**DAFTAR LAMPIRAN**

Lampiran 1 Pra Kuesioner....79

Lampiran 2 Kuesioner Penelitian.............................................................................................. 81

Lampiran 3 Input Data Pra Kuesioner.......................................................................................84

Lampiran 4 Hasil Uji Validitas dan Reliabilitas...85

Lampiran 5 Input Data Kuesioner..............................................................................................88

Lampiran 6 Profil Responden....................................................................................................96

Lampiran 7 Table Frekuensi Profil Responden.........................................................................97

Lampiran 8 Tabel Frekuensi Kualitas Layanan.........................................................................99

Lampiran 9 Tabel Frekuensi Persepsi Harga...........................................................................105

Lampiran 10 Tabel Frekuensi Kepuasan Pelanggan................................................................106

Lampiran 11 Tabel Hasil Uji Asumsi Klasik...........................................................................108

Lampiran 12 Tabel Hasil Analisis Regresi..............................................................................110