

## LAMPIRAN

### Lampiran 1 Kuisisioner Penelitian



### KUISISIONER

#### ANALISIS KEPUASAN KONSUMEN TERHADAP PEMBELIAN DURIAN BAWOR PADA GUBUK DURIAN

##### I. PETUNJUK PENGISIAN

- Berilah tanda Check list (✓) pada salah satu jawaban yang paling sesuai dengan pendapat saudara.
- Kuesioner ini bertujuan untuk mengumpulkan data dalam rangka penelitian akademik.
- Mohon menjawab setiap pertanyaan sesuai dengan pendapat atau pengalaman anda.
- Semua jawaban anda dijamin kerahasiaannya

##### II. IDENTITAS RESPONDEN

|                                              |   |
|----------------------------------------------|---|
| Nama                                         | : |
| Jenis Kelamin                                | : |
| Usia                                         | : |
| Pendidikan Terakhir                          | : |
| Pekerjaan Saat Ini                           | : |
| Pendapatan per bulan                         | : |
| Sudah Berapa Kali Berkunjung ke Gubuk Durian | : |

##### III. KRITERIA PENILAIAN:

1. Sangat Setuju = 5
2. Setuju = 4
3. Netral = 3
4. Tidak Setuju = 2
5. Sangat Tidak Setuju = 1

| Atribut Harga |                                                                                            |                                                                                                                                                                                                       |
|---------------|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1             | Harga Durian Bawor yang ditawarkan mudah dijangkau oleh kemampuan ekonomi seluruh kalangan | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 2             | Harga yang ditetapkan untuk Durian Bawor sudah sesuai dengan kondisi harga pasar saat ini  | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 3             | Harga Durian Bawor ditetapkan dengan mempertimbangkan daya beli konsumen                   | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 4             | Kualitas Durian Bawor yang diterima sesuai dengan harga yang dibayarkan                    | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 5             | Kesesuaian antara harga produk dan manfaat yang dirasakan mempengaruhi keputusan           | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |

| Atribut Kualitas Produk |                                                                               |                                                                                                                                                                                                       |
|-------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                       | Durian Bawor yang saya beli memiliki daya tahan yang baik (tidak cepat rusak) | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 2                       | Tampilan fisik dan warna durian Bawor terlihat bagus dan menarik              | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 3                       | Durian Bawor memiliki cita rasa yang khas dan istimewa                        | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 4                       | Kondisi durian yang saya terima sesuai dengan apa yang dijanjikan penjual.    | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 5                       | Durian Bawor memiliki kualitas yang konsisten setiap kali saya membeli        | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |

| Atribut Kualitas Pelayanan |                                                                                          |                                                                                                                                                                                                       |
|----------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                          | Penjual memberikan informasi produk durian dengan jelas dan dapat dipercaya.             | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 2                          | Fasilitas tempat, kebersihan, dan penampilan produk di Gubuk Durian tertata dengan baik. | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 3                          | Penjual cepat dan sigap dalam melayani kebutuhan pembeli.                                | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 4                          | Penjual mampu memberikan garansi dan meyakinkan dalam memilih durian.                    | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 5                          | Penjual ramah, sopan, dan memahami kebutuhan saya sebagai konsumen.                      | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |

| Atribut Kepuasan Konsumen |                                                                                                    |                                                                                                                                                                                                       |
|---------------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                         | Saya merasa puas dengan keseluruhan pengalaman membeli durian Bawor di Gubuk Durian.               | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 2                         | Saya merasa puas dengan kualitas buah durian yang disajikan di Gubuk Durian.                       | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 3                         | Saya merasa puas dengan kinerja karyawan cekatan dan tanggap di Gubuk Durian                       | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 4                         | Pelayanan yang diberikan sesuai dengan apa yang diinginkan pelanggan.                              | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |
| 5                         | Tingkat kepuasan yang saya rasakan mendorong saya untuk melakukan pembelian ulang di Gubuk Durian. | <input type="checkbox"/> Sangat Tidak Setuju<br><input type="checkbox"/> Tidak Setuju<br><input type="checkbox"/> Netral<br><input type="checkbox"/> Setuju<br><input type="checkbox"/> Sangat setuju |

