

# LAMPIRAN

## LAMPIRAN 1

### KUESIONER

Kepada Yth,

Saudara/i,

Perkenalkan, saya Septian Tricahyo mahasiswa Institut Bisnis dan Informatika Kwik Kian Gie (Kwik Kian Gie School of Business), program studi Manajemen konsentrasi Pemasaran. Saat ini saya sedang melakukan penelitian ilmiah dalam rangka penyusunan Tugas Akhir (Skripsi) yang berjudul “Pengaruh Kualitas Produk dan Persepsi Harga Terhadap Kepuasan Pelanggan Produk Skintific”.

Saya mohon Saudara/i berkenan untuk melakukan pengisian kuesioner ini sesuai dengan pendapat dan pengalaman Saudara/i masing-masing. Data yang terkumpul dijamin kerahasiannya dan murni digunakan untuk keperluan penelitian.

Atas kesediaan dan kontribusi Saudara/i saya mengucapkan terima kasih.

#### **A. Profil Responden**

Nama :

Email :

Jenis Kelamin :

- Laki-Laki
- Perempuan

Usia :

- 15 – 19 tahun
- 20 – 24 tahun
- 25 – 29 tahun
- 30 – 34 tahun
- 35 – 39 tahun

- 40 – 44 tahun
- Lebih dari 45 tahun

Pekerjaan :

- Pelajar/Mahasiswa
- Wirausaha
- Karyawan
- Ibu Rumah Tangga
- Others (*responden mengisi sendiri*)

Apakah Anda menggunakan produk *skin care* Skintific dan pernah melakukan pembelian dalam 3 bulan terakhir :

- Ya
- Tidak (berhenti sampai disini, terima kasih)

Pengeluaran rata-rata per bulan untuk membeli produk *skin care* Skintific :

- Dibawah Rp 100.000
- Rp 100.000 – Rp 200.000
- Rp 200.001 – Rp 400.000
- Lebih dari Rp 400.000

#### **B. Petunjuk Pengisian Kuesioner**

Pilih salah satu jawaban pada setiap pernyataan sesuai dengan pendapat dan pengalaman Anda dalam menggunakan produk *skin care* Skintific. Terdapat 5 pilihan jawaban atas pernyataan, yaitu :

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Netral (N)
4. Setuju (S)

5. Sangat Setuju (SS)

**C. Kualitas Produk (X1)**

Pernyataan	Nilai				
	STS	TS	N	S	SS
Produk <i>skin care</i> Skintific memiliki kinerja yang baik dalam merawat kulit saya.					
Produk <i>skin care</i> Skintific memiliki daya tahan produk sesuai dengan informasi <i>Expired Date</i> yang tertera pada label kemasan.					
Produk <i>skin care</i> Skintific memiliki keragaman produk menyesuaikan jenis kulit sesuai dengan spesifikasi yang tertera di label produk.					
Produk <i>skin care</i> Skintific mengandung komposisi bahan dasar aktif dan alami sesuai dengan konsep “ <i>a blend of cutting-edge technology and natural ingredients</i> ”.					
Produk <i>skin care</i> Skintific mampu memberikan efikasi (hasil yang maksimal) pada penggunaan dalam waktu singkat.					
Produk <i>skin care</i> Skintific memiliki ciri kemasan yang menarik.					
Produk <i>skin care</i> Skintific memiliki reputasi kualitas produk yang baik.					

**D. Persepsi Harga (X2)**

Pernyataan	Nilai				
	STS	TS	N	S	SS
Produk <i>skin care</i> Skintific memiliki harga yang dapat dijangkau konsumen.					
Harga Produk <i>skin care</i> Skintific telah sesuai dengan kualitas produk Skintific.					
Produk <i>skin care</i> Skintific memiliki harga yang dapat bersaing dengan produk <i>skin care</i> lain yang serupa.					
Harga produk <i>skin care</i> Skintific telah sesuai dengan manfaat yang diberikan produk terhadap konsumennya.					

### E. Kepuasan Pelanggan (Y)

Pernyataan	Nilai				
	STS	TS	N	S	SS
Saya puas dengan kualitas produk <i>skin care</i> Skintific.					
Saya puas dengan pelayanan <i>customer care</i> Skintific dalam menangani pertanyaan konsumen.					
Saya bangga menggunakan produk <i>skin care</i> Skintific.					
Saya merasa puas dengan harga produk <i>skin care</i> Skintific karena memberikan nilai lebih kepada konsumen.					
Saya merasa puas karena produk <i>skin care</i> Skintific mudah untuk dibeli di berbagai gerai <i>offline</i> maupun <i>online</i> .					

## LAMPIRAN 2

### DATA 30 RESPONDEN PRA-KUESIONER

#### KUALITAS PRODUK (X1)

No Responden	KUALITAS PRODUK (X1)							Total X1
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	
1	3	4	4	4	4	4	4	27
2	3	3	4	3	3	4	5	25
3	5	5	5	5	4	5	5	34
4	4	5	5	5	4	5	4	32
5	4	4	5	5	2	4	5	29
6	4	5	4	4	4	4	5	30
7	3	4	4	4	4	5	4	28
8	5	5	5	5	5	5	5	35
9	4	4	4	4	4	3	3	26
10	5	5	5	5	5	5	5	35
11	4	4	3	4	2	3	3	23
12	3	4	5	5	3	4	4	28
13	3	3	3	3	3	3	3	21
14	5	5	5	4	4	5	5	33
15	5	5	5	5	5	5	5	35
16	5	5	5	5	5	4	5	34
17	5	5	5	4	4	5	4	32
18	4	4	4	4	4	4	4	28
19	5	5	5	5	5	5	5	35
20	5	5	5	5	4	4	5	33
21	4	4	4	5	4	5	5	31
22	5	5	4	4	5	5	5	33
23	4	4	4	4	4	4	4	28
24	5	4	5	4	4	5	5	32
25	3	4	4	4	4	4	4	27
26	5	5	4	4	4	5	5	32
27	4	4	5	4	3	5	5	30
28	5	5	4	5	4	5	4	32
29	4	5	4	5	3	4	4	29
30	5	5	5	5	4	5	5	34

