**Lampiran 1**

**Pra Kuisioner**

Responden Yth,

Saya Nathaniel Kevin adalah mahasiswa dari Institut Bisnis dan Informatika Kwik Kian Gie jurusan manajemen pemasaran yang sedang melakukan penelitian mengenai “Pengaruh Kualitas Produk dan Kualitas Layanan Terhadap Kepuasan Konsumen Restoran Shaburi Kelapa Gading”. Oleh karena itu, saya mengharapkan bantuan partisipasi Saudara/I untuk mengisi pertanyaan-pertanyaan kuisioner ini sesuai dengan petunjuk yang telah diberikan. Hasil data semata-mata hanya untuk kepentingan penelitian dan jawaban Saudara/I akan dijaga kerahasiannya. Atas kesediaan Saudara/I saya ucapkan terima kasih.

**Bagian I** Profil Responden

Apakah anda pernah makan di restoran Shaburi?

1. Ya
2. Tidak (Jika tidak maka proses pengisian berhenti sampai disini)

**Petunjuk : Pilihlah dan beri tanda silang (X) pada jawaban anda**

1. Jenis Kelamin Anda :
2. Pria
3. Wanita
4. Berapakah Usia Anda :
5. <17 tahun
6. 17 – 25 tahun
7. 26 – 35 tahun
8. > 35 tahun
9. Pekerjaan Anda :
10. Pelajar
11. Mahasiswa
12. Karyawan
13. Wiraswasta
14. Lain-Lain (sebutkan)

**Bagian II**

Penilaian Kualitas Produk dan Kualitas Layanan Terhadap Kepuasan Konsumen di Restoran Shaburi Kelapa Gading.

**Petunjuk Pengisian : berikanlah tanda *Check-list* pada kolom jawaban yang telah disediakan yang sesuai menurut anda.**

**Keterangan :**

STS = Sangat Tidak Setuju (1)

TS = Tidak Setuju (2)

N = Netral (3)

S = Setuju (4)

SS = Sangat Setuju (5)

**Kualitas Produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| 1 | Shaburi menyediakan menu set *all you can eat* yang bervariasi sesuai dengan kebutuhan konsumen. |  |  |  |  |  |
| 2 | Shaburi menyediakan pilihan kuah shabu-shabu yang bervariasi sesuai dengan selera rasa konsumen. |  |  |  |  |  |
| 3 | Shaburi menyediakan pilihan daging shabu-shabu bervariasi sesuai dengan keinginan konsumen. |  |  |  |  |  |
| 4 | Shaburi menyediakan pilihan hidangan penutup yang bervariasi sesuai dengan selera rasa konsumen. |  |  |  |  |  |
| 5 | Shaburi memiliki daging yang baik. |  |  |  |  |  |
| 6 | Shaburi memiliki sayuran yang segar. |  |  |  |  |  |
| 7 | Rasa makanan dan minuman Shaburi tidak berubah dari waktu ke waktu |  |  |  |  |  |
| 8 | Makanan dan minuman Shaburi memiliki rasa yang sesuai dengan selera pelanggan. |  |  |  |  |  |

**Kualitas Layanan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| 1 | Kesediaan karyawan Shaburi dalam memberikan pelayanan yang tepat sesuai dengan keinginan konsumen. |  |  |  |  |  |
| 2 | Ketepatan karyawan Shaburi dalam mencatat pesanan konsumen |  |  |  |  |  |
| 3 | Respon baik dari karyawan Shaburi dalam menanggapi permintaan konsumen |  |  |  |  |  |
| 4 | Karyawan Shaburi mampu menjelaskan kepada konsumen setiap produk yang terdapat pada menu Shaburi |  |  |  |  |  |
| 5 | Kesopanan karyawan Shaburi dalam berkomunikasi dengan konsumen. |  |  |  |  |  |
| 6 | Keramahan karyawan Shaburi dalam memberikan layanan |  |  |  |  |  |
| 7 | Karyawan Shaburi memahami kebutuhan konsumen |  |  |  |  |  |
| 8 | Karyawan Shaburi rapih dalam berpakaian. |  |  |  |  |  |
| 9 | Peralatan yang digunakan oleh Shaburi dalam kondisi baik |  |  |  |  |  |
| 10 | Fasilitas yang disediakan oleh Shaburi memberikan kenyamanan untuk konsumen |  |  |  |  |  |

**Kepuasan Konsumen**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| 1 | Berdasarkan pengalaman, konsumen Shaburi merasa puas setelah menikmati produk yang ditawarkan oleh Shaburi. |  |  |  |  |  |
| 2 | Berdasarkan pengalaman, konsumen Shaburi puas dengan pelayanan yang diberikan oleh Shaburi. |  |  |  |  |  |
| 3 | Konsumen merasa produk yang ditawarkan oleh Shaburi sesuai dengan harapan konsumen. |  |  |  |  |  |
| 4 | Konsumen merasa pelayanan yang diberikan oleh Shaburi sesuai dengan harapan konsumen |  |  |  |  |  |
| 5 | Konsumen memiliki keinginan untuk makan kembali di Shaburi |  |  |  |  |  |
| 6 | Konsumen memberikan rekomendasi positif kepada orang lain mengenai Shaburi |  |  |  |  |  |

**Lampiran 2**

**Data Pra Kuisioner Kualitas Produk**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 |
| 1 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 5 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 8 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 12 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 |
| 13 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 14 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 16 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 |
| 17 | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 4 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 |
| 19 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 20 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 4 |
| 21 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 |
| 22 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 23 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| 24 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 25 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 |
| 26 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 27 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 28 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 29 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 30 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 |

**Lampiran 3**

**Data Pra Kuisioner Kualitas Layanan**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 3 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 7 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 8 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 12 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 13 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 14 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 16 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 17 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 3 |
| 18 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 |
| 19 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 20 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 21 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 |
| 22 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 23 | 5 | 4 | 4 | 2 | 1 | 5 | 4 | 5 | 4 | 4 |
| 24 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 25 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 26 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 27 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 29 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |

**Lampiran 4**

**Data Pra Kuisioner Kepuasan Konsumen**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| NO | P1 | P2 | P3 | P4 | P5 | P6 |
| 1 | 4 | 4 | 4 | 4 | 3 | 4 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 5 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 3 | 3 | 3 | 2 | 4 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 |
| 7 | 4 | 5 | 4 | 5 | 5 | 5 |
| 8 | 4 | 5 | 4 | 4 | 5 | 4 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 |
| 13 | 5 | 5 | 5 | 5 | 4 | 5 |
| 14 | 3 | 3 | 3 | 3 | 3 | 3 |
| 15 | 5 | 4 | 5 | 4 | 5 | 5 |
| 16 | 4 | 4 | 3 | 3 | 4 | 5 |
| 17 | 3 | 3 | 4 | 3 | 4 | 3 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 |
| 19 | 5 | 4 | 5 | 4 | 5 | 5 |
| 20 | 3 | 3 | 3 | 4 | 3 | 4 |
| 21 | 4 | 4 | 5 | 4 | 4 | 4 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 |
| 23 | 3 | 2 | 4 | 5 | 4 | 4 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 |
| 25 | 4 | 4 | 5 | 5 | 4 | 4 |
| 26 | 5 | 5 | 4 | 4 | 3 | 4 |
| 27 | 4 | 5 | 5 | 3 | 3 | 5 |
| 28 | 5 | 5 | 5 | 5 | 5 | 4 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 |
| 30 | 4 | 3 | 4 | 3 | 4 | 3 |

**Lampiran 5**

**Hasil Uji Validitas dan Reliabilitas Data Pra Kuisioner**

Output validitas kualitas produk

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| P1 | 29.1333 | 10.189 | .624 | .835 |
| P2 | 29.1000 | 10.714 | .535 | .845 |
| P3 | 29.0667 | 9.720 | .721 | .822 |
| P4 | 29.3667 | 10.240 | .579 | .841 |
| P5 | 29.1000 | 11.059 | .506 | .848 |
| P6 | 29.4000 | 9.972 | .747 | .820 |
| P7 | 29.4333 | 11.220 | .443 | .855 |
| P8 | 29.2000 | 10.786 | .644 | .834 |

Output validitas Kualitas Layanan

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| P1 | 36.4000 | 18.869 | .573 | .880 |
| P2 | 36.2667 | 18.409 | .703 | .872 |
| P3 | 36.4333 | 17.771 | .753 | .867 |
| P4 | 36.3667 | 18.654 | .537 | .883 |
| P5 | 36.5333 | 18.189 | .509 | .888 |
| P6 | 36.3667 | 18.447 | .630 | .876 |
| P7 | 36.6000 | 18.248 | .711 | .871 |
| P8 | 36.4333 | 18.392 | .577 | .880 |
| P9 | 36.3667 | 18.378 | .714 | .871 |
| P10 | 36.4333 | 18.875 | .601 | .878 |

Output Validitas Kepuasan Konsumen

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| P1 | 20.5333 | 8.878 | .762 | .854 |
| P2 | 20.6000 | 8.317 | .719 | .860 |
| P3 | 20.4667 | 8.809 | .735 | .857 |
| P4 | 20.6000 | 9.007 | .649 | .871 |
| P5 | 20.6333 | 8.654 | .658 | .871 |
| P6 | 20.5000 | 9.362 | .670 | .868 |

Output reliabilitas kualitas produk

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .855 | 8 |

Output reliabilitas kualitas layanan

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .888 | 10 |

Output reliabilitas kepuasan konsumen

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .883 | 6 |

**Lampiran 6**

**Kuisioner Penelitian**

Responden Yth,

Saya Nathaniel Kevin adalah mahasiswa dari Institut Bisnis dan Informatika Kwik Kian Gie jurusan manajemen pemasaran yang sedang melakukan penelitian mengenai “Pengaruh Kualitas Produk dan Kualitas Layanan Terhadap Kepuasan Konsumen Restoran Shaburi Kelapa Gading”. Oleh karena itu, saya mengharapkan bantuan partisipasi Saudara/I untuk mengisi pertanyaan-pertanyaan kuisioner ini sesuai dengan petunjuk yang telah diberikan. Hasil data semata-mata hanya untuk kepentingan penelitian dan jawaban Saudara/I akan dijaga kerahasiannya. Atas kesediaan Saudara/I saya ucapkan terima kasih.

**Bagian I** Profil Responden

Apakah anda pernah makan di restoran Shaburi?

1. Ya
2. Tidak (Jika tidak maka proses pengisian berhenti sampai disini)

**Petunjuk : Pilihlah dan beri tanda silang (X) pada jawaban anda**

1. Jenis Kelamin Anda :
2. Pria
3. Wanita
4. Berapakah Usia Anda :
5. <17 tahun
6. 17 – 25 tahun
7. 26 – 35 tahun
8. > 35 tahun
9. Pekerjaan Anda :
10. Pelajar
11. Mahasiswa
12. Karyawan
13. Wiraswasta
14. Lain-Lain (sebutkan)

**Bagian II**

Penilaian Kualitas Produk dan Kualitas Layanan Terhadap Kepuasan Konsumen di Restoran Shaburi Kelapa Gading.

