

Lampiran I

I. IDENTITAS RESPONDEN

Nama :

Jenis Kelami: ☐ Laki-Laki ☐ Perempuan

Usia : ☐ 17-25 Th ☐ 26-35Th ☐ 36-45Th

Pekerjaan ☐ Pelajar/Mahasiswa ☐ Pegawai Negeri
☐ Pegawai Swasta ☐ Wiraswasta

Pendapatan per bulan : ☐ Rp. 500.000 ☐ Rp. 500.000 – Rp. 1.500.000
☐ Rp.1.500.000-Rp.4.000.000 ☐ Rp. 5.000.000

PETUNJUK

Berilah tanda (✓) pada jawaban yang dipilih .

KETERANGAN

Kolom jawaban terdiri dari STS, TS, S dan SS artinya :

- STS : Sangat Tidak Tetuju
- TS : Tidak Setuju
- S : Setuju
- SS : Sangat Setuju

PERTANYAAN

1. Apakah anda mengetahui restoran ayam geprek juara dari media sosial Instagram?

☐ Ya ☐ Tidak

II. Pernyataan Responden

Pada setiap nomor pernyataan berilah tanda (✓) tepat pada pilihan sesuai dengan penilaian Anda, dengan rincian skala sebagai berikut:

1	2	3	4
Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju

Variabel Promosi (X₁)

No	Pernyataan	Pilihan Jawaban			
		STS	TS	S	SS
1	Promosi di Gojek menarik dilihat/ditonton				
2	Iklan di gojek mengganggu				
3	Potongan harga dalam promosi Gojek menguntungkan				
4	Layanan donasi sangat bermanfaat				
5	Iklan di media <i>social</i> mengganggu				

Variabel Kualitas Pelayanan (X₂)

No	Pernyataan	Pilihan Jawaban			
		STS	TS	S	SS
6	Driver menggunakan atribut Gojek sebagai identitas (helm, jaket, kartu nama)				
7	Driver memberikan identitas kebersihan (helm, masker, hand sanitizer)				
8	Driver membantu konsumen menaikan barang bawaannya ke kendaraan				
9	Driver menjamin jas hujan kepada konsumen ketika hujan				
10	Driver bersikap ramah dan sopan selama melayani				
11	Driver Gojek memiliki pengetahuan tentang informasi alamat yang ingin dituju				
12	Gojek menjamin kerahasiaan data nomer ponsel pribadi saya				
13	Layanan pengaduan (customer care) sangat berguna untuk saya				
14	Driver mengkonfirmasi oerderan dengan menelepon saya untuk memastikan				
15	Driver datang tepat waktu sesuai dengan pejemputan				

Variabel Nilai Pelanggan(X₃)

No	Pernyataan	Pilihan Jawaban			
		STS	TS	S	SS
16	Saya merasa senang menggunakan layanan aplikasi Gojek				
17	Saya merasa Gojek memahami kebutuhan konsumen dengan menggunakan layanan Go-ride, Go-car, Go-food				
18	Saya merasa tidak ketinggalan zaman telah menggunakan layanan Gojek				
19	Saya merasa kinerja layanan yang diberikan Gojek sesuai dengan ekspektasi saya				
20	Saya merasa fitur chat dalam aplikasi Gojek memudahkan saya berkomunikasi dengan driver				
21	Saya merasa pemberian promo Gojek dapat menghemat pengeluaran saya				
22	Saya merasa pembayaran/transaksi secara non-tunai dapat memberikan kemudahan pembayaran bagi konsumen				

Variabel Promosi (Y)

No	Pernyataan	Pilihan Jawaban			
		STS	TS	S	ST
23	Saya merasa layanan Gojek yang saya terima sesuai dengan harapan saya				
24	Saya membeli/memakai produk Gojek lebih dari satu				
25	Saya merasa dengan pelayanan yang diberikan oleh driver Gojek sehingga saya merekomendasikan jasa Gojek kepada teman				

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Lampiran 2. Tabulasi Data Variabel Promosi

No	No Pernyataan					Σ
	1	2	3	4	5	
1	4	2	4	3	3	16
2	4	4	4	3	3	18
3	2	3	3	3	3	14
4	2	1	4	3	3	13
5	3	2	4	3	1	13
6	2	3	4	4	3	16
7	3	4	4	4	4	19
8	3	3	3	3	3	15
9	3	2	4	3	1	13
10	3	4	4	4	1	16