## PERSEPSI HARGA (X2)

No Responden	PERSEPSI HARGA (X2)				Total X2
	X2.1	X2.2	X2.3	X2.4	
1	4	4	4	4	16
2	3	4	4	4	15
3	4	4	4	5	17
4	5	4	5	4	18
5	4	4	4	4	16
6	3	4	4	4	15
7	3	4	5	4	16
8	5	5	5	5	20
9	3	3	4	4	14
10	5	5	5	5	20
11	5	3	4	4	16
12	5	4	5	4	18
13	3	3	3	3	12
14	4	5	5	5	19
15	5	5	5	5	20
16	5	5	4	4	18
17	5	4	5	5	19
18	4	3	4	4	15
19	5	5	4	5	19
20	4	4	5	5	18
21	4	4	5	5	18
22	4	4	4	4	16
23	4	4	4	4	16
24	4	4	4	5	17
25	2	4	4	4	14
26	4	4	4	5	17
27	3	4	5	3	15
28	5	5	5	5	20
29	4	4	4	4	16
30	4	4	5	5	18

### KEPUASAN PELANGGAN (Y)

No Responden	KEPUASAN PELANGGAN (Y)					Total Y
	Y.1	Y.2	Y.3	Y.4	Y.5	
1	4	4	4	4	4	20
2	4	4	4	3	5	20
3	5	5	5	5	5	25
4	4	4	4	4	5	21
5	4	4	3	3	4	18
6	4	3	5	4	4	20
7	4	4	2	3	3	16
8	5	5	5	5	5	25
9	3	3	3	3	3	15
10	5	5	5	5	5	25
11	3	4	2	3	5	17
12	4	4	4	5	5	22
13	3	3	3	3	3	15
14	5	4	5	5	5	24
15	5	5	5	5	5	25
16	5	4	5	5	5	24
17	5	5	5	5	5	25
18	4	3	3	4	4	18
19	5	5	5	5	5	25
20	5	4	5	4	5	23
21	4	4	4	4	5	21
22	5	4	4	4	5	22
23	4	4	4	4	4	20
24	5	5	5	5	5	25
25	4	4	2	2	4	16
26	5	4	5	4	5	23
27	4	4	4	4	5	21
28	4	4	3	4	5	20
29	4	4	4	4	5	21
30	4	4	5	5	5	23

**LAMPIRAN 3**  
**HASIL OUTPUT UJI VALIDITAS**

**KUALITAS PRODUK (X1)**

		Correlations							
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	Total_X1
X1.1	Pearson Correlation	1	.787**	.529**	.481**	.536**	.552**	.533**	.830**
	Sig. (2-tailed)		.000	.003	.007	.002	.002	.002	.000
	N	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.787**	1	.520**	.653**	.574**	.560**	.440*	.841**
	Sig. (2-tailed)	.000		.003	.000	.001	.001	.015	.000
	N	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.529**	.520**	1	.603**	.364*	.598**	.641**	.776**
	Sig. (2-tailed)	.003	.003		.000	.048	.000	.000	.000
	N	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.481**	.653**	.603**	1	.290	.392*	.358	.682**
	Sig. (2-tailed)	.007	.000	.000		.120	.032	.052	.000
	N	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.536**	.574**	.364*	.290	1	.525**	.403*	.707**
	Sig. (2-tailed)	.002	.001	.048	.120		.003	.027	.000
	N	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.552**	.560**	.598**	.392*	.525**	1	.666**	.797**
	Sig. (2-tailed)	.002	.001	.000	.032	.003		.000	.000
	N	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.533**	.440*	.641**	.358	.403*	.666**	1	.749**
	Sig. (2-tailed)	.002	.015	.000	.052	.027	.000		.000
	N	30	30	30	30	30	30	30	30
Total_X1	Pearson Correlation	.830**	.841**	.776**	.682**	.707**	.797**	.749**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

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

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

## PERSEPSI HARGA (X2)

		Correlations				
		X2.1	X2.2	X2.3	X4.4	Total_X2
X2.1	Pearson Correlation	1	.466**	.385*	.492**	.802**
	Sig. (2-tailed)		.009	.036	.006	.000
	N	30	30	30	30	30
X2.2	Pearson Correlation	.466**	1	.484**	.545**	.787**
	Sig. (2-tailed)	.009		.007	.002	.000
	N	30	30	30	30	30
X2.3	Pearson Correlation	.385*	.484**	1	.458*	.717**
	Sig. (2-tailed)	.036	.007		.011	.000
	N	30	30	30	30	30
X4.4	Pearson Correlation	.492**	.545**	.458*	1	.793**
	Sig. (2-tailed)	.006	.002	.011		.000
	N	30	30	30	30	30
Total_X2	Pearson Correlation	.802**	.787**	.717**	.793**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

### KEPUASAN PELANGGAN (Y)

		Correlations					
		Y.1	Y.2	Y.3	Y.4	Y.5	Total_Y
Y.1	Pearson Correlation	1	.706**	.751**	.696**	.596**	.875**
	Sig. (2-tailed)		.000	.000	.000	.001	.000
	N	30	30	30	30	30	30
Y.2	Pearson Correlation	.706**	1	.492**	.585**	.606**	.763**
	Sig. (2-tailed)	.000		.006	.001	.000	.000
	N	30	30	30	30	30	30
Y.3	Pearson Correlation	.751**	.492**	1	.837**	.594**	.899**
	Sig. (2-tailed)	.000	.006		.000	.001	.000
	N	30	30	30	30	30	30
Y.4	Pearson Correlation	.696**	.585**	.837**	1	.617**	.901**
	Sig. (2-tailed)	.000	.001	.000		.000	.000
	N	30	30	30	30	30	30
Y.5	Pearson Correlation	.596**	.606**	.594**	.617**	1	.789**
	Sig. (2-tailed)	.001	.000	.001	.000		.000
	N	30	30	30	30	30	30
Total_Y	Pearson Correlation	.875**	.763**	.899**	.901**	.789**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