**Petunjuk Pengisian : berikanlah tanda *Check-list* pada kolom jawaban yang telah disediakan yang sesuai menurut anda.**

**Keterangan :**

STS = Sangat Tidak Setuju (1)

TS = Tidak Setuju (2)

N = Netral (3)

S = Setuju (4)

SS = Sangat Setuju (5)

**Kualitas Produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| 1 | Shaburi menyediakan menu set *all you can eat* yang bervariasi sesuai dengan kebutuhan konsumen. |  |  |  |  |  |
| 2 | Shaburi menyediakan pilihan kuah shabu-shabu yang bervariasi sesuai dengan selera rasa konsumen. |  |  |  |  |  |
| 3 | Shaburi menyediakan pilihan daging shabu-shabu bervariasi sesuai dengan keinginan konsumen. |  |  |  |  |  |
| 4 | Shaburi menyediakan pilihan hidangan penutup yang bervariasi sesuai dengan selera rasa konsumen. |  |  |  |  |  |
| 5 | Shaburi memiliki daging yang baik. |  |  |  |  |  |
| 6 | Shaburi memiliki sayuran yang segar. |  |  |  |  |  |
| 7 | Rasa makanan dan minuman Shaburi tidak berubah dari waktu ke waktu |  |  |  |  |  |
| 8 | Makanan dan minuman Shaburi memiliki rasa yang sesuai dengan selera pelanggan. |  |  |  |  |  |

**Kualitas Layanan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| 1 | Kesediaan karyawan Shaburi dalam memberikan pelayanan yang tepat sesuai dengan keinginan konsumen. |  |  |  |  |  |
| 2 | Ketepatan karyawan Shaburi dalam mencatat pesanan konsumen |  |  |  |  |  |
| 3 | Respon baik dari karyawan Shaburi dalam menanggapi permintaan konsumen |  |  |  |  |  |
| 4 | Karyawan Shaburi mampu menjelaskan kepada konsumen setiap produk yang terdapat pada menu Shaburi |  |  |  |  |  |
| 5 | Kesopanan karyawan Shaburi dalam berkomunikasi dengan konsumen. |  |  |  |  |  |
| 6 | Keramahan karyawan Shaburi dalam memberikan layanan |  |  |  |  |  |
| 7 | Karyawan Shaburi memahami kebutuhan konsumen |  |  |  |  |  |
| 8 | Karyawan Shaburi rapih dalam berpakaian. |  |  |  |  |  |
| 9 | Peralatan yang digunakan oleh Shaburi dalam kondisi baik |  |  |  |  |  |
| 10 | Fasilitas yang disediakan oleh Shaburi memberikan kenyamanan untuk konsumen |  |  |  |  |  |

**Kepuasan Konsumen**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| 1 | Berdasarkan pengalaman, konsumen Shaburi merasa puas setelah menikmati produk yang ditawarkan oleh Shaburi. |  |  |  |  |  |
| 2 | Berdasarkan pengalaman, konsumen Shaburi puas dengan pelayanan yang diberikan oleh Shaburi. |  |  |  |  |  |
| 3 | Konsumen merasa produk yang ditawarkan oleh Shaburi sesuai dengan harapan konsumen. |  |  |  |  |  |
| 4 | Konsumen merasa pelayanan yang diberikan oleh Shaburi sesuai dengan harapan konsumen |  |  |  |  |  |
| 5 | Konsumen memiliki keinginan untuk makan kembali di Shaburi |  |  |  |  |  |
| 6 | Konsumen memberikan rekomendasi positif kepada orang lain mengenai Shaburi |  |  |  |  |  |

