

Lampiran 1 Daftar Riwayat Hidup

DAFTAR RIWAYAT HIDUP

Nama : Randi Raja Pane
Tempat, Tanggal Lahir : Medan 03 Januari 1993
Jenis Kelamin : Laki-Laki
Agama : Islam
Pendidikan Terakhir : S1 (Sarjana Ekonomi)
Alamat : Desa Balunijuk Kec. Merawang Kab. Bangka
Telp/Hp : 085377655007

Pendidikan Formal

2012-2016 : Universitas Bangka Belitung
(Fakultas Ekonomi, Program Studi Manajemen)
2009-2012 : SMA Negeri 1 Sarolangun, Jambi
2006-2009 : SMP Negeri 2 Sarolangun, Jambi
2000-2006 : SD Negeri 121 Sarolangun, Jambi

Lampiran 2

KUESIONER PENELITIAN

Kepada

Yth. Bapak/Ibu/Saudara/i

Dengan hormat,

Saya yang bertandatangan dibawah ini :

Nama : Randi Raja Pane

Nim : 302 12 11 076

Prodi : Manajemen

Adalah mahasiswa Fakultas Ekonomi, Universitas Bangka Belitung yang sedang menyusun proposal penelitian untuk skripsi dengan judul “**Analisis Pengaruh Kualitas Layanan dan Kualitas Produk terhadap Kepuasan Konsumen CV.Sriwijaya Motor (Study Kasus pada Outlet-outlet di kota Pangkalpinang)**”. Oleh karena itu, mohon bantuan Bapak/Ibu/Sdr/i untuk menjawab pertanyaan/pernyataan kuesioner berikut ini (terlampir).

Kuesioner ini hanya untuk kepentingan penelitian semata, dan tidak untuk dipublikasikan. Kerahasiaan Bapak/Ibu/Sdr/i dapat saya jamin.

Demikian atas waktu dan responnya saya ucapkan terimakasih.

Balunjuk, Juni 2016

Peneliti,

Randi Raja Pane

A. Profil Responden

Berilah tanda () untuk setiap jawaban yang menurut anda paling sesuai dengan diri anda

1. Nama Outlet :
2. Alamat Outlet :
3. Usia Outlet : 1. 1-5 Tahun 2. 6-10 Tahun 3. 10-15 Tahun
4. 16-20 Tahun 5. >20 Tahun
4. Tipe Kulkas : 1. Fv 1000 2. Fv650 3. Fv400 4. Fv100
5. Fv 300 rik 6. M253

B. Petunjuk Kuesioner

Bapak/Ibu/Sdr/i diminta untuk memilih salah satu dari beberapa alternative jawaban yang tersedia dengan cara memberikan **tanda centang** (). Setiap jawaban tidak ada yang benar atau salah, jawaban yang paling baik adalah jawaban yang sesuai dengan keadaan atau situasi yang Bapak/Ibu/Sdr/i rasakan atau alami.

Keterangan :

Skala :	Skor :
Sangat Setuju (SS)	5
Setuju (S)	4
Ragu-ragu (RR)	3
Tidak Setuju (TS)	2
Sangat Tidak Setuju (STS)	1

No	Pernyataan	SS	S	RR	TS	STS
	Kualitas Produk (X2)					
21	Kulkas pendingin merek Coca-cola menciptakan dingin yang stabil bagi produk minuman Coca-cola					
22	Kulkas pendingin merek Coca-cola memiliki daya listrik yang relatif rendah dan stabil					
23	Kulkas pendingin merek Coca-cola memiliki desain, bentuk yang bagus dan menarik					
24	Grafis warna, poster pendukung kulkas pendingin merek Coca-cola yang khas dan menarik					
25	Kulkas pendingin merek Coca-cola memiliki ketahanan yang baik dan sangat jarang mengalami kerusakan					
26	Kulkas pendingin merek Coca-cola memiliki umur ekonomis (bermanfaat dalam kurun waktu lama) yang baik					
27	Kulkas pendingin merek Coca-cola yang disediakan CV.Sriwijaya Motor sesuai dengan perjanjian awal dalam segi bentuk maupun ukuran					
28	Kulkas pendingin merek Coca-cola yang diberikan sesuai dengan standar keamanan dan standar spesifikasi yang telah disepakati					
29	Kulkas pendingin merek Coca-cola memiliki ketahanan yang baik					
30	Kulkas pendingin merek Coca-cola memiliki daya listrik yang selalu stabil dan baik					
31	Kulkas pendingin merek Coca-cola mempunyai desain dan bentuk yang menarik					
32	Desain warna dan berbagai poster dari kulkas pendingin merek Coca-cola sangat menarik					