**LAMPIRAN 4**  
**HASIL OUTPUT UJI RELIABILITAS**

**KUALITAS LAYANAN (X1)**

Reliability Statistics	
Cronbach's Alpha	N of Items
.882	7

**PERSEPSI HARGA (X2)**

Reliability Statistics	
Cronbach's Alpha	N of Items
.769	4

**KEPUASAN PELANGGAN (Y)**

Reliability Statistics	
Cronbach's Alpha	N of Items
.893	5

## LAMPIRAN 5

### DATA 100 RESPONDEN KUESIONER KUALITAS PRODUK (X1)

#### KUALITAS PRODUK (X1)

No Responden	KUALITAS PRODUK (X1)							Total X1
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	
1	3	4	4	4	4	4	4	27
2	3	3	4	3	3	4	5	25
3	5	5	5	5	4	5	5	34
4	4	5	5	5	4	5	4	32
5	4	4	5	5	2	4	5	29
6	4	5	4	4	4	4	5	30
7	3	4	4	4	4	5	4	28
8	5	5	5	5	5	5	5	35
9	4	4	4	4	4	3	3	26
10	5	5	5	5	5	5	5	35
11	4	4	3	4	2	3	3	23
12	3	4	5	5	3	4	4	28
13	3	3	3	3	3	3	3	21
14	5	5	5	4	4	5	5	33
15	5	5	5	5	5	5	5	35
16	5	5	5	5	5	4	5	34
17	5	5	5	4	4	5	4	32
18	4	4	4	4	4	4	4	28
19	5	5	5	5	5	5	5	35
20	5	5	5	5	4	4	5	33
21	4	4	4	5	4	5	5	31
22	5	5	4	4	5	5	5	33
23	4	4	4	4	4	4	4	28
24	5	4	5	4	4	5	5	32
25	3	4	4	4	4	4	4	27
26	5	5	4	4	4	5	5	32
27	4	4	5	4	3	5	5	30
28	5	5	4	5	4	5	4	32
29	4	5	4	5	3	4	4	29
30	5	5	5	5	4	5	5	34
31	3	5	4	3	2	3	3	23
32	3	4	4	4	4	4	4	27
33	3	4	4	4	2	3	3	23
34	4	4	4	4	4	4	4	28
35	4	4	3	4	3	4	4	26
36	4	4	4	3	3	3	4	25
37	5	5	4	5	4	4	5	32
38	4	4	5	4	4	4	4	29
39	4	4	4	4	4	2	3	25

No Responden	KUALITAS PRODUK (X1)							Total X1
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	
40	3	4	4	3	2	3	4	23
41	2	3	4	5	4	4	5	27
42	4	5	4	5	5	4	5	32
43	5	4	4	5	4	5	4	31
44	4	3	5	3	4	4	2	25
45	4	5	4	3	4	5	4	29
46	5	3	4	5	4	2	5	28
47	4	5	3	4	5	4	5	30
48	3	4	3	2	4	5	4	25
49	4	5	5	4	3	4	5	30
50	4	3	5	3	2	5	4	26
51	4	5	3	4	4	5	4	29
52	4	3	5	4	3	5	4	28
53	4	5	4	5	3	5	4	30
54	5	4	5	5	4	3	4	30
55	5	5	4	5	4	5	4	32
56	5	5	4	5	4	5	3	31
57	4	3	4	5	4	5	5	30
58	5	4	5	5	4	4	5	32
59	3	4	5	4	5	5	4	30
60	5	5	4	5	4	5	4	32
61	4	3	4	5	4	5	4	29
62	5	5	4	5	4	5	4	32
63	4	5	4	5	4	5	4	31
64	5	4	4	5	4	5	4	31
65	4	5	4	5	4	5	4	31
66	4	5	4	5	4	5	4	31
67	4	5	4	5	4	5	4	31
68	4	5	4	5	4	5	4	31
69	4	5	4	5	4	5	4	31
70	4	5	4	5	4	5	4	31
71	4	5	4	5	4	5	4	31
72	4	5	4	5	4	5	4	31
73	4	5	4	5	4	5	4	31
74	4	5	4	5	4	5	4	31
75	4	4	5	4	3	4	5	29
76	4	5	4	5	4	5	4	31
77	5	3	3	5	4	5	5	30
78	1	2	1	2	1	2	1	10
79	5	3	4	5	4	3	4	28
80	4	5	5	4	5	4	5	32
81	4	5	4	5	4	5	4	31
82	5	4	3	5	4	4	5	30
83	4	5	5	4	5	4	5	32
84	3	4	5	4	5	4	4	29
85	5	4	5	4	4	5	4	31

No Responden	KUALITAS PRODUK (X1)							Total X1
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	
86	4	5	4	5	4	5	4	31
87	5	5	4	5	4	5	4	32
88	4	5	4	3	5	4	4	29
89	4	5	5	4	3	4	5	30
90	4	5	4	5	4	5	4	31
91	5	4	5	4	4	5	4	31
92	5	4	5	3	4	4	5	30
93	1	2	1	2	1	2	1	10
94	4	4	5	4	5	4	5	31
95	4	5	4	5	4	5	4	31
96	4	4	5	3	4	5	5	30
97	4	5	4	5	4	5	4	31
98	5	4	5	4	3	4	5	30
99	5	4	3	4	5	4	3	28
100	4	5	4	5	5	4	3	30

## LAMPIRAN 6

### DATA 100 RESPONDEN KUESIONER PERSEPSI HARGA (X2)

#### PERSEPSI HARGA (X2)

No Responden	PERSEPSI HARGA (X2)				Total X2
	X2.1	X2.2	X2.3	X2.4	
1	4	4	4	4	16
2	3	4	4	4	15
3	4	4	4	5	17
4	5	4	5	4	18
5	4	4	4	4	16
6	3	4	4	4	15
7	3	4	5	4	16
8	5	5	5	5	20
9	3	3	4	4	14
10	5	5	5	5	20
11	5	3	4	4	16
12	5	4	5	4	18
13	3	3	3	3	12
14	4	5	5	5	19
15	5	5	5	5	20
16	5	5	4	4	18
17	5	4	5	5	19
18	4	3	4	4	15
19	5	5	4	5	19
20	4	4	5	5	18
21	4	4	5	5	18
22	4	4	4	4	16
23	4	4	4	4	16
24	4	4	4	5	17
25	2	4	4	4	14
26	4	4	4	5	17
27	3	4	5	3	15
28	5	5	5	5	20
29	4	4	4	4	16
30	4	4	5	5	18
31	2	2	2	3	9
32	4	4	4	4	16
33	2	4	3	3	12
34	4	4	4	4	16
35	4	5	4	5	18
36	3	4	4	3	14
37	4	5	4	4	17
38	4	4	4	4	16
39	3	2	4	3	12
40	4	5	4	4	17