**Lampiran 7**

**Data Kuisioner Profil Responden**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | Apakah anda pernah makan di restoran Shaburi? | Jenis Kelamin | Usia | Jenis Pekerjaan |
| 1 | Ya | Pria | 17 - 25 tahun | Wiraswasta |
| 2 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 3 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 4 | Ya | Pria | 17 - 25 tahun | Wiraswasta |
| 5 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 6 | Ya | Wanita | 17 - 25 tahun | Karyawan |
| 7 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 8 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 9 | Ya | Wanita | 17 - 25 tahun | Karyawan |
| 10 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 11 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 12 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 13 | Ya | Pria | 17 - 25 tahun | Karyawan |
| 14 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 15 | Ya | Pria | 17 - 25 tahun | Wiraswasta |
| 16 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 17 | Ya | Pria | 17 - 25 tahun | Karyawan |
| 18 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 19 | Ya | Wanita | 17 - 25 tahun | Karyawan |
| 20 | Ya | Wanita | <17 tahun | Mahasiswa |
| 21 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 22 | Ya | Wanita | 17 - 25 tahun | Pelajar |
| 23 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 24 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 25 | Ya | Pria | <17 tahun | Pelajar |
| 26 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 27 | Ya | Pria | 17 - 25 tahun | Wiraswasta |
| 28 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 29 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 30 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 31 | Ya | Wanita | 17 - 25 tahun | Karyawan |
| 32 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 33 | Ya | Wanita | 17 - 25 tahun | Karyawan |
| 34 | Ya | Pria | 17 - 25 tahun | Karyawan |
| 35 | Ya | Pria | 26 - 35 tahun | Karyawan |
| 36 | Ya | Wanita | 17 - 25 tahun | Pelajar |
| 37 | Ya | Pria | <17 tahun | Pelajar |
| 38 | Ya | Pria | 26 - 35 tahun | Wiraswasta |
| 39 | Ya | Pria | 26 - 35 tahun | Wiraswasta |
| 40 | Ya | Pria | >35 tahun | Karyawan |
| 41 | Ya | Wanita | 26 - 35 tahun | Karyawan |
| 42 | Ya | Wanita | >35 tahun | Karyawan |
| 43 | Ya | Wanita | >35 tahun | Wiraswasta |
| 44 | Ya | Pria | <17 tahun | Pelajar |
| 45 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 46 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 47 | Ya | Pria | 26 - 35 tahun | Karyawan |
| 48 | Ya | Wanita | 26 - 35 tahun | Karyawan |
| 49 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 50 | Ya | Wanita | >35 tahun | Wiraswasta |
| 51 | Ya | Pria | >35 tahun | Karyawan |
| 52 | Ya | Pria | 26 - 35 tahun | Lainnya |
| 53 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 54 | Ya | Pria | >35 tahun | Lainnya |
| 55 | Ya | Pria | < 17 tahun | Pelajar |
| 56 | Ya | Wanita | 17 - 25 tahun | Pelajar |
| 57 | Ya | Pria | <17 tahun | Pelajar |
| 58 | Ya | Wanita | 26 - 35 tahun | Karyawan |
| 59 | Ya | Wanita | 26 - 35 tahun | Karyawan |
| 60 | Ya | Wanita | 26 - 35 tahun | Karyawan |
| 61 | Ya | Wanita | >35 tahun | Lainnya |
| 62 | Ya | Wanita | 26 - 35 tahun | Lainnya |
| 63 | Ya | Pria | 26 - 35 tahun | Lainnya |
| 64 | Ya | Wanita | >35 tahun | Karyawan |
| 65 | Ya | Pria | >35 tahun | Lainnya |
| 66 | Ya | Pria | >35 tahun | Lainnya |
| 67 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 68 | Ya | Wanita | 17 - 25 tahun | Pelajar |
| 69 | Ya | Pria | 17 - 25 tahun | Pelajar |
| 70 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 71 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 72 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 73 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 74 | Ya | Wanita | 26 - 35 tahun | Karyawan |
| 75 | Ya | Pria | 26 - 35 tahun | Karyawan |
| 76 | Ya | Wanita | >35 tahun | Karyawan |
| 77 | Ya | Pria | <17 tahun | Pelajar |
| 78 | Ya | Wanita | <17 tahun | Pelajar |
| 79 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 80 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 81 | Ya | Pria | 17 - 25 tahun | Karyawan |
| 82 | Ya | Pria | 17 - 25 tahun | Karyawan |
| 83 | Ya | Pria | 17 - 25 tahun | Wiraswasta |
| 84 | Ya | Pria | 17 - 25 tahun | Wiraswasta |
| 85 | Ya | Wanita | 26 - 35 tahun | Wiraswasta |
| 86 | Ya | Wanita | 26 - 35 tahun | Karyawan |
| 87 | Ya | Wanita | >35 tahun | Karyawan |
| 88 | Ya | Pria | >35 tahun | Lainnya |
| 89 | Ya | Pria | 26 - 35 tahun | Karyawan |
| 90 | Ya | Wanita | 26 - 35 tahun | Karyawan |
| 91 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 92 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 93 | Ya | Wanita | 17 - 25 tahun | Mahasiswa |
| 94 | Ya | Pria | 17 - 25 tahun | Mahasiswa |
| 95 | Ya | Pria | >35 tahun | Wiraswasta |
| 96 | Ya | Pria | >35 tahun | Karyawan |
| 97 | Ya | Wanita | >35 tahun | Lainnya |
| 98 | Ya | Wanita | 26 - 35 tahun | Karyawan |
| 99 | Ya | Pria | 26 - 35 tahun | Wiraswasta |
| 100 | Ya | Wanita | 26 - 35 tahun | Karyawan |

**Lampiran 8**

**Data Kuisioner Kualitas Produk**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 |
| 1 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 5 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 5 | 2 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 8 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 |
| 12 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 |
| 13 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 14 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 16 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 |
| 17 | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 4 |
| 18 | 5 | 2 | 5 | 5 | 5 | 5 | 3 | 4 |
| 19 | 5 | 4 | 5 | 4 | 5 | 5 | 1 | 5 |
| 20 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 4 |
| 21 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 |
| 22 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 23 | 4 | 5 | 2 | 4 | 5 | 5 | 4 | 5 |
| 24 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 25 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 |
| 26 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 27 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 2 |
| 28 | 4 | 4 | 4 | 4 | 5 | 1 | 4 | 4 |
| 29 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 30 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 |
| 31 | 5 | 5 | 5 | 4 | 2 | 4 | 4 | 4 |
| 32 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 33 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| 34 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 4 |
| 35 | 5 | 3 | 4 | 3 | 3 | 4 | 4 | 5 |
| 36 | 3 | 5 | 4 | 4 | 4 | 3 | 3 | 5 |
| 37 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 |
| 38 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 3 |
| 39 | 2 | 3 | 4 | 4 | 4 | 2 | 3 | 5 |
| 40 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 5 |
| 41 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 5 |
| 42 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| 43 | 4 | 2 | 4 | 5 | 2 | 4 | 4 | 4 |
| 44 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 4 |
| 45 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 5 |
| 46 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 |
| 47 | 5 | 3 | 5 | 4 | 3 | 5 | 4 | 3 |
| 48 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 5 |
| 49 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 4 |
| 50 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 |
| 52 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 5 |
| 53 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 |
| 54 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 3 |
| 55 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 4 |
| 56 | 2 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 57 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 3 |
| 58 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 59 | 3 | 3 | 3 | 3 | 4 | 4 | 5 | 4 |
| 60 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 3 |
| 61 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 4 |
| 62 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 5 |
| 63 | 2 | 3 | 4 | 3 | 3 | 4 | 3 | 4 |
| 64 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 |
| 65 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 |
| 66 | 4 | 2 | 3 | 4 | 3 | 3 | 3 | 4 |
| 67 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 4 |
| 68 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 4 |
| 69 | 5 | 4 | 2 | 5 | 4 | 4 | 4 | 5 |
| 70 | 3 | 3 | 4 | 4 | 3 | 2 | 5 | 4 |
| 71 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 3 |
| 72 | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 4 |
| 73 | 4 | 5 | 4 | 4 | 4 | 3 | 2 | 3 |
| 74 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 3 |
| 75 | 2 | 4 | 5 | 4 | 3 | 4 | 3 | 5 |
| 76 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 3 |
| 77 | 4 | 4 | 3 | 5 | 2 | 5 | 4 | 3 |
| 78 | 3 | 3 | 4 | 3 | 5 | 4 | 3 | 4 |
| 79 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 4 |
| 80 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 5 |
| 81 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 4 |
| 82 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 83 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 5 |
| 84 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 3 |
| 85 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 5 |
| 86 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 |
| 87 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 4 |
| 88 | 4 | 4 | 4 | 5 | 3 | 2 | 4 | 4 |
| 89 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 |
| 90 | 4 | 5 | 2 | 5 | 4 | 4 | 3 | 5 |
| 91 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 4 |
| 92 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 4 |
| 93 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 |
| 94 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 4 |
| 95 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 96 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 3 |
| 97 | 4 | 5 | 3 | 3 | 3 | 4 | 3 | 4 |
| 98 | 3 | 5 | 4 | 3 | 5 | 4 | 5 | 4 |
| 99 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 |
| 100 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 3 |

