**Matrix Penelitian**

| Variabel | Operasional | Indikator | Pertanyaan |
|---|---|---|---|
| Kualitas Layanan ($X_1$) Fandy Tjiptono dan Gregorius (2007:133)<br><br>Skala: Interval-Likert | Tangible (Bukti fisik) | Berkenaan dengan daya tarik fasilitas fisik, perlengkapan dan material yang digunakan perusahaan, serta penampilan karyawan.<br><br>a.Fasilitas pelayanan driver (motor memadai)<br><br>b.Penampilan driver (jaket, rapi)<br>c. perlengkapan dan peralatan driver (helm, masker) | - Driver Grab menggunakan sepeda motor yang memadai dan aman untuk dikendarai.<br>- Driver menggunakan atribut jaket Grab<br>- Driver Grab membawakan helm untuk konsumennya |
| | Reliability (Keandalan) | berkaitan dengan kemampuan perusahaan untuk memberikan layanan yang akurat sejak pertama kali tanpa membuat kesalahan apapun dan menyajikan jasanya sesuai dengan waktu yang telah disepakati.<br>a.Kehandalan driver dalam memberikan informasi pelayanan<br>b.pelayanan yang sesuai yang dijanjikan<br>c.ketepatan waktu<br>d. sikap simpatik kepada pelanggan | - waktu penjemputan yang dilalukan Grab sesuai dengan jadwal yang diminta pelanggan.<br>- driver mampu menyebutkan fasilitas yang diberikan Grab<br>- driver Grab memahami peta daerah operasinya<br>- driver tepat waktu dalam mengantarkan konsumen ke lokasi tujuan |
| | Responsiveness (Daya Tanggap) | berkenaan dengan kesediaan dan kemampuan para karyawan untuk membantu para pelanggan dan merespon permintaan mereka, serta menginformasikan kapan saja akan diberikan dan kemudian memberikan jasa secara cepat.<br>a. Respons driver (cepat)<br>b.Memberi informasi yang jelas kepada pelanggan. | - *driver* Grab memberi tanggapan yang baik terhadap keluhan konsumen<br>- *driver* Grab memberikan perhatian yang baik kepada konsumen apa yang dibutuhkan<br>- memberi tau alternatif jalan yang tidak macet dan tidak banjir |

| | | | |
|---|---|---|---|
| | Assurance (Jaminan) | perilaku karyawan yang mampu menumbuhkan kepercayaan terhadap perusahaan, dan perusahaan bisa menciptakan rasa aman bagi para karyawan selalu bersikap sopan dan menguasai pengetahuan dan keterampilan pengetahuan yang dibutuhkan untuk setiap pertanyaan atas masalah pelanggan.<br><br>a.Jaminan dan kepastian teknis konsumen<br>b.Jaminan dan kepastian administrasi konsumen<br>d. kesopanan | - perusahaan Grab memberikan jaminan kepada konsumen apabila terjadi kesalahan/kecelakaan.<br>- Grab memiliki kredibilitas yang baik<br>-biaya Grab cenderung stabil<br>- driver Grab sopan dan ber-atittude |
| | Empathy (Perhatian) | berkenaan mengenai perusahaan memahami masalah para pelanggannya dan bertindak demi kepentingan pelanggan, serta memberi perhatian personal kepada para pelanggan dan memiliki jam operasi yang nyaman.<br>a.Keramahan driver<br>b.Kepedulian driver<br>c. memahami kebutuhan spesifik pelanggan | - Grab mudah dihubungi pada saat konsumen memerlukan bantuan.<br>- Grab selalu menanyakan kebutuhan konsumen yang diperlukan pada saat perjalanan, apakah konsumen terburu-buru atau tidak<br>- driver Grab sopan dan ramah. |
| Promosi ($X_2$) Kotler dan Keller (2007:272) Skala: Interval-Likert | Frekuensi Promosi | Jumlah promosi penjualan yang dilakukan dalam suatu waktu melalaui media promosi penjualan | - Perusahaan Grab memberi promo potongan harga secara berkala dan sesuai tempat domisili konsumen |
| | Kualitas promosi | Tolak ukur seberapa baik promosi penjualan dilakukan. | - Promo potongan harga tidak hanya berlaku untuk Grabbike, tetapi juga untuk Grabcar dan Grabfood |
| | Kuantitas | Nilai atau jumlah promosi penjualan | - Promo potongan harga |

