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**LAMPIRAN**

**Lampiran 1 Kuesioner Penelitian**

**LEMBAR KUESIONER**

Kepada Responden yang Terhormat,

Sebelumnya peneliti mengucapkan terima kasih sebesar- besarnya atas kesediaan Saudara mengisi kuesioner ini. Adapun peneliti sampaikan bahwa kuesioner ini dibuat oleh:

Nama : Tiara Senja Larassati, SE.

NIM : 7122800008

Jurusan : Magister Manajemen Universitas Pancasakti Tegal

Kuesioner ini merupakan bagian dari proses pengumpulan data untuk keperluan tugas akhir/tesis peneliti yang berjudul **“Pengaruh Persepsi Harga, Kualitas Produk, Kualitas Pelayanan dan Lokasi toko terhadap Kepuasan Konsumen melalui keputusan pembelian pada Toko Mainan anak Oyentoys & Abittoys Tegal”**

Dalam penyusunan tesis ini, besar harapan saya kepada Bapak/Ibu/Sdr. untuk berkenan meluangkan waktunya sejenak untuk mengisi kuesioner yang dilampirkan bersama surat ini. Bantuan Bapak/Ibu/Sdr. sangat berarti demi terselesaikannya penelitian ini. Sebelumnya peneliti juga memohon maaf telah mengganggu waktu kerja Bapak/Ibu/Sdr..

Jawaban yang Saudara berikan tidak akan dinilai sebagai BENAR atau SALAH dan tidak akan berpengaruh terhadap penilaian kerja Bapak/Ibu/Saudara/i di tempat Saudara bekerja. Data yang diperoleh akan kami rahasiakan dan tidak akan kami sebarluaskan, karena hanya digunakan untuk keperluan penelitian, sesuai etika penelitian.

Peneliti memohon maaf apabila ada hal yang kurang berkenan dengan hadirnya kuesioner ini. Atas kerjasama dan kesediaan Bapak/Ibu, peneliti mengucapkan terima kasih.

Hormat saya,

Peneliti

**Tiara Senja Larassati, SE.**

**PETUNJUK KUESIONER PENELITIAN**

Pada kuesioner ini Bapak/Ibu diminta untuk memberikan tanda checklist (√) pada pilihan jawaban yang Bapak/ Ibu anggap sesuai.

**Data Demografis Responden**

1. Jenis Kelamin:

Laki- laki

Perempuan

1. Usia :

˂ 15 tahun

Antara 16 hingga 25 tahun

Antara 26 hingga 35 tahun

Antara 36 hingga 45 tahun

˃ 46 tahun

1. Pendidikan Terakhir:

SD/Sederajat

SLTP/Sederajat

SLTA/Sederajat

Sarjana / Diploma

Lainnya

1. Pekerjaan Anda saat ini: …

SLT Pegawai negeri

Dipl Pegawai swasta

Dipl Wiraswasta

Lainnya

1. Karakteristik berkunjung toko mainan Oyentoys&Abittoys Tegal …

SLT belum pernah sama sekali

Dipl Pertama kali (1x)

Dipl Lebih dari 2x

Yang Menyatakan,

…………………………..

**Persepsi Harga (X1)**

Indikator **Persepsi Harga** yang digunakan dalam penelitian ini menurut menurut (Kotler \* Amstrong, 2014) dapat dikategorikan yaitu 1.Keterjangkauan harga (Price affordability) , 2.Daya saing (Price competitiveness), 3.Kesesuaian harga dengan produk (Suitability), 4.Kesesuaian harga dengan manfaat (Benefits). :

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Indikator** | **Item Kuesioner A** | **STS** | **TS** | **KS** | **S** | **SS** |
| Keterjangkauan harga (*Price affordability*) | 1. Harga mainan di toko mainan anak Oyentoys & Abittoys pas & terjangkau 2. Saya membeli di toko Oyentoys & Abittoys karena memilih harga sesuai dengan keterjangkauan |  |  |  |  |  |
| Daya saing (*Price competitiveness*) | 1. Harga mainan toko mainan anak Oyentoys & Abittoys lebih terjangkau dibandingkan dengan toko mainan lain 2. Toko Oyentoys & Abittoys selalu memberikan potongan harga |  |  |  |  |  |
| Kesesuaian harga dengan produk (*Suitability*) | 1. Harga produk yang dijual di toko mainan anak Oyentoys & Abittoys sesuai dengan kualitas produk 2. Toko Oyentoys & Abittoys memiliki harga sesuai dengan hasil yang diinginkan |  |  |  |  |  |
| Kesesuaian harga dengan manfaat (*Benefits*) | 1. Harga produk mainan di toko mainan anak Oyentoys & Abittoys sesuai dengan manfaatnya 2. Kualitas produk yang ditawarkan di toko Oyentoys & Abittoys bermanfaat dalam tumbuh kembang anak |  |  |  |  |  |

**Kualitas** **Produk (X2)**

Indikator **Kualitas Produk** yang digunakan dalam penelitian ini menurut (Razak, 2019) dan (Sanjaya,2023) yaitu: 1.Kinerja (performance), 2.Fitur (Features), 3.Kesesuaian (conformance), 4.Daya tahan (Durability), 5.Kehandalan (reliability) 6.Kemampuan melayani (service ability), 7.Estetika (esthetics), 8.Kualitas yang dirasakan (perceived quality) :

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Indikator** | **Item Kuesioner B** | **STS** | **TS** | **KS** | **S** | **SS** |
| Kinerja (*performance*) | 1. Produk mainan yang ditawarkan oleh toko mainan anak Oyentoys & Abittoys menggunakan bahan berkualitas. 2. Mainan di toko Oyentoys & Abittoys memiliki kualitas aman untuk anak |  |  |  |  |  |
| Fitur (*Features*) | 1. Produk mainan yang dijual di toko mainan anak Oyentoys & Abittoys dikemas dengan praktis. 2. Toko Oyentoys & Abittoys memberikan kemasan yang Rapi & menarik |  |  |  |  |  |
| Kesesuaian (*conformance*) | 1. Produk mainan yang dijual oleh toko mainan anak Oyentoys & Abittoys bervariasi sesuai dengan kebutuhan perkembangan anak dengan jenis kelamin anak 2. Produk mainan di toko Oyentoys & Abittoys sesuai dengan kebutuhan konsumen |  |  |  |  |  |
| Daya tahan (*Durability*) | 1. Produk mainan yang dijual oleh toko mainan anak Oyentoys & Abittoys tidak mudah rusak dan tidak mudah pecah 2. Mainan di toko Oyentoys & Abittoys menggunakan bahan yang berkualitas tinggi sehingga bertahan lama |  |  |  |  |  |
| Kehandalan (*reliability*) | 1. Produk mainan yang dijual di toko mainan Oyentoys & Abittoys sesuai dengan kualitas yang diberikan. 2. Maianan di toko Oyentoys & Abittoys memiliki kehandalan di setiap produknya |  |  |  |  |  |
| Kemampuan melayani (service ability) | 1. karyawan toko mainan anak Oyentoys & Abittoys bisa melayani konsumen dengan baik & bisa menjelaskan mengenai informasi produk 2. Pelayanan di toko Oyentoys & Abittoys sangat memuaskan konsumen untuk membeli kembali |  |  |  |  |  |
| Estetika (*esthetics*) | 1. Produk mainan yang dijual di toko mainan anak Oyentoys & Abittoys disajikan dan di display dengan menarik 2. Mainan di toko Oyentoys & Abittoys sangat beragam bentuknya |  |  |  |  |  |
| Kualitas yang dirasakan (*perceived quality*) | 1. Produk mainan yang dijual di toko mainan anak Oyentoys & Abittoys membantu tumbuh kembang anak dan mempunyai nilai edukasi kepada anak 2. Konsumen merasa mainan di toko Oyentoys & Abittoys sangat berguna untuk belajar anak |  |  |  |  |  |