## Lampiran 2 Data Identitas Reponden

| Nama     | Jenis Kelamin | Usia | Pendidikan Terakhir | Pekerjaan Saat Ini | Pendapatan per bulan | Sudah Berapa Kali Berkunjung ke Gubuk Durian |
|----------|---------------|------|---------------------|--------------------|----------------------|----------------------------------------------|
| Agus     | Laki-Laki     | 46   | SMK                 | Wirausaha          | 5,000,000            | 5                                            |
| M. Ivan  | Laki-Laki     | 25   | SMK                 | Karyawan Swasta    | 5,200,000            | 5                                            |
| Warsito  | Laki-Laki     | 58   | SMK                 | Petani             | 3,000,000            | 6                                            |
| Guritno  | Laki-Laki     | 56   | SI                  | PNS                | 4,500,000            | 7                                            |
| M. Fajar | Laki-Laki     | 27   | SMA                 | Karyawan Swasta    | 3,000,000            | 6                                            |
| Samuji   | Laki-Laki     | 56   | SMA                 | Petani             | 3,500,000            | 4                                            |
| Pandi    | Laki-Laki     | 22   | SMK                 | Karyawan Swasta    | 5,200,000            | 5                                            |
| Doni     | Laki-Laki     | 24   | SMK                 | Sopir              | 2,300,000            | 4                                            |
| Divan    | Laki-Laki     | 25   | SI                  | Karyawan Swasta    | 4,700,000            | 3                                            |
| Suyanto  | Laki-Laki     | 53   | S2                  | Guru               | 5,000,000            | 4                                            |
| Kadar    | Laki-Laki     | 58   | SI                  | Guru               | 4,000,000            | 4                                            |
| Daviq    | Laki-Laki     | 52   | SI                  | Guru               | 4,000,000            | 2                                            |
| Cipto    | Laki-Laki     | 48   | SMK                 | Montir             | 5,500,000            | 6                                            |
| Edi      | Laki-Laki     | 52   | SMK                 | Petani             | 3,000,000            | 6                                            |
| Choirul  | Laki-Laki     | 37   | SMA                 | Wirausaha          | 3,500,000            | 5                                            |
| Dina     | Laki-Laki     | 38   | SMA                 | Buruh              | 1,500,000            | 2                                            |
| Iling    | Laki-Laki     | 27   | SMA                 | Wirausaha          | 4,000,000            | 3                                            |
| Ade      | Laki-Laki     | 28   | SMK                 | Montir             | 6,000,000            | 6                                            |
| M. Taja  | Laki-Laki     | 24   | SMA                 | Karyawan Swasta    | 2,600,000            | 4                                            |
| Suparin  | Laki-Laki     | 60   | SD                  | Buruh Ternak       | 1,500,000            | 4                                            |
| Riko     | Laki-Laki     | 32   | SI                  | Wirausaha          | 5,000,000            | 3                                            |
| Johan    | Laki-Laki     | 36   | SI                  | Wirausaha          | 7,000,000            | 4                                            |
| Gabriel  | Laki-Laki     | 25   | SMA                 | Wirausaha          | 4,000,000            | 5                                            |
| Sisilia  | Perempuan     | 22   | SMK                 | Karyawan Swasta    | 2,000,000            | 6                                            |
| Eka      | Perempuan     | 46   | SMA                 | IRT                | 2,000,000            | 3                                            |
| Tarmini  | Perempuan     | 50   | SMA                 | Karyawan Swasta    | 5,200,000            | 3                                            |
| Yuli     | Perempuan     | 48   | SMA                 | IRT                | 1,500,000            | 6                                            |
| Astuti   | Perempuan     | 40   | SMA                 | Wirausaha          | 4,500,000            | 4                                            |
| Ayu      | Perempuan     | 40   | SI                  | Guru               | 3,000,000            | 3                                            |
| Sri      | Perempuan     | 52   | SI                  | Guru               | 4,000,000            | 3                                            |
| Daris    | Perempuan     | 47   | SI                  | Guru               | 4,000,000            | 2                                            |
| Nunuk    | Perempuan     | 44   | SMA                 | Petani             | 2,000,000            | 5                                            |
| Atik     | Perempuan     | 46   | SI                  | Wirausaha          | 6,000,000            | 6                                            |
| Vivi     | Perempuan     | 34   | S2                  | Wirausaha          | >10.000.000          | 4                                            |
| Yanti    | Perempuan     | 47   | SMA                 | IRT                | 1,500,000            | 5                                            |
| Dian     | Perempuan     | 34   | SI                  | Guru               | 3,500,000            | 4                                            |
| Sukarni  | Perempuan     | 42   | SMA                 | Karyawan Swasta    | 2,000,000            | 5                                            |
| Anita    | Perempuan     | 31   | SI                  | Guru               | 4,000,000            | 7                                            |
| Hanifa   | Perempuan     | 27   | SMA                 | Wirausaha          | 3,000,000            | 2                                            |
| Musriah  | Perempuan     | 58   | SD                  | Wirausaha          | 1,300,000            | 3                                            |