**Lampiran 9**

**Data Kuisioner Kualitas Layanan**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 3 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 7 | 1 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 8 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 |
| 9 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 12 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 13 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 14 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 16 | 2 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 17 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 3 |
| 18 | 4 | 2 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 |
| 19 | 4 | 1 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 20 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 21 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 |
| 22 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 23 | 5 | 4 | 4 | 2 | 1 | 5 | 4 | 5 | 4 | 4 |
| 24 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 25 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 26 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 27 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 29 | 2 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 31 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 32 | 4 | 2 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 33 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 34 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 5 |
| 35 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 5 |
| 36 | 3 | 3 | 5 | 4 | 3 | 3 | 5 | 5 | 4 | 4 |
| 37 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 5 |
| 38 | 5 | 4 | 2 | 3 | 5 | 4 | 4 | 5 | 5 | 5 |
| 39 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 5 |
| 40 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 3 |
| 41 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 5 | 5 | 4 |
| 42 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 43 | 3 | 3 | 3 | 5 | 3 | 4 | 4 | 3 | 3 | 4 |
| 44 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 45 | 5 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 4 |
| 46 | 5 | 4 | 4 | 3 | 3 | 5 | 4 | 5 | 2 | 4 |
| 47 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 3 |
| 48 | 3 | 1 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 3 |
| 49 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 5 | 3 |
| 50 | 5 | 5 | 3 | 5 | 3 | 5 | 3 | 4 | 4 | 4 |
| 51 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 2 |
| 52 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 3 |
| 53 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 |
| 54 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 |
| 55 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 4 |
| 56 | 3 | 2 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 |
| 57 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 58 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 3 |
| 59 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 |
| 60 | 3 | 5 | 5 | 4 | 5 | 3 | 3 | 3 | 5 | 1 |
| 61 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 3 | 3 | 4 |
| 62 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 3 | 5 | 3 |
| 63 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 5 |
| 64 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 5 |
| 65 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 5 | 5 | 5 |
| 66 | 5 | 4 | 5 | 5 | 5 | 5 | 2 | 3 | 5 | 5 |
| 67 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 2 | 5 | 4 |
| 68 | 3 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 1 |
| 69 | 5 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 4 |
| 70 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 2 | 2 |
| 71 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 |
| 72 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 73 | 4 | 2 | 4 | 3 | 3 | 5 | 2 | 3 | 4 | 3 |
| 74 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 |
| 75 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 3 |
| 76 | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 3 | 4 | 4 |
| 77 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 78 | 3 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 2 | 4 |
| 79 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 1 |
| 80 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 3 |
| 81 | 3 | 4 | 3 | 4 | 5 | 5 | 3 | 5 | 4 | 5 |
| 82 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 3 | 3 | 5 |
| 83 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 3 | 3 |
| 84 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 4 |
| 85 | 5 | 5 | 4 | 4 | 4 | 3 | 2 | 3 | 4 | 3 |
| 86 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 3 |
| 87 | 3 | 3 | 3 | 5 | 3 | 4 | 3 | 3 | 4 | 4 |
| 88 | 5 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 4 |
| 89 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 2 | 3 | 5 |
| 90 | 4 | 5 | 1 | 3 | 3 | 5 | 5 | 4 | 3 | 5 |
| 91 | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 1 | 5 | 3 |
| 92 | 3 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 4 |
| 93 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 3 |
| 94 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 3 |
| 95 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 4 |
| 96 | 5 | 5 | 4 | 3 | 4 | 4 | 2 | 3 | 3 | 5 |
| 97 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 3 | 3 |
| 98 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 5 |
| 99 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 |
| 100 | 5 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 |

