

## LAMPIRAN

### Lampiran 1 Kuesioner Penelitian

Nama :

Jenis Kelamin :

Usia :

Pilihlah alternatif jawaban yang tersedia:

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

#### A. HARGA

| No | Pernyataan                                                                        | SS | S | N | TS | STS |
|----|-----------------------------------------------------------------------------------|----|---|---|----|-----|
| 1. | Saya cenderung membeli kopi kenangan karena harganya sesuai dengan anggaran saya. |    |   |   |    |     |
| 2. | Kopi kenangan memiliki kualitas yang sebanding dengan harganya.                   |    |   |   |    |     |
| 3. | Saya memilih kopi kenangan karena harganya lebih baik dibandingkan pesaing.       |    |   |   |    |     |
| 4. | Saya merasa harga kopi kenangan sesuai dengan manfaat yang saya peroleh.          |    |   |   |    |     |

## B. LOKASI

| No | Pernyataan                                                                                        | SS | S | N | TS | STS |
|----|---------------------------------------------------------------------------------------------------|----|---|---|----|-----|
| 1. | Lokasi kopi kenangan ini mudah dijangkau oleh pelanggan.                                          |    |   |   |    |     |
| 2. | Papan nama atau tanda pengenal kopi kenangan ini terlihat jelas.                                  |    |   |   |    |     |
| 3. | Lalu lintas di sekitar lokasi kopi kenangan tidak terlalu padat sehingga nyaman untuk dikunjungi. |    |   |   |    |     |
| 4. | Lokasi ini memiliki fasilitas parkir yang memadai bagi pelanggan.                                 |    |   |   |    |     |
| 5. | Lokasi ini memungkinkan kopi kenangan untuk berkembang dan memperluas operasinya di masa depan.   |    |   |   |    |     |
| 6. | Lingkungan sekitar lokasi ini mendukung kenyamanan pelanggan.                                     |    |   |   |    |     |
| 7. | Persaingan bisnis di lokasi ini tidak terlalu ketat sehingga masih menguntungkan.                 |    |   |   |    |     |
| 8. | Kebijakan pemerintah setempat mendukung keberlangsungan bisnis di lokasi ini.                     |    |   |   |    |     |

### C. KUALITAS PELAYANAN

| No | Pernyataan                                                                                       | SS | S | N | TS | STS |
|----|--------------------------------------------------------------------------------------------------|----|---|---|----|-----|
| 1. | Lingkungan kerja di kopi kenangan terlihat bersih dan nyaman.                                    |    |   |   |    |     |
| 2. | Karyawan di kopi kenangan bekerja dengan profesional dan tepat waktu.                            |    |   |   |    |     |
| 3. | Karyawan di kopi kenangan cepat merespons permintaan pelanggan.                                  |    |   |   |    |     |
| 4. | Karyawan di tempat ini memiliki pengetahuan dan keterampilan yang baik dalam melayani pelanggan. |    |   |   |    |     |
| 5. | Karyawan di tempat ini memperlakukan saya dengan sopan dan ramah.                                |    |   |   |    |     |

### D. KEPUASAN KONSUMEN

| No | Pernyataan                                                                                            | SS | S | N | TS | STS |
|----|-------------------------------------------------------------------------------------------------------|----|---|---|----|-----|
| 1. | Saya merasa puas dengan pengalaman pembelian saya di kopi kenangan dan ingin terus menjadi pelanggan. |    |   |   |    |     |
| 2. | Saya merasa percaya diri untuk menyarankan kopi kenangan ini kepada orang lain.                       |    |   |   |    |     |
| 3. | Kopi kenangan ini memiliki citra yang positif di mata pelanggan.                                      |    |   |   |    |     |