Lampiran 3 Hasil Kuisioner

| Harga (X1) |    |    |    |    |       | Kualitas Produk (X2) |    |    |    |     |       | Kualitas Pelayanan (X3) |     |     |     |     |       | Kepuasan Konsumen (Y) |     |     |     |     |       |
|------------|----|----|----|----|-------|----------------------|----|----|----|-----|-------|-------------------------|-----|-----|-----|-----|-------|-----------------------|-----|-----|-----|-----|-------|
| P1         | P2 | P3 | P4 | P5 | Total | P6                   | P7 | P8 | P9 | P10 | Total | P11                     | P12 | P13 | P14 | P15 | Total | P16                   | P17 | P18 | P19 | P20 | Total |
| 5          | 5  | 4  | 5  | 5  | 24    | 3                    | 4  | 5  | 4  | 4   | 20    | 4                       | 4   | 4   | 4   | 4   | 20    | 5                     | 4   | 4   | 4   | 3   | 20    |
| 4          | 4  | 3  | 3  | 3  | 17    | 3                    | 4  | 4  | 5  | 5   | 21    | 4                       | 4   | 5   | 5   | 4   | 22    | 5                     | 5   | 4   | 4   | 4   | 22    |
| 4          | 3  | 5  | 4  | 4  | 20    | 5                    | 5  | 5  | 5  | 5   | 25    | 4                       | 4   | 4   | 4   | 5   | 21    | 5                     | 5   | 5   | 5   | 4   | 24    |
| 4          | 4  | 4  | 5  | 4  | 21    | 1                    | 1  | 2  | 2  | 2   | 8     | 5                       | 5   | 4   | 5   | 5   | 24    | 4                     | 5   | 4   | 4   | 3   | 20    |
| 3          | 5  | 3  | 5  | 5  | 21    | 4                    | 5  | 5  | 4  | 3   | 21    | 4                       | 4   | 3   | 4   | 4   | 19    | 5                     | 4   | 4   | 4   | 4   | 21    |
| 4          | 3  | 5  | 4  | 4  | 20    | 4                    | 4  | 5  | 5  | 5   | 23    | 5                       | 4   | 4   | 5   | 5   | 23    | 5                     | 5   | 5   | 4   | 4   | 23    |
| 3          | 4  | 2  | 4  | 4  | 17    | 5                    | 5  | 4  | 5  | 5   | 24    | 4                       | 4   | 5   | 5   | 5   | 23    | 5                     | 4   | 3   | 4   | 3   | 19    |
| 3          | 3  | 5  | 4  | 4  | 19    | 5                    | 4  | 5  | 4  | 4   | 22    | 4                       | 5   | 3   | 5   | 5   | 22    | 5                     | 4   | 5   | 4   | 4   | 22    |
| 4          | 4  | 5  | 5  | 4  | 22    | 3                    | 4  | 5  | 4  | 5   | 21    | 4                       | 5   | 5   | 5   | 4   | 23    | 5                     | 4   | 4   | 4   | 5   | 22    |
| 2          | 2  | 4  | 2  | 2  | 12    | 4                    | 5  | 3  | 4  | 4   | 20    | 3                       | 5   | 5   | 5   | 4   | 22    | 4                     | 3   | 4   | 4   | 3   | 18    |
| 3          | 3  | 4  | 2  | 3  | 15    | 5                    | 3  | 5  | 5  | 4   | 22    | 4                       | 4   | 3   | 4   | 3   | 18    | 4                     | 4   | 4   | 4   | 3   | 19    |
| 4          | 5  | 3  | 5  | 5  | 22    | 4                    | 5  | 5  | 4  | 5   | 23    | 3                       | 4   | 2   | 4   | 3   | 16    | 5                     | 5   | 4   | 5   | 5   | 24    |
| 5          | 5  | 5  | 5  | 4  | 24    | 4                    | 3  | 4  | 3  | 4   | 18    | 5                       | 3   | 2   | 3   | 3   | 16    | 5                     | 5   | 4   | 4   | 4   | 22    |
| 4          | 4  | 5  | 4  | 4  | 21    | 4                    | 5  | 5  | 4  | 4   | 22    | 4                       | 3   | 4   | 3   | 4   | 18    | 5                     | 4   | 4   | 4   | 4   | 21    |
| 4          | 4  | 4  | 4  | 4  | 20    | 3                    | 5  | 3  | 3  | 4   | 18    | 4                       | 4   | 3   | 4   | 4   | 19    | 4                     | 4   | 4   | 4   | 3   | 19    |
| 4          | 4  | 5  | 4  | 4  | 21    | 5                    | 5  | 4  | 5  | 4   | 23    | 5                       | 3   | 4   | 4   | 3   | 19    | 5                     | 5   | 4   | 4   | 4   | 22    |
| 5          | 5  | 5  | 5  | 4  | 24    | 4                    | 4  | 4  | 4  | 5   | 21    | 5                       | 5   | 4   | 5   | 5   | 24    | 5                     | 5   | 5   | 5   | 4   | 24    |
| 5          | 4  | 3  | 4  | 4  | 20    | 4                    | 4  | 5  | 4  | 3   | 20    | 5                       | 4   | 5   | 4   | 4   | 22    | 4                     | 5   | 4   | 4   | 4   | 21    |
| 3          | 3  | 3  | 3  | 3  | 15    | 3                    | 5  | 2  | 3  | 3   | 16    | 5                       | 5   | 5   | 5   | 5   | 25    | 5                     | 5   | 4   | 4   | 4   | 22    |
| 4          | 4  | 3  | 3  | 4  | 18    | 4                    | 4  | 3  | 4  | 5   | 20    | 4                       | 4   | 3   | 4   | 4   | 19    | 5                     | 4   | 3   | 4   | 3   | 19    |
| 5          | 4  | 4  | 4  | 4  | 21    | 5                    | 4  | 5  | 4  | 5   | 23    | 5                       | 5   | 4   | 3   | 4   | 21    | 5                     | 5   | 4   | 5   | 5   | 24    |
| 4          | 3  | 4  | 4  | 5  | 20    | 3                    | 4  | 4  | 4  | 5   | 20    | 4                       | 4   | 3   | 4   | 3   | 18    | 4                     | 4   | 4   | 4   | 3   | 19    |
| 5          | 5  | 5  | 4  | 5  | 24    | 5                    | 4  | 4  | 5  | 4   | 22    | 5                       | 5   | 5   | 4   | 5   | 24    | 5                     | 5   | 4   | 4   | 4   | 22    |
| 4          | 3  | 3  | 4  | 3  | 17    | 4                    | 5  | 5  | 5  | 5   | 24    | 4                       | 4   | 5   | 4   | 5   | 22    | 5                     | 4   | 5   | 4   | 4   | 22    |
| 5          | 4  | 5  | 3  | 5  | 22    | 4                    | 4  | 4  | 4  | 4   | 20    | 5                       | 5   | 5   | 5   | 4   | 24    | 4                     | 5   | 4   | 5   | 5   | 23    |
| 5          | 4  | 5  | 3  | 4  | 21    | 3                    | 4  | 5  | 4  | 4   | 20    | 4                       | 4   | 3   | 4   | 3   | 18    | 4                     | 3   | 3   | 3   | 3   | 16    |
| 5          | 5  | 4  | 5  | 5  | 24    | 5                    | 5  | 4  | 5  | 5   | 24    | 4                       | 4   | 5   | 4   | 4   | 21    | 5                     | 5   | 5   | 5   | 4   | 24    |
| 4          | 4  | 4  | 4  | 4  | 20    | 4                    | 5  | 5  | 4  | 5   | 23    | 5                       | 5   | 4   | 5   | 4   | 23    | 5                     | 5   | 4   | 5   | 4   | 23    |
| 5          | 4  | 4  | 5  | 5  | 23    | 5                    | 3  | 4  | 4  | 5   | 21    | 4                       | 4   | 4   | 4   | 4   | 20    | 4                     | 4   | 4   | 4   | 3   | 19    |
| 4          | 5  | 5  | 5  | 5  | 24    | 3                    | 4  | 4  | 3  | 4   | 18    | 5                       | 5   | 4   | 5   | 5   | 24    | 4                     | 4   | 5   | 4   | 4   | 21    |
| 3          | 3  | 3  | 3  | 3  | 15    | 4                    | 4  | 4  | 4  | 4   | 20    | 4                       | 4   | 4   | 3   | 4   | 19    | 4                     | 3   | 3   | 3   | 4   | 17    |
| 5          | 4  | 5  | 5  | 4  | 23    | 4                    | 5  | 5  | 5  | 5   | 24    | 5                       | 5   | 3   | 4   | 4   | 21    | 5                     | 5   | 5   | 5   | 5   | 25    |
| 3          | 5  | 5  | 4  | 3  | 20    | 4                    | 4  | 5  | 5  | 5   | 23    | 5                       | 3   | 5   | 4   | 4   | 21    | 5                     | 5   | 5   | 5   | 4   | 24    |
| 4          | 4  | 5  | 4  | 5  | 22    | 4                    | 5  | 5  | 4  | 5   | 23    | 4                       | 5   | 5   | 5   | 5   | 24    | 5                     | 5   | 4   | 5   | 5   | 24    |
| 4          | 4  | 3  | 3  | 3  | 17    | 5                    | 4  | 4  | 5  | 5   | 23    | 5                       | 5   | 4   | 5   | 5   | 24    | 5                     | 5   | 4   | 4   | 4   | 22    |
| 5          | 5  | 4  | 5  | 5  | 24    | 4                    | 4  | 4  | 3  | 5   | 20    | 5                       | 4   | 5   | 5   | 3   | 22    | 5                     | 5   | 5   | 4   | 5   | 24    |
| 4          | 4  | 4  | 5  | 5  | 22    | 4                    | 3  | 3  | 4  | 4   | 18    | 2                       | 2   | 2   | 2   | 2   | 10    | 4                     | 3   | 4   | 3   | 4   | 18    |
| 5          | 5  | 5  | 4  | 5  | 24    | 4                    | 4  | 4  | 4  | 4   | 20    | 5                       | 5   | 5   | 5   | 4   | 24    | 5                     | 4   | 5   | 4   | 5   | 23    |
| 5          | 5  | 5  | 4  | 5  | 24    | 5                    | 5  | 5  | 5  | 5   | 25    | 4                       | 4   | 4   | 4   | 4   | 20    | 5                     | 5   | 4   | 5   | 4   | 23    |
| 5          | 3  | 4  | 3  | 5  | 20    | 5                    | 5  | 5  | 4  | 4   | 23    | 4                       | 5   | 5   | 5   | 5   | 24    | 5                     | 4   | 4   | 4   | 4   | 21    |