Lanjutan Lampiran 2. Tabulasi Data Variabel Promosi

No	No Pernyataan					Σ
	1	2	3	4	5	
11	4	2	4	4	2	16
12	3	2	3	3	2	13
13	4	4	4	3	3	18
14	3	2	3	3	1	12
15	3	2	4	3	1	13
16	3	2	3	3	1	12
17	3	1	3	3	1	11
18	4	2	3	3	3	15
19	3	3	3	3	3	15
20	3	2	4	3	2	14
21	3	3	4	3	4	17
22	3	3	3	3	3	15
23	3	4	4	3	2	16
24	4	2	3	3	2	14
25	3	3	3	3	3	15
26	3	2	3	3	2	13
27	4	2	3	2	3	14
28	3	2	3	3	3	14
29	3	2	3	2	2	12
30	3	3	3	3	3	15
31	3	3	4	4	4	18

Lanjutan Lampiran 2. Tabulasi Data Variabel Promosi

No	No Pernyataan					Σ
	1	2	3	4	5	
32	2	3	4	3	3	15
33	3	2	3	3	2	13
34	3	3	1	3	4	14
35	3	2	4	4	2	15
36	3	2	3	3	3	14
37	3	2	4	4	3	16
38	4	3	4	4	2	17
39	4	4	3	3	4	18
40	3	1	3	3	2	12
41	4	2	4	3	3	16
42	3	2	3	4	2	14
43	3	2	4	4	2	15
44	4	2	4	4	2	16
45	3	3	4	3	4	17
46	3	3	4	3	3	16
47	3	2	3	3	2	13
48	2	3	3	3	3	14
49	4	3	3	4	3	17
50	3	1	4	4	4	16
51	3	2	4	3	1	13
52	4	4	4	4	4	20

Lanjutan Lampiran 2. Tabulasi Data Variabel Promosi

No	No Pernyataan					Σ
	1	2	3	4	5	
53	3	2	3	3	2	13
54	4	2	3	4	2	15
55	1	1	3	3	2	10
56	3	2	3	3	2	13
57	3	2	4	3	3	15
58	4	3	3	3	3	16
59	3	2	3	3	2	13
60	3	2	3	3	3	14
61	2	4	3	4	1	14
62	2	1	3	4	1	11
63	3	2	4	3	2	14
64	3	3	4	3	2	15
65	4	3	4	3	4	18
66	3	3	3	4	4	17
67	3	3	4	3	3	16
68	4	3	4	4	2	17
69	3	2	3	4	2	14
70	3	2	3	3	2	13
71	3	2	3	3	2	13
72	3	2	3	3	2	13
73	3	2	3	3	2	13

Lanjutan Lampiran 2. Tabulasi Data Variabel Promosi

No	No Pernyataan					Σ
	1	2	3	4	5	
74	3	2	3	3	2	13
75	3	2	3	3	2	13
76	3	2	4	3	2	14
77	3	2	2	4	2	13
78	4	3	4	3	4	18
79	4	4	4	3	3	18
80	3	2	4	3	2	14
81	4	2	3	4	2	15
82	3	2	3	4	2	14
83	3	2	3	3	2	13
84	3	2	3	3	2	13
85	3	2	3	4	2	14
86	3	2	3	4	2	14
87	3	3	3	3	3	15
88	3	3	3	3	3	15
89	3	2	3	3	2	13
90	3	2	4	3	3	15
91	3	2	3	3	4	15
92	3	3	3	3	2	14
93	2	2	4	4	3	15
94	94	3	2	4	4	3
95	3	3	3	4	3	16
96	4	2	3	4	2	15
97	4	4	4	4	4	20
98	4	2	4	4	3	17

99	4	2	3	3	2	14
100	3	2	4	3	2	14
Σ	314	241	340	329	249	1473

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Lanjutan Lampiran 3. Tabulasi Data Variabel Kualitas Pelayanan