## Lampiran 2 Tabulasi data (Harga $X_1$ , Lokasi $X_2$ , Kualitas Pelayanan $X_3$ )

| No. | X1P1 | X1P2 | X1P3 | X1P4 | X2P1 | X2P2 | X2P3 | X2P4 | X2P5 | X2P6 | X2P7 | X2P8 | X3P1 | X3P2 | X3P3 | X3P4 | X3P5 | YP1 | YP2 | YP3 |
|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-----|-----|-----|
| 1   | 4    | 5    | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 5    | 4   | 5   | 5   |
| 2   | 4    | 5    | 3    | 4    | 5    | 5    | 2    | 1    | 3    | 3    | 3    | 5    | 5    | 5    | 5    | 5    | 5    | 5   | 5   | 5   |
| 3   | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 3    | 3    | 3    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 4   | 4   | 4   |
| 4   | 3    | 4    | 3    | 4    | 5    | 2    | 1    | 2    | 2    | 5    | 3    | 4    | 4    | 4    | 4    | 5    | 4    | 4   | 3   | 3   |
| 5   | 2    | 3    | 3    | 3    | 5    | 5    | 3    | 3    | 3    | 3    | 3    | 4    | 5    | 5    | 5    | 5    | 3    | 4   | 5   | 5   |
| 6   | 5    | 5    | 3    | 3    | 3    | 3    | 2    | 2    | 4    | 4    | 5    | 3    | 4    | 3    | 5    | 5    | 5    | 4   | 4   | 3   |
| 7   | 4    | 3    | 4    | 5    | 4    | 5    | 3    | 4    | 5    | 5    | 5    | 4    | 4    | 4    | 4    | 5    | 4    | 4   | 5   | 4   |
| 8   | 4    | 4    | 4    | 5    | 5    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 5    | 4   | 5   | 5   |
| 9   | 3    | 4    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4   | 4   | 4   |
| 10  | 4    | 3    | 4    | 4    | 5    | 5    | 4    | 4    | 4    | 3    | 4    | 4    | 5    | 5    | 5    | 5    | 5    | 3   | 4   | 5   |
| 11  | 4    | 5    | 4    | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 4    | 4   | 4   | 4   |
| 12  | 4    | 4    | 4    | 4    | 5    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4   | 4   | 4   |
| 13  | 4    | 4    | 4    | 4    | 5    | 5    | 4    | 4    | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 4    | 4    | 4   | 5   | 4   |
| 14  | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 5    | 5    | 4    | 5    | 5    | 5    | 4    | 4    | 4    | 4    | 5   | 4   | 4   |
| 15  | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5   | 5   | 5   |
| 16  | 3    | 4    | 4    | 3    | 4    | 4    | 2    | 3    | 3    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4   | 4   | 4   |
| 17  | 4    | 4    | 4    | 3    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4   | 4   | 4   |
| 18  | 5    | 5    | 4    | 5    | 5    | 5    | 4    | 4    | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 5    | 4   | 5   | 5   |
| 19  | 4    | 4    | 5    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 5   | 4   | 4   |
| 20  | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4   | 4   | 4   |
| 21  | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5   | 5   | 5   |
| 22  | 4    | 4    | 4    | 4    | 3    | 3    | 3    | 3    | 4    | 4    | 4    | 4    | 5    | 4    | 3    | 3    | 3    | 3   | 4   | 4   |
| 23  | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 5    | 4    | 4    | 4    | 3   | 4   | 4   |
| 24  | 3    | 4    | 4    | 4    | 5    | 5    | 5    | 3    | 4    | 3    | 4    | 3    | 5    | 5    | 5    | 4    | 5    | 5   | 5   | 5   |
| 25  | 4    | 4    | 3    | 3    | 3    | 3    | 2    | 2    | 3    | 4    | 3    | 3    | 4    | 5    | 5    | 5    | 5    | 4   | 3   | 3   |
| 26  | 4    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 3    | 3    | 3    | 3    | 3   | 2   | 3   |
| 27  | 3    | 3    | 3    | 2    | 2    | 1    | 1    | 1    | 3    | 4    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 3   | 3   | 3   |
| 28  | 5    | 5    | 5    | 5    | 5    | 5    | 3    | 4    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5   | 5   | 5   |
| 29  | 5    | 4    | 4    | 3    | 4    | 2    | 1    | 1    | 1    | 3    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 4   | 3   | 3   |
| 30  | 5    | 5    | 5    | 5    | 4    | 2    | 1    | 2    | 3    | 3    | 3    | 3    | 4    | 4    | 4    | 5    | 4    | 4   | 3   | 4   |