**Kualitas Pelayanan (X3)**

Indikator **Kualitas Pelayanan** yang digunakan dalam penelitian ini menurut (Kotler & Amstrong, 2016) dan Kotler dan Keller (2016 : 284) dapat dikategorikan 5 (lima) yaitu:. 1.Kehandalan (reliability), 2.Daya tanggap/kepekaan (responsiveness), 3.Jaminan (assurance), 4.Empati (empathy), 5.Bukti fisik (tangible). :

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Indikator** | **Item Kuesioner C** | **STS** | **TS** | **KS** | **S** | **SS** |
| Kehandalan/  dapat dipercaya (*reliability*) | 1. Karyawan toko mainan anak Oyentoys & Abittoys berpengalaman melayani pembeli serta selalu menerapkan 4S yaitu Senyum salam sapa dan sopan kepada semua konsumen 2. Karyawan di toko Oyentoys & Abittoys memperlakukan konsumen dengan baik |  |  |  |  |  |
| *Daya tanggap/ kepekaan (responsiveness)* | 1. Karyawan toko mainan Oyentoys & Abittoys cepat&tanggap dalam melayani konsumen serta merespons dengan cepat keluhan konsumen 2. Karyawan Toko mainan anak Oyentoys & Abittoys mempunyai menanamkan kepercayaan kpd konsumen |  |  |  |  |  |
| Jaminan (*assurance*) | 1. Karyawan toko mainan anak Oyentoys & Abittoys peduli & membuat konsumen merasa aman pada saat berbelanja 2. Toko Oyentoys & Abittoys memberikan jaminan jika ada barang yang rusak |  |  |  |  |  |
| Empati (*empathy*) | 1. Karyawan toko mainan anak Oyentoys & Abittoys peduli dan memahami apa yang diinginkan konsumen. 2. Karyawan di toko Oyentoys & Abittoys memberikan solusi pilihan terbaik untuk mainan yang cocok dengan usia anak |  |  |  |  |  |
| *Bukti fisik (tangible)* | 1. Karyawan toko mainan anak Oyentoys & Abittoys berpenampilan rapi&bersih serta menggunakan seragam 2. Di toko Oyentoys & Abittoys karyawan harus menggunakan identitas sebagai pengenal diri |  |  |  |  |  |

**Lokasi toko (X4)**

Indikator **Lokasi toko** yang digunakan dalam penelitian ini menurut Senggetang et al (2019:882)  yaitu: 1. Memiliki lokasi dengan akses yang mudah dijangkau (Acses), 2. kemampuan melihat jarak horizontal terjauh (Visibilitas), 3. Memiliki fasilitas parkir yang mudah& memadai, 4. Memiliki kemungkinan untuk perluasan lahan (Ekspansi)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Indikator** | **Item Kuesioner D** | **STS** | **TS** | **KS** | **S** | **SS** |
| Memiliki lokasi dengan akses yang mudah dijangkau (*Acsess*) | 1. Toko mainan anak Oyentoys & Abittoys berlokasi di tempat yang mudah dijangkau dan dekat pemukiman & sekolah 2. Lokasi toko Oyentoys & Abittoys sangat strategis |  |  |  |  |  |
| kemampuan melihat jarak horizontal terjauh (*Visibilitas*) | 1. Toko mainan anak Oyentoys & Abittoys berada dilokasi yang strategis dan terlihat dari jauh. 2. Toko Oyentoys & Abittoys mudah dikenal dalam jarak jauh |  |  |  |  |  |
| Memiliki fasilitas parkir yang mudah& memadai | 1. Toko mainan anak Oyentoys & Abittoys memiliki fasilitas parkir yang aman &luas 2. Toko mainan anak Oyentoys & Abittoys menyedikan parkir untuk pengguna kursi roda |  |  |  |  |  |
| Memiliki kemungkinan utk perluasan lahan (Ekspansi) | 1. Toko mainan anak Oyentoys & Abittoys mempunyai area dalam toko yang luas 2. Di toko Oyentoys & Abittoys terdapat tempat untuk bermain anak-anak |  |  |  |  |  |

**Keputusan Pembelian (Z)**

Indikator Keputusan pembelian yang dipakai dalam penelitian ini menurut Menurut Kotler dan Armstrong (2008:181) dan Kotler dan Keller (2009:178) adalah sebagai berikut: 1.Harga, 2.Kualitas, 3.Merek/Brand, 4.Ulasan&ekomendasi, 5.Faktor emosional, 6.Promosi& Diskon, 7.Ketersediaan& kemudahan akses, 8.Kondisi ekonomi, 9.Pelayanan pelanggan.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Indikator** | **Item Kuesioner E** | **STS** | **TS** | **KS** | **S** | **SS** |
| Harga (*Price*) | 1. Membeli karena harga produk mainan yang dijual di toko mainan anak Oyentoys & Abittoys wajar & sesuai dengan kualitas 2. Mainan di toko Oyentoys & Abittoys terdapat harga yang sangat terjangkau |  |  |  |  |  |
| Kualitas *(Quality)* | 1. Membeli karena produk mainan yang dijual di toko mainan anak Oyentoys & Abittoys berkualitas & tahan lama 2. Mainan di toko Oyentoys & Abittoys memiliki kualitas yang tinggi |  |  |  |  |  |
| Merek  (*Brand*) | 1. Membeli karena Produk mainan yang dijual di toko mainan anak Oyentoys & Abittoys mempunyai merk yang bagus dan sudah terjamin kualitasnya serta mengikuti trend yang ada (*up to date*). 2. Mainan di toko Oyentoys & Abittoys selalu memberikan brand terbaik |  |  |  |  |  |
| Ulasan/ Rekomendasi | 1. Membeli di toko mainan anak Oyentoys & Abittoys adalah karena rekomendasi dari orang lain 2. Membeli di toko mainan anak Oyentoys & Abittoys adalah karena mengetahui ulasan yang sangat tinggi |  |  |  |  |  |
| Faktor emosional (*Emotional factors*) | 1. Membeli karena pelayanan yang diberikan karyawan toko mainan anak Oyentoys & Abittoys ramah dan sopan 2. Di toko mainan anak Oyentoys & Abittoys pelayanan yang baik |  |  |  |  |  |
| Promosi&Diskon (*Discount*) | 1. Membeli karena adanya diskon di toko mainan anak Oyentoys & Abittoys. 2. Di toko mainan anak Oyentoys & Abittoys selalu memberikan promosi yang menarik |  |  |  |  |  |
| Ketersediaan& kemudahan akses (*Acsess*) | 1. Membeli mainan di toko mainan anak Oyentoys & Abittoys karena lokasi mudah dijangkau 2. Toko Oyentoys & Abittoys memiliki tempat yang strategis dijangkau |  |  |  |  |  |
| Kondisi ekonomi (*Economic condition*) | 1. Kondisi ekonomi mempengaruhi orangtua membeli mainan bagi anak anak 2. Dengan menurunya tingkat pendapatan orangtua dapat mempengaruhi penjualan di Oyentoys & Abittoys |  |  |  |  |  |
| Pelayanan pelanggan (*Customer Service*) | 1. Membeli karena puas dengan pelayanan di toko mainan anak Oyentoys &Abittoys 2. Toko Oyentoys & Abittoys selalu meberikan pelayanan yang maksimal |  |  |  |  |  |