No	No Pernyataan										Σ
	6	7	8	9	10	11	12	13	14	15	
22	4	3	3	3	3	3	3	3	3	2	30
23	4	3	3	2	4	3	3	3	3	4	32
24	3	3	2	2	3	2	3	3	4	3	28
25	3	3	3	3	3	3	3	3	3	3	30
26	4	3	3	3	4	3	4	3	3	3	33
27	4	2	3	2	4	2	4	3	3	3	30
28	3	3	3	4	3	3	3	3	3	3	31
29	3	3	3	3	3	3	3	3	3	3	30
30	3	3	3	3	3	3	3	3	3	3	30
31	4	4	4	4	4	4	4	4	4	4	40
32	4	3	3	3	3	3	3	4	3	4	33
33	4	4	3	3	3	2	3	3	3	3	31
34	3	3	3	3	3	2	3	2	3	3	28
35	4	4	3	4	4	3	4	3	4	4	37
36	3	3	3	3	3	3	4	3	4	3	32
37	3	3	3	2	3	3	3	3	3	3	29
38	3	4	4	4	4	3	4	4	4	3	37
39	4	4	3	4	3	4	4	4	4	3	37
40	4	3	3	3	4	3	3	3	4	3	33
41	4	3	3	3	3	3	3	3	3	3	31
42	3	3	3	2	3	3	3	3	3	3	29

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Lanjutan Lampiran 3. Tabulasi Data Variabel Kualitas Pelayanan

No	No Pernyataan										Σ
	6	7	8	9	10	11	12	13	14	15	
43	4	4	3	4	4	4	3	3	4	3	36
44	4	4	4	4	4	4	4	4	4	4	40
45	3	3	4	3	4	4	4	3	3	4	35
46	4	3	3	3	4	3	3	3	3	3	32
47	3	3	3	3	3	3	3	3	3	3	30
48	3	3	3	2	3	3	4	3	2	3	29
49	3	4	3	3	4	4	3	3	4	3	34
50	4	4	4	4	4	4	4	4	4	4	40
51	3	1	4	4	4	4	4	4	3	3	34
52	4	4	4	4	4	4	4	4	4	3	39
53	3	2	3	2	3	2	3	4	3	3	28
54	3	4	3	3	3	3	3	3	3	3	31
55	4	3	3	4	4	4	4	4	4	4	38
56	4	3	3	2	3	2	2	2	2	2	25
57	3	3	3	3	3	3	2	3	3	2	28
58	4	3	3	3	3	3	3	3	3	3	31
59	3	3	3	3	3	3	3	3	3	3	30
60	3	3	3	3	3	3	3	3	3	3	30
61	3	3	1	2	3	4	4	3	4	3	30
62	4	4	2	3	4	4	4	3	3	4	35
63	4	1	3	3	4	3	3	3	3	3	30

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Lanjutan Lampiran 3. Tabulasi Data Variabel Kualitas Pelayanan

No	No Pernyataan										Σ
	6	7	8	9	10	11	12	13	14	15	
85	4	3	3	3	3	3	4	3	3	3	32
86	4	3	3	3	3	3	4	3	3	3	32
87	3	3	3	3	3	3	3	3	3	3	30
88	3	3	3	3	4	3	3	3	3	3	31
89	4	4	3	3	3	2	3	3	3	3	31
90	4	4	3	3	4	3	3	4	3	3	34
91	3	3	3	3	3	3	4	3	3	3	31
92	3	3	3	3	3	3	3	3	3	4	31
93	3	3	2	3	2	4	4	4	4	4	33
94	3	3	2	2	3	3	2	4	4	3	29
95	3	2	2	2	3	3	4	4	3	3	29
96	3	2	3	3	3	4	3	3	4	3	31
97	3	2	2	2	2	4	3	3	4	4	29
98	3	2	2	2	3	3	3	4	3	3	28
99	3	3	2	3	4	3	3	3	3	3	30
100	4	3	3	3	4	3	3	3	3	3	32
Σ	349	308	305	297	332	316	327	330	330	316	3210