| 31  | 5    | 4    | 4    | 3    | 4    | 2    | 2    | 2    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4   | 3   | 3   |
| 32  | 4    | 3    | 3    | 4    | 4    | 4    | 2    | 1    | 3    | 4    | 3    | 3    | 5    | 4    | 4    | 4    | 4    | 4   | 3   | 3   |
| 33  | 4    | 4    | 5    | 3    | 5    | 5    | 4    | 4    | 5    | 3    | 3    | 4    | 5    | 4    | 5    | 5    | 5    | 5   | 4   | 4   |
| 34  | 4    | 3    | 3    | 3    | 5    | 4    | 3    | 5    | 3    | 3    | 4    | 3    | 4    | 1    | 1    | 1    | 1    | 3   | 3   | 2   |
| 35  | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4   | 4   | 4   |
| 36  | 3    | 2    | 2    | 2    | 5    | 5    | 3    | 2    | 2    | 4    | 2    | 4    | 5    | 4    | 2    | 3    | 1    | 3   | 2   | 2   |
| 37  | 4    | 4    | 4    | 3    | 4    | 4    | 3    | 5    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4   | 4   | 4   |
| 38  | 3    | 3    | 3    | 3    | 4    | 4    | 3    | 3    | 4    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 3   | 3   | 3   |
| 39  | 5    | 4    | 3    | 4    | 4    | 2    | 2    | 2    | 3    | 4    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 2   | 3   | 3   |
| 40  | 4    | 4    | 5    | 4    | 4    | 2    | 1    | 1    | 3    | 4    | 4    | 4    | 3    | 4    | 5    | 5    | 5    | 4   | 4   | 4   |
| 41  | 5    | 5    | 4    | 5    | 4    | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 4    | 4   | 4   | 5   |
| 42  | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 5    | 4    | 4    | 5    | 4    | 5    | 4    | 5    | 5    | 4    | 4   | 5   | 5   |
| 43  | 3    | 4    | 4    | 5    | 5    | 4    | 5    | 4    | 4    | 5    | 5    | 4    | 4    | 5    | 4    | 5    | 5    | 4   | 4   | 4   |
| 44  | 4    | 4    | 4    | 5    | 4    | 5    | 4    | 4    | 5    | 5    | 4    | 4    | 4    | 4    | 5    | 4    | 5    | 4   | 4   | 5   |
| 45  | 4    | 4    | 5    | 5    | 5    | 3    | 4    | 4    | 5    | 4    | 5    | 5    | 4    | 4    | 5    | 4    | 5    | 4   | 4   | 4   |
| 46  | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 5    | 4    | 5   | 4   | 4   |
| 47  | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 4    | 5    | 4   | 5   | 5   |
| 48  | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 5    | 4    | 5   | 4   | 4   |
| 49  | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 4    | 5    | 4   | 5   | 5   |
| 50  | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 4    | 4    | 5    | 5    | 4    | 5   | 4   | 5   |
| 51  | 4    | 5    | 2    | 4    | 4    | 4    | 4    | 3    | 5    | 4    | 4    | 4    | 4    | 4    | 5    | 5    | 4    | 4   | 4   | 4   |
| 52  | 4    | 5    | 4    | 3    | 5    | 5    | 3    | 2    | 4    | 3    | 2    | 3    | 4    | 3    | 4    | 3    | 3    | 4   | 3   | 3   |
| 53  | 3    | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5   | 5   | 5   |
| 54  | 4    | 4    | 5    | 5    | 4    | 4    | 5    | 4    | 4    | 5    | 5    | 4    | 4    | 4    | 5    | 5    | 4    | 4   | 5   | 5   |
| 55  | 4    | 4    | 5    | 5    | 5    | 5    | 4    | 4    | 5    | 5    | 4    | 4    | 4    | 4    | 5    | 5    | 4    | 4   | 4   | 5   |
| 56  | 5    | 4    | 4    | 4    | 5    | 3    | 3    | 3    | 4    | 4    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 4   | 3   | 4   |
| 57  | 4    | 5    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 5    | 4    | 4    | 5   | 5   | 4   |
| 58  | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4   | 4   | 4   |
| 59  | 5    | 4    | 4    | 5    | 5    | 4    | 4    | 4    | 4    | 3    | 3    | 4    | 5    | 4    | 3    | 4    | 5    | 5   | 4   | 3   |
| 60  | 5    | 4    | 3    | 4    | 5    | 4    | 5    | 4    | 3    | 4    | 5    | 4    | 5    | 4    | 3    | 4    | 5    | 5   | 4   | 5   |
| 61  | 5    | 4    | 3    | 4    | 5    | 4    | 3    | 4    | 5    | 4    | 3    | 4    | 5    | 4    | 3    | 4    | 5    | 4   | 5   | 4   |