## Lampiran 4 Hasil Uji

### A. Uji Kualitas Data

|       |                     | <b>Correlations</b> |        |        |        |        |        |
|-------|---------------------|---------------------|--------|--------|--------|--------|--------|
|       |                     | X1.1                | X1.2   | X1.3   | X1.4   | X1.5   | HARGA  |
| X1.1  | Pearson Correlation | 1                   | .513** | .337*  | .402*  | .602** | .770** |
|       | Sig. (2-tailed)     |                     | .001   | .034   | .010   | .000   | .000   |
|       | N                   | 40                  | 40     | 40     | 40     | 40     | 40     |
| X1.2  | Pearson Correlation | .513**              | 1      | .180   | .631** | .553** | .777** |
|       | Sig. (2-tailed)     | .001                |        | .267   | .000   | .000   | .000   |
|       | N                   | 40                  | 40     | 40     | 40     | 40     | 40     |
| X1.3  | Pearson Correlation | .337*               | .180   | 1      | .201   | .263   | .549** |
|       | Sig. (2-tailed)     | .034                | .267   |        | .213   | .101   | .000   |
|       | N                   | 40                  | 40     | 40     | 40     | 40     | 40     |
| X1.4  | Pearson Correlation | .402*               | .631** | .201   | 1      | .588** | .771** |
|       | Sig. (2-tailed)     | .010                | .000   | .213   |        | .000   | .000   |
|       | N                   | 40                  | 40     | 40     | 40     | 40     | 40     |
| X1.5  | Pearson Correlation | .602**              | .553** | .263   | .588** | 1      | .812** |
|       | Sig. (2-tailed)     | .000                | .000   | .101   | .000   |        | .000   |
|       | N                   | 40                  | 40     | 40     | 40     | 40     | 40     |
| HARGA | Pearson Correlation | .770**              | .777** | .549** | .771** | .812** | 1      |
|       | Sig. (2-tailed)     | .000                | .000   | .000   | .000   | .000   |        |
|       | N                   | 40                  | 40     | 40     | 40     | 40     | 40     |

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

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

Gambar 1 Hasil output SPSS Variabel Harga

| <b>Reliability Statistics</b> |                                              |            |
|-------------------------------|----------------------------------------------|------------|
| Cronbach's Alpha              | Cronbach's Alpha Based on Standardized Items | N of Items |
| .785                          | .788                                         | 5          |

Gambar 2 Hasil Uji Reliabilitas Variabel Harga



|        |                     | Correlations |        |        |        |        | PROD   |
|--------|---------------------|--------------|--------|--------|--------|--------|--------|
|        |                     | X2.1         | X2.2   | X2.3   | X2.4   | X2.5   | UK     |
| X2.1   | Pearson Correlation | 1            | .385*  | .412** | .641** | .427** | .776** |
|        | Sig. (2-tailed)     |              | .014   | .008   | .000   | .006   | .000   |
|        | N                   | 40           | 40     | 40     | 40     | 40     | 40     |
| X2.2   | Pearson Correlation | .385*        | 1      | .347*  | .404** | .359*  | .677** |
|        | Sig. (2-tailed)     | .014         |        | .028   | .010   | .023   | .000   |
|        | N                   | 40           | 40     | 40     | 40     | 40     | 40     |
| X2.3   | Pearson Correlation | .412**       | .347*  | 1      | .508** | .404** | .724** |
|        | Sig. (2-tailed)     | .008         | .028   |        | .001   | .010   | .000   |
|        | N                   | 40           | 40     | 40     | 40     | 40     | 40     |
| X2.4   | Pearson Correlation | .641**       | .404** | .508** | 1      | .553** | .825** |
|        | Sig. (2-tailed)     | .000         | .010   | .001   |        | .000   | .000   |
|        | N                   | 40           | 40     | 40     | 40     | 40     | 40     |
| X2.5   | Pearson Correlation | .427**       | .359*  | .404** | .553** | 1      | .722** |
|        | Sig. (2-tailed)     | .006         | .023   | .010   | .000   |        | .000   |
|        | N                   | 40           | 40     | 40     | 40     | 40     | 40     |
| PRODUK | Pearson Correlation | .776**       | .677** | .724** | .825** | .722** | 1      |
|        | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   |        |
|        | N                   | 40           | 40     | 40     | 40     | 40     | 40     |

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

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

Gambar 3 Hasil Uji Validitas Variabel Kualitas Produk

| Reliability Statistics |                                              |            |
|------------------------|----------------------------------------------|------------|
| Cronbach's Alpha       | Cronbach's Alpha Based on Standardized Items | N of Items |
| .796                   | .800                                         | 5          |