No	Pernyataan	SS	S	RR	TS	STS
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	Kepuasan Konsumen (Y1)					
33	Kualitas dari kulkas pendingin merek Coca-cola sangat baik dan sesuai dengan keinginan saya					
34	Kualitas layanan yang diberikan CV.Sriwijaya Motor sangat baik dan sesuai dengan keinginan saya					
35	Kesesuaian kualitas dan ketahanan kulkas pendingin Coca-cola yang diberikan sangat baik					
36	Kesesuaian kualitas layanan yang diberikan CV.Sriwijaya Motor sangat baik					
37	Kinerja dari kulkas pendingin dalam mendinginkan berbagai jenis minuman Coca-cola sangat baik					
38	Fasilitas pelayanan dan fitur-fitur dari kulkas pendingin yang diberikan sangat baik					



Lampiran 3 Tabulasi Jawaban Responden

Hasil jawaban Responden Variabel Kualitas Layanan (X1)

KL1	KL2	KL3	KL4	KL5	KL6	KL7	KL8	KL9	KL10
4	4	4	3	4	4	4	4	4	4
4	4	5	5	5	4	4	4	3	4
4	4	4	4	4	4	4	4	4	4
3	3	3	3	2	3	2	2	3	2
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4	4	4	3	4	5	5	4	4	5
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KL11	KL12	KL13	KL14	KL15	KL16	KL17	KL18	KL19	KL20	Total
4	4	4	4	4	4	4	4	4	4	79
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3	3	2	3	3	3	3	3	3	2	54
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4	3	4	3	3	2	4	3	2	4	70
4	3	3	3	4	3	3	3	3	2	63
4	4	4	4	4	4	4	4	4	4	80
4	4	2	4	5	5	4	3	5	4	81
4	4	2	4	4	3	3	4	4	4	68
4	5	4	4	5	4	4	4	5	4	87
4	3	3	4	4	4	3	4	4	4	72
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3	3	4	5	4	4	4	5	5	5	84
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Hasil Jawaban Responden Terhadap Kualitas Layanan Harapan (X1)

KLh1	KLh2	KLh3	KLh4	KLh5	KLh6	KLh7	KLh8	KLh9	KLh10
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Hasil Jawaban Responden Terhadap kualitas Produk (X2)

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Jawaban Responden Terhadap Kepuasan Konsumen (Y)

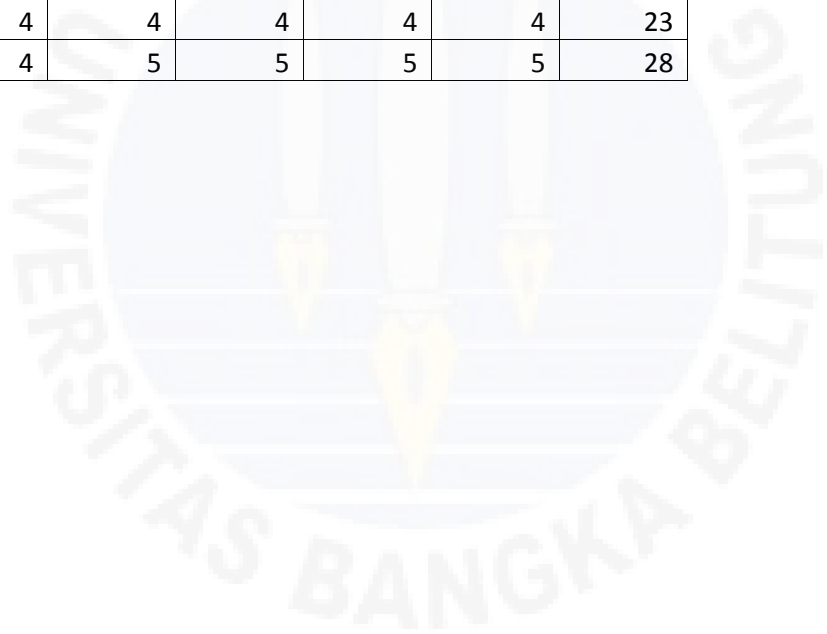
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Lampiran 4 Uji Validitas

