



A. Penelitian Bulan Juni 2019



B. HASIL TABULASI DATA KUALITAS PRODUK

NO	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	JLH
1	5	4	5	3	5	3	5	5	35
2	4	3	5	5	4	4	4	5	34
3	5	4	3	3	5	4	4	3	31
4	4	4	5	5	5	4	4	5	36
5	5	4	5	5	5	5	5	5	39
6	4	4	3	3	4	4	4	3	29
7	5	5	5	4	4	3	4	5	35
8	5	5	5	4	4	3	4	5	35
9	5	4	5	4	4	3	4	5	34
10	4	4	5	4	4	3	4	5	33
11	5	4	5	4	4	3	4	5	34
12	5	4	4	3	4	4	4	4	32
13	5	5	4	5	4	5	5	4	37
14	5	5	5	4	4	5	5	5	38
15	5	5	5	5	5	4	4	5	38
16	5	5	5	4	5	4	5	5	38
17	5	5	5	4	5	5	4	5	38
18	5	4	5	4	4	4	4	5	35
19	5	5	4	4	4	4	4	4	34
20	5	5	5	4	4	3	4	5	35
21	5	5	5	4	4	3	4	5	35
22	5	5	4	4	4	4	4	4	34
23	5	4	5	4	4	3	4	5	34
24	5	4	4	4	4	3	4	4	32
25	5	5	4	4	4	3	4	4	33
26	5	5	4	4	4	3	4	4	33
27	4	4	4	3	3	3	3	4	28
28	4	4	4	4	4	4	3	4	31
29	4	4	4	4	5	4	4	4	33
30	4	4	4	4	4	3	4	4	31
31	5	4	4	4	4	4	5	4	34
32	3	4	5	4	3	5	5	5	34
33	5	4	4	4	4	3	4	4	32
34	4	4	3	3	4	3	4	3	28
35	3	3	2	2	3	3	1	2	19
36	4	4	4	4	4	4	4	4	32
37	5	5	4	4	4	3	4	4	33
38	5	5	5	4	4	3	4	5	35

39	5	4	5	4	4	4	4	5	35
40	5	5	4	4	4	4	4	4	34
41	5	4	4	4	4	4	5	4	34
42	4	3	4	4	4	4	4	4	31
43	5	4	3	4	3	3	3	3	28
44	4	4	4	3	4	4	4	4	31
45	5	3	3	4	4	3	3	3	28
46	5	4	4	5	3	3	4	4	32
47	4	5	3	4	4	4	2	3	29
48	5	4	4	4	4	4	4	4	33
49	4	5	4	5	5	3	3	4	33
50	5	3	4	5	4	4	3	4	32
51	4	4	3	4	3	5	4	3	30
52	4	3	4	3	4	4	5	4	31
53	3	4	3	4	4	3	4	3	28
54	5	4	3	3	4	4	3	3	29
55	4	5	4	5	4	3	4	4	33
56	5	4	3	4	3	3	4	3	29
57	4	4	3	4	3	4	3	3	28
58	5	3	4	4	4	4	3	4	31
59	3	4	3	5	4	3	4	3	29
60	4	4	3	4	3	4	5	3	30
61	4	4	4	4	3	4	4	4	31
62	3	4	4	4	4	4	3	4	30
63	4	4	3	4	3	4	4	3	29
64	4	4	4	3	4	4	4	4	31
65	4	4	3	4	3	4	3	3	28
66	4	4	4	4	4	4	4	4	32
67	4	4	4	4	4	4	4	4	32
68	4	4	4	4	4	4	4	4	32
69	4	4	3	4	4	3	4	3	29
70	4	4	4	4	4	4	4	4	32
71	4	4	3	4	4	3	4	3	29
72	3	4	4	3	4	3	3	4	28
73	4	3	3	4	3	3	3	3	26
74	4	4	4	3	4	3	4	4	30
75	4	3	4	4	3	3	4	4	29
76	3	4	4	3	4	4	4	4	30
77	4	3	3	4	3	4	4	3	28
78	3	4	4	3	4	3	3	4	28
79	4	4	3	4	3	4	3	3	28