| 62  | 5    | 4    | 3    | 4    | 5    | 4    | 3    | 4    | 5    | 4    | 3    | 4    | 5    | 4    | 4    | 5    | 4    | 3   | 4   | 5   |
| 63  | 5    | 4    | 3    | 4    | 5    | 4    | 3    | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 3    | 4    | 5    | 5   | 4   | 5   |
| 64  | 4    | 4    | 4    | 1    | 4    | 3    | 2    | 4    | 4    | 4    | 4    | 4    | 2    | 4    | 3    | 3    | 2    | 3   | 4   | 2   |
| 65  | 4    | 3    | 4    | 2    | 4    | 3    | 2    | 4    | 5    | 4    | 2    | 5    | 4    | 3    | 3    | 3    | 4    | 4   | 3   | 2   |
| 66  | 2    | 2    | 4    | 3    | 3    | 3    | 5    | 4    | 4    | 4    | 4    | 3    | 3    | 4    | 3    | 4    | 4    | 4   | 4   | 2   |
| 67  | 4    | 3    | 3    | 5    | 3    | 4    | 4    | 3    | 3    | 4    | 4    | 3    | 3    | 5    | 3    | 5    | 3    | 3   | 3   | 2   |
| 68  | 3    | 3    | 4    | 3    | 2    | 4    | 5    | 5    | 4    | 4    | 4    | 3    | 4    | 4    | 4    | 4    | 2    | 3   | 4   | 4   |
| 69  | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 3    | 4    | 5    | 4    | 5    | 4    | 4   | 3   | 2   |
| 70  | 4    | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 4    | 3    | 2    | 4    | 5    | 4    | 5    | 4    | 5   | 4   | 5   |
| 71  | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 3    | 2    | 1    | 5    | 4    | 5    | 4    | 5    | 4   | 5   | 4   |
| 72  | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 3    | 2    | 1    | 5    | 4    | 5    | 4    | 5    | 4   | 5   | 4   |
| 73  | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 3    | 2    | 1    | 5    | 4    | 5    | 4    | 5    | 4   | 5   | 4   |
| 74  | 4    | 5    | 4    | 3    | 5    | 4    | 4    | 5    | 5    | 4    | 3    | 4    | 5    | 5    | 4    | 2    | 5    | 4   | 4   | 5   |
| 75  | 4    | 4    | 5    | 5    | 4    | 2    | 3    | 4    | 4    | 5    | 5    | 4    | 5    | 5    | 4    | 2    | 4    | 5   | 5   | 4   |
| 76  | 4    | 5    | 5    | 4    | 3    | 4    | 4    | 5    | 5    | 4    | 4    | 5    | 3    | 2    | 4    | 5    | 4    | 5   | 5   | 3   |
| 77  | 3    | 4    | 4    | 5    | 4    | 4    | 3    | 4    | 5    | 5    | 4    | 2    | 4    | 5    | 4    | 4    | 5    | 4   | 3   | 4   |
| 78  | 4    | 5    | 5    | 4    | 4    | 2    | 3    | 4    | 4    | 4    | 5    | 5    | 5    | 4    | 2    | 4    | 5    | 4   | 4   | 5   |
| 79  | 5    | 4    | 5    | 5    | 2    | 4    | 1    | 4    | 5    | 4    | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 5   | 4   | 5   |
| 80  | 4    | 4    | 5    | 4    | 4    | 4    | 2    | 1    | 3    | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 5   | 5   | 4   |
| 81  | 5    | 5    | 4    | 5    | 5    | 3    | 1    | 2    | 4    | 4    | 5    | 4    | 4    | 3    | 5    | 5    | 4    | 4   | 5   | 4   |
| 82  | 5    | 4    | 5    | 5    | 3    | 5    | 4    | 2    | 4    | 5    | 4    | 4    | 1    | 4    | 5    | 4    | 5    | 5   | 5   | 4   |
| 83  | 4    | 5    | 4    | 4    | 4    | 2    | 1    | 3    | 5    | 4    | 4    | 5    | 5    | 4    | 5    | 5    | 4    | 4   | 5   | 4   |
| 84  | 4    | 4    | 4    | 5    | 4    | 5    | 3    | 4    | 5    | 4    | 5    | 2    | 4    | 4    | 5    | 4    | 5    | 5   | 4   | 4   |
| 85  | 4    | 3    | 5    | 5    | 4    | 2    | 4    | 5    | 5    | 4    | 4    | 2    | 3    | 4    | 4    | 5    | 5    | 4   | 4   | 4   |
| 86  | 4    | 3    | 4    | 5    | 4    | 4    | 5    | 5    | 4    | 4    | 2    | 1    | 3    | 4    | 4    | 5    | 5    | 4   | 4   | 5   |
| 87  | 4    | 5    | 5    | 4    | 3    | 4    | 4    | 5    | 5    | 4    | 4    | 5    | 4    | 2    | 1    | 3    | 4    | 4   | 5   | 5   |
| 88  | 4    | 4    | 5    | 4    | 4    | 3    | 5    | 4    | 4    | 5    | 5    | 4    | 5    | 4    | 4    | 3    | 4    | 5   | 4   | 4   |
| 89  | 4    | 5    | 5    | 4    | 4    | 5    | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 5    | 4    | 3    | 5   | 4   | 4   |
| 90  | 4    | 5    | 5    | 4    | 4    | 5    | 4    | 5    | 5    | 4    | 5    | 5    | 4    | 5    | 5    | 5    | 5    | 4   | 5   | 5   |

