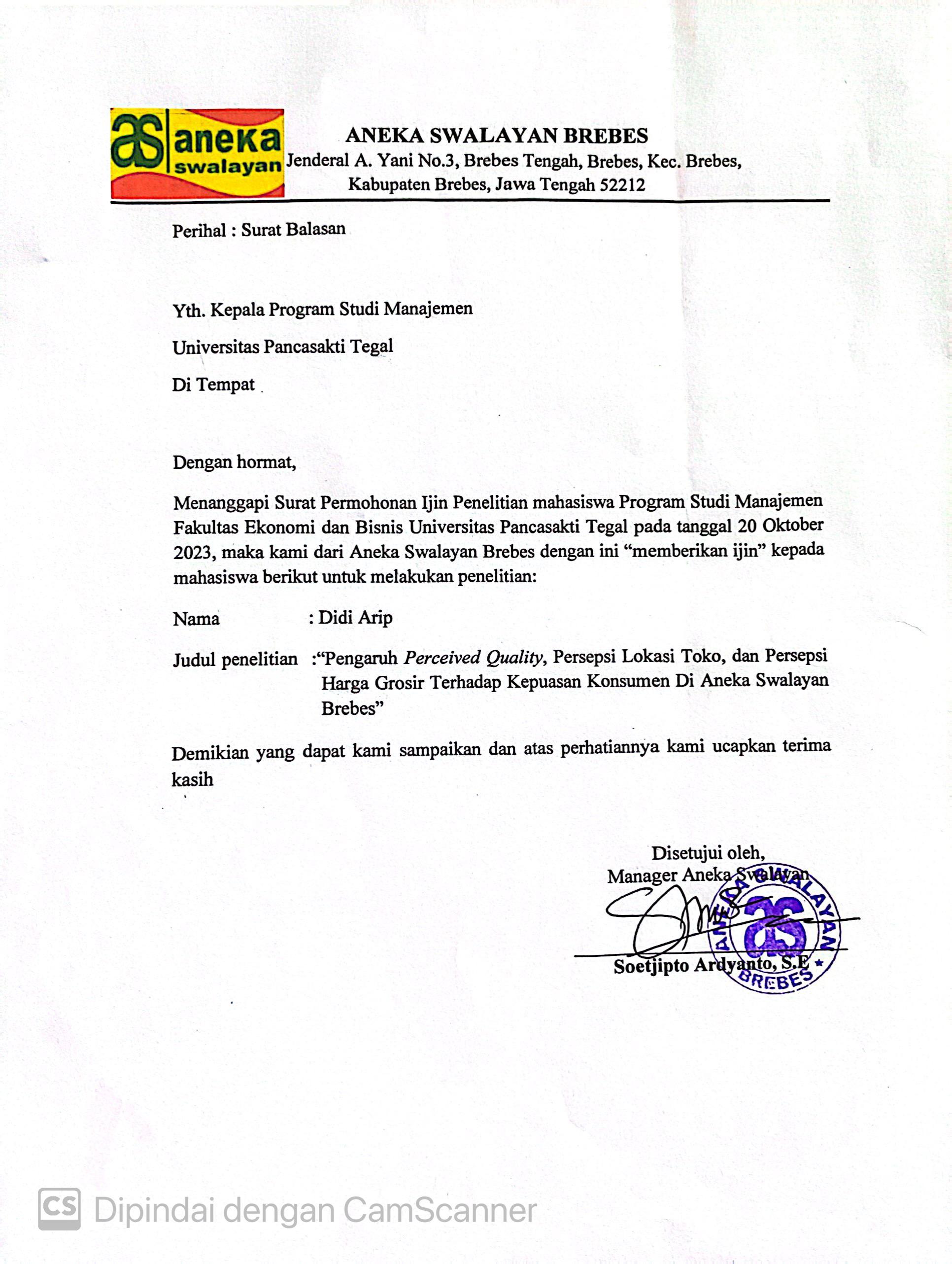
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**Lampiran 33**

**Surat Balasan**

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**Lampiran 34**

**Dokumentasi**

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