Lampiran 4. Tabulasi Data Variabel Nilai Pelanggan

No	No Pernyataan							Σ
	16	17	18	19	20	21	22	
1	3	4	4	4	4	4	4	27
2	4	4	3	3	3	3	4	24
3	3	3	4	3	4	3	3	23
4	3	3	3	3	3	4	3	22
5	4	4	3	3	4	3	4	25
6	3	3	3	3	4	3	3	22
7	4	3	2	3	4	4	3	23
8	3	3	2	3	3	3	3	20
9	3	3	3	3	4	4	4	24
10	3	3	2	2	3	4	3	20
11	4	4	4	4	4	4	4	28
12	3	3	3	3	3	3	3	21
13	4	4	4	4	4	4	4	28
14	3	3	3	3	3	3	3	21
15	4	4	3	4	3	4	4	26
16	3	3	3	3	3	3	3	21
17	4	4	3	3	4	3	3	24
18	3	4	4	3	3	4	4	25
19	3	3	3	3	3	3	3	21
20	4	4	4	4	4	4	4	28
21	3	4	3	3	3	4	3	23

Lanjutan Lampiran 4. Tabulasi Data Variabel Nilai Pelanggan

No	No Pernyataan							Σ
	16	17	18	19	20	21	22	
22	3	3	4	3	4	4	4	25
23	4	3	4	4	3	3	4	25
24	3	3	4	3	3	3	3	22
25	3	3	3	3	3	3	3	21
26	3	3	3	3	3	3	3	21
27	3	3	3	3	4	4	4	24
28	3	3	4	3	3	4	4	24
29	3	3	3	3	3	3	3	21
30	3	3	3	3	3	3	3	21
31	4	4	4	4	4	4	4	28
32	3	4	3	3	3	4	3	23
33	3	3	3	3	3	3	3	21
34	3	3	4	3	4	3	2	22
35	3	3	3	3	4	4	4	24
36	4	3	3	3	3	3	3	22
37	3	3	3	3	3	3	3	21
38	3	4	3	4	4	3	4	25
39	3	3	3	3	3	4	4	23
40	4	4	3	3	4	3	3	24
41	4	4	4	4	4	4	4	28
42	3	3	3	3	3	3	3	21

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Lanjutan Lampiran 4. Tabulasi Data Variabel Nilai Pelanggan

No	No Pernyataan							Σ
	16	17	18	19	20	21	22	
43	4	3	3	4	3	4	4	25
44	4	4	3	3	3	3	3	23
45	3	4	3	3	4	4	3	24
46	3	4	3	3	3	3	3	22
47	3	3	2	3	3	3	4	21
48	3	3	4	3	4	3	3	23
49	3	4	4	3	3	4	3	24
50	4	4	4	4	4	4	4	28
51	3	3	3	3	3	3	3	21
52	4	4	3	4	4	4	3	26
53	3	3	3	3	3	3	3	21
54	4	4	3	3	3	3	3	23
55	4	3	4	3	3	4	4	25
56	3	3	3	2	3	3	3	20
57	3	3	3	3	3	4	4	23
58	3	3	3	4	3	3	3	22
59	3	3	3	3	3	3	3	21
60	3	3	3	3	3	3	3	21
61	3	3	2	2	4	4	3	21
62	3	2	2	2	3	3	3	18
63	3	3	3	3	3	4	3	22

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Lanjutan Lampiran 4. Tabulasi Data Variabel Nilai Pelanggan

No	No Pernyataan							Σ
	16	17	18	19	20	21	22	
64	4	3	3	3	4	3	3	23
65	4	4	4	4	4	4	4	28
66	3	4	4	3	3	4	4	25
67	3	4	3	3	4	4	4	25
68	3	3	3	3	4	3	3	22
69	3	3	4	3	2	2	3	20
70	3	3	3	3	3	3	3	21
71	3	3	3	3	3	3	3	21
72	3	3	3	3	3	3	3	21
73	3	4	4	3	4	4	4	26
74	3	4	4	3	4	4	4	26
75	3	3	3	3	3	3	3	21
76	3	3	3	3	3	3	4	22
77	3	3	3	3	3	3	3	21
78	3	4	4	4	3	3	4	25
79	4	4	4	4	4	4	4	28
80	3	4	3	3	3	4	3	23
81	3	4	3	3	3	4	3	23
82	3	3	3	3	3	3	3	21
83	4	4	3	3	4	3	4	25
84	3	3	3	3	3	4	4	23

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Lanjutan Lampiran 4. Tabulasi Data Variabel Nilai Pelanggan