| | promosi | yang diberikan konsumen. | yang diberikan seberas 10% itu sudah sangat menguntungkan mahasiswa |
|---|---|---|---|
| | Waktu promosi | Lamanya promosi yang dilakukan oleh perusahaan. | - Promo potongan harga sangat sering diberikan, terlebih apabila memakai Grabpay |
| | Ketepatan/k esesuaian sasaran promosi | Faktor yang diperlukan untuk mencapai target yang diinginkan perusahaan. | - Promo seperti ini tidak ditemui pada jasa ojek online lainnya |
| Kepuasan Konsumen (Y) Kottler dalam jurnal Suwardi (2011) Skala: Interval-Likert | *Re-purchase* | Membeli kembali, dimana pelanggan tersebut akan kembali kepada perusahaan untuk mencari barang / jasa. | - Saya melakukan order ulang Grab untuk menunjang keperluan |
| | Menciptaka n *Word-of-Mouth* | Dalam hal ini, pelanggan akan mengatakan hal-hal yang baik tentang perusahaan kepada orang lain | - Saya akan memberi tahu teman saya tentang kelebihan yang diberikan Grab |
| | Menciptaka n Citra Merek | Pelanggan akan kurang bahkan tidak memperhatikan merek dan iklan dari produk pesaing | - Saya akan loyal dan selalu menggunakan fasilitas Grab, bukan jasa ojek online lainnya |
| | Menciptaka n keputusan Pembelian pada Perusahaan yang sama | Membeli produk lain dari perusahaan yang sama. | - Selain memanfaatkan Grabbike, saya juga menggunakan Grabcar, Grabfood dll. |

**I.      Identitas Responden**

1. Nama                      :
2. Jenis Kelamin          :
3. Usia            :
4. Fakulltas-jurusan      :

**II.     Petunjuk Pengisian Kuesioner**

Jawablah pertanyaan dibawah ini dengan mencontreng (**v**) salah satu jawaban yang menurut anda benar sesuai dengan pengetahuan anda. Skripsi berikut mengenai Pengaruh Kualitas Layanan dan Promosi Grab Terhadap Kepuasan Konsumen di Kalangan Mahasiswa Unissula Semarang.

Keterangan :

SS        : Sangat setuju

S          : Setuju

KS        : Kurang Setuju

TS        : Tidak Setuju

STS       : Sangat Tidak Setuju

KUALITAS LAYANAN (X1)

A. Tangible / Bukti Fisik

|     | Pernyataan | SS | S | KS | TS | STS |
|-----|------------|----|----|----|----|-----|
| 1.  | Driver Grabbike menggunakan kendaraan dengan spion lengkap |  |  |  |  |  |
| 2.  | Driver Grabbike menggunakan kendaraan dengan lampu menyala |  |  |  |  |  |
| 3.  | Driver Grabbike menggunakan atribut jaket Grab |  |  |  |  |  |
| 4.  | Driver Grabbike menggunakan masker ketika beroprasi |  |  |  |  |  |
| 5.  | Driver Grabbike berpenampilan rapi |  |  |  |  |  |
| 6.  | Driver Grabbike membawakan helm berlogo Grab untuk konsumennya |  |  |  |  |  |

B. Reliability / Keandalan

|     |            |  |  |  |  |  |
|-----|------------|----|----|----|----|-----|
| 7.  | Driver Grabbike menjemput konsumen sesuai dengan waktu yang terterapada aplikasi |  |  |  |  |  |
| 8.  | Driver Grabbike memahami peta daerah operasinya |  |  |  |  |  |
| 9.  | Driver Grabbike tepat waktu dalam mengantarkan konsumen ke lokasi tujuan |  |  |  |  |  |
| 10. | Driver menawarkan penggunaan GrabPay atau |  |  |  |  |  |

| | | Grab by Ovo | | | | | |
|---|---|---|---|---|---|---|---|

C. Responsiveness / Daya Tanggap

| 11. | Driver Grabbike memberi tanggapan yang baik terhadap keluhan konsumen | | | | | |
|---|---|---|---|---|---|---|
| 12. | Driver Grabbike mengetahui jalan alternatif untuk menhindari macet dan banjir | | | | | |

D. Assurance / Jaminan

| 13. | Grab sebagai layanan ojek online yang memiliki kredibilitas baik | | | | | |
|---|---|---|---|---|---|---|
| 14. | Biaya atau harga layanan Grabbike cenderung stabil | | | | | |
| 15. | Driver bersikap sopan | | | | | |

E. Empathy / Perhatian

| 16. | Pemesanan Grabbike sangat mudah dilakukan | | | | | |
|---|---|---|---|---|---|---|
| 17. | Driver Grabbike menyakan situasi dan kondisi konsumen (misal : terburu–buru atau tidak) | | | | | |
| 18. | Driver Grabbike bersikap ramah | | | | | |

## PROMOSI (X2)

A. Frekuensi Promosi

| 19. | Grab memberi promo potongan harga pada Grabbike secara berkala | | | | | |
|---|---|---|---|---|---|---|

B. Kualitas promosi

| 20. | Promo potongan harga tidak hanya berlaku untuk Grabbike tetapi juga untuk Grab-Car dan Grab-Food | | | | | |
|---|---|---|---|---|---|---|

C. Kuantitas Promosi

| 21. | Promo potongan harga pada Grabbike pada kode promo "Jatenggayeng" sebesar 20%-60% | | | | | |
|---|---|---|---|---|---|---|

D. Waktu Promosi

| 22. | Waktu pemberian promo potongan harga diberikan terus menerus | | | | | |
|---|---|---|---|---|---|---|

E. Ketepatan dan Kesesuaian Sasaran Promosi

| 23. | Promo potongsn harga denga kode "Jatenggayeng" tidak dapat ditemui pada layanan ojek online lain | | | | | |
|---|---|---|---|---|---|---|

KEPUASAN KONSUMEN (Y)