80	4	3	3	4	4	4	3	3	28
81	4	3	3	3	4	3	4	3	27
82	4	4	3	4	3	4	3	3	28
83	4	4	4	4	4	4	3	4	31
84	4	4	4	3	4	3	3	4	29
85	4	4	4	4	4	3	3	4	30
86	4	4	4	3	4	3	4	4	30
87	4	4	4	4	4	4	3	4	31
88	4	3	4	4	3	4	3	4	29
89	5	4	4	4	4	3	4	4	32
90	5	4	3	5	4	4	3	3	31
91	4	4	5	4	4	3	3	5	32
92	4	3	4	3	4	4	4	4	30
93	3	4	3	4	4	3	4	3	28
94	4	4	4	3	4	4	4	4	31
95	4	4	4	4	4	4	3	4	31
96	4	4	4	3	4	4	4	4	31
97	4	4	3	4	4	3	3	3	28
98	4	4	4	4	3	3	4	4	30
99	4	3	4	3	4	4	4	4	30
100	4	4	4	3	4	4	4	4	31

C. Hasil uji validitas Kualitas Produk

Correlations

		A	B	C	D	E	F	G	H	TOTAL
A	Pearson Correlation	1	.352**	.363**	.267**	.247*	.030	.295**	.363**	.602**
	Sig. (2-tailed)		.000	.000	.007	.013	.770	.003	.000	.000
	N	100	100	100	100	100	100	100	100	100
B	Pearson Correlation	.352**	1	.345**	.246*	.311**	-.015	.228*	.345**	.568**
	Sig. (2-tailed)	.000		.000	.013	.002	.882	.023	.000	.000
	N	100	100	100	100	100	100	100	100	100
C	Pearson Correlation	.363**	.345**	1	.215*	.441**	.081	.433**	1.000*	.829**
	Sig. (2-tailed)	.000	.000		.032	.000	.425	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
D	Pearson Correlation	.267**	.246*	.215*	1	.087	.119	.133	.215*	.461**
	Sig. (2-tailed)	.007	.013	.032		.387	.240	.188	.032	.000
	N	100	100	100	100	100	100	100	100	100
E	Pearson Correlation	.247*	.311**	.441**	.087	1	.074	.257**	.441**	.570**
	Sig. (2-tailed)	.013	.002	.000	.387		.461	.010	.000	.000
	N	100	100	100	100	100	100	100	100	100
F	Pearson Correlation	.030	-.015	.081	.119	.074	1	.233*	.081	.320**
	Sig. (2-tailed)	.770	.882	.425	.240	.461		.020	.425	.001
	N	100	100	100	100	100	100	100	100	100
G	Pearson Correlation	.295**	.228*	.433**	.133	.257**	.233*	1	.433**	.635**
	Sig. (2-tailed)	.003	.023	.000	.188	.010	.020		.000	.000
	N	100	100	100	100	100	100	100	100	100
H	Pearson Correlation	.363**	.345**	1.000*	.215*	.441**	.081	.433**	1	.829**
	Sig. (2-tailed)	.000	.000	.000	.032	.000	.425	.000		.000
	N	100	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.602**	.568**	.829**	.461**	.570**	.320**	.635**	.829**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.000	.000	
	N	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).