No Responden	PERSEPSI HARGA (X2)				Total X2
	X2.1	X2.2	X2.3	X2.4	
41	2	4	4	5	15
42	3	4	3	4	14
43	3	4	5	3	15
44	4	5	3	4	16
45	4	4	5	3	16
46	4	5	4	4	17
47	4	5	5	4	18
48	4	4	5	3	16
49	5	4	2	5	16
50	4	4	5	3	16
51	5	4	5	3	17
52	5	4	5	4	18
53	4	5	4	5	18
54	4	4	5	5	18
55	3	5	4	5	17
56	4	5	5	4	18
57	5	5	4	5	19
58	4	5	5	4	18
59	5	4	3	4	16
60	4	3	4	5	16
61	3	5	4	5	17
62	5	5	4	4	18
63	5	4	5	4	18
64	4	5	5	4	18
65	5	4	5	4	18
66	5	4	5	4	18
67	5	4	5	4	18
68	5	4	5	4	18
69	5	4	5	4	18
70	5	4	5	4	18
71	5	4	5	4	18
72	5	4	5	4	18
73	5	4	5	4	18
74	5	4	5	4	18
75	3	4	5	4	16
76	5	4	5	4	18
77	4	4	3	3	14
78	2	1	2	1	6
79	5	4	4	4	17
80	4	4	5	4	17
81	5	4	5	4	18
82	5	5	4	3	17
83	4	4	5	4	17
84	5	4	4	5	18
85	4	4	5	4	17
86	5	4	5	4	18

No Responden	PERSEPSI HARGA (X2)				Total X2
	X2.1	X2.2	X2.3	X2.4	
87	4	4	5	4	17
88	4	5	4	5	18
89	4	5	4	3	16
90	5	4	5	4	18
91	4	5	5	4	18
92	5	3	4	5	17
93	2	1	2	1	6
94	4	5	5	4	18
95	5	4	5	4	18
96	4	3	4	5	16
97	5	4	5	4	18
98	5	4	5	5	19
99	5	4	4	5	18
100	4	5	5	4	18

LAMPIRAN 7

DATA 100 RESPONDEN KUESIONER KEPUASAN PELANGGAN (Y)

KEPUASAN PELANGGAN (Y)

No Responden	KEPUASAN PELANGGAN (Y)					Total Y
	Y.1	Y.2	Y.3	Y.4	Y.5	
1	4	4	4	4	4	20
2	4	4	4	3	5	20
3	5	5	5	5	5	25
4	4	4	4	4	5	21
5	4	4	3	3	4	18
6	4	3	5	4	4	20
7	4	4	2	3	3	16
8	5	5	5	5	5	25
9	3	3	3	3	3	15
10	5	5	5	5	5	25
11	3	4	2	3	5	17
12	4	4	4	5	5	22
13	3	3	3	3	3	15
14	5	4	5	5	5	24
15	5	5	5	5	5	25
16	5	4	5	5	5	24
17	5	5	5	5	5	25
18	4	3	3	4	4	18
19	5	5	5	5	5	25
20	5	4	5	4	5	23
21	4	4	4	4	5	21
22	5	4	4	4	5	22
23	4	4	4	4	4	20
24	5	5	5	5	5	25
25	4	4	2	2	4	16
26	5	4	5	4	5	23
27	4	4	4	4	5	21
28	4	4	3	4	5	20
29	4	4	4	4	5	21
30	4	4	5	5	5	23
31	3	3	3	3	4	16
32	4	4	4	4	4	20
33	4	3	3	2	3	15
34	4	4	4	4	4	20
35	3	4	4	4	4	19
36	3	4	3	3	4	17
37	5	4	5	5	5	24
38	4	4	4	4	5	21

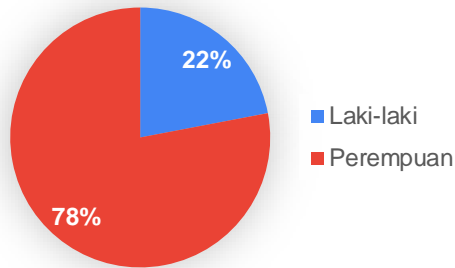
No Responden	KEPUASAN PELANGGAN (Y)					Total Y
	Y.1	Y.2	Y.3	Y.4	Y.5	
39	3	4	3	4	3	17
40	5	4	5	5	3	22
41	3	4	3	5	5	20
42	5	5	4	3	4	21
43	2	4	5	4	3	18
44	4	5	4	3	4	20
45	2	4	4	5	3	18
46	4	5	4	5	5	23
47	4	3	4	5	5	21
48	2	4	5	3	4	18
49	2	4	5	5	4	20
50	4	5	5	4	4	22
51	4	5	5	3	4	21
52	4	5	3	3	5	20
53	3	4	5	3	5	20
54	5	4	5	4	5	23
55	5	4	5	5	4	23
56	5	4	5	5	4	23
57	3	4	5	4	5	21
58	5	5	4	5	4	23
59	4	5	4	4	5	22
60	5	5	4	4	5	23
61	5	5	4	5	4	23
62	4	3	4	5	4	20
63	5	4	5	4	5	23
64	5	4	5	4	5	23
65	5	4	5	4	5	23
66	5	4	5	4	5	23
67	5	4	5	4	5	23
68	5	4	5	4	5	23
69	5	4	5	4	5	23
70	5	4	5	4	5	23
71	5	4	5	4	5	23
72	5	4	5	4	5	23
73	5	4	5	4	5	23
74	5	4	5	4	5	23
75	5	4	4	4	3	20
76	5	4	5	4	5	23
77	5	4	5	4	5	23
78	1	2	1	2	1	7
79	4	3	4	3	5	19
80	5	5	4	4	5	23
81	5	4	5	4	5	23
82	5	4	5	3	4	21
83	5	4	5	5	4	23