**Lampiran 10**

**Data Kuisioner Kepuasan Konsumen**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Responden | P1 | P2 | P3 | P4 | P5 | P6 |
| 1 | 4 | 4 | 4 | 4 | 3 | 4 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 5 | 4 | 5 | 4 | 4 | 4 |
| 4 | 2 | 3 | 3 | 3 | 2 | 4 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 |
| 7 | 4 | 5 | 4 | 5 | 5 | 5 |
| 8 | 4 | 5 | 4 | 4 | 5 | 4 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 |
| 10 | 2 | 4 | 2 | 4 | 4 | 4 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 |
| 13 | 5 | 5 | 5 | 5 | 4 | 5 |
| 14 | 3 | 2 | 3 | 3 | 3 | 3 |
| 15 | 5 | 4 | 5 | 4 | 5 | 5 |
| 16 | 4 | 4 | 3 | 3 | 4 | 5 |
| 17 | 3 | 3 | 2 | 3 | 4 | 3 |
| 18 | 2 | 5 | 5 | 5 | 5 | 5 |
| 19 | 5 | 4 | 5 | 4 | 5 | 5 |
| 20 | 3 | 3 | 3 | 4 | 3 | 4 |
| 21 | 4 | 4 | 5 | 4 | 4 | 4 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 |
| 23 | 3 | 2 | 4 | 5 | 4 | 4 |
| 24 | 2 | 4 | 4 | 4 | 4 | 4 |
| 25 | 4 | 4 | 5 | 5 | 4 | 4 |
| 26 | 5 | 2 | 4 | 4 | 3 | 4 |
| 27 | 4 | 5 | 5 | 3 | 3 | 5 |
| 28 | 5 | 5 | 5 | 5 | 5 | 4 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 |
| 30 | 4 | 3 | 2 | 3 | 4 | 3 |
| 31 | 5 | 5 | 4 | 4 | 4 | 4 |
| 32 | 5 | 5 | 5 | 5 | 5 | 5 |
| 33 | 1 | 4 | 4 | 4 | 4 | 4 |
| 34 | 4 | 4 | 5 | 5 | 3 | 4 |
| 35 | 5 | 4 | 5 | 5 | 5 | 4 |
| 36 | 5 | 4 | 4 | 4 | 5 | 5 |
| 37 | 4 | 4 | 4 | 5 | 3 | 5 |
| 38 | 5 | 2 | 3 | 4 | 5 | 4 |
| 39 | 4 | 4 | 4 | 4 | 3 | 4 |
| 40 | 3 | 5 | 4 | 4 | 5 | 4 |
| 41 | 3 | 4 | 5 | 3 | 4 | 4 |
| 42 | 5 | 5 | 4 | 5 | 4 | 5 |
| 43 | 4 | 4 | 3 | 3 | 5 | 4 |
| 44 | 5 | 5 | 4 | 3 | 3 | 4 |
| 45 | 4 | 3 | 3 | 4 | 5 | 4 |
| 46 | 4 | 5 | 5 | 4 | 4 | 5 |
| 47 | 4 | 4 | 4 | 5 | 5 | 3 |
| 48 | 4 | 4 | 4 | 5 | 5 | 3 |
| 49 | 4 | 3 | 4 | 4 | 4 | 3 |
| 50 | 4 | 3 | 5 | 4 | 3 | 3 |
| 51 | 4 | 5 | 4 | 3 | 3 | 4 |
| 52 | 5 | 3 | 4 | 5 | 4 | 4 |
| 53 | 3 | 4 | 3 | 4 | 5 | 5 |
| 54 | 3 | 3 | 3 | 4 | 4 | 4 |
| 55 | 4 | 4 | 3 | 3 | 5 | 3 |
| 56 | 4 | 4 | 4 | 3 | 4 | 4 |
| 57 | 3 | 3 | 4 | 4 | 4 | 5 |
| 58 | 4 | 3 | 4 | 5 | 4 | 5 |
| 59 | 4 | 5 | 4 | 4 | 4 | 5 |
| 60 | 3 | 4 | 5 | 3 | 4 | 3 |
| 61 | 4 | 5 | 5 | 4 | 5 | 5 |
| 62 | 5 | 5 | 3 | 3 | 4 | 3 |
| 63 | 3 | 4 | 4 | 5 | 5 | 4 |
| 64 | 4 | 3 | 3 | 4 | 4 | 3 |
| 65 | 4 | 4 | 3 | 5 | 4 | 4 |
| 66 | 5 | 4 | 3 | 5 | 4 | 5 |
| 67 | 3 | 5 | 5 | 5 | 3 | 4 |
| 68 | 5 | 5 | 4 | 3 | 5 | 3 |
| 69 | 5 | 5 | 4 | 5 | 5 | 5 |
| 70 | 3 | 3 | 3 | 5 | 4 | 4 |
| 71 | 4 | 5 | 5 | 4 | 4 | 4 |
| 72 | 3 | 3 | 3 | 4 | 4 | 3 |
| 73 | 4 | 5 | 4 | 3 | 2 | 4 |
| 74 | 3 | 5 | 4 | 3 | 4 | 3 |
| 75 | 3 | 4 | 4 | 5 | 5 | 3 |
| 76 | 4 | 4 | 3 | 5 | 3 | 4 |
| 77 | 3 | 5 | 4 | 4 | 4 | 4 |
| 78 | 5 | 3 | 3 | 4 | 5 | 4 |
| 79 | 3 | 4 | 3 | 4 | 4 | 3 |
| 80 | 5 | 4 | 3 | 5 | 3 | 5 |
| 81 | 3 | 4 | 5 | 4 | 4 | 5 |
| 82 | 4 | 3 | 4 | 2 | 4 | 3 |
| 83 | 4 | 5 | 4 | 5 | 3 | 4 |
| 84 | 4 | 5 | 5 | 3 | 4 | 3 |
| 85 | 4 | 4 | 5 | 5 | 5 | 3 |
| 86 | 5 | 4 | 4 | 3 | 5 | 4 |
| 87 | 4 | 4 | 5 | 3 | 4 | 3 |
| 88 | 3 | 4 | 3 | 4 | 2 | 4 |
| 89 | 5 | 4 | 3 | 5 | 4 | 4 |
| 90 | 4 | 4 | 5 | 3 | 4 | 3 |
| 91 | 5 | 4 | 5 | 4 | 3 | 4 |
| 92 | 5 | 4 | 5 | 5 | 5 | 4 |
| 93 | 5 | 5 | 5 | 5 | 4 | 4 |
| 94 | 4 | 4 | 4 | 5 | 3 | 3 |
| 95 | 4 | 3 | 3 | 5 | 4 | 3 |
| 96 | 5 | 4 | 3 | 3 | 4 | 3 |
| 97 | 3 | 5 | 3 | 2 | 4 | 3 |
| 98 | 5 | 4 | 4 | 3 | 4 | 4 |
| 99 | 3 | 5 | 5 | 3 | 3 | 4 |
| 100 | 5 | 3 | 5 | 4 | 4 | 3 |