Uji Validitas Kualitas Layanan (X1)

Correlations

		Kualitas Layanan 1	Kualitas Layanan 2	Kualitas Layanan 3	Kualitas Layanan 4	Kualitas Layanan 5	Score Total Kualitas Layanan
Kualitas Layanan 1	Pearson Correlation	1	.723**	.776**	.416**	.348**	.739**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 2	Pearson Correlation	.723**	1	.614**	.320**	.314**	.707**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 3	Pearson Correlation	.776**	.614**	1	.438**	.374**	.721**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 4	Pearson Correlation	.416**	.320**	.438**	1	.412**	.513**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 5	Pearson Correlation	.348**	.314**	.374**	.412**	1	.461**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	181	181	181	181	181	181
Score Total Kualitas Layanan	Pearson Correlation	.739**	.707**	.721**	.513**	.461**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	181	181	181	181	181	181

Correlations

		Kualitas Layanan 6	Kualitas Layanan 7	Kualitas Layanan 8	Kualitas Layanan 9	Kualitas Layanan 10	Score Total Kualitas Layanan
Kualitas Layanan 6	Pearson Correlation	1	.681**	.634**	.450**	.536**	.699**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 7	Pearson Correlation	.681**	1	.681**	.418**	.482**	.702**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 8	Pearson Correlation	.634**	.681**	1	.580**	.534**	.779**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 9	Pearson Correlation	.450**	.418**	.580**	1	.534**	.669**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 10	Pearson Correlation	.536**	.482**	.534**	.534**	1	.779**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	181	181	181	181	181	181
Score Total Kualitas Layanan	Pearson Correlation	.699**	.702**	.779**	.669**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	181	181	181	181	181	181

Correlations

		Kualitas Layanan 11	Kualitas Layanan 12	Kualitas Layanan 13	Kualitas Layanan 14	Kualitas Layanan 15	Score Total Kualitas Layanan
Kualitas Layanan 11	Pearson Correlation	1	.487**	.494**	.555**	.376**	.731**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 12	Pearson Correlation	.487**	1	.517**	.520**	.509**	.721**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 13	Pearson Correlation	.494**	.517**	1	.585**	.369**	.691**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 14	Pearson Correlation	.555**	.520**	.585**	1	.567**	.756**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 15	Pearson Correlation	.376**	.509**	.369**	.567**	1	.618**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	181	181	181	181	181	181
Score Total Kualitas Layanan	Pearson Correlation	.731**	.721**	.691**	.756**	.618**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	181	181	181	181	181	181

Correlations

		Kualitas Layanan 16	Kualitas Layanan 17	Kualitas Layanan 18	Kualitas Layanan 19	Kualitas Layanan 20	Score Total Kualitas Layanan
Kualitas Layanan 16	Pearson Correlation	1	.504**	.512**	.470**	.393**	.693**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 17	Pearson Correlation	.504**	1	.545**	.491**	.395**	.662**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 18	Pearson Correlation	.512**	.545**	1	.549**	.467**	.720**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 19	Pearson Correlation	.470**	.491**	.549**	1	.542**	.687**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan 20	Pearson Correlation	.393**	.395**	.467**	.542**	1	.664**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	181	181	181	181	181	181
Score Total Kualitas Layanan	Pearson Correlation	.693**	.662**	.720**	.687**	.664**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	181	181	181	181	181	181

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

Uji Validitas Kualitas Layanan harapan (X1)