Reliability Statistics

Cronbach's Alpha	N of Items
.749	9

D. HASIL TABULASI DATA PERSEPSI HARGA

NO	PH 1	PH 2	PH 3	PH 4	PH 5	PH 6	PH 7	JLH
1	5	4	4	3	4	3	5	28
2	4	3	5	5	4	4	4	29
3	3	4	3	3	3	4	4	24
4	4	3	3	3	3	4	4	24
5	4	4	4	4	4	3	3	26
6	3	3	3	3	3	3	4	22
7	4	4	3	3	3	3	3	23
8	4	4	5	4	4	3	4	28
9	5	4	5	4	4	3	4	29
10	4	4	5	4	4	3	4	28
11	3	4	3	4	4	3	4	25
12	5	4	4	3	4	4	4	28
13	3	3	4	3	4	4	4	25
14	5	5	5	4	4	5	4	32
15	5	4	4	4	4	4	4	29
16	4	4	4	4	3	3	4	26
17	4	3	3	4	4	4	4	26
18	4	4	4	3	3	3	3	24
19	4	3	3	3	3	3	3	22
20	3	3	3	3	4	3	4	23
21	3	3	3	3	3	3	4	22
22	5	5	3	3	3	3	3	25
23	3	3	3	3	4	3	4	23
24	3	3	3	3	3	3	3	21
25	4	3	3	3	3	3	3	22
26	5	3	3	3	4	3	3	24
27	4	3	3	3	3	3	3	22
28	4	4	3	3	3	3	3	23
29	4	4	4	3	3	3	3	24
30	4	4	3	3	3	3	3	23
31	4	4	4	3	3	3	3	24
32	3	4	3	3	3	3	3	22
33	5	3	3	3	3	3	3	23
34	3	3	3	3	3	3	3	21
35	3	3	3	3	3	2	3	20
36	4	4	3	3	3	3	3	23
37	4	3	3	3	3	3	3	22

38	3	3	3	3	3	3	3	21
39	3	3	3	3	3	3	3	21
40	4	3	3	3	3	3	3	22
41	5	3	3	3	3	3	3	23
42	4	3	4	3	3	3	3	23
43	3	3	3	3	3	3	3	21
44	4	3	3	3	3	3	3	22
45	4	4	3	3	3	3	3	23
46	5	4	4	3	3	3	3	25
47	4	4	3	3	3	3	3	23
48	4	4	4	3	3	3	3	24
49	3	3	3	3	3	3	3	21
50	4	3	3	3	3	3	3	22
51	4	4	3	3	3	3	3	23
52	3	3	3	3	3	3	3	21
53	3	4	3	3	3	3	3	22
54	3	3	3	3	3	3	3	21
55	4	3	4	3	3	3	3	23
56	3	4	3	3	3	3	3	22
57	3	3	3	4	3	3	3	22
58	5	3	3	3	3	3	3	23
59	3	4	3	3	4	3	4	24
60	4	4	3	3	3	3	3	23
61	4	4	3	3	3	3	3	23
62	3	4	3	3	3	3	3	22
63	4	4	3	3	3	3	3	23
64	3	3	3	3	3	3	3	21
65	3	3	3	3	3	3	3	21
66	4	3	3	3	3	3	3	22
67	4	4	3	3	3	3	3	23
68	4	3	3	3	3	3	3	22
69	4	4	3	3	3	3	3	23
70	4	4	3	3	3	3	3	23
71	4	3	3	3	3	3	4	23
72	3	4	3	3	3	3	3	22
73	3	3	3	3	3	3	3	21
74	3	4	3	3	3	3	4	23
75	4	3	3	3	3	3	3	22
76	3	3	3	3	4	4	3	23
77	4	3	3	3	3	3	3	22
78	3	4	3	3	3	3	3	22

79	3	3	3	3	3	3	3	21
80	4	3	3	4	3	3	3	23
81	4	3	3	3	4	3	3	23
82	3	4	3	3	3	3	3	22
83	3	4	3	3	3	4	3	23
84	3	4	3	3	3	3	3	22
85	3	3	3	4	4	3	3	23
86	4	4	3	3	3	3	3	23
87	3	3	3	4	4	4	3	24
88	4	3	4	3	3	3	3	23
89	3	3	3	3	4	3	4	23
90	3	4	3	3	4	4	3	24
91	4	4	3	3	3	3	3	23
92	3	3	3	3	3	4	3	22
93	3	3	3	3	4	3	4	23
94	4	4	4	3	3	3	3	24
95	4	3	3	3	3	3	3	22
96	4	4	3	3	3	3	3	23
97	3	3	3	4	4	3	3	23
98	3	3	4	4	3	3	4	24
99	3	3	3	3	4	4	4	24
100	4	3	4	3	3	4	3	24