No	No Pernyataan							Σ
	16	17	18	19	20	21	22	
85	3	3	4	3	4	3	3	23
86	3	3	4	3	4	3	3	23
87	3	3	3	3	3	3	3	21
88	3	3	3	3	3	3	3	21
89	3	3	3	3	3	3	3	21
90	3	4	3	3	4	3	3	23
91	3	4	3	3	3	4	4	24
92	3	3	2	3	3	3	3	20
93	3	3	3	2	4	3	3	21
94	2	3	2	3	3	4	3	20
95	2	3	3	3	4	4	4	23
96	3	3	3	3	3	4	4	23
97	2	3	2	3	3	4	4	21
98	3	3	2	2	4	4	3	21
99	3	3	3	3	4	3	3	22
100	4	4	4	4	4	4	4	28
Σ	321	334	317	311	338	343	337	2301

Lampiran 5. Tabulasi Data Variabel Kepuasan Konsumen

No	No Pernyataan			Σ
	23	24	25	
1	3	3	3	9
2	4	3	4	11
3	2	3	3	8
4	3	3	3	9
5	4	3	4	11
6	3	4	3	10
7	2	3	4	9
8	3	3	3	9
9	2	4	3	9
10	2	3	3	8
11	4	4	4	12
12	3	3	3	9
13	4	4	4	12
14	3	3	3	9
15	3	4	4	11
16	3	3	3	9
17	3	3	4	10
18	3	3	3	9
19	3	3	3	9
20	4	4	4	12
21	3	4	3	10

Lanjutan Lampiran 5. Tabulasi Data Variabel Kepuasan Konsumen

No	No Pernyataan			Σ
	23	24	25	
22	3	2	4	9
23	3	3	4	10
24	3	3	3	9
25	3	3	3	9
26	3	3	4	10
27	3	4	4	11
28	3	3	3	9
29	3	3	3	9
30	3	3	3	9
31	4	4	4	12
32	3	3	3	9
33	3	3	3	9
34	3	4	3	10
35	3	3	3	9
36	3	3	3	9
37	3	3	3	9
38	4	4	3	11
39	3	3	4	10
40	3	3	4	10
41	4	4	4	12
42	3	3	3	9

Lanjutan Lampiran 5. Tabulasi Data Variabel Kepuasan Konsumen

No	No Pernyataan			Σ
	23	24	25	
43	4	3	4	11
44	3	3	3	9
45	3	3	4	10
46	3	3	3	9
47	3	3	3	9
48	3	4	3	10
49	4	3	3	10
50	4	4	4	12
51	3	3	3	9
52	4	4	3	11
53	3	3	3	9
54	3	3	3	9
55	3	3	4	10
56	2	3	3	8
57	3	3	3	9
58	3	3	3	9
59	3	3	3	9
60	3	3	3	9
61	3	3	4	10
62	3	3	3	9
63	3	3	3	9

Lanjutan Lampiran 5. Tabulasi Data Variabel Kepuasan Konsumen

No	No Pernyataan			Σ
	23	24	25	
64	3	3	3	9
65	4	3	3	10
66	3	4	3	10
67	3	3	3	9
68	3	2	3	8
69	3	3	4	10
70	3	3	3	9
71	3	3	3	9
72	3	2	3	8
73	3	3	4	10
74	3	3	4	10
75	3	3	3	9
76	3	2	3	8
77	3	3	4	10
78	3	4	4	11
79	4	4	4	12
80	3	4	3	10
81	3	4	3	10
82	3	3	3	9
83	3	4	3	10
84	3	3	4	10

Lanjutan Lampiran 5. Tabulasi Data Variabel Kepuasan Konsumen

No	No Pernyataan			Σ
	23	24	25	
85	3	3	3	9
86	3	3	3	9
87	3	3	3	9
88	3	3	3	9
89	3	3	3	9
90	3	3	3	9
91	3	3	3	9
92	2	3	3	8
93	3	3	4	10
94	3	3	3	9
95	2	3	4	9
96	3	3	3	9
97	2	3	4	9
98	2	3	3	8
99	3	2	4	9
100	3	3	4	10
Σ	305	316	333	954