Correlations

		Kualitas Layanan harapan1	Kualitas Layanan harapan2	Kualitas Layanan harapan3	Kualitas Layanan harapan4	Kualitas Layanan harapan5	Score Total Kualitas Layanan harapan
Kualitas Layanan harapan1	Pearson Correlation	1	.576**	.577**	.250**	.262**	.647**
	Sig. (2-tailed)		.000	.000	.001	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan2	Pearson Correlation	.576**	1	.440**	.181*	.313**	.655**
	Sig. (2-tailed)	.000		.000	.014	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan3	Pearson Correlation	.577**	.440**	1	.360**	.184*	.544**
	Sig. (2-tailed)	.000	.000		.000	.013	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan4	Pearson Correlation	.250**	.181*	.360**	1	.088	.352**
	Sig. (2-tailed)	.001	.014	.000		.240	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan5	Pearson Correlation	.262**	.313**	.184*	.088	1	.268**
	Sig. (2-tailed)	.000	.000	.013	.240		.000
	N	181	181	181	181	181	181
Score Total Kualitas Layanan harapan	Pearson Correlation	.647**	.655**	.544**	.352**	.268**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	181	181	181	181	181	181

Correlations

		Kualitas Layanan harapan6	Kualitas Layanan harapan7	Kualitas Layanan harapan8	Kualitas Layanan harapan9	Kualitas Layanan harapan10	Score Total Kualitas Layanan harapan
Kualitas Layanan harapan6	Pearson Correlation	1	.523**	.564**	.319**	.458**	.664**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan7	Pearson Correlation	.523**	1	.510**	.285**	.404**	.584**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan8	Pearson Correlation	.564**	.510**	1	.415**	.420**	.655**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan9	Pearson Correlation	.319**	.285**	.415**	1	.441**	.553**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan10	Pearson Correlation	.458**	.404**	.420**	.441**	1	.675**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	181	181	181	181	181	181
Score Total Kualitas Layanan harapan	Pearson Correlation	.664**	.584**	.655**	.553**	.675**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	181	181	181	181	181	181

Correlations

		Kualitas Layanan harapan11	Kualitas Layanan harapan12	Kualitas Layanan harapan13	Kualitas Layanan harapan14	Kualitas Layanan harapan15	Score Total Kualitas Layanan harapan
Kualitas Layanan harapan11	Pearson Correlation	1	.399**	.371**	.344**	.172*	.564**
	Sig. (2-tailed)		.000	.000	.000	.021	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan12	Pearson Correlation	.399**	1	.362**	.432**	.215**	.635**
	Sig. (2-tailed)	.000		.000	.000	.004	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan13	Pearson Correlation	.371**	.362**	1	.405**	.327**	.591**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan14	Pearson Correlation	.344**	.432**	.405**	1	.388**	.655**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan15	Pearson Correlation	.172*	.215**	.327**	.388**	1	.465**
	Sig. (2-tailed)	.021	.004	.000	.000		.000
	N	181	181	181	181	181	181
Score Total Kualitas Layanan harapan	Pearson Correlation	.564**	.635**	.591**	.655**	.465**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	181	181	181	181	181	181

Correlations

		Kualitas Layanan harapan16	Kualitas Layanan harapan17	Kualitas Layanan harapan18	Kualitas Layanan harapan19	Kualitas Layanan harapan20	Score Total Kualitas Layanan harapan
Kualitas Layanan harapan16	Pearson Correlation	1	.311**	.244**	.437**	.351**	.605**
	Sig. (2-tailed)		.000	.001	.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan17	Pearson Correlation	.311**	1	.369**	.296**	.253**	.373**
	Sig. (2-tailed)	.000		.000	.000	.001	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan18	Pearson Correlation	.244**	.369**	1	.347**	.274**	.456**
	Sig. (2-tailed)	.001	.000		.000	.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan19	Pearson Correlation	.437**	.296**	.347**	1	.332**	.568**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	181	181	181	181	181	181
Kualitas Layanan harapan20	Pearson Correlation	.351**	.253**	.274**	.332**	1	.619**
	Sig. (2-tailed)	.000	.001	.000	.000		.000
	N	181	181	181	181	181	181
Score Total Kualitas Layanan harapan	Pearson Correlation	.605**	.373**	.456**	.568**	.619**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	181	181	181	181	181	181