**Kepuasan Konsumen (Y)**

Indikator **Kepuasaan Konsumen** menurut Kotler dan Keller (2018:140) adalah sebagai berikut: 1.Survey kepuasan konsumen, 2.Nilai NPS(rekomendasi kpd orang lain), 3.Tingkat retensi konsumen (loyalitas), 4.Tingkat keluhan konsumen, 5.Waktu tanggapan konsumen, 6.Tingkat penggunaan layanan konsumen, 7.Tingkat kesetiaaan konsumen, 8.Ulasan& testimoni konsumen :

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Indikator** | **Item Kuesioner F** | **STS** | **TS** | **KS** | **S** | **SS** |
| Survey kepuasan konsumen | 1. Akan berkunjung kembali ke toko mainan anak Oyentoys & Abittoys karena harga yang wajar &sesuai dengan kualitas&manfaat produk 2. Akan berkunjung kembali ke toko mainan anak Oyentoys & Abittoys produk yang dijual berkualitas 3. Akan berkunjung kembali ke toko mainan anak Oyentoys & Abittoys karena pelayanan yang diberikan karyawan baik 4. Akan berkunjung kembali ke toko mainan anak Oyentoys & Abittoys karena lokasi toko mudah ditemukan |  |  |  |  |  |
| Nilai NPS(rekomendasi kpd orang lain) | 1. Akan merekomendasikan kepada orang lain untuk berkunjung ke Toko mainan anak Oyentoys & Abittoys karena harga mainan sesuai dengan kualitas&manfaat produk 2. Akan merekomendasikan kepada orang lain untuk berkunjung ke Toko mainan anak Oyentoys & Abittoys karena produk yang dijual berkualitas 3. Akan merekomendasikan kepada oranag lain Toko mainan anak Oyentoys & Abittoys karena pelayanan yang diberikan sesuai/melebihi yang diharapkan. 4. Akan merekomendasikan kepada orang lain Toko mainan anak Oyentoys & Abittoys karena lokasi toko mudah ditemukan |  |  |  |  |  |
| Tingkat retensi konsumen (pembeli baru mjd pembeli tetap) | 1. Menjadi pengunjung setia toko mainan anak Oyentoys &Abittoys. 2. Selalu membeli produk yang dijual di toko mainan anak Oyentoys & Abittoys. |  |  |  |  |  |
| Tingkat keluhan konsumen | 1. Ada keluhan mengenai pelayanan di toko mainan anak Oyentoys & Abittoys 2. Tidak ada keluhan apapun tentang produk maupun pelayanan di toko mainan Oyentoys&Abittoys |  |  |  |  |  |
| Waktu tanggapan konsumen | 1. Toko mainan anak Oyentoys & Abittoys cepat dalam menanggapi keluhan konsumen 2. Karyawan toko mainan anak Oyentoys&Abittoys sigap dalam membantu konsumen |  |  |  |  |  |
| Tingkat penggunaan layanan konsumen | 1. Toko mainan anak Oyentoys & Abittoys memiliki layanan whatsapp & medsos untuk melayani konsumen secara online 2. Toko mainan anak Oyentoys&Abittoys mempunyai layanan pesan antar atau COD |  |  |  |  |  |
| Tingkat kesetiaaan konsumen  (loyalitas) | 1. Akan melakukan kunjungan berkali-kali ke toko mainan anak Oyentoys & Abittoys. 2. Akan menjadi pelanggan dan tidak akan pindah ke toko mainan lain. |  |  |  |  |  |
| Ulasan& testimoni konsumen (rekomendasi) | 1. Menyarankan teman&saudara untuk membeli produk di toko mainan Oyentoys & Abittoys. 2. Membeikan ulasan bagus di MAPS toko mainan anak Oyentoys & Abittoys |  |  |  |  |  |

**Lampiran 2 Tabulasi Data**

**PERSEPSI HARGA (X1)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X1.01** | **X1.02** | **X1.03** | **X1.04** | **X1.05** | **X1.06** | **X1.07** | **X1.08** | **X1.09** | **X1.10** |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 2 | 5 | 3 | 4 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 |
| 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 |
| 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 |
| **X1.01** | **X1.02** | **X1.03** | **X1.04** | **X1.05** | **X1.06** | **X1.07** | **X1.08** | **X1.09** | **X1.10** |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 |
| 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| 3 | 4 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 |
| 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 2 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 |
| 3 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 |
| **X1.01** | **X1.02** | **X1.03** | **X1.04** | **X1.05** | **X1.06** | **X1.07** | **X1.08** | **X1.09** | **X1.10** |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 2 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 |
| 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |
| 3 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 |
| 5 | 5 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 4 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
| 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 |

**Lampiran 3 Tabulasi Data**

**KUALITAS PRODUK (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X2.01** | **X2.02** | **X2.03** | **X2.04** | **X2.05** | **X2.06** | **X2.07** | **X2.08** | **X2.09** | **X2.10** | **X2.11** | **X2.12** | **X2.13** | **X2.14** | **X2.15** | **X2.16** |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 4 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| **X2.01** | **X2.02** | **X2.03** | **X2.04** | **X2.05** | **X2.06** | **X2.07** | **X2.08** | **X2.09** | **X2.10** | **X2.11** | **X2.12** | **X2.13** | **X2.14** | **X2.15** | **X2.16** |
| 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 |
| 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 |
| 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 |
| 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| **X2.01** | **X2.02** | **X2.03** | **X2.04** | **X2.05** | **X2.06** | **X2.07** | **X2.08** | **X2.09** | **X2.10** | **X2.11** | **X2.12** | **X2.13** | **X2.14** | **X2.15** | **X2.16** |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 |
| 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 3 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 |
| 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 3 | 3 |

**Lampiran 4 Tabulasi Data**

**KUALITAS PELAYANAN (X3)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X3.01** | **X3.02** | **X3.03** | **X3.04** | **X3.05** | **X3.06** | **X3.07** | **X3.08** | **X3.09** | **X3.10** |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 |
| 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| **X3.01** | **X3.02** | **X3.03** | **X3.04** | **X3.05** | **X3.06** | **X3.07** | **X3.08** | **X3.09** | **X3.10** |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 |
| 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 |
| 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| **X3.01** | **X3.02** | **X3.03** | **X3.04** | **X3.05** | **X3.06** | **X3.07** | **X3.08** | **X3.09** | **X3.10** |
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| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 |
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| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 |
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| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
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| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
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| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |

**Lampiran 5 Tabulasi Data**

**LOKASI TOKO (X4)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **X4.01** | **X4.02** | **X4.03** | **X4.04** | **X4.05** | **X4.06** | **X4.07** | **X4.08** |
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| 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 |
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| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 |
| 5 | 4 | 3 | 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 |
| 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| **X4.01** | **X4.02** | **X4.03** | **X4.04** | **X4.05** | **X4.06** | **X4.07** | **X4.08** |
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| 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 2 | 2 | 4 |
| 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 |
| 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
| 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 |
| 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 |
| 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
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| **X4.01** | **X4.02** | **X4.03** | **X4.04** | **X4.05** | **X4.06** | **X4.07** | **X4.08** |
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| 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 |
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| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 |
| 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
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| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 2 | 3 | 4 | 5 | 5 | 5 | 5 | 3 |
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| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 |
| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |

**Lampiran 6 Tabulasi Data**

**KEPUTUSAN PEMBELIAN (Z)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Z.01** | **Z.02** | **Z.03** | **Z.04** | **Z.05** | **Z.06** | **Z.07** | **Z.08** | **Z.09** | **Z.10** | **Z.11** | **Z.12** | **Z.13** | **Z.14** | **Z.15** | **Z.16** | **Z.17** | **Z.18** |
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| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
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| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| **Z.01** | **Z.02** | **Z.03** | **Z.04** | **Z.05** | **Z.06** | **Z.07** | **Z.08** | **Z.09** | **Z.10** | **Z.11** | **Z.12** | **Z.13** | **Z.14** | **Z.15** | **Z.16** | **Z.17** | **Z.18** |
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| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
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| 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 2 |
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| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
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| **Z.01** | **Z.02** | **Z.03** | **Z.04** | **Z.05** | **Z.06** | **Z.07** | **Z.08** | **Z.09** | **Z.10** | **Z.11** | **Z.12** | **Z.13** | **Z.14** | **Z.15** | **Z.16** | **Z.17** | **Z.18** |
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| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
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| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
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**Lampiran 7 Tabulasi Data**

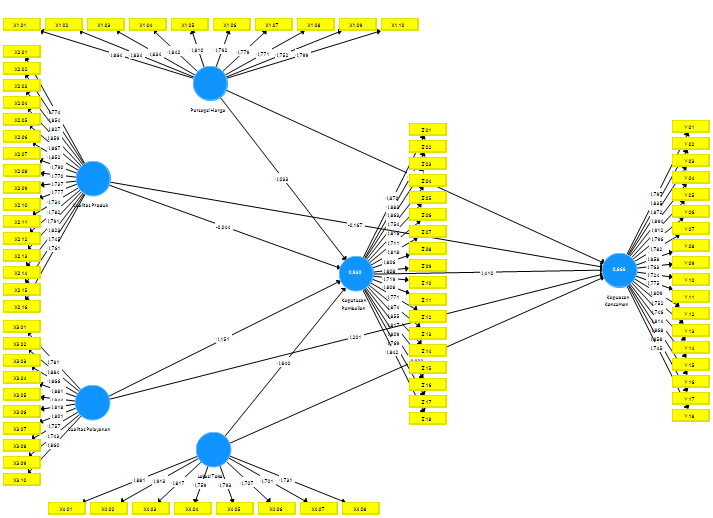
**KEPUASAN KONSUMEN (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Y.01** | **Y.02** | **Y.03** | **Y.04** | **Y.05** | **Y.06** | **Y.07** | **Y.08** | **Y.09** | **Y.10** | **Y.11** | **Y.12** | **Y.13** | **Y.14** | **Y.15** | **Y.16** | **Y.17** | **Y.18** |
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| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 |
| **Y.01** | **Y.02** | **Y.03** | **Y.04** | **Y.05** | **Y.06** | **Y.07** | **Y.08** | **Y.09** | **Y.10** | **Y.11** | **Y.12** | **Y.13** | **Y.14** | **Y.15** | **Y.16** | **Y.17** | **Y.18** |
| 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 1 |
| 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 |
| 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 |
| 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 |
| **Y.01** | **Y.02** | **Y.03** | **Y.04** | **Y.05** | **Y.06** | **Y.07** | **Y.08** | **Y.09** | **Y.10** | **Y.11** | **Y.12** | **Y.13** | **Y.14** | **Y.15** | **Y.16** | **Y.17** | **Y.18** |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 3 |
| 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 |
| 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |

**Lampiran 8 PLS PLS Algorithm**

**Path Coefficients**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Kepuasan Konsumen** | **Keputusan Pembelian** | **Kualitas Pelayanan** | **Kualitas Produk** | **Lokasi Toko** | **Persepsi Harga** |
| **Kepuasan Konsumen** |  |  |  |  |  |  |
| **Keputusan Pembelian** | 0,410 |  |  |  |  |  |
| **Kualitas Pelayanan** | 0,201 | 0,151 |  |  |  |  |
| **Kualitas Produk** | -0,167 | -0,044 |  |  |  |  |
| **Lokasi Toko** | -0,022 | 0,840 |  |  |  |  |
| **Persepsi Harga** | 0,420 | 0,033 |  |  |  |  |

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**Outer Loading**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Kepuasan Konsumen** | **Keputusan Pembelian** | **Kualitas Pelayanan** | **Kualitas Produk** | **Lokasi Toko** | **Persepsi Harga** |
| **X1.01** |  |  |  |  |  | **0,864** |
| **X1.02** |  |  |  |  |  | **0,834** |
| **X1.03** |  |  |  |  |  | **0,834** |
| **X1.04** |  |  |  |  |  | **0,842** |
| **X1.05** |  |  |  |  |  | **0,810** |
| **X1.06** |  |  |  |  |  | **0,792** |
| **X1.07** |  |  |  |  |  | **0,779** |
|  | **Kepuasan Konsumen** | **Keputusan Pembelian** | **Kualitas Pelayanan** | **Kualitas Produk** | **Lokasi Toko** | **Persepsi Harga** |
| **X1.08** |  |  |  |  |  | **0,771** |
| **X1.09** |  |  |  |  |  | **0,752** |
| **X1.10** |  |  |  |  |  | **0,799** |
| **X2.01** |  |  |  | **0,774** |  |  |
| **X2.02** |  |  |  | **0,854** |  |  |
| **X2.03** |  |  |  | **0,827** |  |  |
| **X2.04** |  |  |  | **0,859** |  |  |
| **X2.05** |  |  |  | **0,867** |  |  |
| **X2.06** |  |  |  | **0,852** |  |  |
| **X2.07** |  |  |  | **0,790** |  |  |
| **X2.08** |  |  |  | **0,770** |  |  |
| **X2.09** |  |  |  | **0,737** |  |  |
| **X2.10** |  |  |  | **0,777** |  |  |
| **X2.11** |  |  |  | **0,734** |  |  |
| **X2.12** |  |  |  | **0,782** |  |  |
| **X2.13** |  |  |  | **0,791** |  |  |
| **X2.14** |  |  |  | **0,823** |  |  |
| **X2.15** |  |  |  | **0,745** |  |  |
| **X2.16** |  |  |  | **0,761** |  |  |
| **X3.01** |  |  | **0,781** |  |  |  |
| **X3.02** |  |  | **0,884** |  |  |  |
| **X3.03** |  |  | **0,866** |  |  |  |
| **X3.04** |  |  | **0,881** |  |  |  |
| **X3.05** |  |  | **0,844** |  |  |  |
| **X3.06** |  |  | **0,818** |  |  |  |
| **X3.07** |  |  | **0,801** |  |  |  |
| **X3.08** |  |  | **0,757** |  |  |  |
| **X3.09** |  |  | **0,743** |  |  |  |
| **X3.10** |  |  | **0,860** |  |  |  |
| **X4.01** |  |  |  |  | **0,881** |  |
| **X4.02** |  |  |  |  | **0,913** |  |
| **X4.03** |  |  |  |  | **0,817** |  |
| **X4.04** |  |  |  |  | **0,759** |  |
| **X4.05** |  |  |  |  | **0,793** |  |
| **X4.06** |  |  |  |  | **0,707** |  |
| **X4.07** |  |  |  |  | **0,701** |  |
| **X4.08** |  |  |  |  | **0,731** |  |
| **Y.01** | **0,797** |  |  |  |  |  |
| **Y.02** | **0,835** |  |  |  |  |  |
|  | **Kepuasan Konsumen** | **Keputusan Pembelian** | **Kualitas Pelayanan** | **Kualitas Produk** | **Lokasi Toko** | **Persepsi Harga** |
| **Y.03** | **0,872** |  |  |  |  |  |
| **Y.04** | **0,894** |  |  |  |  |  |
| **Y.05** | **0,912** |  |  |  |  |  |
| **Y.06** | **0,796** |  |  |  |  |  |
| **Y.07** | **0,782** |  |  |  |  |  |
| **Y.08** | **0,858** |  |  |  |  |  |
| **Y.09** | **0,763** |  |  |  |  |  |
| **Y.10** | **0,724** |  |  |  |  |  |
| **Y.11** | **0,775** |  |  |  |  |  |
| **Y.12** | **0,809** |  |  |  |  |  |
| **Y.13** | **0,752** |  |  |  |  |  |
| **Y.14** | **0,746** |  |  |  |  |  |
| **Y.15** | **0,814** |  |  |  |  |  |
| **Y.16** | **0,868** |  |  |  |  |  |
| **Y.17** | **0,858** |  |  |  |  |  |
| **Y.18** | **0,745** |  |  |  |  |  |
| **Z.01** |  | **0,870** |  |  |  |  |
| **Z.02** |  | **0,883** |  |  |  |  |
| **Z.03** |  | **0,863** |  |  |  |  |
| **Z.04** |  | **0,754** |  |  |  |  |
| **Z.05** |  | **0,816** |  |  |  |  |
| **Z.06** |  | **0,711** |  |  |  |  |
| **Z.07** |  | **0,818** |  |  |  |  |
| **Z.08** |  | **0,806** |  |  |  |  |
| **Z.09** |  | **0,808** |  |  |  |  |
| **Z.10** |  | **0,719** |  |  |  |  |
| **Z.11** |  | **0,808** |  |  |  |  |
| **Z.12** |  | **0,771** |  |  |  |  |
| **Z.13** |  | **0,874** |  |  |  |  |
| **Z.14** |  | **0,855** |  |  |  |  |
| **Z.15** |  | **0,817** |  |  |  |  |
| **Z.16** |  | **0,809** |  |  |  |  |
| **Z.17** |  | **0,769** |  |  |  |  |
| **Z.18** |  | **0,842** |  |  |  |  |