A. Repurchase

| | | | | | | |
|---|---|---|---|---|---|---|
| 24. | Saya melakukan order ulang Grab untuk menunjang keperluan | | | | | |

B. Menciptakan Word of Mouth

| | | | | | | |
|---|---|---|---|---|---|---|
| 25. | Saya akan memberi tahu team saya tentang keuntungan yang diberikan Grab | | | | | |

C. Menciptakan Citra Merek

| | | | | | | |
|---|---|---|---|---|---|---|
| 26. | Saya merasa gelisah dan cemas saat driver Grabbike meminta saya membatalkan orderan dikarenakan macet dan banjir | | | | | |
| 27. | Saya menggunakan layanan Grab, bukan jasa ojek online lain | | | | | |
| 28. | Ketika macet dan banjir, saya lebih merasa aman dan nyaman menggunakan layanan Grab | | | | | |
| 29. | Grab merupakan jasa ojek online yang memiliki kredibilitas bak | | | | | |

D. Menciptakan Keputusan Pembelian pada Perusahaan yang Sama

| | | | | | | |
|---|---|---|---|---|---|---|
| 30. | Selain Grab-bike saya juga sering menggunakan Grab-car dan Grab-food | | | | | |

| No. | Kualitas Layanan (X1) | Promosi (X2) | Kepuasan Konsumen (Y) | Keterangan | | |
|-----|------------------------|--------------|------------------------|---|---|---|
| 1. | 67 | 17 | 24 | T | S | S |
| 2. | 70 | 23 | 39 | T | T | T |
| 3. | 53 | 20 | 32 | S | T | T |
| 4. | 78 | 23 | 37 | T | T | T |
| 5. | 78 | 24 | 40 | T | T | T |
| 6. | 81 | 25 | 37 | T | T | T |
| 7. | 78 | 23 | 35 | T | T | T |
| 8. | 61 | 18 | 31 | S | S | T |
| 9. | 28 | 9 | 17 | R | R | R |
| 10. | 62 | 23 | 30 | S | T | T |
| 11. | 72 | 24 | 34 | T | T | T |
| 12. | 78 | 15 | 38 | T | S | T |
| 13. | 71 | 20 | 35 | T | T | T |
| 14. | 69 | 21 | 33 | T | T | T |
| 15. | 63 | 18 | 28 | T | S | S |
| 16. | 77 | 21 | 30 | T | T | T |
| 17. | 79 | 22 | 32 | T | T | T |
| 18. | 62 | 20 | 32 | S | T | T |
| 19. | 70 | 20 | 32 | T | T | T |
| 20. | 73 | 24 | 34 | T | T | T |
| 21. | 82 | 25 | 40 | T | T | T |
| 22. | 80 | 23 | 39 | T | T | T |
| 23. | 59 | 21 | 23 | S | T | S |
| 24. | 73 | 24 | 29 | T | T | S |
| 25. | 81 | 23 | 37 | T | T | T |
| 26. | 86 | 24 | 40 | T | T | T |
| 27. | 73 | 19 | 30 | T | T | T |
| 28. | 68 | 18 | 36 | T | S | T |
| 29. | 55 | 20 | 30 | S | T | T |
| 30. | 63 | 19 | 31 | T | T | T |
| 31. | 76 | 22 | 30 | T | T | T |
| 32. | 65 | 19 | 28 | T | T | S |
| 33. | 84 | 24 | 37 | T | T | T |
| 34. | 61 | 20 | 32 | S | T | T |
| 35. | 76 | 24 | 32 | T | T | T |
| 36. | 75 | 24 | 35 | T | T | T |
| 37. | 73 | 24 | 29 | T | T | S |
| 38. | 66 | 21 | 28 | T | T | S |
| 39. | 74 | 21 | 31 | T | T | T |

| | | | | | | |
|---|---|---|---|---|---|---|
| 40. | 74 | 24 | 34 | T | T | T |
| 41. | 63 | 21 | 31 | T | T | T |
| 42. | 76 | 23 | 35 | T | T | T |
| 43. | 58 | 13 | 21 | S | S | S |
| 44. | 66 | 18 | 31 | T | S | T |
| 45. | 75 | 20 | 31 | T | T | T |
| 46. | 59 | 21 | 32 | S | T | T |
| 47. | 70 | 23 | 32 | T | T | T |
| 48. | 62 | 18 | 32 | S | S | T |
| 49. | 82 | 25 | 40 | T | T | T |
| 50. | 69 | 19 | 33 | T | T | T |
| 51. | 66 | 21 | 39 | T | T | T |
| 52. | 72 | 21 | 29 | T | T | S |
| 53. | 75 | 21 | 30 | T | T | T |
| 54. | 72 | 22 | 31 | T | T | T |
| 55. | 72 | 22 | 34 | T | T | T |
| 56. | 66 | 21 | 34 | T | T | T |
| 57. | 70 | 19 | 30 | T | T | T |
| 58. | 78 | 21 | 40 | T | T | T |
| 59. | 66 | 23 | 39 | T | T | T |
| 60. | 67 | 18 | 34 | T | S | T |
| 61. | 60 | 22 | 36 | S | T | T |
| 62. | 72 | 20 | 32 | T | T | T |
| 63. | 37 | 7 | 17 | R | R | R |
| 64. | 82 | 25 | 40 | T | T | T |
| 65. | 64 | 20 | 31 | T | T | T |
| 66. | 62 | 21 | 31 | S | T | T |
| 67. | 80 | 24 | 28 | T | T | S |
| 68. | 56 | 20 | 28 | S | T | S |
| 69. | 72 | 25 | 32 | T | T | T |
| 70. | 72 | 25 | 38 | T | T | T |
| 71. | 74 | 21 | 31 | T | T | T |
| 72. | 71 | 20 | 23 | T | T | S |
| 73. | 68 | 20 | 36 | T | T | T |
| 74. | 52 | 16 | 26 | S | S | S |
| 75. | 72 | 25 | 35 | T | T | T |
| 76. | 61 | 19 | 31 | S | T | T |
| 77. | 76 | 22 | 32 | T | T | T |
| 78. | 76 | 24 | 40 | T | T | T |
| 79. | 56 | 21 | 29 | S | T | S |
| 80. | 72 | 17 | 28 | T | S | S |