Gambar 4 Hasil Uji Reliabilitas Variabel Kualitas Produk

|           |                     | <b>Correlations</b> |        |        |        |        |           |
|-----------|---------------------|---------------------|--------|--------|--------|--------|-----------|
|           |                     | X3.1                | X3.2   | X3.3   | X3.4   | X3.5   | PELAYANAN |
| X3.1      | Pearson Correlation | 1                   | .386*  | .339*  | .366*  | .366*  | .622**    |
|           | Sig. (2-tailed)     |                     | .014   | .033   | .020   | .020   | .000      |
|           | N                   | 40                  | 40     | 40     | 40     | 40     | 40        |
| X3.2      | Pearson Correlation | .386*               | 1      | .392*  | .702** | .622** | .799**    |
|           | Sig. (2-tailed)     | .014                |        | .012   | .000   | .000   | .000      |
|           | N                   | 40                  | 40     | 40     | 40     | 40     | 40        |
| X3.3      | Pearson Correlation | .339*               | .392*  | 1      | .531** | .519** | .761**    |
|           | Sig. (2-tailed)     | .033                | .012   |        | .000   | .001   | .000      |
|           | N                   | 40                  | 40     | 40     | 40     | 40     | 40        |
| X3.4      | Pearson Correlation | .366*               | .702** | .531** | 1      | .566** | .825**    |
|           | Sig. (2-tailed)     | .020                | .000   | .000   |        | .000   | .000      |
|           | N                   | 40                  | 40     | 40     | 40     | 40     | 40        |
| X3.5      | Pearson Correlation | .366*               | .622** | .519** | .566** | 1      | .805**    |
|           | Sig. (2-tailed)     | .020                | .000   | .001   | .000   |        | .000      |
|           | N                   | 40                  | 40     | 40     | 40     | 40     | 40        |
| PELAYANAN | Pearson Correlation | .622**              | .799** | .761** | .825** | .805** | 1         |
|           | Sig. (2-tailed)     | .000                | .000   | .000   | .000   | .000   |           |
|           | N                   | 40                  | 40     | 40     | 40     | 40     | 40        |

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

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

Gambar 5 Hasil Uji Validitas Variabel Kualitas Pelayanan

| <b>Reliability Statistics</b> |                                              |            |
|-------------------------------|----------------------------------------------|------------|
| Cronbach's Alpha              | Cronbach's Alpha Based on Standardized Items | N of Items |
| .817                          | .821                                         | 5          |

Gambar 6 Hasil Uji Reliabilitas Variabel Kualitas Pelayanan

|          |                     | <b>Correlations</b> |        |        |        |        |          |
|----------|---------------------|---------------------|--------|--------|--------|--------|----------|
|          |                     | Y1                  | Y2     | Y3     | Y4     | Y5     | KEPUASAN |
| Y1       | Pearson Correlation | 1                   | .676** | .506** | .581** | .466** | .790**   |
|          | Sig. (2-tailed)     |                     | .000   | .001   | .000   | .002   | .000     |
|          | N                   | 40                  | 40     | 40     | 40     | 40     | 40       |
| Y2       | Pearson Correlation | .676**              | 1      | .430** | .756** | .591** | .859**   |
|          | Sig. (2-tailed)     | .000                |        | .006   | .000   | .000   | .000     |
|          | N                   | 40                  | 40     | 40     | 40     | 40     | 40       |
| Y3       | Pearson Correlation | .506**              | .430** | 1      | .530** | .551** | .759**   |
|          | Sig. (2-tailed)     | .001                | .006   |        | .000   | .000   | .000     |
|          | N                   | 40                  | 40     | 40     | 40     | 40     | 40       |
| Y4       | Pearson Correlation | .581**              | .756** | .530** | 1      | .482** | .838**   |
|          | Sig. (2-tailed)     | .000                | .000   | .000   |        | .002   | .000     |
|          | N                   | 40                  | 40     | 40     | 40     | 40     | 40       |
| Y5       | Pearson Correlation | .466**              | .591** | .551** | .482** | 1      | .771**   |
|          | Sig. (2-tailed)     | .002                | .000   | .000   | .002   |        | .000     |
|          | N                   | 40                  | 40     | 40     | 40     | 40     | 40       |
| KEPUASAN | Pearson Correlation | .790**              | .859** | .759** | .838** | .771** | 1        |
|          | Sig. (2-tailed)     | .000                | .000   | .000   | .000   | .000   |          |
|          | N                   | 40                  | 40     | 40     | 40     | 40     | 40       |

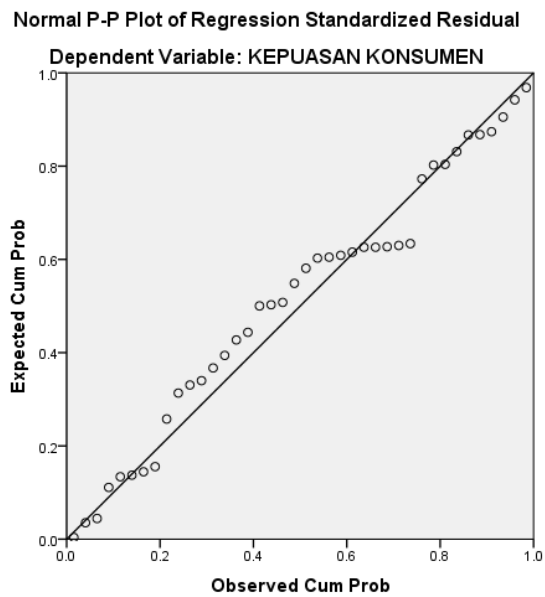
\*\* . Correlation is significant at the 0.01 level (2-tailed).