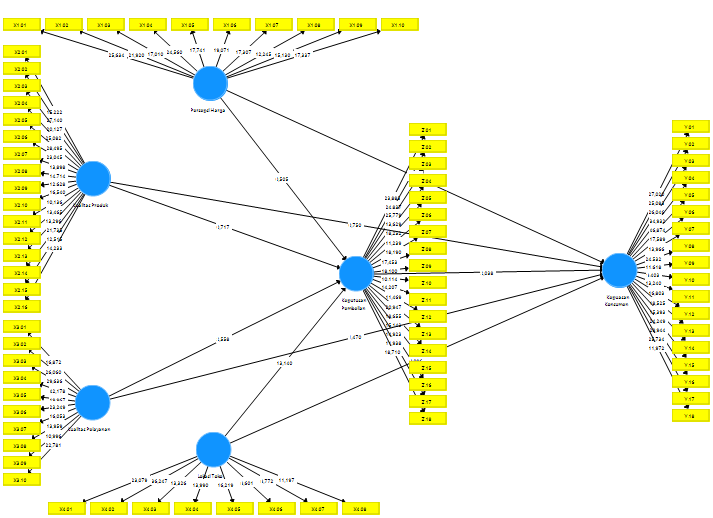
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Construct Reliability and Validity** | | | | |
|  |
|  | **Cronbach's Alpha** | **rho\_A** | **Composite Reliability** | **Average Variance Extracted (AVE)** |  |
| **Kepuasan Konsumen** | **0,969** | **0,971** | **0,972** | **0,661** |  |
| **Keputusan Pembelian** | **0,969** | **0,971** | **0,972** | **0,660** |  |
| **Kualitas Pelayanan** | **0,947** | **0,949** | **0,955** | **0,680** |  |
| **Kualitas Produk** | **0,962** | **0,963** | **0,965** | **0,636** |  |
| **Lokasi Toko** | **0,913** | **0,921** | **0,930** | **0,626** |  |
| **Persepsi Harga** | **0,941** | **0,942** | **0,950** | **0,654** |  |

|  |  |  |
| --- | --- | --- |
| **R Square** | | |
|  |
|  | **R Square** | **R Square Adjusted** |  |
| **Kepuasan Konsumen** | 0,666 | 0,648 |  |
| **Keputusan Pembelian** | 0,930 | 0,928 |  |

**Lampiran 9 PLS Bootstrapping**

**Total Effect**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Original Sample (O)** | **Sample Mean (M)** | **Standard Deviation (STDEV)** | **T Statistics (|O/STDEV|)** | **P Values** |
| **Keputusan Pembelian -> Kepuasan Konsumen** | 0,410 | 0,398 | 0,201 | 2,038 | **0,042** |
| **Kualitas Pelayanan -> Kepuasan Konsumen** | 0,263 | 0,245 | 0,143 | 1,840 | **0,066** |
| **Kualitas Pelayanan -> Keputusan Pembelian** | 0,151 | 0,142 | 0,059 | 2,558 | **0,011** |
| **Kualitas Produk -> Kepuasan Konsumen** | -0,185 | -0,168 | 0,219 | 0,845 | **0,399** |
| **Kualitas Produk -> Keputusan Pembelian** | -0,044 | -0,046 | 0,062 | 0,717 | **0,474** |
| **Lokasi Toko -> Kepuasan Konsumen** | 0,323 | 0,336 | 0,164 | 1,966 | **0,050** |
| **Lokasi Toko -> Keputusan Pembelian** | 0,840 | 0,851 | 0,064 | 13,140 | **0,000** |
| **Persepsi Harga -> Kepuasan Konsumen** | 0,434 | 0,424 | 0,219 | 1,979 | **0,048** |
| **Persepsi Harga -> Keputusan Pembelian** | 0,033 | 0,031 | 0,066 | 0,505 | **0,614** |