| | | | | | |
|------|----|----|----|---|---|---|
| 81. | 78 | 19 | 37 | T | T | T |
| 82. | 81 | 23 | 35 | T | T | T |
| 83. | 75 | 22 | 35 | T | T | T |
| 84. | 80 | 25 | 40 | T | T | T |
| 85. | 77 | 25 | 38 | T | T | T |
| 86. | 82 | 20 | 33 | T | T | T |
| 87. | 81 | 20 | 33 | T | T | T |
| 88. | 78 | 24 | 35 | T | T | T |
| 89. | 83 | 25 | 40 | T | T | T |
| 90. | 65 | 16 | 35 | T | S | T |
| 91. | 65 | 19 | 26 | T | T | S |
| 92. | 78 | 23 | 37 | T | T | T |
| 93. | 82 | 25 | 40 | T | T | T |
| 94. | 81 | 24 | 33 | T | T | T |
| 95. | 78 | 22 | 32 | T | T | T |
| 96. | 83 | 19 | 32 | T | T | T |
| 97. | 65 | 20 | 32 | T | T | T |
| 98. | 65 | 25 | 36 | T | T | T |
| 99. | 78 | 19 | 34 | T | T | T |
| 100. | 82 | 20 | 30 | T | T | T |

**HASIL KUESIONER NOMOR ITERM 1-17**

| No. | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 | TOTAL |
|-----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| 1.  | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 5 | 3 | 3 | 3 | 5 | 5 | 3 | 5 | 3 | 3 | 67 |
| 2.  | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 70 |
| 3.  | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 63 |
| 4.  | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 78 |
| 5.  | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 78 |
| 6.  | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 81 |
| 7.  | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 78 |
| 8.  | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 61 |
| 9.  | 3 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 4 | 1 | 2 | 1 | 1 | 2 | 28 |
| 10. | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 62 |
| 11. | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 72 |
| 12. | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 78 |
| 13. | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 1 | 4 | 71 |
| 14. | 5 | 3 | 5 | 2 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 4 | 69 |
| 15. | 5 | 5 | 5 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 63 |
| 16. | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 77 |
| 17. | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 79 |
| 18. | 4 | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 62 |
| 19. | 5 | 5 | 5 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 70 |
| 20. | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 73 |
| 21. | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 82 |
| 22. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 80 |
| 23. | 5 | 4 | 5 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 59 |
| 24. | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 73 |

| # | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 25. | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 81 |
| 26. | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 2 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 68 |
| 27. | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 73 |
| 28. | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 68 |
| 29. | 4 | 4 | 4 | 2 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 55 |
| 30. | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 63 |
| 31. | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 76 |
| 32. | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 65 |
| 33. | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 84 |
| 34. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 61 |
| 35. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 76 |
| 36. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 75 |
| 37. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 73 |
| 38. | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 4 | 3 | 5 | 1 | 3 | 4 | 3 | 5 | 3 | 4 | 66 |
| 39. | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 1 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 74 |
| 40. | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 74 |
| 41. | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 63 |
| 42. | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 76 |
| 43. | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 2 | 3 | 57 |
| 44. | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 66 |
| 45. | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 75 |
| 46. | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 59 |
| 47. | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 70 |
| 48. | 5 | 4 | 4 | 3 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 62 |
| 49. | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 82 |
| 50. | 4 | 4 | 4 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 3 | 69 |
| 51. | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 66 |
| 52. | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 72 |
| 53. | 4 | 4 | 5 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 5 | 4 | 4 | 75 |