### Lampiran 3 Uji Validitas dan Reliabilitas

#### 1. Harga (X<sub>1</sub>)

##### a. Validitas

Correlations

|         |                     | X1P1   | X1P2   | X1P3   | X1P4   | TOTAL<br>X1 |
|---------|---------------------|--------|--------|--------|--------|-------------|
| X1P1    | Pearson Correlation | 1      | .422** | .253*  | .364** | .687**      |
|         | Sig. (2-tailed)     |        | .000   | .016   | .000   | .000        |
|         | N                   | 90     | 90     | 90     | 90     | 90          |
| X1P2    | Pearson Correlation | .422** | 1      | .309** | .348** | .713**      |
|         | Sig. (2-tailed)     | .000   |        | .003   | .001   | .000        |
|         | N                   | 90     | 90     | 90     | 90     | 90          |
| X1P3    | Pearson Correlation | .253*  | .309** | 1      | .401** | .689**      |
|         | Sig. (2-tailed)     | .016   | .003   |        | .000   | .000        |
|         | N                   | 90     | 90     | 90     | 90     | 90          |
| X1P4    | Pearson Correlation | .364** | .348** | .401** | 1      | .770**      |
|         | Sig. (2-tailed)     | .000   | .001   | .000   |        | .000        |
|         | N                   | 90     | 90     | 90     | 90     | 90          |
| TOTALX1 | Pearson Correlation | .687** | .713** | .689** | .770** | 1           |
|         | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |             |
|         | N                   | 90     | 90     | 90     | 90     | 90          |

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

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

## b. Reliability

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .680             | 4          |

## 2. Lokasi (X<sub>2</sub>)

### a. Validitas

#### Correlations

|      |                     | X2P1   | X2P2   | X2P3   | X2P4   | X2P5   | X2P6   | X2P7   | X2P8   | TOTALX<br>2 |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|
| X2P1 | Pearson Correlation | 1      | .318** | .225*  | .137   | .058   | .039   | .025   | .148   | .374**      |
|      | Sig. (2-tailed)     |        | .002   | .033   | .198   | .584   | .718   | .818   | .163   | .000        |
|      | N                   | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90          |
| X2P2 | Pearson Correlation | .318** | 1      | .543** | .403** | .372** | .040   | .081   | .125   | .622**      |
|      | Sig. (2-tailed)     | .002   |        | .000   | .000   | .000   | .705   | .446   | .239   | .000        |
|      | N                   | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90          |
| X2P3 | Pearson Correlation | .225*  | .543** | 1      | .712** | .419** | .260*  | .294** | .054   | .768**      |
|      | Sig. (2-tailed)     | .033   | .000   |        | .000   | .000   | .013   | .005   | .613   | .000        |
|      | N                   | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90          |
| X2P4 | Pearson Correlation | .137   | .403** | .712** | 1      | .620** | .159   | .284** | .081   | .748**      |
|      | Sig. (2-tailed)     | .198   | .000   | .000   |        | .000   | .135   | .007   | .450   | .000        |
|      | N                   | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90          |
| X2P5 | Pearson Correlation | .058   | .372** | .419** | .620** | 1      | .301** | .398** | .293** | .713**      |
|      | Sig. (2-tailed)     |        |        |        |        |        |        |        |        |             |
|      | N                   |        |        |        |        |        |        |        |        |             |