Gambar 7 Hasil Uji Validitas Kepuasan Konsumen

| <b>Reliability Statistics</b> |                                              |            |
|-------------------------------|----------------------------------------------|------------|
| Cronbach's Alpha              | Cronbach's Alpha Based on Standardized Items | N of Items |
| .861                          | .863                                         | 5          |

Gambar 8 Hasil Uji Reliabilitas Keuasan Konsumen

B. Uji Asumsi Klasik  
1. Uji Normalitas



Gambar 9 P-Plot

**One-Sample Kolmogorov-Smirnov Test**

|                                  |                | Unstandardized<br>Residual |
|----------------------------------|----------------|----------------------------|
| N                                |                | 40                         |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                   |
|                                  | Std. Deviation | 1.56863784                 |
| Most Extreme Differences         | Absolute       | .111                       |
|                                  | Positive       | .111                       |
|                                  | Negative       | -.100                      |
| Test Statistic                   |                | .111                       |
| Asymp. Sig. (2-tailed)           |                | .200 <sup>c,d</sup>        |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Gambar 10 Hasil Uji Kolmogorov Smirnov

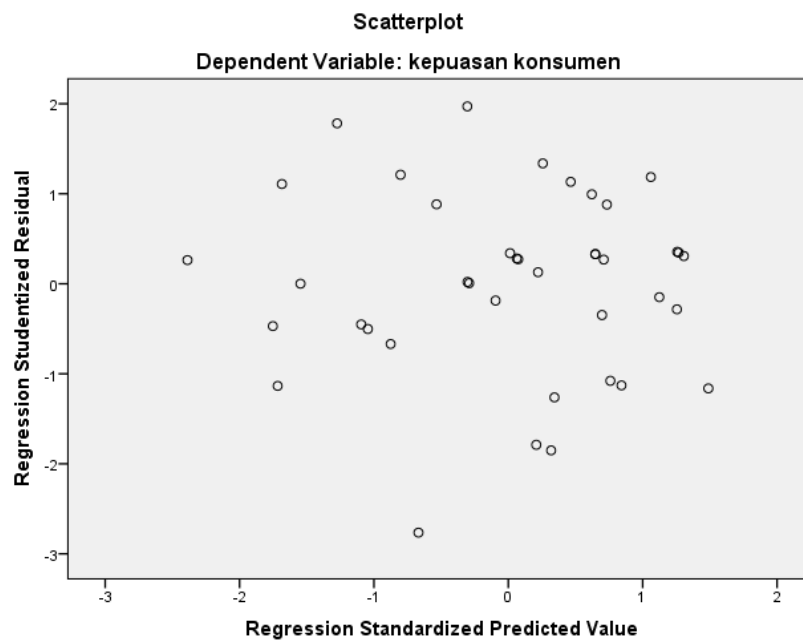
### 1. Uji Multikolinieritas

| Coefficients <sup>a</sup> |                             |            |                           |       |      |                         |       |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|                           | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| (Constant)                | 2.150                       | 3.199      |                           | .672  | .506 |                         |       |
| HARGA                     | .328                        | .086       | .446                      | 3.796 | .001 | .996                    | 1.004 |
| KUALITAS PRODUK           | .289                        | .088       | .387                      | 3.300 | .002 | 1.000                   | 1.000 |
| KUALITAS PELAYANAN        | .309                        | .088       | .415                      | 3.532 | .001 | .996                    | 1.004 |

a. Dependent Variable: KEPUASAN KONSUMEN

Gambar 11 Hasil Uji Multikolinieritas

### 2. Uji Heteroskedasitas



Gambar 12 Hasil Scatter Plot

| Coefficients <sup>a</sup> |            |                             |            |                           |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | Sig. |
|                           |            | B                           | Std. Error | Beta                      |      |
| 1                         | (Constant) | 1.757                       | 2.028      |                           | .866 |
|                           | X1         | .017                        | .055       | .050                      | .764 |
|                           | X2         | -.024                       | .056       | -.072                     | .668 |
|                           | X3         | -.019                       | .056       | -.057                     | .733 |

a. Dependent Variable: ABS\_RES

Gambar 13 Hasil Uji Glejser

### 3. Uji Autokorelasi

| Model Summary <sup>b</sup> |                   |          |                   |                            |               |
|----------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                          | .711 <sup>a</sup> | .505     | .464              | 1.633                      | 1.816         |

a. Predictors: (Constant), KUALITAS PELAYANAN, KUALITAS PRODUK, HARGA

b. Dependent Variable: KEPUASAN KONSUMEN

Gambar 14 Hasil Uji Autokorelasi

### 4. Koefisien Determinasi

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .878 <sup>a</sup> | .771     | .752              | .898                       |

a. Predictors: (Constant), kualitas pelayanan, kualitas produk, harga

Gambar 15 Hasil Uji Koefisien Determinasi

### 5. Uji t

| Coefficients <sup>a</sup> |                    |                             |            |                           |      |
|---------------------------|--------------------|-----------------------------|------------|---------------------------|------|
| Model                     |                    | Unstandardized Coefficients |            | Standardized Coefficients | Sig. |
|                           |                    | B                           | Std. Error | Beta                      |      |
| 1                         | (Constant)         | 2.150                       | 3.199      |                           | .672 |
|                           | HARGA              | .328                        | .086       | .446                      | .001 |
|                           | KUALITAS PRODUK    | .289                        | .088       | .387                      | .002 |
|                           | KUALITAS PELAYANAN | .309                        | .088       | .415                      | .001 |

a. Dependent Variable: KEPUASAN KONSUMEN

Gambar 16 Hasil Uji t

6. Hasil Uji F

| ANOVA <sup>a</sup> |            |                |    |             |        |                   |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1                  | Regression | 97.936         | 3  | 32.645      | 12.247 | .000 <sup>b</sup> |
|                    | Residual   | 95.964         | 36 | 2.666       |        |                   |
|                    | Total      | 193.900        | 39 |             |        |                   |