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 54. | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 72 |
| 55. | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 4 | 5 | 72 |
| 56. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 66 |
| 57. | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 70 |
| 58. | 5 | 5 | 5 | 3 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 78 |
| 59. | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 66 |
| 60. | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 67 |
| 61. | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 60 |
| 62. | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 63. | 5 | 3 | 5 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 2 | 1 | 1 | 37 |
| 64. | 5 | 3 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 82 |
| 65. | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 64 |
| 66. | 5 | 5 | 5 | 3 | 3 | 4 | 5 | 3 | 5 | 1 | 5 | 4 | 1 | 4 | 5 | 4 | 4 | 62 |
| 67. | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 5 | 80 |
| 68. | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 56 |
| 69. | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 72 |
| 70. | 2 | 1 | 3 | 1 | 2 | 2 | 1 | 2 | 1 | 3 | 1 | 1 | 1 | 2 | 5 | 4 | 5 | 72 |
| 71. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 74 |
| 72. | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 71 |
| 73. | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 2 | 4 | 4 | 4 | 5 | 3 | 4 | 68 |
| 74. | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 52 |
| 75. | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 5 | 4 | 5 | 72 |
| 76. | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 1 | 4 | 61 |
| 77. | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 76 |
| 78. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 76 |
| 79. | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 56 |
| 80. | 5 | 5 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 72 |
| 81. | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 1 | 4 | 4 | 2 | 4 | 78 |
| 82. | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 81 |

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 83. | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 2 | 3 | 3 | 4 | 3 | 4 | 5 | 5 | 75 |
| 84. | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 80 |
| 85. | 5 | 5 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 77 |
| 86. | 4 | 4 | 4 | 2 | 2 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 5 | 82 |
| 87. | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 81 |
| 88. | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 78 |
| 89. | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 83 |
| 90. | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 65 |
| 91. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 2 | 4 | 65 |
| 92. | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 78 |
| 93. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 82 |
| 94. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 81 |
| 95. | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 78 |
| 96. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 83 |
| 97. | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 65 |
| 98. | 5 | 5 | 5 | 3 | 3 | 5 | 2 | 4 | 4 | 3 | 2 | 3 | 2 | 4 | 5 | 5 | 5 | 65 |
| 99. | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 78 |
| 100. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 82 |

**HASIL KUESIONER NOMOR ITERM 18-30**

| No. | P18 | P19 | P20 | P21 | P22 | TOTAL | P23 | P24 | P25 | P26 | P2P | P28 | P29 | P30 | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1. | 3 | 3 | 3 | 5 | 3 | 17 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 2. | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 3. | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4. | 5 | 5 | 5 | 5 | 3 | 23 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 37 |
| 5. | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 6. | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 37 |
| 7. | 5 | 5 | 5 | 5 | 3 | 23 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 35 |
| 8. | 3 | 3 | 4 | 4 | 4 | 18 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 9. | 1 | 1 | 3 | 2 | 2 | 9 | 1 | 2 | 1 | 2 | 4 | 3 | 2 | 2 | 17 |
| 10. | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 30 |
| 11. | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 5 | 5 | 5 | 5 | 2 | 4 | 4 | 34 |
| 12. | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 13. | 5 | 3 | 4 | 5 | 3 | 20 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 35 |
| 14. | 3 | 4 | 5 | 5 | 4 | 21 | 5 | 4 | 3 | 5 | 5 | 3 | 3 | 5 | 33 |
| 15. | 4 | 4 | 3 | 3 | 4 | 18 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 28 |
| 16. | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 30 |
| 17. | 5 | 3 | 5 | 5 | 4 | 22 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 32 |
| 18. | 4 | 3 | 4 | 5 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 19. | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 20. | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 |
| 21. | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 22. | 5 | 5 | 5 | 5 | 3 | 23 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 39 |
| 23. | 4 | 4 | 4 | 5 | 4 | 21 | 3 | 3 | 4 | 4 | 2 | 2 | 4 | 1 | 23 |
| 24. | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 29 |