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**Outer Loading**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Mean, STDEV, T-Values, P-Values | | | |  |  |
|  |  |  |  |  |  |
|  | **Original Sample (O)** | **Sample Mean (M)** | **Standard Deviation (STDEV)** | **T Statistics (|O/STDEV|)** | **P Values** |
| **X1.01 <- Persepsi Harga** | 0,864 | 0,861 | 0,034 | 25,634 | **0,000** |
| **X1.02 <- Persepsi Harga** | 0,834 | 0,832 | 0,038 | 21,920 | **0,000** |
| **X1.03 <- Persepsi Harga** | 0,834 | 0,829 | 0,049 | 17,010 | **0,000** |
| **X1.04 <- Persepsi Harga** | 0,842 | 0,841 | 0,034 | 24,560 | **0,000** |
| **X1.05 <- Persepsi Harga** | 0,810 | 0,803 | 0,046 | 17,741 | **0,000** |
| **X1.06 <- Persepsi Harga** | 0,792 | 0,788 | 0,042 | 19,071 | **0,000** |
| **X1.07 <- Persepsi Harga** | 0,779 | 0,775 | 0,045 | 17,307 | **0,000** |
| **X1.08 <- Persepsi Harga** | 0,771 | 0,760 | 0,063 | 12,245 | **0,000** |
| **X1.09 <- Persepsi Harga** | 0,752 | 0,745 | 0,050 | 15,130 | **0,000** |
| **X1.10 <- Persepsi Harga** | 0,799 | 0,793 | 0,046 | 17,337 | **0,000** |
| **X2.01 <- Kualitas Produk** | 0,774 | 0,768 | 0,051 | 15,222 | **0,000** |
| **X2.02 <- Kualitas Produk** | 0,854 | 0,851 | 0,031 | 27,140 | **0,000** |
| **X2.03 <- Kualitas Produk** | 0,827 | 0,824 | 0,041 | 20,127 | **0,000** |
| **X2.04 <- Kualitas Produk** | 0,859 | 0,857 | 0,034 | 25,082 | **0,000** |
| **X2.05 <- Kualitas Produk** | 0,867 | 0,866 | 0,030 | 28,495 | **0,000** |
| **X2.06 <- Kualitas Produk** | 0,852 | 0,847 | 0,037 | 23,045 | **0,000** |
| **X2.07 <- Kualitas Produk** | 0,790 | 0,781 | 0,057 | 13,898 | **0,000** |
| **X2.08 <- Kualitas Produk** | 0,770 | 0,765 | 0,052 | 14,714 | **0,000** |
| **X2.09 <- Kualitas Produk** | 0,737 | 0,727 | 0,058 | 12,628 | **0,000** |
| **X2.10 <- Kualitas Produk** | 0,777 | 0,770 | 0,047 | 16,540 | **0,000** |
| **X2.11 <- Kualitas Produk** | 0,734 | 0,718 | 0,072 | 10,136 | **0,000** |
| **X2.12 <- Kualitas Produk** | 0,782 | 0,772 | 0,058 | 13,465 | **0,000** |
|  | **Original Sample (O)** | **Sample Mean (M)** | **Standard Deviation (STDEV)** | **T Statistics (|O/STDEV|)** | **P Values** |
| **X2.13 <- Kualitas Produk** | 0,791 | 0,779 | 0,060 | 13,296 | **0,000** |
| **X2.14 <- Kualitas Produk** | 0,823 | 0,819 | 0,038 | 21,735 | **0,000** |
| **X2.15 <- Kualitas Produk** | 0,745 | 0,734 | 0,059 | 12,515 | **0,000** |
| **X2.16 <- Kualitas Produk** | 0,761 | 0,753 | 0,053 | 14,233 | **0,000** |
| **X3.01 <- Kualitas Pelayanan** | 0,781 | 0,778 | 0,046 | 16,872 | **0,000** |
| **X3.02 <- Kualitas Pelayanan** | 0,884 | 0,878 | 0,034 | 26,060 | **0,000** |
| **X3.03 <- Kualitas Pelayanan** | 0,866 | 0,863 | 0,029 | 29,636 | **0,000** |
| **X3.04 <- Kualitas Pelayanan** | 0,881 | 0,880 | 0,021 | 42,178 | **0,000** |
| **X3.05 <- Kualitas Pelayanan** | 0,844 | 0,838 | 0,042 | 19,967 | **0,000** |
| **X3.06 <- Kualitas Pelayanan** | 0,818 | 0,815 | 0,035 | 23,249 | **0,000** |
| **X3.07 <- Kualitas Pelayanan** | 0,801 | 0,794 | 0,050 | 16,053 | **0,000** |
| **X3.08 <- Kualitas Pelayanan** | 0,757 | 0,751 | 0,054 | 13,959 | **0,000** |
| **X3.09 <- Kualitas Pelayanan** | 0,743 | 0,730 | 0,068 | 10,996 | **0,000** |
| **X3.10 <- Kualitas Pelayanan** | 0,860 | 0,853 | 0,038 | 22,781 | **0,000** |
| **X4.01 <- Lokasi Toko** | 0,881 | 0,879 | 0,038 | 23,079 | **0,000** |
| **X4.02 <- Lokasi Toko** | 0,913 | 0,909 | 0,025 | 36,247 | **0,000** |
| **X4.03 <- Lokasi Toko** | 0,817 | 0,813 | 0,061 | 13,326 | **0,000** |
| **X4.04 <- Lokasi Toko** | 0,759 | 0,754 | 0,054 | 13,990 | **0,000** |
| **X4.05 <- Lokasi Toko** | 0,793 | 0,789 | 0,049 | 16,219 | **0,000** |
| **X4.06 <- Lokasi Toko** | 0,707 | 0,694 | 0,082 | 8,601 | **0,000** |
| **X4.07 <- Lokasi Toko** | 0,701 | 0,692 | 0,080 | 8,772 | **0,000** |
| **X4.08 <- Lokasi Toko** | 0,731 | 0,718 | 0,065 | 11,197 | **0,000** |
| **Y.01 <- Kepuasan Konsumen** | 0,797 | 0,795 | 0,029 | 27,020 | **0,000** |
| **Y.02 <- Kepuasan Konsumen** | 0,835 | 0,833 | 0,033 | 25,083 | **0,000** |
| **Y.03 <- Kepuasan Konsumen** | 0,872 | 0,865 | 0,033 | 26,046 | **0,000** |
| **Y.04 <- Kepuasan Konsumen** | 0,894 | 0,890 | 0,026 | 34,932 | **0,000** |
| **Y.05 <- Kepuasan Konsumen** | 0,912 | 0,909 | 0,019 | 46,874 | **0,000** |
| **Y.06 <- Kepuasan Konsumen** | 0,796 | 0,787 | 0,045 | 17,589 | **0,000** |
|  | **Original Sample (O)** | **Sample Mean (M)** | **Standard Deviation (STDEV)** | **T Statistics (|O/STDEV|)** | **P Values** |
| **Y.07 <- Kepuasan Konsumen** | 0,782 | 0,770 | 0,056 | 13,966 | **0,000** |
| **Y.08 <- Kepuasan Konsumen** | 0,858 | 0,852 | 0,035 | 24,532 | **0,000** |
| **Y.09 <- Kepuasan Konsumen** | 0,763 | 0,749 | 0,066 | 11,618 | **0,000** |
| **Y.10 <- Kepuasan Konsumen** | 0,724 | 0,707 | 0,077 | 9,403 | **0,000** |
| **Y.11 <- Kepuasan Konsumen** | 0,775 | 0,763 | 0,059 | 13,240 | **0,000** |
| **Y.12 <- Kepuasan Konsumen** | 0,809 | 0,802 | 0,048 | 16,803 | **0,000** |
| **Y.13 <- Kepuasan Konsumen** | 0,752 | 0,745 | 0,041 | 18,525 | **0,000** |
| **Y.14 <- Kepuasan Konsumen** | 0,746 | 0,737 | 0,048 | 15,393 | **0,000** |
| **Y.15 <- Kepuasan Konsumen** | 0,814 | 0,810 | 0,034 | 24,249 | **0,000** |
| **Y.16 <- Kepuasan Konsumen** | 0,868 | 0,863 | 0,030 | 28,944 | **0,000** |
| **Y.17 <- Kepuasan Konsumen** | 0,858 | 0,853 | 0,033 | 25,734 | **0,000** |
| **Y.18 <- Kepuasan Konsumen** | 0,745 | 0,735 | 0,062 | 11,972 | **0,000** |
| **Z.01 <- Keputusan Pembelian** | 0,870 | 0,864 | 0,036 | 23,883 | **0,000** |
| **Z.02 <- Keputusan Pembelian** | 0,883 | 0,877 | 0,036 | 24,837 | **0,000** |
| **Z.03 <- Keputusan Pembelian** | 0,863 | 0,859 | 0,033 | 25,779 | **0,000** |
| **Z.04 <- Keputusan Pembelian** | 0,754 | 0,748 | 0,055 | 13,629 | **0,000** |
| **Z.05 <- Keputusan Pembelian** | 0,816 | 0,810 | 0,045 | 18,252 | **0,000** |
| **Z.06 <- Keputusan Pembelian** | 0,711 | 0,703 | 0,063 | 11,239 | **0,000** |
| **Z.07 <- Keputusan Pembelian** | 0,818 | 0,811 | 0,045 | 18,190 | **0,000** |
| **Z.08 <- Keputusan Pembelian** | 0,806 | 0,799 | 0,046 | 17,453 | **0,000** |
| **Z.09 <- Keputusan Pembelian** | 0,808 | 0,802 | 0,045 | 18,100 | **0,000** |
| **Z.10 <- Keputusan Pembelian** | 0,719 | 0,706 | 0,071 | 10,114 | **0,000** |
| **Z.11 <- Keputusan Pembelian** | 0,808 | 0,795 | 0,057 | 14,207 | **0,000** |
| **Z.12 <- Keputusan Pembelian** | 0,771 | 0,753 | 0,067 | 11,469 | **0,000** |
| **Z.13 <- Keputusan Pembelian** | 0,874 | 0,863 | 0,042 | 20,947 | **0,000** |
|  | **Original Sample (O)** | **Sample Mean (M)** | **Standard Deviation (STDEV)** | **T Statistics (|O/STDEV|)** | **P Values** |
| **Z.14 <- Keputusan Pembelian** | 0,855 | 0,844 | 0,046 | 18,655 | **0,000** |
| **Z.15 <- Keputusan Pembelian** | 0,817 | 0,805 | 0,054 | 15,143 | **0,000** |
| **Z.16 <- Keputusan Pembelian** | 0,809 | 0,797 | 0,054 | 14,923 | **0,000** |
| **Z.17 <- Keputusan Pembelian** | 0,769 | 0,758 | 0,064 | 11,938 | **0,000** |
| **Z.18 <- Keputusan Pembelian** | 0,842 | 0,833 | 0,045 | 18,710 | **0,000** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Lampiran10 PLS Blindfolding**