**Lampiran 11**

**Tabel Frekuensi Profil Responden**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Jenis Kelamin** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pria | 53 | 53.0 | 53.0 | 53.0 |
| Wanita | 47 | 47.0 | 47.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Usia** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | <17 tahun | 8 | 8.0 | 8.0 | 8.0 |
| 17-25 tahun | 55 | 55.0 | 55.0 | 63.0 |
| 26-35 tahun | 21 | 21.0 | 21.0 | 84.0 |
| >35 tahun | 16 | 16.0 | 16.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Jenis Pekerjaan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pelajar | 12 | 12.0 | 12.0 | 12.0 |
| Mahasiswa | 35 | 35.0 | 35.0 | 47.0 |
| Karyawan | 31 | 31.0 | 31.0 | 78.0 |
| Wiraswasta | 13 | 13.0 | 13.0 | 91.0 |
| Lainnya | 9 | 9.0 | 9.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Lampiran 12**

**Tabel Frekuensi Kualitas Produk**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Shaburi menyediakan menu set *all you can eat* yang bervariasi sesuai dengan kebutuhan konsumen.** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 5 | 5.0 | 5.0 | 5.0 |
| Netral | 17 | 17.0 | 17.0 | 22.0 |
| Setuju | 46 | 46.0 | 46.0 | 68.0 |
| Sangat Setuju | 32 | 32.0 | 32.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Shaburi menyediakan pilihan kuah shabu-shabu yang bervariasi sesuai dengan selera rasa konsumen.** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| Netral | 17 | 17.0 | 17.0 | 20.0 |
| Setuju | 46 | 46.0 | 46.0 | 66.0 |
| Sangat Setuju | 34 | 34.0 | 34.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Shaburi menyediakan pilihan daging shabu-shabu bervariasi sesuai dengan keinginan konsumen** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| Netral | 18 | 18.0 | 18.0 | 21.0 |
| Setuju | 49 | 49.0 | 49.0 | 70.0 |
| Sangat Setuju | 30 | 30.0 | 30.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Shaburi menyediakan pilihan hidangan penutup yang bervariasi sesuai dengan selera rasa konsumen** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Netral | 27 | 27.0 | 27.0 | 27.0 |
| Setuju | 47 | 47.0 | 47.0 | 74.0 |
| Sangat Setuju | 26 | 26.0 | 26.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Shaburi memiliki daging yang baik.** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 4.0 | 4.0 | 4.0 |
| Netral | 24 | 24.0 | 24.0 | 28.0 |
| Setuju | 42 | 42.0 | 42.0 | 70.0 |
| Sangat Setuju | 30 | 30.0 | 30.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Shaburi memiliki sayuran yang segar.** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 3 | 3.0 | 3.0 | 4.0 |
| Netral | 26 | 26.0 | 26.0 | 30.0 |
| Setuju | 50 | 50.0 | 50.0 | 80.0 |
| Sangat Setuju | 20 | 20.0 | 20.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Rasa makanan dan minuman Shaburi tidak berubah dari waktu ke waktu** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 3 | 3.0 | 3.0 | 4.0 |
| Netral | 32 | 32.0 | 32.0 | 36.0 |
| Setuju | 42 | 42.0 | 42.0 | 78.0 |
| Sangat Setuju | 22 | 22.0 | 22.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Makanan dan minuman Shaburi memiliki rasa yang sesuai dengan selera pelanggan.** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Netral | 21 | 21.0 | 21.0 | 23.0 |
| Setuju | 53 | 53.0 | 53.0 | 76.0 |
| Sangat Setuju | 24 | 24.0 | 24.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Lampiran 13**

**Tabel Frekuensi Kualitas Layanan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Kesediaan karyawan Shaburi dalam memberikan pelayanan yang tepat sesuai dengan keinginan konsumen.** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 3 | 3.0 | 3.0 | 4.0 |
| Netral | 29 | 29.0 | 29.0 | 33.0 |
| Setuju | 38 | 38.0 | 38.0 | 71.0 |
| Sangat Setuju | 29 | 29.0 | 29.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ketepatan karyawan Shaburi dalam mencatat pesanan konsumen** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Tidak Setuju | 4 | 4.0 | 4.0 | 6.0 |
| Netral | 17 | 17.0 | 17.0 | 23.0 |
| Setuju | 45 | 45.0 | 45.0 | 68.0 |
| Sangat Setuju | 32 | 32.0 | 32.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Respon baik dari karyawan Shaburi dalam menanggapi permintaan konsumen** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 1 | 1.0 | 1.0 | 2.0 |
| Netral | 27 | 27.0 | 27.0 | 29.0 |
| Setuju | 49 | 49.0 | 49.0 | 78.0 |
| Sangat Setuju | 22 | 22.0 | 22.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Karyawan Shaburi mampu menjelaskan kepada konsumen setiap produk yang terdapat pada menu Shaburi** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Netral | 25 | 25.0 | 25.0 | 26.0 |
| Setuju | 47 | 47.0 | 47.0 | 73.0 |
| Sangat Setuju | 27 | 27.0 | 27.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Kesopanan karyawan Shaburi dalam berkomunikasi dengan konsumen.** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Netral | 20 | 20.0 | 20.0 | 21.0 |
| Setuju | 47 | 47.0 | 47.0 | 68.0 |
| Sangat Setuju | 32 | 32.0 | 32.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Keramahan karyawan Shaburi dalam memberikan layanan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Netral | 19 | 19.0 | 19.0 | 19.0 |
| Setuju | 46 | 46.0 | 46.0 | 65.0 |
| Sangat Setuju | 35 | 35.0 | 35.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Karyawan Shaburi memahami kebutuhan konsumen** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 4.0 | 4.0 | 4.0 |
| Netral | 26 | 26.0 | 26.0 | 30.0 |
| Setuju | 46 | 46.0 | 46.0 | 76.0 |
| Sangat Setuju | 24 | 24.0 | 24.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Karyawan Shaburi rapih dalam berpakaian.** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 2 | 2.0 | 2.0 | 3.0 |
| Netral | 28 | 28.0 | 28.0 | 31.0 |
| Setuju | 35 | 35.0 | 35.0 | 66.0 |
| Sangat Setuju | 34 | 34.0 | 34.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Peralatan yang digunakan oleh Shaburi dalam kondisi baik** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 4.0 | 4.0 | 4.0 |
| Netral | 25 | 25.0 | 25.0 | 29.0 |
| Setuju | 43 | 43.0 | 43.0 | 72.0 |
| Sangat Setuju | 28 | 28.0 | 28.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Fasilitas yang disediakan oleh Shaburi memberikan kenyamanan untuk konsumen** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| Tidak Setuju | 2 | 2.0 | 2.0 | 5.0 |
| Netral | 24 | 24.0 | 24.0 | 29.0 |
| Setuju | 45 | 45.0 | 45.0 | 74.0 |
| Sangat Setuju | 26 | 26.0 | 26.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Lampiran 14**