No Responden	KEPUASAN PELANGGAN (Y)					Total Y
	Y.1	Y.2	Y.3	Y.4	Y.5	
84	5	4	5	3	4	21
85	5	4	5	5	4	23
86	5	4	5	4	5	23
87	4	5	4	5	5	23
88	3	4	5	4	5	21
89	5	4	5	4	3	21
90	5	4	4	5	4	22
91	4	5	4	4	5	22
92	4	3	5	4	4	20
93	2	1	2	1	2	8
94	5	4	4	5	4	22
95	5	4	5	4	5	23
96	4	5	4	3	4	20
97	5	4	5	4	5	23
98	4	5	4	5	5	23
99	4	4	5	3	4	20
100	4	5	5	4	4	22

**LAMPIRAN 8**  
**DATA PROFIL RESPONDEN**

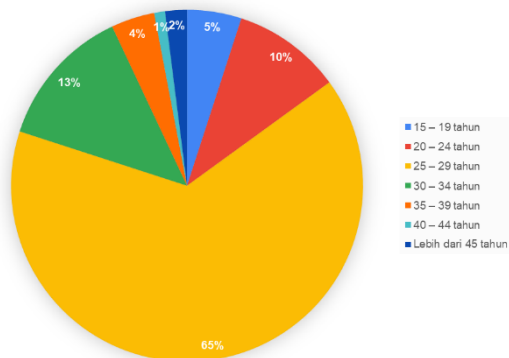
**Jenis\_Kelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	22	22.0	22.0	22.0
	Perempuan	78	78.0	78.0	100.0
	Total	100	100.0	100.0	



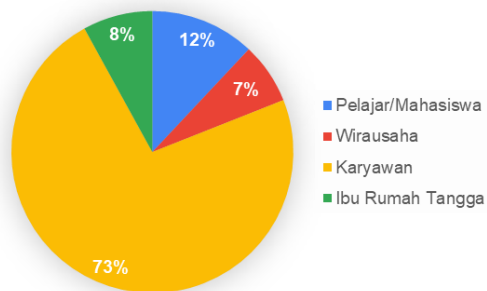
**Usia**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 19 tahun	5	5.0	5.0	5.0
	20 - 24 tahun	10	10.0	10.0	15.0
	25 - 29 tahun	65	65.0	65.0	80.0
	30 - 34 tahun	13	13.0	13.0	93.0
	35 - 39 tahun	4	4.0	4.0	97.0
	40 - 44 tahun	1	1.0	1.0	98.0
	Lebih dari 45 tahun	2	2.0	2.0	100.0
	Total	100	100.0	100.0	



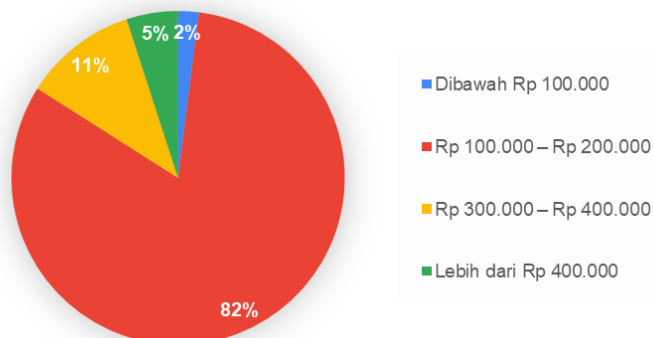
### Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	12	12.0	12.0	12.0
	Wirusaha	7	7.0	7.0	19.0
	Karyawan	73	73.0	73.0	92.0
	Ibu Rumah Tangga	8	8.0	8.0	100.0
	Total	100	100.0	100.0	



### Pengeluaran\_per\_Bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dibawah Rp 100.000	2	2.0	2.0	2.0
	Rp 100.000 - Rp 200.000	82	82.0	82.0	84.0
	Rp 300.000 - Rp 400.000	11	11.0	11.0	95.0
	Lebih dari Rp 400.000	5	5.0	5.0	100.0
	Total	100	100.0	100.0	



## LAMPIRAN 9

### HASIL UJI SPSS ANALISIS DESKRIPTIF

#### RATA-RATA INDIKATOR VARIABEL KUALITAS PRODUK (X1)

	Descriptive Statistics											
	N Statistic	Range Statistic	Minimum Statistic	Maximum Statistic	Mean		Std. Deviation Statistic	Variance Statistic	Skewness		Kurtosis	
					Statistic	Std. Error			Statistic	Std. Error	Statistic	Std. Error
X1.1	100	4	1	5	4.12	.082	.820	.672	-1.237	.241	2.842	.478
X1.2	100	3	2	5	4.36	.076	.759	.576	-.996	.241	.425	.478
X1.3	100	4	1	5	4.19	.076	.761	.580	-1.457	.241	4.567	.478
X1.4	100	3	2	5	4.34	.079	.794	.631	-1.062	.241	.564	.478
X1.5	100	4	1	5	3.85	.083	.833	.694	-1.206	.241	2.182	.478
X1.6	100	3	2	5	4.36	.081	.811	.657	-1.218	.241	.993	.478
X1.7	100	4	1	5	4.18	.080	.796	.634	-1.439	.241	3.862	.478
Valid N (listwise)	100											

**(Pernyataan 1)**

		X1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	1	1.0	1.0	3.0
	N	13	13.0	13.0	16.0
	S	51	51.0	51.0	67.0
	SS	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

**(Pernyataan 2)**

		X1.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	11	11.0	11.0	13.0
	S	36	36.0	36.0	49.0
	SS	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

**(Pernyataan 3)**

		X1.3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	N	9	9.0	9.0	11.0
	S	55	55.0	55.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

**(Pernyataan 4)**

		X1.4			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.0	3.0	3.0
	N	11	11.0	11.0	14.0
	S	35	35.0	35.0	49.0
	SS	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

**(Pernyataan 5)**

		X1.5			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	6	6.0	6.0	8.0
	N	13	13.0	13.0	21.0
	S	63	63.0	63.0	84.0
	SS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**Pernyataan 6)**

		X1.6			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	9	9.0	9.0	13.0
	S	34	34.0	34.0	47.0
	SS	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

**(Pernyataan 7)**

		X1.7			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	1	1.0	1.0	3.0
	N	9	9.0	9.0	12.0
	S	53	53.0	53.0	65.0
	SS	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