a. Dependent Variable: KEPUASAN KONSUMEN

b. Predictors: (Constant), KUALITAS PELAYANAN, KUALITAS PRODUK, HARGA

Gambar 17 Hasil Uji F

Tabel t untuk Alpha 5%

| df | 0,05  | 0,025  |
|----|-------|--------|
| 1  | 6.314 | 12.706 |
| 2  | 2.920 | 4.303  |
| 3  | 2.353 | 3.182  |
| 4  | 2.132 | 2.776  |
| 5  | 2.015 | 2.571  |
| 6  | 1.943 | 2.447  |
| 7  | 1.895 | 2.365  |
| 8  | 1.860 | 2.306  |
| 9  | 1.833 | 2.262  |
| 10 | 1.812 | 2.228  |
| 11 | 1.796 | 2.201  |
| 12 | 1.782 | 2.179  |
| 13 | 1.771 | 2.160  |
| 14 | 1.761 | 2.145  |
| 15 | 1.753 | 2.131  |
| 16 | 1.746 | 2.120  |
| 17 | 1.740 | 2.110  |
| 18 | 1.734 | 2.101  |
| 19 | 1.729 | 2.093  |
| 20 | 1.725 | 2.086  |
| 21 | 1.721 | 2.080  |
| 22 | 1.717 | 2.074  |
| 23 | 1.714 | 2.069  |
| 24 | 1.711 | 2.064  |
| 25 | 1.708 | 2.060  |
| 26 | 1.706 | 2.056  |
| 27 | 1.703 | 2.052  |
| 28 | 1.701 | 2.048  |
| 29 | 1.699 | 2.045  |
| 30 | 1.697 | 2.042  |
| 31 | 1.696 | 2.040  |
| 32 | 1.694 | 2.037  |
| 33 | 1.692 | 2.035  |
| 34 | 1.691 | 2.032  |
| 35 | 1.690 | 2.030  |
| 36 | 1.688 | 2.028  |
| 37 | 1.687 | 2.026  |
| 38 | 1.686 | 2.024  |
| 39 | 1.685 | 2.023  |
| 40 | 1.684 | 2.021  |
| 41 | 1.683 | 2.020  |
| 42 | 1.682 | 2.018  |
| 43 | 1.681 | 2.017  |
| 44 | 1.680 | 2.015  |
| 45 | 1.679 | 2.014  |
| 46 | 1.679 | 2.014  |
| 47 | 1.678 | 2.013  |
| 48 | 1.677 | 2.012  |
| 49 | 1.677 | 2.011  |
| 50 | 1.676 | 2.010  |
| 51 | 1.675 | 2.008  |
| 52 | 1.675 | 2.007  |

| df  | 0,05  | 0,025 |
|-----|-------|-------|
| 53  | 1.674 | 2.006 |
| 54  | 1.674 | 2.005 |
| 55  | 1.673 | 2.004 |
| 56  | 1.673 | 2.003 |
| 57  | 1.672 | 2.002 |
| 58  | 1.672 | 2.002 |
| 59  | 1.671 | 2.001 |
| 60  | 1.671 | 2.000 |
| 61  | 1.670 | 2.000 |
| 62  | 1.670 | 1.999 |
| 63  | 1.669 | 1.998 |
| 64  | 1.669 | 1.998 |
| 65  | 1.669 | 1.997 |
| 66  | 1.668 | 1.997 |
| 67  | 1.668 | 1.996 |
| 68  | 1.668 | 1.995 |
| 69  | 1.667 | 1.995 |
| 70  | 1.667 | 1.994 |
| 71  | 1.667 | 1.995 |
| 72  | 1.666 | 1.993 |
| 73  | 1.666 | 1.993 |
| 74  | 1.666 | 1.993 |
| 75  | 1.665 | 1.992 |
| 76  | 1.665 | 1.992 |
| 77  | 1.665 | 1.991 |
| 78  | 1.665 | 1.991 |
| 79  | 1.664 | 1.990 |
| 80  | 1.664 | 1.990 |
| 81  | 1.664 | 1.990 |
| 82  | 1.664 | 1.989 |
| 83  | 1.663 | 1.989 |
| 84  | 1.663 | 1.989 |
| 85  | 1.663 | 1.988 |
| 86  | 1.663 | 1.988 |
| 87  | 1.663 | 1.988 |
| 88  | 1.662 | 1.987 |
| 89  | 1.662 | 1.987 |
| 90  | 1.662 | 1.987 |
| 91  | 1.662 | 1.986 |
| 92  | 1.662 | 1.986 |
| 93  | 1.661 | 1.986 |
| 94  | 1.661 | 1.986 |
| 95  | 1.661 | 1.985 |
| 96  | 1.661 | 1.985 |
| 97  | 1.661 | 1.985 |
| 98  | 1.661 | 1.984 |
| 99  | 1.660 | 1.984 |
| 100 | 1.660 | 1.984 |
| 101 | 1.660 | 1.984 |
| 102 | 1.660 | 1.983 |
| 103 | 1.660 | 1.983 |
| 104 | 1.660 | 1.983 |