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

Correlations

		Kualitas Produk7	Kualitas Produk8	Kualitas Produk9	Kualitas Produk10	Kualitas Produk11	Kualitas Produk12	Score Total Kualitas Produk
Kualitas Produk7	Pearson Correlation	1	.706**	.359**	.213**	.486**	.360**	.647**
	Sig. (2-tailed)		.000	.000	.004	.000	.000	.000
	N	181	181	181	181	181	181	181
Kualitas Produk8	Pearson Correlation	.706**	1	.405**	.191*	.374**	.337**	.582**
	Sig. (2-tailed)	.000		.000	.010	.000	.000	.000
	N	181	181	181	181	181	181	181
Kualitas Produk9	Pearson Correlation	.359**	.405**	1	.612**	.585**	.574**	.586**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	181	181	181	181	181	181	181
Kualitas Produk10	Pearson Correlation	.213**	.191*	.612**	1	.690**	.758**	.601**
	Sig. (2-tailed)	.004	.010	.000		.000	.000	.000
	N	181	181	181	181	181	181	181
Kualitas Produk11	Pearson Correlation	.486**	.374**	.585**	.690**	1	.631**	.711**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	181	181	181	181	181	181	181
Kualitas Produk12	Pearson Correlation	.360**	.337**	.574**	.758**	.631**	1	.694**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	181	181	181	181	181	181	181
Score Total Kualitas Produk	Pearson Correlation	.647**	.582**	.586**	.601**	.711**	.694**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	181	181	181	181	181	181	181

** . Correlation is significant at the 0.01 level (2-tailed). * . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 6 Uji Validitas Kepuasan Konsumen (Y)

Correlations

		Kepuasan Konsumen n1	Kepuasan Konsumen n2	Kepuasan Konsumen n3	Kepuasan Konsumen n4	Kepuasan Konsumen n5	Kepuasan Konsumen n6	Score Total Kepuasan Konsumen
Kepuasan Konsumen 1	Pearson Correlation Sig. (2-tailed) N	1 181	.229** .002 181	.550** .000 181	.303** .000 181	.364** .000 181	.364** .000 181	.648** .000 181
Kepuasan Konsumen 2	Pearson Correlation Sig. (2-tailed) N	.229** .002 181	1 181	.178* .017 181	.343** .000 181	.285** .000 181	.213** .004 181	.575** .000 181
Kepuasan Konsumen 3	Pearson Correlation Sig. (2-tailed) N	.550** .000 181	.178* .017 181	1 181	.373** .000 181	.691** .000 181	.414** .000 181	.733** .000 181
Kepuasan Konsumen 4	Pearson Correlation Sig. (2-tailed) N	.303** .000 181	.343** .000 181	.373** .000 181	1 181	.441** .000 181	.658** .000 181	.741** .000 181
Kepuasan Konsumen 5	Pearson Correlation Sig. (2-tailed) N	.364** .000 181	.285** .000 181	.691** .000 181	.441** .000 181	1 181	.491** .000 181	.769** .000 181
Kepuasan Konsumen 6	Pearson Correlation Sig. (2-tailed) N	.364** .000 181	.213** .004 181	.414** .000 181	.658** .000 181	.491** .000 181	1 181	.744** .000 181
Score Total Kepuasan Konsumen	Pearson Correlation Sig. (2-tailed) N	.648** .000 181	.575** .000 181	.733** .000 181	.741** .000 181	.769** .000 181	.744** .000 181	1 181

** . Correlation is significant at the 0.01 level (2-tailed). * . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 7 Uji Reabilitas

Hasil Uji Reabilitas Kualitas Layanan (X1)

Case Processing Summary

		N	%
Cases	Valid	181	100.0
	Excluded ^a	0	.0
	Total	181	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.940	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Kualitas Layanan 1	69.78	124.570	.704	.936
Kualitas Layanan 2	69.86	125.313	.669	.936
Kualitas Layanan 3	69.84	124.391	.681	.936
Kualitas Layanan 4	70.47	127.717	.446	.941
Kualitas Layanan 5	70.10	129.623	.397	.941
Kualitas Layanan 6	69.99	126.122	.662	.936
Kualitas Layanan 7	70.07	124.734	.660	.936
Kualitas Layanan 8	70.04	123.782	.748	.935
Kualitas Layanan 9	69.93	126.445	.628	.937
Kualitas Layanan 10	70.25	123.555	.747	.935
Kualitas Layanan 11	70.17	124.350	.693	.936
Kualitas Layanan 12	70.13	124.816	.683	.936
Kualitas Layanan 13	70.39	125.829	.651	.937
Kualitas Layanan 14	70.09	124.030	.721	.935
Kualitas Layanan 15	69.87	129.034	.580	.938
Kualitas Layanan 16	70.24	125.227	.651	.937