**Interval Indikator Variabel Kualitas Produk (X1)**

Descriptives

		Statistic	Std. Error	
X1.1	Mean	4.12	.082	
	95% Confidence Interval for Mean	Lower Bound	3.96	
		Upper Bound	4.28	
	5% Trimmed Mean	4.19		
	Median	4.00		
	Variance	.672		
	Std. Deviation	.820		
	Minimum	1		
	Maximum	5		
	Range	4		
	Interquartile Range	1		
	Skewness	-1.237	.241	
	Kurtosis	2.842	.478	
X1.2	Mean	4.36	.076	
	95% Confidence Interval for Mean	Lower Bound	4.21	
		Upper Bound	4.51	
	5% Trimmed Mean	4.42		
	Median	5.00		
	Variance	.576		
	Std. Deviation	.759		
	Minimum	2		

	Maximum		5	
	Range		3	
	Interquartile Range		1	
	Skewness		-.996	.241
	Kurtosis		.425	.478
X1.3	Mean		4.19	.076
	95% Confidence Interval for Mean	Lower Bound	4.04	
		Upper Bound	4.34	
	5% Trimmed Mean		4.26	
	Median		4.00	
	Variance		.580	
	Std. Deviation		.761	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		-1.457	.241
	Kurtosis		4.567	.478
X1.4	Mean		4.34	.079
	95% Confidence Interval for Mean	Lower Bound	4.18	
		Upper Bound	4.50	
	5% Trimmed Mean		4.41	
	Median		5.00	
	Variance		.631	
	Std. Deviation		.794	
	Minimum		2	
	Maximum		5	
	Range		3	
	Interquartile Range		1	
	Skewness		-1.062	.241
	Kurtosis		.564	.478
X1.5	Mean		3.85	.083
	95% Confidence Interval for Mean	Lower Bound	3.68	
		Upper Bound	4.02	
	5% Trimmed Mean		3.91	

	Median		4.00	
	Variance		.694	
	Std. Deviation		.833	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		0	
	Skewness		-1.206	.241
	Kurtosis		2.182	.478
X1.6	Mean		4.36	.081
	95% Confidence Interval for Mean	Lower Bound	4.20	
		Upper Bound	4.52	
	5% Trimmed Mean		4.44	
	Median		5.00	
	Variance		.657	
	Std. Deviation		.811	
	Minimum		2	
	Maximum		5	
	Range		3	
	Interquartile Range		1	
	Skewness		-1.218	.241
	Kurtosis		.993	.478
X1.7	Mean		4.18	.080
	95% Confidence Interval for Mean	Lower Bound	4.02	
		Upper Bound	4.34	
	5% Trimmed Mean		4.26	
	Median		4.00	
	Variance		.634	
	Std. Deviation		.796	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		-1.439	.241
	Kurtosis		3.862	.478

## RATA-RATA INDIKATOR VARIABEL PERSEPSI HARGA (X2)

Descriptive Statistics												
	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
X2.1	100	3	2	5	4.14	.086	.865	.748	-.851	.241	.152	.478
X2.2	100	4	1	5	4.10	.077	.772	.596	-1.519	.241	4.509	.478
X2.3	100	3	2	5	4.36	.077	.772	.596	-1.263	.241	1.544	.478
X2.4	100	4	1	5	4.08	.077	.774	.600	-1.205	.241	3.447	.478
Valid N (listwise)	100											

### (Pernyataan 1)

X2.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6.0	6.0	6.0
	N	13	13.0	13.0	19.0
	S	42	42.0	42.0	61.0
	SS	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

### (Pernyataan 2)

X2.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	2	2.0	2.0	4.0
	N	7	7.0	7.0	11.0
	S	62	62.0	62.0	73.0
	SS	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

### (Pernyataan 3)

X2.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	6	6.0	6.0	10.0
	S	40	40.0	40.0	50.0
	SS	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

**(Pernyataan 4)**

		X2.4		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	STS	2	2.0	2.0	2.0
	N	14	14.0	14.0	16.0
	S	56	56.0	56.0	72.0
	SS	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

**Interval Indikator Variabel Persepsi Harga (X2)**

		Descriptives		Statistic	Std. Error
X2.1	Mean			4.14	.086
	95% Confidence Interval for Mean	Lower Bound		3.97	
		Upper Bound		4.31	
	5% Trimmed Mean			4.21	
	Median			4.00	
	Variance			.748	
	Std. Deviation			.865	
	Minimum			2	
	Maximum			5	
	Range			3	
	Interquartile Range			1	
	Skewness			-.851	.241
	Kurtosis			.152	.478
X2.2	Mean			4.10	.077
	95% Confidence Interval for Mean	Lower Bound		3.95	
		Upper Bound		4.25	
	5% Trimmed Mean			4.18	
	Median			4.00	
	Variance			.596	
	Std. Deviation			.772	
	Minimum			1	
Maximum			5		

	Range		4	
	Interquartile Range		1	
	Skewness		-1.519	.241
	Kurtosis		4.509	.478
X2.3	Mean		4.36	.077
	95% Confidence Interval for Mean	Lower Bound	4.21	
		Upper Bound	4.51	
	5% Trimmed Mean		4.44	
	Median		4.50	
	Variance		.596	
	Std. Deviation		.772	
	Minimum		2	
	Maximum		5	
	Range		3	
	Interquartile Range		1	
	Skewness		-1.263	.241
	Kurtosis		1.544	.478
X2.4	Mean		4.08	.077
	95% Confidence Interval for Mean	Lower Bound	3.93	
		Upper Bound	4.23	
	5% Trimmed Mean		4.13	
	Median		4.00	
	Variance		.600	
	Std. Deviation		.774	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		-1.205	.241
	Kurtosis		3.447	.478

## RATA-RATA INDIKATOR VARIABEL KEPUASAN PELANGGAN (Y)

Descriptive Statistics												
	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Y.1	100	4	1	5	4.24	.091	.911	.831	-1.233	.241	1.234	.478
Y.2	100	4	1	5	4.08	.068	.677	.458	-1.095	.241	4.002	.478
Y.3	100	4	1	5	4.30	.089	.893	.798	-1.327	.241	1.537	.478
Y.4	100	4	1	5	4.01	.083	.835	.697	-.763	.241	.856	.478
Y.5	100	4	1	5	4.41	.079	.793	.628	-1.499	.241	2.786	.478
Valid N (listwise)	100											