|  |  |  |  |
| --- | --- | --- | --- |
| **Construct Crossvalidated Redundancy** | | | |
| Total |  |  |  |
|  |  |  |  |
|  | **SSO** | **SSE** | **Q² (=1-SSE/SSO)** |
| **Kepuasan Konsumen** | 1800,000 | 1068,601 | 0,406 |
| **Keputusan Pembelian** | 1800,000 | 736,789 | 0,591 |
| **Kualitas Pelayanan** | 1000,000 | 1000,000 |  |
| **Kualitas Produk** | 1600,000 | 1600,000 |  |
| **Lokasi Toko** | 800,000 | 800,000 |  |
| **Persepsi Harga** | 1000,000 | 1000,000 |  |

**Lampiran 11 Tabulasi Uji Validitas dan Reliabilitas**

**Kuesioner Variabel Persepsi Harga (X1)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X1.01** | **X1.02** | **X1.03** | **X1.04** | **X1.05** | **X1.06** | **X1.07** | **X1.08** | **X1.09** | **X1.10** | **Total** |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 44 |
| 3 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 46 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 47 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 44 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 47 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 45 |
| 2 | 2 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 30 |
| 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 36 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 49 |
| 3 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 38 |
| 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| 3 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 44 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 45 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 44 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 45 |
| 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 43 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 47 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 46 |
| 5 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 45 |
| 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 44 |
| 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 35 |
| 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 37 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |

**Lampiran 12 Tabulasi Uji Validitas dan Reliabilitas**

**Kuesioner Variabel Kualitas Produk (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X2.01** | **X2.02** | **X2.03** | **X2.04** | **X2.05** | **X2.06** | **X2.07** | **X2.08** | **X2.09** | **X2.10** | **X2.11** | **X2.12** | **X2.13** | **X2.14** | **X2.15** | **X2.16** | **Total** |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 67 |
| 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 52 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 74 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 68 |
| 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 75 |
| 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 71 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 73 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 69 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 69 |
| 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 55 |
| 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 60 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 76 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 73 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 68 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 71 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 78 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 76 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 66 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 77 |
| 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 72 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 66 |
| 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 70 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 72 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 78 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 3 | 3 | 72 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 73 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 72 |
| 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 53 |
| 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 55 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 70 |

**Lampiran 13 Tabulasi Uji Validitas dan Reliabilitas**

**Kuesioner Variabel Kualitas Pelayanan (X3)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X3.01** | **X3.02** | **X3.03** | **X3.04** | **X3.05** | **X3.06** | **X3.07** | **X3.08** | **X3.09** | **X3.10** | **Total** |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 36 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 42 |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 46 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 36 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 33 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 46 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 47 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 45 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 46 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 42 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 38 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |

**Lampiran 14 Tabulasi Uji Validitas dan Reliabilitas**

**Kuesioner Variabel Lokasi Toko (X4)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X4.01** | **X4.02** | **X4.03** | **X4.04** | **X4.05** | **X4.06** | **X4.07** | **X4.08** | **Total** |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 25 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 36 |
| 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 38 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 35 |
| 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 37 |
| 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 27 |
| 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 29 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 |
| 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 37 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 34 |
| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 38 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 33 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| 2 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 32 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 34 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 38 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 32 |
| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 28 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |

**Lampiran 15 Tabulasi Uji Validitas dan Reliabilitas**

**Kuesioner Variabel Keputusan Pembelian (Z)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Z.01** | **Z.02** | **Z.03** | **Z.04** | **Z.05** | **Z.06** | **Z.07** | **Z.08** | **Z.09** | **Z.10** | **Z.11** | **Z.12** | **Z.13** | **Z.14** | **Z.15** | **Z.16** | **Z.17** | **Z.18** | **Total** |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 76 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 59 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 76 |
| 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 86 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 85 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 77 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 74 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 70 |
| 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 78 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 59 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 69 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 79 |
| 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 85 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 79 |
| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 74 |
| 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 77 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 83 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 75 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 84 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 76 |
| 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 78 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 79 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 75 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 86 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 88 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 76 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 74 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 68 |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 66 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 79 |

**Lampiran 16 Tabulasi Uji Validitas dan Reliabilitas**

**Kuesioner Variabel Kepuasan Konsumen (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Y.01** | **Y.02** | **Y.03** | **Y.04** | **Y.05** | **Y.06** | **Y.07** | **Y.08** | **Y.09** | **Y.10** | **Y.11** | **Y.12** | **Y.13** | **Y.14** | **Y.15** | **Y.16** | **Y.17** | **Y.18** | **Total** |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 75 |
| 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 59 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 85 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 83 |
| 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 77 |
| 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 79 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 78 |
| 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 61 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 61 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 56 |
| 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 66 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 85 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 87 |
| 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 77 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 74 |
| 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 85 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 88 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 87 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 73 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 85 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 86 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 87 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 82 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 80 |
| 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 79 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 80 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 74 |
| 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 67 |
| 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 66 |
| 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 82 |