Kualitas Layanan 17	70.44	125.947	.618	.937
Kualitas Layanan 18	70.01	125.500	.684	.936
Kualitas Layanan 19	70.18	124.350	.641	.937
Kualitas Layanan 20	69.95	126.059	.620	.937

Uji Reabilitas Kualitas Layanan harapan (X1)

Case Processing Summary

		N	%
Cases	Valid	181	100.0
	Excluded ^a	0	.0
	Total	181	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.884	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Kualitas Layanan harapan1	73.75	53.888	.588	.875
Kualitas Layanan harapan2	73.86	53.601	.595	.875
Kualitas Layanan harapan3	73.90	54.817	.470	.879
Kualitas Layanan harapan4	74.19	57.257	.268	.885
Kualitas Layanan harapan5	73.99	58.455	.191	.887
Kualitas Layanan harapan6	73.91	54.125	.611	.875
Kualitas Layanan harapan7	73.92	54.783	.520	.877
Kualitas Layanan harapan8	73.92	54.083	.599	.875
Kualitas Layanan harapan9	73.91	55.208	.487	.878
Kualitas Layanan harapan10	74.09	53.837	.622	.874

Kualitas Layanan harapan11	73.98	55.139	.500	.878
Kualitas Layanan harapan12	73.98	54.450	.579	.876
Kualitas Layanan harapan13	74.18	55.128	.532	.877
Kualitas Layanan harapan14	74.07	54.218	.600	.875
Kualitas Layanan harapan15	73.91	56.719	.402	.881
Kualitas Layanan harapan16	74.13	54.038	.537	.877
Kualitas Layanan harapan17	74.18	57.250	.296	.884
Kualitas Layanan harapan18	73.97	56.254	.381	.882
Kualitas Layanan harapan19	74.03	54.694	.498	.878
Kualitas Layanan harapan20	73.93	54.056	.555	.876

Hasil Uji Reabilitas Kualitas Produk (X2)

Case Processing Summary

		N	%
Cases	Valid	181	100.0
	Excluded ^a	0	.0
	Total	181	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.861	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Kualitas Produk1	40.29	36.953	.510	.853
Kualitas Produk2	40.13	37.805	.447	.857
Kualitas Produk3	40.25	36.479	.557	.849
Kualitas Produk4	40.31	36.248	.580	.848
Kualitas Produk5	40.20	36.652	.556	.849
Kualitas Produk6	39.77	37.987	.536	.851
Kualitas Produk7	39.78	37.181	.566	.849
Kualitas Produk8	39.75	38.046	.494	.853
Kualitas Produk9	39.87	38.500	.508	.853
Kualitas Produk10	40.09	36.814	.494	.854
Kualitas Produk11	39.91	35.925	.634	.844
Kualitas Produk12	39.98	35.572	.605	.846

Uji Reabilitas Kepuasan Konsumen (Y)

Case Processing Summary

		N	%
Cases	Valid	181	100.0
	Excluded ^a	0	.0
	Total	181	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.784	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Kepuasan Konsumen1	17.33	10.254	.488	.762
Kepuasan Konsumen2	17.93	10.129	.332	.811
Kepuasan Konsumen3	17.40	9.996	.613	.737
Kepuasan Konsumen4	17.62	9.582	.606	.735
Kepuasan Konsumen5	17.51	9.240	.636	.726
Kepuasan Konsumen6	17.60	9.352	.597	.736