### (Pernyataan 1)

Y.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	5	5.0	5.0	6.0
	N	11	11.0	11.0	17.0
	S	35	35.0	35.0	52.0
	SS	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

### (Pernyataan 2)

Y.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	1	1.0	1.0	2.0
	N	10	10.0	10.0	12.0
	S	65	65.0	65.0	77.0
	SS	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

### (Pernyataan 3)

Y.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	4	4.0	4.0	5.0
	N	11	11.0	11.0	16.0
	S	32	32.0	32.0	48.0

SS	52	52.0	52.0	100.0
Total	100	100.0	100.0	

**(Pernyataan 4)**

		Y.4			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	3	3.0	3.0	4.0
	N	19	19.0	19.0	23.0
	S	48	48.0	48.0	71.0
	SS	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

**(Pernyataan 5)**

		Y.5			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	1	1.0	1.0	2.0
	N	10	10.0	10.0	12.0
	S	32	32.0	32.0	44.0
	SS	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

**Interval Indikator Variabel Kepuasan Pelanggan (Y)**

		Descriptives		
		Statistic	Std. Error	
Y.1	Mean	4.24	.091	
	95% Confidence Interval for Mean	Lower Bound	4.06	
		Upper Bound	4.42	
	5% Trimmed Mean	4.33		
	Median	4.00		
	Variance	.831		

	Std. Deviation		.911	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		-1.233	.241
	Kurtosis		1.234	.478
Y.2	Mean		4.08	.068
	95% Confidence Interval for Mean	Lower Bound	3.95	
		Upper Bound	4.21	
	5% Trimmed Mean		4.12	
	Median		4.00	
	Variance		.458	
	Std. Deviation		.677	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		0	
	Skewness		-1.095	.241
	Kurtosis		4.002	.478
Y.3	Mean		4.30	.089
	95% Confidence Interval for Mean	Lower Bound	4.12	
		Upper Bound	4.48	
	5% Trimmed Mean		4.40	
	Median		5.00	
	Variance		.798	
	Std. Deviation		.893	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		1	
	Skewness		-1.327	.241
	Kurtosis		1.537	.478
Y.4	Mean		4.01	.083
	95% Confidence Interval for Mean	Lower Bound	3.84	

		Upper Bound	4.18	
		5% Trimmed Mean	4.07	
		Median	4.00	
		Variance	.697	
		Std. Deviation	.835	
		Minimum	1	
		Maximum	5	
		Range	4	
		Interquartile Range	1	
		Skewness	-.763	.241
		Kurtosis	.856	.478
Y.5		Mean	4.41	.079
		95% Confidence Interval for Mean		
		Lower Bound	4.25	
		Upper Bound	4.57	
		5% Trimmed Mean	4.49	
		Median	5.00	
		Variance	.628	
		Std. Deviation	.793	
		Minimum	1	
		Maximum	5	
		Range	4	
		Interquartile Range	1	
		Skewness	-1.499	.241
		Kurtosis	2.786	.478

## LAMPIRAN 10

### HASIL UJI SPSS ASUMSI KLASIK

#### Hasil Uji Kolmogorov-Smirnov

##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	1.37757119	
Most Extreme Differences	Absolute	.135	
	Positive	.135	
	Negative	-.104	
Test Statistic		.135	
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	.060 <sup>d</sup>	
	95% Confidence Interval	Lower Bound	.013
		Upper Bound	.107

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 100 sampled tables with starting seed 1314643744.

#### Uji Normalitas Koefisien Varians

##### Descriptive Statistics

	N	Mean	Std. Deviation
Kualitas Produk	100	29.40	3.957
Persepsi Harga	100	16.68	2.365
Kepuasan Pelanggan	100	21.04	3.091
Valid N (listwise)	100		

Descriptive Statistics				
	N	Mean	Std. Deviation	Koefisien Varians
Kualitas Produk	100	29,40	3,957	13,46%
Persepsi Harga	100	16,68	2,365	14,18%
Kepuasan Pelanggan	100	21,04	3,091	14,69%
Valid N (listwise)	100			

### Uji Multikolinearitas

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.030	1.074		-.028	.978		
	Kualitas Produk	.456	.062	.584	7.366	.000	.326	3.071
	Persepsi Harga	.459	.104	.351	4.428	.000	.326	3.071

a. Dependent Variable: Kepuasan Pelanggan

### Uji Heterokedastisitas

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.632	.712		2.294	.024		
	Kualitas Produk	-.036	.041	-.154	-.870	.386	.326	3.071
	Persepsi Harga	.026	.069	.068	.384	.702	.326	3.071

a. Dependent Variable: Abs\_RES

## LAMPIRAN 11

### HASIL UJI SPSS REGRESI LINIER BERGANDA

#### Uji Koefisien Determinasi ( $R^2$ )

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895 <sup>a</sup>	.801	.797	1.392

a. Predictors: (Constant), Persepsi Harga, Kualitas Produk

b. Dependent Variable: Kepuasan Pelanggan

#### Uji Signifikansi Anova (Uji Statistik F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	757.967	2	378.984	195.672	.000 <sup>b</sup>
	Residual	187.873	97	1.937		
	Total	945.840	99			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Persepsi Harga, Kualitas Produk