**Lampiran 17 SPSS**

**Uji Validitas dan Reliabilitas Persepsi Harga (X1)**

|  |  |  |
| --- | --- | --- |
| **Correlations** | | |
|  | | Total.X1 |
| X1.1 | Pearson Correlation | .778\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X1.2 | Pearson Correlation | .788\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X1.3 | Pearson Correlation | .533\*\* |
| Sig. (2-tailed) | ,002 |
| N | 30 |
| X1.4 | Pearson Correlation | .823\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X1.5 | Pearson Correlation | .538\*\* |
| Sig. (2-tailed) | ,002 |
| N | 30 |
| X1.6 | Pearson Correlation | .543\*\* |
| Sig. (2-tailed) | ,002 |
| N | 30 |
| X1.7 | Pearson Correlation | .664\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X1.8 | Pearson Correlation | .466\*\* |
| Sig. (2-tailed) | ,010 |
| N | 30 |
| X1.9 | Pearson Correlation | .549\*\* |
| Sig. (2-tailed) | ,002 |
| N | 30 |
| X1.10 | Pearson Correlation | .627\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Total.X1 | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |
| .840 | 10 |

**Lampiran 18 SPSS**

**Uji Validitas dan Reliabilitas Kualitas Produk (X2)**

|  |  |  |
| --- | --- | --- |
| **Correlations** | | |
|  | | Total.X2 |
| X2.1 | Pearson Correlation | .516\*\* |
| Sig. (2-tailed) | ,004 |
| N | 30 |
| X2.2 | Pearson Correlation | .806\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X2.3 | Pearson Correlation | .580\*\* |
| Sig. (2-tailed) | ,001 |
| N | 30 |
| X2.4 | Pearson Correlation | .736\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X2.5 | Pearson Correlation | .833\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X2.6 | Pearson Correlation | .790\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X2.7 | Pearson Correlation | .689\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X2.8 | Pearson Correlation | .588\*\* |
| Sig. (2-tailed) | ,001 |
| N | 30 |
| X2.9 | Pearson Correlation | .641\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X2.10 | Pearson Correlation | .835\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X2.11 | Pearson Correlation | .517\*\* |
| Sig. (2-tailed) | ,003 |
| N | 30 |
| X2.12 | Pearson Correlation | .739\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X2.13 | Pearson Correlation | .541\*\* |
| Sig. (2-tailed) | ,002 |
| N | 30 |
| X2.14 | Pearson Correlation | .773\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X2.15 | Pearson Correlation | .587\*\* |
| Sig. (2-tailed) | ,001 |
| N | 30 |
| X2.16 | Pearson Correlation | .508\*\* |
| Sig. (2-tailed) | ,004 |
| N | 30 |
| Total.X2 | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |
| .919 | 16 |

**Lampiran 19 SPSS**

**Uji Validitas dan Reliabilitas Kulitas Pelayanan (X3)**

|  |  |  |
| --- | --- | --- |
| **Correlations** | | |
|  | | Total.X3 |
| X3.1 | Pearson Correlation | .521\*\* |
| Sig. (2-tailed) | ,003 |
| N | 30 |
| X3.2 | Pearson Correlation | .887\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X3.3 | Pearson Correlation | .677\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X3.4 | Pearson Correlation | .806\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X3.5 | Pearson Correlation | .846\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X3.6 | Pearson Correlation | .847\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X3.7 | Pearson Correlation | .747\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X3.8 | Pearson Correlation | .766\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X3.9 | Pearson Correlation | .501\*\* |
| Sig. (2-tailed) | ,005 |
| N | 30 |
| X3.10 | Pearson Correlation | .664\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Total.X3 | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | |
| |  |  |  |  | | --- | --- | --- | --- | | **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 | | .900 | 10 | | | |

**Lampiran 20 SPSS**

**Uji Validitas dan Reliabilitas Lokasi Toko (X4)**

|  |  |  |
| --- | --- | --- |
| **Correlations** | | |
|  | | Total.X4 |
| X4.1 | Pearson Correlation | .833\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X4.2 | Pearson Correlation | .853\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X4.3 | Pearson Correlation | .573\*\* |
| Sig. (2-tailed) | ,001 |
| N | 30 |
| X4.4 | Pearson Correlation | .580\*\* |
| Sig. (2-tailed) | ,001 |
| N | 30 |
| X4.5 | Pearson Correlation | .612\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X4.6 | Pearson Correlation | .545\*\* |
| Sig. (2-tailed) | ,002 |
| N | 30 |
| X4.7 | Pearson Correlation | .721\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| X4.8 | Pearson Correlation | .583\*\* |
| Sig. (2-tailed) | ,001 |
| N | 30 |
| Total.X4 | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |
| .824 | 8 |

**Lampiran 21 SPSS**

**Uji Validitas dan Reliabilitas Keputusan Pembelian (Z)**

|  |  |  |
| --- | --- | --- |
| **Correlations** | | |
|  | | Total.Z |
| Z.1 | Pearson Correlation | .853\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Z.2 | Pearson Correlation | .752\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Z.3 | Pearson Correlation | .751\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Z.4 | Pearson Correlation | .654\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Z.5 | Pearson Correlation | .679\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Z.6 | Pearson Correlation | .492\*\* |
| Sig. (2-tailed) | ,006 |
| N | 30 |
| Z.7 | Pearson Correlation | .731\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Z.8 | Pearson Correlation | .701\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Z.9 | Pearson Correlation | .793\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Z.10 | Pearson Correlation | .596\*\* |
| Sig. (2-tailed) | ,001 |
| N | 30 |
| Z.11 | Pearson Correlation | .541\*\* |
| Sig. (2-tailed) | ,002 |
| N | 30 |
| Z.12 | Pearson Correlation | .492\*\* |
| Sig. (2-tailed) | ,006 |
| N | 30 |
| Z.13 | Pearson Correlation | .833\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Z.14 | Pearson Correlation | .856\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Z.15 | Pearson Correlation | .635\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Z.16 | Pearson Correlation | .555\*\* |
| Sig. (2-tailed) | ,001 |
| N | 30 |
| Z.17 | Pearson Correlation | .683\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Z.18 | Pearson Correlation | .755\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Total.Z | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |
| .935 | 18 |

**Lampiran 22 SPSS**

**Uji Validitas dan Reliabilitas Kepuasan Konsumen (Y)**

|  |  |  |
| --- | --- | --- |
| **Correlations** | | |
|  | | Total.Y |
| Y.1 | Pearson Correlation | .796\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.2 | Pearson Correlation | .810\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.3 | Pearson Correlation | .782\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.4 | Pearson Correlation | .892\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.5 | Pearson Correlation | .876\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.6 | Pearson Correlation | .779\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.7 | Pearson Correlation | .624\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.8 | Pearson Correlation | .885\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.9 | Pearson Correlation | .661\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.10 | Pearson Correlation | .366\* |
| Sig. (2-tailed) | ,046 |
| N | 30 |
| Y.11 | Pearson Correlation | .699\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.12 | Pearson Correlation | .783\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.13 | Pearson Correlation | .773\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.14 | Pearson Correlation | .775\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.15 | Pearson Correlation | .824\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.16 | Pearson Correlation | .876\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.17 | Pearson Correlation | .794\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Y.18 | Pearson Correlation | .692\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Total.Y | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |
| .959 | 18 |