Lampiran 8 Hasil Analisis Regresi Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Score Total Kualitas Produk, Score Total Kualitas Layanan ^b		Enter

a. Dependent Variable: Score Total Kepuasan Konsumen

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.633 ^a	.401	.395	2.856	.401	59.651	2	178	.000

a. Predictors: (Constant), Score Total Kualitas Produk, Score Total Kualitas Layanan

b. Dependent Variable: Score Total Kepuasan Konsumen

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	973.075	2	486.538	59.651	.000 ^b
	Residual	1451.842	178	8.156		
	Total	2424.917	180			

a. Dependent Variable: Score Total Kepuasan Konsumen

b. Predictors: (Constant), Score Total Kualitas Produk, Score Total Kualitas Layanan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.407	1.485		3.641	.000		
Score Total Kualitas Layanan	.145	.027	.465	5.292	.000	.436	2.295
Score Total Kualitas Produk	.114	.049	.205	2.333	.021	.436	2.295

a. Dependent Variable: Score Total Kepuasan Konsumen

Collinearity Diagnostics^a

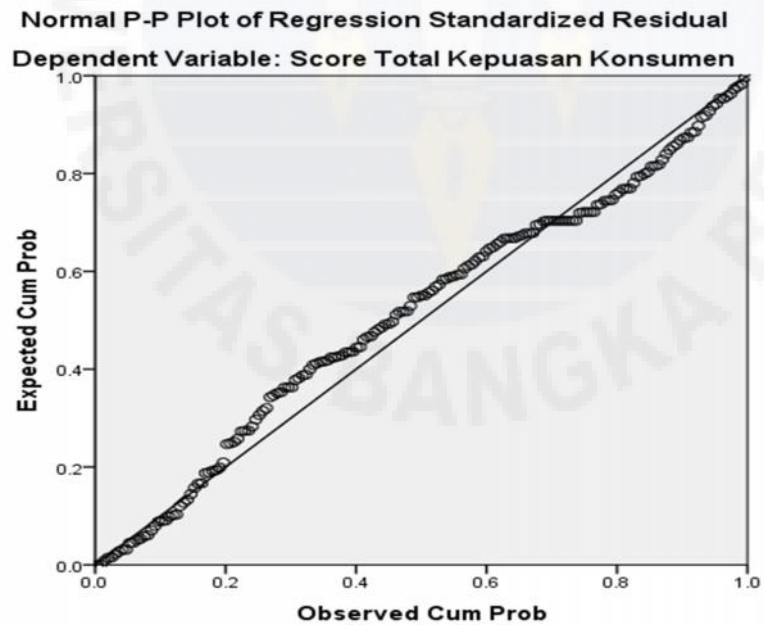
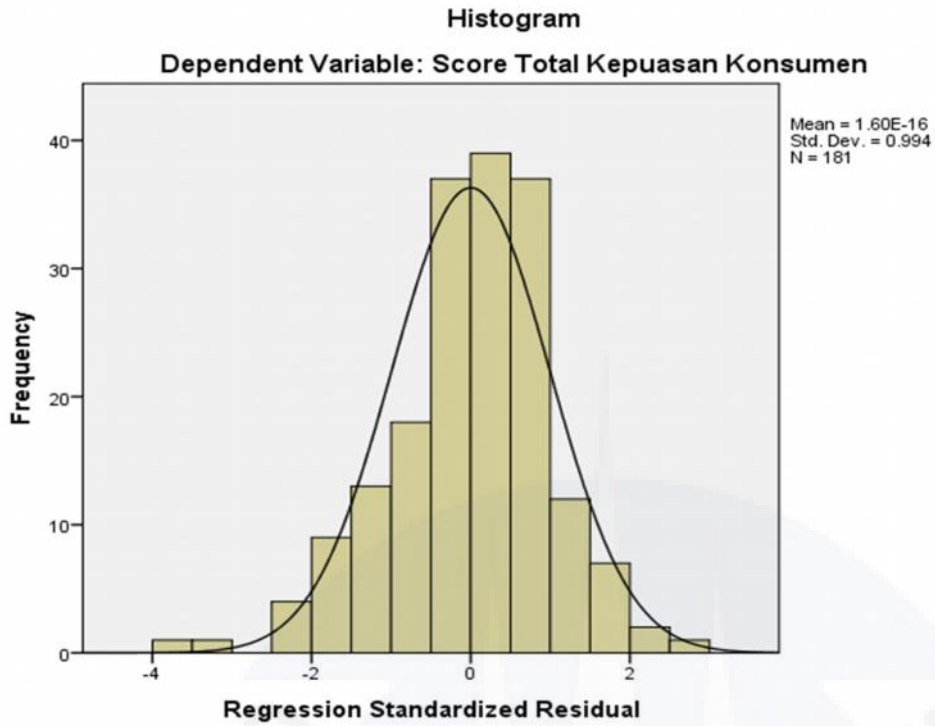
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Score Total Kualitas Layanan	Score Total Kualitas Produk
1	1	2.980	1.000	.00	.00	.00
	2	.014	14.676	.98	.17	.08
	3	.006	22.681	.02	.83	.92