Halaman 1 dari 4

Lampiran 6. Uji Validitas Variabel Promosi Media Sosial Instagram

		Correlations					
		x1_1	x1_2	x1_3	x1_4	x1_5	total_x1
x1_1	Pearson Correlation	1	.235*	.133	.067	.186	.536**
	Sig. (2-tailed)		.019	.186	.507	.064	.000
	N	100	100	100	100	100	100
x1_2	Pearson Correlation	.235*	1	.179	.084	.426**	.726**
	Sig. (2-tailed)	.019		.074	.408	.000	.000
	N	100	100	100	100	100	100
x1_3	Pearson Correlation	.133	.179	1	.157	.113	.497**
	Sig. (2-tailed)	.186	.074		.119	.262	.000
	N	100	100	100	100	100	100
x1_4	Pearson Correlation	.067	.084	.157	1	.019	.367**
	Sig. (2-tailed)	.507	.408	.119		.852	.000
	N	100	100	100	100	100	100
x1_5	Pearson Correlation	.186	.426**	.113	.019	1	.703**
	Sig. (2-tailed)	.064	.000	.262	.852		.000
	N	100	100	100	100	100	100
total_x1	Pearson Correlation	.536**	.726**	.497**	.367**	.703**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

Halaman 2 dari 4

Lampiran 6. Uji Validitas Variabel Kualitas Pelayanan

Correlations

		x2_1	x2_2	x2_3	x2_4	x2_5	x2_6	x2_7	x2_8	x2_9	x2_10	total_x2
x2_1	Pearson Correlation	1	.382**	.344**	.387**	.429**	.143	.191	.204*	.144	.263**	.539**
	Sig. (2-tailed)		.000	.000	.000	.000	.156	.057	.042	.153	.008	.000
	N	100	100	100	100	100	100	100	100	100	100	100
x2_2	Pearson Correlation	.382**	1	.325**	.504**	.312**	.263**	.310**	.170	.360**	.340**	.642**
	Sig. (2-tailed)	.000		.001	.000	.002	.008	.002	.091	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100
x2_3	Pearson Correlation	.344**	.325**	1	.586**	.515**	.248*	.224*	.254*	.281**	.266**	.639**
	Sig. (2-tailed)	.000	.001		.000	.000	.013	.025	.011	.005	.008	.000
	N	100	100	100	100	100	100	100	100	100	100	100
x2_4	Pearson Correlation	.387**	.504**	.586**	1	.469**	.465**	.355**	.266**	.387**	.270**	.754**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.008	.000	.007	.000
	N	100	100	100	100	100	100	100	100	100	100	100
x2_5	Pearson Correlation	.429**	.312**	.515**	.469**	1	.277**	.352**	.213*	.322**	.296**	.647**
	Sig. (2-tailed)	.000	.002	.000	.000		.005	.000	.034	.001	.003	.000
	N	100	100	100	100	100	100	100	100	100	100	100
x2_6	Pearson Correlation	.143	.263**	.248*	.465**	.277**	1	.389**	.399**	.441**	.389**	.628**
	Sig. (2-tailed)	.156	.008	.013	.000	.005		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
x2_7	Pearson Correlation	.191	.310**	.224*	.355**	.352**	.389**	1	.444**	.357**	.548**	.648**
	Sig. (2-tailed)	.057	.002	.025	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
x2_8	Pearson Correlation	.204*	.170	.254*	.266**	.213*	.399**	.444**	1	.453**	.428**	.581**
	Sig. (2-tailed)	.042	.091	.011	.008	.034	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
x2_9	Pearson Correlation	.144	.360**	.281**	.387**	.322**	.441**	.357**	.453**	1	.439**	.654**
	Sig. (2-tailed)	.153	.000	.005	.000	.001	.000	.000	.000		.000	.000

	N	100	100	100	100	100	100	100	100	100	100	100
x2_10	Pearson Correlation	.263**	.340**	.266**	.270**	.296**	.389**	.548**	.428**	.439**	1	.651**
	Sig. (2-tailed)	.008	.001	.008	.007	.003	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100
total_x2	Pearson Correlation	.539**	.642**	.639**	.754**	.647**	.628**	.648**	.581**	.654**	.651**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