#### Uji Signifikansi Parameter Individual (Uji Statistik t)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.030	1.074		-.028	.978		
	Kualitas Produk	.456	.062	.584	7.366	.000	.326	3.071
	Persepsi Harga	.459	.104	.351	4.428	.000	.326	3.071

a. Dependent Variable: Kepuasan Pelanggan

**LAMPIRAN 12**  
**TABEL STATISTIK**

**Tabel r**

**DISTRIBUSI NILAI  $r_{\text{tabel}}$  SIGNIFIKANSI 5% dan 1%**

N	The Level of Significance		N	The Level of Significance	
	5%	1%		5%	1%
3	0.997	0.999	38	0.320	0.413
4	0.950	0.990	39	0.316	0.408
5	0.878	0.959	40	0.312	0.403
6	0.811	0.917	41	0.308	0.398
7	0.754	0.874	42	0.304	0.393
8	0.707	0.834	43	0.301	0.389
9	0.666	0.798	44	0.297	0.384
10	0.632	0.765	45	0.294	0.380
11	0.602	0.735	46	0.291	0.376
12	0.576	0.708	47	0.288	0.372
13	0.553	0.684	48	0.284	0.368
14	0.532	0.661	49	0.281	0.364
15	0.514	0.641	50	0.279	0.361
16	0.497	0.623	55	0.266	0.345
17	0.482	0.606	60	0.254	0.330
18	0.468	0.590	65	0.244	0.317
19	0.456	0.575	70	0.235	0.306
20	0.444	0.561	75	0.227	0.296
21	0.433	0.549	80	0.220	0.286
22	0.432	0.537	85	0.213	0.278
23	0.413	0.526	90	0.207	0.267
24	0.404	0.515	95	0.202	0.263
25	0.396	0.505	100	0.195	0.256
26	0.388	0.496	125	0.176	0.230
27	0.381	0.487	150	0.159	0.210
28	0.374	0.478	175	0.148	0.194
29	0.367	0.470	200	0.138	0.181
30	0.361	0.463	300	0.113	0.148
31	0.355	0.456	400	0.098	0.128
32	0.349	0.449	500	0.088	0.115
33	0.344	0.442	600	0.080	0.105
34	0.339	0.436	700	0.074	0.097
35	0.334	0.430	800	0.070	0.091
36	0.329	0.424	900	0.065	0.086
37	0.325	0.418	1000	0.062	0.081

**Tabel F**

**Titik Persentase Distribusi F untuk Probabilita = 0,05**

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75

## Tabel t

Tabel t (81 –120)

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

## LAMPIRAN 13

### HASIL TEST SIMILARITY

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SCHOOL OF BUSINESS

d/h Institut Bisnis dan Informatika Indonesia (IBI)

## SURAT PERNYATAAN

Saya yang bertandatangan di bawah ini :

Nama : Septian Triahyo

Program Studi : Manajemen

NIM : 25199086

Alamat Lengkap : Rusunawa Kelapa Eading Timur Lt. 08 No. 06, RT 007, RW 006

Jl. Bangun Cipta Sarana, Kelapa Eading Timur, Kelapa Eading, Jakarta Utara

Kode pos : 14240

Telp Kantor : -

Telp Rumah : -

No. HP : 0878 7744 5609

Menyatakan dengan sungguh-sungguh bahwa :

1. Keabsahan data dan hal-hal lain yang berkenaan dengan keaslian dalam penyusunan karya akhir ini merupakan tanggung jawab pribadi.
2. Apabila dikemudian hari timbul masalah dengan keabsahan data dan keaslian/originalitas karya akhir adalah di luar tanggung jawab Institut Bisnis Dan Informatika Kwik Kian Gie dan saya bersedia menanggung segala resiko sanksi yang dikeluarkan Institut Bisnis Dan Informatika Kwik Kian Gie dan gugatan yang oleh pihak lain yang merasa dirugikan.

Demikian agar yang berkepentingan maklum

Jakarta, 24 Maret 2025

Yang membuat pernyataan



Septian Triahyo

( Nama Lengkap )



**KWIK KIAN GIE**  
SCHOOL OF BUSINESS

## PROGRAM SARJANA

(Beri tanda  $\checkmark$  pada program studi yang Anda pilih)

- Program Studi Manajemen  
 Program Studi Akuntansi  
 Program Studi Administrasi Bisnis  
 Program Studi Ilmu Komunikasi  
 Program Studi Sistem Informasi  
 Program Studi Teknik Informatika

### FORMULIR PERSETUJUAN PERBAIKAN SKRIPSI / KARYA AKHIR

Nama Mahasiswa : Septian trichayo  
 NIM : 25199086  
 Pembimbing : Rita Eka Setianingsih, S.E., M.M.  
 Judul Skripsi : Pengaruh Kualitas Produk dan Persepsi Harga Terhadap Kepuasan Pelanggan Produk Skintific.  
 Tanggal Ujian : 18 Maret 2025

No.	Hal yang harus diperbaiki	STATUS PERBAIKAN (Check List = V)	Persetujuan Salah Satu Penguji (Boleh dipilih salah satu) – Tanda Tangan dan Nama		Tanggal Persetujuan
			Penguji I	Penguji II	
1.	Revisi Batasan Masalah dan tujuan masalah supaya sesuai dan sinkron. (BAB I)	<input checked="" type="checkbox"/>			
2.	Revisi kata penghubung pada teori kepuasan pelanggan Keller dalam Zusrony. (BAB II)	<input checked="" type="checkbox"/>			
3.	Revisi rumus uji regresi linear berganda, uji signifikansi Anova (uji F), uji signifikansi parameter individual (uji t). (BAB III)	<input checked="" type="checkbox"/>			
4.	Revisi angka di dalam hitung pada uji validitas, agar seperti bilangan romawi. (BAB IV)	<input checked="" type="checkbox"/>			
5.	Revisi tabel profil responden ditambah kolom jumlah responden. (BAB IV)	<input checked="" type="checkbox"/>			
6.	Revisi pilihan pada kuesioner jenis pekerjaan responden & pengeluaran rata-rata responden. (BAB IV & Lampiran)	<input checked="" type="checkbox"/>			
7.	Revisi interpretasi 95% interval kepercayaan pada analisa statistik deskriptif. (BAB IV)	<input checked="" type="checkbox"/>			
8.	Revisi Kesimpulan menjawab tujuan masalah yang sudah direvisi. (BAB V)	<input checked="" type="checkbox"/>			
9.					
Dsb ..					

*Handwritten signature and date:*  
 [Signature] 25/3/2025  
 Widyah Pustak

Catatan:

- Status Perbaikan (Check List = V) dilakukan oleh TI Penguji
- Persetujuan oleh salah satu Penguji atau revisi skripsi dilakukan pengesahan skripsi oleh Pembimbing, dan formulir ini dibawa mahasiswa saat meminta pengesahan Dosen Pembimbing.
- Selanjutnya, formulir ini dilampirkan di bagian paling belakang skripsi