a. Dependent Variable: Score Total Kepuasan Konsumen

Residuals Statistics^a

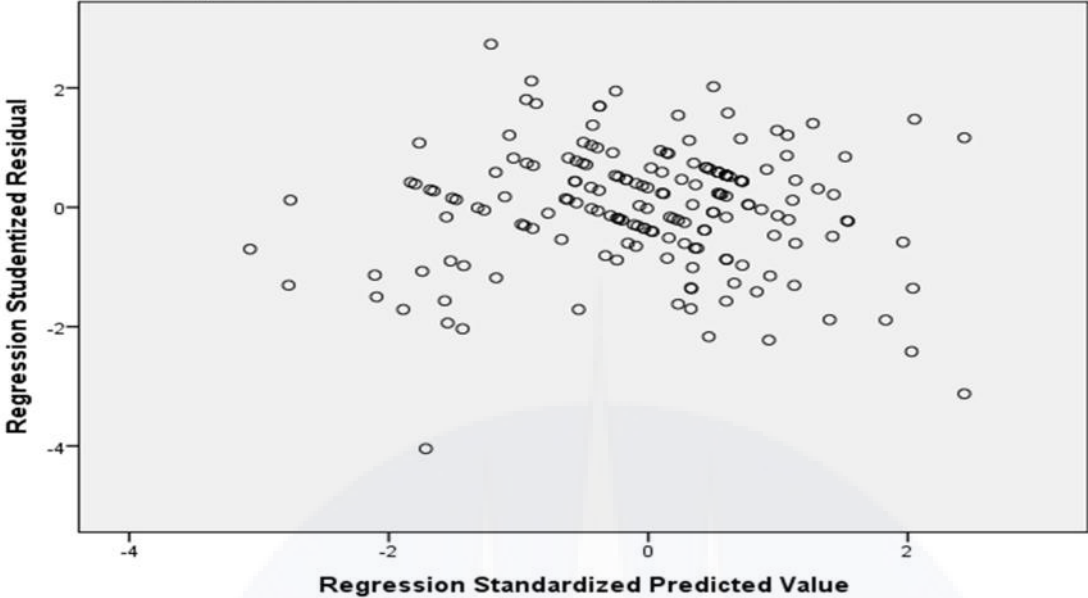
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13.94	26.74	21.08	2.325	181
Std. Predicted Value	-3.070	2.435	.000	1.000	181
Standard Error of Predicted Value	.213	.819	.347	.120	181
Adjusted Predicted Value	14.06	27.12	21.09	2.315	181
Residual	-11.090	7.741	.000	2.840	181
Std. Residual	-3.883	2.711	.000	.994	181
Stud. Residual	-4.046	2.733	-.002	1.007	181
Deleted Residual	-12.038	7.872	-.013	2.915	181
Stud. Deleted Residual	-4.234	2.785	-.004	1.017	181
Mahal. Distance	.011	13.811	1.989	2.285	181
Cook's Distance	.000	.466	.009	.037	181
Centered Leverage Value	.000	.077	.011	.013	181

a. Dependent Variable: Score Total Kepuasan Konsumen



Scatterplot

Dependent Variable: Score Total Kepuasan Konsumen



Lampiran 10 Dokumentasi



Foto diatas tampak kulkas pendingin merek Coca-cola
Dalam kondisi rusak



Foto diatas tampak kulkas pendingin merek coca-cola

dalam kondisi baik



Foto diatas tampak salah satu petugas sedang melakukan pengecatan kulkas pendingin merek coca-cola



Foto diatas tampak petugas dari CV. Sriwijaya Motor