**Tabel Frekuensi Kepuasan Konsumen**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Berdasarkan pengalaman, konsumen Shaburi merasa puas setelah menikmati produk yang ditawarkan oleh Shaburi** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 4 | 4.0 | 4.0 | 5.0 |
| Netral | 23 | 23.0 | 23.0 | 28.0 |
| Setuju | 42 | 42.0 | 42.0 | 70.0 |
| Sangat Setuju | 30 | 30.0 | 30.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Berdasarkan pengalaman, konsumen Shaburi puas dengan pelayanan yang diberikan oleh Shaburi.** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 4.0 | 4.0 | 4.0 |
| Netral | 19 | 19.0 | 19.0 | 23.0 |
| Setuju | 46 | 46.0 | 46.0 | 69.0 |
| Sangat Setuju | 31 | 31.0 | 31.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Konsumen merasa produk yang ditawarkan oleh Shaburi sesuai dengan harapan konsumen.** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| Netral | 26 | 26.0 | 26.0 | 29.0 |
| Setuju | 40 | 40.0 | 40.0 | 69.0 |
| Sangat Setuju | 31 | 31.0 | 31.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Konsumen merasa pelayanan yang diberikan oleh Shaburi sesuai dengan harapan konsumen** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Netral | 25 | 25.0 | 25.0 | 27.0 |
| Setuju | 39 | 39.0 | 39.0 | 66.0 |
| Sangat Setuju | 34 | 34.0 | 34.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Konsumen memiliki keinginan untuk makan kembali di Shaburi** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| Netral | 19 | 19.0 | 19.0 | 22.0 |
| Setuju | 49 | 49.0 | 49.0 | 71.0 |
| Sangat Setuju | 29 | 29.0 | 29.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pelanggan memberikan rekomendasi positif kepada orang lain mengenai Shaburi** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Netral | 27 | 27.0 | 27.0 | 27.0 |
| Setuju | 50 | 50.0 | 50.0 | 77.0 |
| Sangat Setuju | 23 | 23.0 | 23.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Lampiran 15**

**Tabel Hasil Uji Asumsi Klasik**

**Uji Normalitas**

|  |  |  |  |
| --- | --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | | |
|  | | | Unstandardized Residual |
| N | | | 100 |
| Normal Parametersa,b | Mean | | .0000000 |
| Std. Deviation | | 2.43182181 |
| Most Extreme Differences | Absolute | | .052 |
| Positive | | .048 |
| Negative | | -.052 |
| Test Statistic | | | .052 |
| Asymp. Sig. (2-tailed) | | | .200c,d |
| Monte Carlo Sig. (2-tailed) | Sig. | | .950e |
| 95% Confidence Interval | Lower Bound | .907 |
| Upper Bound | .993 |
| a. Test distribution is Normal. | | | |
| b. Calculated from data. | | | |
| c. Lilliefors Significance Correction. | | | |
| d. This is a lower bound of the true significance. | | | |
| e. Based on 100 sampled tables with starting seed 299883525. | | | |

**Uji Multikolinieritas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 3.607 | 3.539 |  | 1.019 | .311 |  |  |
| Kualitas Produk | .283 | .086 | .296 | 3.307 | .001 | .953 | 1.049 |
| Kualitas Layanan | .287 | .073 | .352 | 3.926 | .000 | .953 | 1.049 |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | | | |

**Uji Heteroskedastisitas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 2.655 | 2.111 |  | 1.258 | .211 |
| Kualitas Produk | -.031 | .051 | -.063 | -.602 | .548 |
| Kualitas Layanan | .007 | .044 | .016 | .151 | .880 |
| a. Dependent Variable: RES2 | | | | | | |

**Uji Autokorelasi**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .507a | .257 | .242 | 2.457 | 2.135 |
| a. Predictors: (Constant), Kualitas Layanan, Kualitas Produk | | | | | |
| b. Dependent Variable: Kepuasan Konsumen | | | | | |

**Lampiran 16**

**Tabel Hasil Uji Analisis Regresi**

**Uji Keberartian Model (Uji F)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 202.378 | 2 | 101.189 | 16.765 | .000b |
| Residual | 585.462 | 97 | 6.036 |  |  |
| Total | 787.840 | 99 |  |  |  |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | |
| b. Predictors: (Constant), Kualitas Layanan, Kualitas Produk | | | | | | |

**Uji Signifikansi Koefisien (Uji t)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3.607 | 3.539 |  | 1.019 | .311 |
| Kualitas Produk | .283 | .086 | .296 | 3.307 | .001 |
| Kualitas Layanan | .287 | .073 | .352 | 3.926 | .000 |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | |

**Uji Koefisien Determinasi (R2)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .507a | .257 | .242 | 2.457 | 2.135 |
| a. Predictors: (Constant), Kualitas Layanan, Kualitas Produk | | | | | |
| b. Dependent Variable: Kepuasan Konsumen | | | | | |