|          |                     |        |        |        |        |        |        |        |        |        |
|----------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|          | Sig. (2-tailed)     | .584   | .000   | .000   | .000   |        | .004   | .000   | .005   | .000   |
|          | N                   | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90     |
| X2P6     | Pearson Correlation | .039   | .040   | .260*  | .159   | .301** | 1      | .503** | .350** | .487** |
|          | Sig. (2-tailed)     | .718   | .705   | .013   | .135   | .004   |        | .000   | .001   | .000   |
|          | N                   | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90     |
| X2P7     | Pearson Correlation | .025   | .081   | .294** | .284** | .398** | .503** | 1      | .523** | .613** |
|          | Sig. (2-tailed)     | .818   | .446   | .005   | .007   | .000   | .000   |        | .000   | .000   |
|          | N                   | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90     |
| X2P8     | Pearson Correlation | .148   | .125   | .054   | .081   | .293** | .350** | .523** | 1      | .501** |
|          | Sig. (2-tailed)     | .163   | .239   | .613   | .450   | .005   | .001   | .000   |        | .000   |
|          | N                   | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90     |
| TOTA LX2 | Pearson Correlation | .374** | .622** | .768** | .748** | .713** | .487** | .613** | .501** | 1      |
|          | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|          | N                   | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90     | 90     |

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

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

## b. Reliabilitas

### Reliability Statistics

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .759             | 8          |

### 3. Kualitas Pelayanan (X<sub>3</sub>)

#### a. Validitas

##### Correlations

|         |                     | X3P1               | X3P2               | X3P3               | X3P4               | X3P5               | TOTAL<br>X3        |
|---------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| X3P1    | Pearson Correlation | 1                  | .227 <sup>*</sup>  | .098               | -.001              | .194               | .429 <sup>**</sup> |
|         | Sig. (2-tailed)     |                    | .031               | .359               | .990               | .067               | .000               |
|         | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X3P2    | Pearson Correlation | .227 <sup>*</sup>  | 1                  | .438 <sup>**</sup> | .366 <sup>**</sup> | .376 <sup>**</sup> | .701 <sup>**</sup> |
|         | Sig. (2-tailed)     | .031               |                    | .000               | .000               | .000               | .000               |
|         | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X3P3    | Pearson Correlation | .098               | .438 <sup>**</sup> | 1                  | .564 <sup>**</sup> | .446 <sup>**</sup> | .779 <sup>**</sup> |
|         | Sig. (2-tailed)     | .359               | .000               |                    | .000               | .000               | .000               |
|         | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X3P4    | Pearson Correlation | -.001              | .366 <sup>**</sup> | .564 <sup>**</sup> | 1                  | .385 <sup>**</sup> | .700 <sup>**</sup> |
|         | Sig. (2-tailed)     | .990               | .000               | .000               |                    | .000               | .000               |
|         | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X3P5    | Pearson Correlation | .194               | .376 <sup>**</sup> | .446 <sup>**</sup> | .385 <sup>**</sup> | 1                  | .731 <sup>**</sup> |
|         | Sig. (2-tailed)     | .067               | .000               | .000               | .000               |                    | .000               |
|         | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| TOTALX3 | Pearson Correlation | .429 <sup>**</sup> | .701 <sup>**</sup> | .779 <sup>**</sup> | .700 <sup>**</sup> | .731 <sup>**</sup> | 1                  |
|         | Sig. (2-tailed)     | .000               | .000               | .000               | .000               | .000               |                    |
|         | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |

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

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



## b. Reliabilitas

### Reliability Statistics

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .697             | 5          |

## 4. Kepuasan Konsumen (Y)

### a. Validitas

#### Correlations

|              |                     | YP1    | YP2    | YP3    | TOTALLY |
|--------------|---------------------|--------|--------|--------|---------|
| YP1          | Pearson Correlation | 1      | .438** | .375** | .708**  |
|              | Sig. (2-tailed)     |        | .000   | .000   | .000    |
|              | N                   | 90     | 90     | 90     | 90      |
| YP2          | Pearson Correlation | .438** | 1      | .626** | .855**  |
|              | Sig. (2-tailed)     | .000   |        | .000   | .000    |
|              | N                   | 90     | 90     | 90     | 90      |
| YP3          | Pearson Correlation | .375** | .626** | 1      | .857**  |
|              | Sig. (2-tailed)     | .000   | .000   |        | .000    |
|              | N                   | 90     | 90     | 90     | 90      |
| TOTALLY<br>Y | Pearson Correlation | .708** | .855** | .857** | 1       |
|              | Sig. (2-tailed)     | .000   | .000   | .000   |         |
|              | N                   | 90     | 90     | 90     | 90      |

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

**b. Reliabilitas**

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .734             | 3          |