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 25. | 5 | 3 | 5 | 5 | 5 | 23 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 37 |
| 26. | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 27. | 2 | 3 | 4 | 5 | 5 | 19 | 4 | 4 | 1 | 5 | 4 | 5 | 4 | 3 | 30 |
| 28. | 3 | 3 | 3 | 5 | 4 | 18 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 36 |
| 29. | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 30 |
| 30. | 3 | 2 | 4 | 5 | 5 | 19 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 31 |
| 31. | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 30 |
| 32. | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 28 |
| 33. | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 34. | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 35. | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 32 |
| 36. | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 35 |
| 37. | 4 | 5 | 5 | 5 | 5 | 24 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 29 |
| 38. | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 3 | 2 | 4 | 3 | 5 | 4 | 2 | 28 |
| 39. | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 31 |
| 40. | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 34 |
| 41. | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 31 |
| 42. | 5 | 4 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 35 |
| 43. | 3 | 3 | 3 | 2 | 2 | 13 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 21 |
| 44. | 5 | 4 | 3 | 3 | 3 | 18 | 5 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 31 |
| 45. | 3 | 4 | 4 | 5 | 4 | 20 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 46. | 3 | 4 | 4 | 5 | 5 | 21 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 32 |
| 47. | 5 | 5 | 5 | 5 | 3 | 23 | 4 | 3 | 3 | 5 | 5 | 5 | 4 | 3 | 32 |
| 48. | 4 | 4 | 4 | 4 | 2 | 18 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 32 |
| 49. | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 50. | 4 | 4 | 3 | 5 | 3 | 19 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 33 |
| 51. | 3 | 4 | 4 | 5 | 5 | 21 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 52. | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 29 |
| 53. | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 30 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 54. | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 31 |
| 55. | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 3 | 5 | 3 | 5 | 5 | 4 | 5 | 34 |
| 56. | 3 | 4 | 5 | 5 | 4 | 21 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 34 |
| 57. | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 30 |
| 58. | 5 | 5 | 5 | 5 | 1 | 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 59. | 5 | 5 | 5 | 5 | 3 | 23 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 60. | 3 | 3 | 4 | 5 | 3 | 18 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 34 |
| 61. | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 36 |
| 62. | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 32 |
| 63. | 2 | 1 | 1 | 2 | 1 | 7 | 3 | 1 | 2 | 1 | 2 | 3 | 3 | 2 | 17 |
| 64. | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 65. | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 66. | 5 | 3 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 31 |
| 67. | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 3 | 2 | 4 | 4 | 3 | 4 | 4 | 28 |
| 68. | 4 | 4 | 4 | 4 | 4 | 20 | 2 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 28 |
| 69. | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 70. | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| 71. | 4 | 4 | 5 | 5 | 3 | 21 | 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 31 |
| 72. | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 23 |
| 73. | 3 | 4 | 4 | 5 | 4 | 20 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| 74. | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 2 | 23 |
| 75. | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 36 |
| 76. | 4 | 4 | 4 | 5 | 2 | 19 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 31 |
| 77. | 4 | 5 | 5 | 5 | 3 | 22 | 4 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 32 |
| 78. | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 79. | 4 | 4 | 4 | 5 | 4 | 21 | 3 | 3 | 2 | 4 | 4 | 5 | 4 | 4 | 29 |
| 80. | 3 | 4 | 3 | 4 | 3 | 17 | 4 | 4 | 1 | 4 | 4 | 4 | 3 | 4 | 28 |
| 81. | 3 | 4 | 4 | 4 | 4 | 19 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 37 |
| 82. | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 35 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 83. | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 35 |
| 84. | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 85. | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| 86. | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 33 |
| 87. | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 33 |
| 88. | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 3 | 5 | 4 | 5 | 3 | 5 | 35 |
| 89. | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 90. | 3 | 3 | 4 | 3 | 3 | 16 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 35 |
| 91. | 4 | 3 | 4 | 5 | 3 | 19 | 3 | 3 | 4 | 4 | 3 | 2 | 3 | 4 | 26 |
| 92. | 5 | 5 | 5 | 5 | 3 | 23 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 |
| 93. | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 94. | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 95. | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 96. | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 32 |
| 97. | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 32 |
| 98. | 5 | 5 | 5 | 5 | 5 | 25 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 36 |
| 99. | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 34 |
| 100. | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |

**HASIL SPSS UJI VALIDITAS NO ITEM 1-17**

**Correlations**

| | | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 | VAR00001 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| P1 | Pearson Correlation | 1 | .808** | .745* | .808** | .655* | .609 | .767** | .835** | .651 | .731* | .667* | .477 | .835** | .745* | .672* | .690* | .711* | .841** |
| | Sig. (2-tailed) | | .005 | .013 | .005 | .040 | .062 | .010 | .003 | .042 | .016 | .035 | .163 | .003 | .013 | .033 | .027 | .021 | .002 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P2 | Pearson Correlation | .808** | 1 | .896** | .855** | .764* | .713* | .640* | .887** | .578 | .637* | .635* | .416 | .848** | .602 | .878** | .639* | .625 | .846** |
| | Sig. (2-tailed) | .005 | | .000 | .002 | .010 | .021 | .046 | .001 | .080 | .047 | .049 | .232 | .002 | .066 | .001 | .047 | .053 | .002 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P3 | Pearson Correlation | .745* | .896** | 1 | .896** | .813** | .839** | .724* | .854** | .630 | .784** | .652* | .441 | .836** | .556 | .974** | .739* | .671* | .893** |
| | Sig. (2-tailed) | .013 | .000 | | .000 | .004 | .002 | .018 | .002 | .051 | .007 | .041 | .202 | .003 | .095 | .000 | .015 | .034 | .001 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P4 | Pearson Correlation | .808** | .855** | .896** | 1 | .881** | .713* | .846** | .790** | .709* | .874** | .755* | .416 | .752* | .843** | .878** | .841** | .881** | .936** |
| | Sig. (2-tailed) | .005 | .002 | .000 | | .001 | .021 | .002 | .007 | .022 | .001 | .012 | .232 | .012 | .002 | .001 | .002 | .001 | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P5 | Pearson Correlation | .655* | .764* | .813** | .881** | 1 | .797** | .837** | .781** | .852** | .861** | .825** | .312 | .781** | .781** | .839** | .863** | .879** | .929** |
| | Sig. (2-tailed) | .040 | .010 | .004 | .001 | | .006 | .003 | .008 | .002 | .001 | .003 | .380 | .008 | .008 | .002 | .001 | .001 | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P6 | Pearson Correlation | .609 | .713* | .839** | .713* | .797** | 1 | .735* | .850** | .757* | .681* | .670* | .575 | .703* | .510 | .903** | .739* | .627 | .852** |
| | Sig. (2-tailed) | .062 | .021 | .002 | .021 | .006 | | .015 | .002 | .011 | .030 | .034 | .082 | .023 | .132 | .000 | .015 | .052 | .002 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P7 | Pearson Correlation | .767** | .640* | .724* | .846** | .837** | .735* | 1 | .728* | .861** | .858** | .887** | .395 | .714* | .857** | .717* | .823** | .927** | .910** |
| | Sig. (2-tailed) | .010 | .046 | .018 | .002 | .003 | .015 | | .017 | .001 | .002 | .001 | .258 | .020 | .002 | .020 | .003 | .000 | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P8 | Pearson Correlation | .835** | .887** | .854** | .790** | .781** | .850** | .728* | 1 | .804** | .644* | .669* | .677* | .859** | .641* | .866** | .769** | .696* | .910** |
| | Sig. (2-tailed) | .003 | .001 | .002 | .007 | .008 | .002 | .017 | | .005 | .045 | .034 | .032 | .001 | .046 | .001 | .009 | .025 | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P9 | Pearson Correlation | .651* | .578 | .630 | .709* | .852** | .757* | .861** | .804** | 1 | .685* | .738* | .587 | .681* | .764* | .661* | .809** | .856** | .863** |
| | Sig. (2-tailed) | .042 | .080 | .051 | .022 | .002 | .011 | .001 | .005 | | .029 | .015 | .075 | .030 | .010 | .037 | .005 | .002 | .001 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P10 | Pearson Correlation | .731* | .637* | .784** | .874** | .861** | .681* | .858** | .644* | .685* | 1 | .859** | .151 | .769** | .784** | .755* | .892** | .873** | .882** |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Sig. (2-tailed) | .016 | .047 | .007 | .001 | .001 | .030 | .002 | .045 | .029 | | .001 | .678 | .009 | .007 | .012 | .001 | .001 | .001 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P11 | Pearson Correlation | .667* | .635* | .652* | .755* | .825** | .670* | .887** | .669* | .738* | .859** | 1 | .115 | .765** | .796** | .677* | .846** | .875** | .858** |
| | Sig. (2-tailed) | .035 | .049 | .041 | .012 | .003 | .034 | .001 | .034 | .015 | .001 | | .752 | .010 | .006 | .032 | .002 | .001 | .002 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P12 | Pearson Correlation | .477 | .416 | .441 | .416 | .312 | .575 | .395 | .677* | .587 | .151 | .115 | 1 | .246 | .384 | .493 | .421 | .366 | .498 |
| | Sig. (2-tailed) | .163 | .232 | .202 | .232 | .380 | .082 | .258 | .032 | .075 | .678 | .752 | | .493 | .273 | .148 | .226 | .298 | .143 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P13 | Pearson Correlation | .835** | .848** | .836** | .752* | .781** | .703* | .714* | .859** | .681 | .769** | .765** | .246 | 1 | .560 | .774* | .715* | .662* | .859** |
| | Sig. (2-tailed) | .003 | .002 | .003 | .012 | .008 | .023 | .020 | .001 | .030 | .009 | .010 | .493 | | .092 | .009 | .020 | .037 | .001 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P14 | Pearson Correlation | .745* | .602 | .556 | .843** | .781** | .510 | .857** | .641* | .764* | .784** | .796** | .384 | .560 | 1 | .573 | .842** | .954** | .829** |
| | Sig. (2-tailed) | .013 | .066 | .095 | .002 | .008 | .132 | .002 | .046 | .010 | .007 | .006 | .273 | .092 | | .083 | .002 | .000 | .003 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P15 | Pearson Correlation | .672* | .878** | .974** | .878** | .839** | .903** | .717* | .866** | .661* | .755* | .677* | .493 | .774** | .573 | 1 | .780** | .686* | .899** |
| | Sig. (2-tailed) | .033 | .001 | .000 | .001 | .002 | .000 | .020 | .001 | .037 | .012 | .032 | .148 | .009 | .083 | | .008 | .028 | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P16 | Pearson Correlation | .690* | .639* | .739* | .841** | .863** | .739* | .823** | .769** | .809** | .892** | .846** | .421 | .715* | .842** | .780** | 1 | .919** | .915** |
| | Sig. (2-tailed) | .027 | .047 | .015 | .002 | .001 | .015 | .003 | .009 | .005 | .001 | .002 | .226 | .020 | .002 | .008 | | .000 | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P17 | Pearson Correlation | .711* | .625 | .671* | .881** | .879** | .627 | .927** | .696* | .856** | .873** | .875** | .366 | .662* | .954** | .686* | .919** | 1 | .904** |
| | Sig. (2-tailed) | .021 | .053 | .034 | .001 | .001 | .052 | .000 | .025 | .002 | .001 | .001 | .298 | .037 | .000 | .028 | .000 | | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| VAR00001 | Pearson Correlation | .841** | .846** | .893** | .936** | .929** | .852** | .910** | .910** | .863** | .882** | .858** | .498 | .859** | .829** | .899** | .915** | .904** | 1 |
| | Sig. (2-tailed) | .002 | .002 | .001 | .000 | .000 | .002 | .000 | .000 | .001 | .001 | .002 | .143 | .001 | .003 | .000 | .000 | .000 | |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |

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

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

## HASIL SPSS UJI VALIDITAS NOMOR ITEM 18-22

**Correlations**

| | | P18 | P19 | P20 | P21 | P22 | TOTAL |
|---|---|---|---|---|---|---|---|
| P18 | Pearson Correlation | 1 | 1.000** | .810** | .857** | .527 | .970** |
| | Sig. (2-tailed) | | .000 | .005 | .002 | .117 | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 |
| P19 | Pearson Correlation | 1.000** | 1 | .810** | .857** | .527 | .970** |
| | Sig. (2-tailed) | .000 | | .005 | .002 | .117 | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 |
| P20 | Pearson Correlation | .810** | .810** | 1 | .625 | .555 | .855** |
| | Sig. (2-tailed) | .005 | .005 | | .053 | .096 | .002 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 |
| P21 | Pearson Correlation | .857** | .857** | .625 | 1 | .542 | .891** |
| | Sig. (2-tailed) | .002 | .002 | .053 | | .105 | .001 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 |
| P22 | Pearson Correlation | .527 | .527 | .555 | .542 | 1 | .694* |
| | Sig. (2-tailed) | .117 | .117 | .096 | .105 | | .026 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 |
| TOTAL | Pearson Correlation | .970** | .970** | .855** | .891** | .694* | 1 |
| | Sig. (2-tailed) | .000 | .000 | .002 | .001 | .026 | |
| | N | 10 | 10 | 10 | 10 | 10 | 10 |

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

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

## HASIL SPSS UJI VALIDITAS NOMOR ITEM 23-30

**Correlations**

| | | P23 | P24 | P25 | P26 | P27 | P28 | P29 | P30 | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|
| P23 | Pearson Correlation | 1 | .843** | .811** | .818** | .554 | .803** | .896** | .800** | .901** |
| | Sig. (2-tailed) | | .002 | .004 | .004 | .097 | .005 | .000 | .005 | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P24 | Pearson Correlation | .843** | 1 | .908** | .843** | .620 | .817** | .906** | .906** | .939** |
| | Sig. (2-tailed) | .002 | | .000 | .002 | .056 | .004 | .000 | .000 | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P25 | Pearson Correlation | .811** | .908** | 1 | .943** | .616 | .834** | .836** | .927** | .948** |
| | Sig. (2-tailed) | .004 | .000 | | .000 | .058 | .003 | .003 | .000 | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P26 | Pearson Correlation | .818** | .843** | .943** | 1 | .781** | .896** | .848** | .848** | .953** |
| | Sig. (2-tailed) | .004 | .002 | .000 | | .008 | .000 | .002 | .002 | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P27 | Pearson Correlation | .554 | .620 | .616 | .781** | 1 | .820** | .613 | .613 | .742* |
| | Sig. (2-tailed) | .097 | .056 | .058 | .008 | | .004 | .060 | .060 | .014 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P28 | Pearson Correlation | .803** | .817** | .834** | .896** | .820** | 1 | .909** | .909** | .946** |
| | Sig. (2-tailed) | .005 | .004 | .003 | .000 | .004 | | .000 | .000 | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P29 | Pearson Correlation | .896** | .906** | .836** | .848** | .613 | .909** | 1 | .888** | .945** |
| | Sig. (2-tailed) | .000 | .000 | .003 | .002 | .060 | .000 | | .001 | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| P30 | Pearson Correlation | .800** | .906** | .927** | .848** | .613 | .909** | .888** | 1 | .945** |
| | Sig. (2-tailed) | .005 | .000 | .000 | .002 | .060 | .000 | .001 | | .000 |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| TOTAL | Pearson Correlation | .901** | .939** | .948** | .953** | .742* | .946** | .945** | .945** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .014 | .000 | .000 | .000 | |
| | N | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |

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

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

# HASIL SPSS UJI NORMALITAS

**One-Sample Kolmogorov-Smirnov Test**

|  |  | Unstandardized Residual |
|---|---|---|
| N |  | 100 |
| Normal Parameters[a] | Mean | .0000000 |
|  | Std. Deviation | 3.32057319 |
| Most Extreme Differences | Absolute | .034 |
|  | Positive | .034 |
|  | Negative | -.034 |
| Kolmogorov-Smirnov Z |  | .345 |
| Asymp. Sig. (2-tailed) |  | 1.000 |

a. Test distribution is Normal.

# HASIL SPSS ANALISIS REGRESI LINEAR BERGANDA DAN UJI T

**Coefficients[a]**

| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
|  |  | B | Std. Error | Beta |  |  |
| 1 | (Constant) | 6.647 | 2.613 |  | 2.544 | .013 |
|  | Kualitas Layanan (x1) | .181 | .047 | .365 | 3.843 | .000 |
|  | Promosi (x2) | .633 | .143 | .421 | 4.433 | .000 |

a. Dependent Variable: Kepuasan Konsumen (y)

# HASIL SPSS KOEFISIEN DETERMINAN

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .719[a] | .517 | .507 | 3.35463 |

a. Predictors: (Constant), Promosi (x2), Kualitas Layanan (x1)

b. Dependent Variable: Kepuasan Konsumen (y)