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

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

Halaman 3 dari 4

Lampiran 6. Uji Validitas Variabel Nilai Pelanggan

		Correlations							
		x3_1	x3_2	x3_3	x3_4	x3_5	x3_6	x3_7	total_x3
x3_1	Pearson Correlation	1	.462**	.304**	.482**	.292**	.081	.261**	.615**
	Sig. (2-tailed)		.000	.002	.000	.003	.426	.009	.000
	N	100	100	100	100	100	100	100	100
x3_2	Pearson Correlation	.462**	1	.389**	.488**	.323**	.369**	.379**	.739**
	Sig. (2-tailed)	.000		.000	.000	.001	.000	.000	.000
	N	100	100	100	100	100	100	100	100
x3_3	Pearson Correlation	.304**	.389**	1	.518**	.255*	.123	.330**	.656**
	Sig. (2-tailed)	.002	.000		.000	.010	.224	.001	.000
	N	100	100	100	100	100	100	100	100
x3_4	Pearson Correlation	.482**	.488**	.518**	1	.204*	.219*	.465**	.729**
	Sig. (2-tailed)	.000	.000	.000		.042	.028	.000	.000
	N	100	100	100	100	100	100	100	100
x3_5	Pearson Correlation	.292**	.323**	.255*	.204*	1	.294**	.234*	.569**
	Sig. (2-tailed)	.003	.001	.010	.042		.003	.019	.000
	N	100	100	100	100	100	100	100	100
x3_6	Pearson Correlation	.081	.369**	.123	.219*	.294**	1	.544**	.575**
	Sig. (2-tailed)	.426	.000	.224	.028	.003		.000	.000
	N	100	100	100	100	100	100	100	100
x3_7	Pearson Correlation	.261**	.379**	.330**	.465**	.234*	.544**	1	.700**
	Sig. (2-tailed)	.009	.000	.001	.000	.019	.000		.000
	N	100	100	100	100	100	100	100	100
total_x3	Pearson Correlation	.615**	.739**	.656**	.729**	.569**	.575**	.700**	1

Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100	100	100

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

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

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Halaman 4 dari 4

Lampiran 6.Uji Validitas Variabel Nilai Pelanggan

		Correlations			
		y1_1	y1_2	y1_3	total_y1
y1_1	Pearson Correlation	1	.312**	.239*	.744**
	Sig. (2-tailed)		.002	.017	.000
	N	100	100	100	100
y1_2	Pearson Correlation	.312**	1	.119	.693**
	Sig. (2-tailed)	.002		.236	.000
	N	100	100	100	100
y1_3	Pearson Correlation	.239*	.119	1	.646**
	Sig. (2-tailed)	.017	.236		.000
	N	100	100	100	100
total_y1	Pearson Correlation	.744**	.693**	.646**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

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

Lampiran 7. Uji Reliabilitas**Promosi****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.506	5

Kualitas Pelayanan**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.839	10

Lanjutan Lampiran 7. Uji Reliabilitas

Nilai Pelanggan

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.775	7

Kepuasan Konsumen

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.463	3

Lampiran 8. Koefisien Determinasi (R^2)

1. Koefisien Determinasi Parsial

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.271 ^a	.074	.064	.967	.074	7.786	1	98	.006

a. Predictors: (Constant), total_x1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.578 ^a	.334	.327	.820	.334	49.134	1	98	.000

a. Predictors: (Constant), total_x2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.723 ^a	.522	.517	.694	.522	107.047	1	98	.000

a. Predictors: (Constant), total_x3

2. Koefisien Determinasi Simultan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.578	.564	.659

a. Predictors: (Constant), total_x3, total_x1, total_x2

Lampiran 9. Uji Hipotesis

1. Uji T

		Coefficients ^a							
		Unstandardized Coefficients		Standardized Coefficients			Correlations		
Model		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part
1	(Constant)	1.555	.754		2.063	.042			
	total_x1	-.020	.038	-.038	-.517	.606	.271	-.053	-.034
	total_x2	.077	.022	.284	3.537	.001	.578	.340	.235
	total_x3	.252	.034	.586	7.388	.000	.723	.602	.490

a. Dependent Variable: total_y1

2. Uji F

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.094	3	19.031	43.764	.000 ^b
	Residual	41.746	96	.435		
	Total	98.840	99			

a. Dependent Variable: total_y1

b. Predictors: (Constant), Prmosi, Kualitas Pelayanan, Nilai Pelanggan