E. UJI VALIDITAS PERSEPSI HARGA

Correlations

		A	B	C	D	E	F	G	TOTAL
A	Pearson Correlation	1	.279**	.400**	.086	.026	.061	.035	.544**
	Sig. (2-tailed)		.005	.000	.396	.795	.545	.730	.000
	N	100	100	100	100	100	100	100	100
B	Pearson Correlation	.279**	1	.274**	.039	.000	.082	.061	.463**
	Sig. (2-tailed)	.005		.006	.701	1.000	.419	.545	.000
	N	100	100	100	100	100	100	100	100
C	Pearson Correlation	.400**	.274**	1	.522**	.350**	.267**	.397**	.785**
	Sig. (2-tailed)	.000	.006		.000	.000	.007	.000	.000
	N	100	100	100	100	100	100	100	100
D	Pearson Correlation	.086	.039	.522**	1	.503**	.271**	.356**	.613**
	Sig. (2-tailed)	.396	.701	.000		.000	.006	.000	.000
	N	100	100	100	100	100	100	100	100
E	Pearson Correlation	.026	.000	.350**	.503**	1	.409**	.576**	.623**
	Sig. (2-tailed)	.795	1.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100
F	Pearson Correlation	.061	.082	.267**	.271**	.409**	1	.323**	.524**
	Sig. (2-tailed)	.545	.419	.007	.006	.000		.001	.000
	N	100	100	100	100	100	100	100	100
G	Pearson Correlation	.035	.061	.397**	.356**	.576**	.323**	1	.614**
	Sig. (2-tailed)	.730	.545	.000	.000	.000	.001		.000
	N	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.544**	.463**	.785**	.613**	.623**	.524**	.614**	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).

F. Hasil Uji Cronbach's Alpha variabel Persepsi Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.738	8

G. HASIL TABULASI DATA KEPUASAN KONSUMEN

NO	KK 1	KK 2	KK 3	KK 4	JLH
1	5	3	5	5	18
2	4	4	4	5	17
3	5	4	4	3	16
4	4	4	4	3	15
5	5	4	4	4	17
6	4	4	4	3	15
7	3	3	4	3	13
8	4	3	4	5	16
9	4	3	4	5	16
10	4	3	4	5	16
11	4	3	4	5	16
12	4	4	4	4	16
13	4	5	5	4	18
14	4	5	5	5	19
15	5	4	4	5	18
16	5	4	5	5	19
17	5	5	4	5	19
18	4	4	4	5	17
19	4	4	4	4	16
20	4	3	4	5	16
21	4	3	4	5	16
22	4	4	4	4	16
23	4	3	4	5	16
24	4	3	4	4	15
25	4	3	4	4	15
26	4	3	4	4	15
27	3	3	3	4	13
28	4	4	3	4	15
29	5	4	4	4	17
30	4	3	4	4	15
31	4	4	5	4	17
32	3	5	5	5	18
33	4	3	4	4	15
34	4	3	4	3	14
35	3	3	3	3	12
36	3	3	4	4	14
37	4	3	4	4	15

38	4	3	4	5	16
39	4	4	4	5	17
40	4	4	4	4	16
41	4	4	5	4	17
42	4	4	4	4	16
43	3	3	3	3	12
44	4	4	4	4	16
45	4	3	3	3	13
46	3	3	4	4	14
47	4	4	2	3	13
48	4	4	4	4	16
49	5	3	3	4	15
50	4	4	3	4	15
51	3	5	4	3	15
52	4	4	5	4	17
53	4	3	4	3	14
54	4	4	3	3	14
55	4	3	4	4	15
56	3	3	4	3	13
57	3	4	3	3	13
58	4	4	3	4	15
59	4	3	4	3	14
60	3	4	5	3	15
61	3	4	4	4	15
62	4	4	3	4	15
63	3	4	4	3	14
64	4	4	4	4	16
65	3	4	3	3	13
66	4	4	4	4	16
67	4	4	4	4	16
68	4	4	4	4	16
69	4	3	4	3	14
70	4	4	4	4	16
71	4	3	4	3	14
72	4	3	3	4	14
73	3	3	3	3	12
74	4	3	4	4	15
75	3	3	4	4	14
76	4	4	4	4	16
77	3	4	4	3	14
78	4	3	3	4	14

79	3	4	3	3	13
80	4	4	3	3	14
81	4	3	4	3	14
82	3	4	3	3	13
83	4	4	3	4	15
84	4	3	3	4	14
85	4	3	3	4	14
86	4	3	4	4	15
87	4	4	3	4	15
88	3	4	3	4	14
89	4	3	4	4	15
90	4	4	3	3	14
91	4	3	3	5	15
92	4	4	4	4	16
93	4	3	4	3	14
94	4	4	4	4	16
95	4	4	3	4	15
96	4	4	4	4	16
97	4	3	3	3	13
98	3	3	4	4	14
99	4	4	4	3	15
100	4	4	3	3	14

H. HASIL UJI VALIDITAS KEPUASAN KONSUMEN

Correlations

		A	B	C	D	TOTAL
A	Pearson Correlation	1	.064	.167	.370**	.606**
	Sig. (2-tailed)		.530	.097	.000	.000
	N	100	100	100	100	100
B	Pearson Correlation	.064	1	.165	.023	.484**
	Sig. (2-tailed)	.530		.100	.818	.000
	N	100	100	100	100	100
C	Pearson Correlation	.167	.165	1	.343**	.678**
	Sig. (2-tailed)	.097	.100		.000	.000
	N	100	100	100	100	100
D	Pearson Correlation	.370**	.023	.343**	1	.730**
	Sig. (2-tailed)	.000	.818	.000		.000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	.606**	.484**	.678**	.730**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

I. Hasil Uji Cronbach's Alpha Variabel Kepuasan Konsumen

Reliability Statistics

Cronbach's Alpha	N of Items
.739	5

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.818 ^a	.669	.663	.882	.669	98.187	2	97	.000	1.848

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

b. Dependent Variable: Kepuasan Konsumen

ANOVA^a

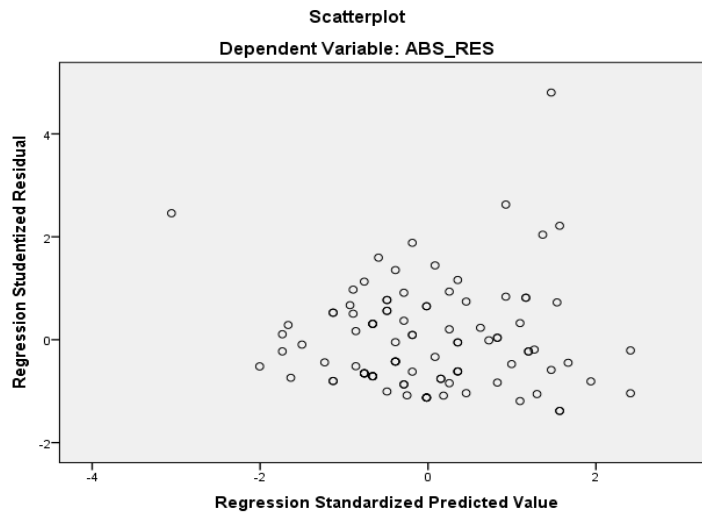
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	152.642	2	76.321	98.187	.000 ^b
	Residual	75.398	97	.777		
	Total	228.040	99			

a. Dependent Variable: Kepuasan Konsumen

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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.610	1.085		1.483	.141		
	Kualitas Produk	.368	.035	.747	10.568	.000	.682	1.466
	Persepsi Harga	.086	.052	.116	1.642	.104	.682	1.466



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.612	.697		.878	.382
	Kualitas Produk	.028	.022	.151	1.237	.219
	Persepsi Harga	-.035	.033	-.128	-1.050	.296

a. Dependent Variable: ABS_RES

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.87269497
Most Extreme Differences	Absolute	.061
	Positive	.048
	Negative	-.061
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