Tabel F

Tabel Uji F

| $\alpha = 0,05$ | $df_1=(k-1)$        |         |                     |         |         |                     |         |         |
|-----------------|---------------------|---------|---------------------|---------|---------|---------------------|---------|---------|
| $df_2=(n-k-1)$  | 1                   | 2       | 3                   | 4       | 5       | 6                   | 7       | 8       |
| 1               | 161.44 <sub>8</sub> | 199.500 | 215.70 <sub>7</sub> | 224.583 | 230.162 | 233.98 <sub>6</sub> | 236.768 | 238.883 |
| 2               | 18.513              | 19.000  | 19.164              | 19.247  | 19.296  | 19.330              | 19.353  | 19.371  |
| 3               | 10.128              | 9.552   | 9.277               | 9.117   | 9.013   | 8.941               | 8.887   | 8.845   |
| 4               | 7.709               | 6.944   | 6.591               | 6.388   | 6.256   | 6.163               | 6.094   | 6.041   |
| 5               | 6.608               | 5.786   | 5.409               | 5.192   | 5.050   | 4.950               | 4.876   | 4.818   |
| 6               | 5.987               | 5.143   | 4.757               | 4.534   | 4.387   | 4.284               | 4.207   | 4.147   |
| 7               | 5.591               | 4.737   | 4.347               | 4.120   | 3.972   | 3.866               | 3.787   | 3.726   |
| 8               | 5.318               | 4.459   | 4.066               | 3.838   | 3.687   | 3.581               | 3.500   | 3.438   |
| 9               | 5.117               | 4.256   | 3.863               | 3.633   | 3.482   | 3.374               | 3.293   | 3.230   |
| 10              | 4.965               | 4.103   | 3.708               | 3.478   | 3.326   | 3.217               | 3.135   | 3.072   |
| 11              | 4.844               | 3.982   | 3.587               | 3.357   | 3.204   | 3.095               | 3.012   | 2.948   |
| 12              | 4.747               | 3.885   | 3.490               | 3.259   | 3.106   | 2.996               | 2.913   | 2.849   |
| 13              | 4.667               | 3.806   | 3.411               | 3.179   | 3.025   | 2.915               | 2.832   | 2.767   |
| 14              | 4.600               | 3.739   | 3.344               | 3.112   | 2.958   | 2.848               | 2.764   | 2.699   |
| 15              | 4.543               | 3.682   | 3.287               | 3.056   | 2.901   | 2.790               | 2.707   | 2.641   |
| 16              | 4.494               | 3.634   | 3.239               | 3.007   | 2.852   | 2.741               | 2.657   | 2.591   |
| 17              | 4.451               | 3.592   | 3.197               | 2.965   | 2.810   | 2.699               | 2.614   | 2.548   |
| 18              | 4.414               | 3.555   | 3.160               | 2.928   | 2.773   | 2.661               | 2.577   | 2.510   |
| 19              | 4.381               | 3.522   | 3.127               | 2.895   | 2.740   | 2.628               | 2.544   | 2.477   |
| 20              | 4.351               | 3.493   | 3.098               | 2.866   | 2.711   | 2.599               | 2.514   | 2.447   |
| 21              | 4.325               | 3.467   | 3.072               | 2.840   | 2.685   | 2.573               | 2.488   | 2.420   |
| 22              | 4.301               | 3.443   | 3.049               | 2.817   | 2.661   | 2.549               | 2.464   | 2.397   |
| 23              | 4.279               | 3.422   | 3.028               | 2.796   | 2.640   | 2.528               | 2.442   | 2.375   |
| 24              | 4.260               | 3.403   | 3.009               | 2.776   | 2.621   | 2.508               | 2.423   | 2.355   |
| 25              | 4.242               | 3.385   | 2.991               | 2.759   | 2.603   | 2.490               | 2.405   | 2.337   |
| 26              | 4.225               | 3.369   | 2.975               | 2.743   | 2.587   | 2.474               | 2.388   | 2.321   |
| 27              | 4.210               | 3.354   | 2.960               | 2.728   | 2.572   | 2.459               | 2.373   | 2.305   |
| 28              | 4.196               | 3.340   | 2.947               | 2.714   | 2.558   | 2.445               | 2.359   | 2.291   |
| 29              | 4.183               | 3.328   | 2.934               | 2.701   | 2.545   | 2.432               | 2.346   | 2.278   |
| 30              | 4.171               | 3.316   | 2.922               | 2.690   | 2.534   | 2.421               | 2.334   | 2.266   |
| 31              | 4.160               | 3.305   | 2.911               | 2.679   | 2.523   | 2.409               | 2.323   | 2.255   |
| 32              | 4.149               | 3.295   | 2.901               | 2.668   | 2.512   | 2.399               | 2.313   | 2.244   |
| 33              | 4.139               | 3.285   | 2.892               | 2.659   | 2.503   | 2.389               | 2.303   | 2.235   |
| 34              | 4.130               | 3.276   | 2.883               | 2.650   | 2.494   | 2.380               | 2.294   | 2.225   |
| 35              | 4.121               | 3.267   | 2.874               | 2.641   | 2.485   | 2.372               | 2.285   | 2.217   |
| 36              | 4.113               | 3.259   | 2.866               | 2.634   | 2.477   | 2.364               | 2.277   | 2.209   |
| 37              | 4.105               | 3.252   | 2.859               | 2.626   | 2.470   | 2.356               | 2.270   | 2.201   |
| 38              | 4.098               | 3.245   | 2.852               | 2.619   | 2.463   | 2.349               | 2.262   | 2.194   |
| 39              | 4.091               | 3.238   | 2.845               | 2.612   | 2.456   | 2.342               | 2.255   | 2.187   |
| 40              | 4.085               | 3.232   | 2.839               | 2.606   | 2.449   | 2.336               | 2.249   | 2.180   |
| 41              | 4.079               | 3.226   | 2.833               | 2.600   | 2.443   | 2.330               | 2.243   | 2.174   |
| 42              | 4.073               | 3.220   | 2.827               | 2.594   | 2.438   | 2.324               | 2.237   | 2.168   |
| 43              | 4.067               | 3.214   | 2.822               | 2.589   | 2.432   | 2.318               | 2.232   | 2.163   |
| 44              | 4.062               | 3.209   | 2.816               | 2.584   | 2.427   | 2.313               | 2.226   | 2.157   |
| 45              | 4.057               | 3.204   | 2.812               | 2.579   | 2.422   | 2.308               | 2.221   | 2.152   |
| 46              | 4.052               | 3.200   | 2.807               | 2.574   | 2.417   | 2.304               | 2.216   | 2.147   |
| 47              | 4.047               | 3.195   | 2.802               | 2.570   | 2.413   | 2.299               | 2.212   | 2.143   |
| 48              | 4.043               | 3.191   | 2.798               | 2.565   | 2.409   | 2.295               | 2.207   | 2.138   |
| 49              | 4.038               | 3.187   | 2.794               | 2.561   | 2.404   | 2.290               | 2.203   | 2.134   |
| 50              | 4.034               | 3.183   | 2.790               | 2.557   | 2.400   | 2.286               | 2.199   | 2.130   |
| 51              | 4.030               | 3.179   | 2.786               | 2.553   | 2.397   | 2.283               | 2.195   | 2.126   |

Tabel Durbin-Watson

| n  | k=1    |        | k=2    |        | k=3    |        | k=4    |        | k=5    |        |
|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|    | dL     | dU     | dL     | dU     | dL     | dU     | dL     | dU     | dL     | dU     |
| 6  | 0.6102 | 1.4002 |        |        |        |        |        |        |        |        |
| 7  | 0.6996 | 1.3564 | 0.4672 | 1.8964 |        |        |        |        |        |        |
| 8  | 0.7629 | 1.3324 | 0.5591 | 1.7771 | 0.3674 | 2.2866 |        |        |        |        |
| 9  | 0.8243 | 1.3199 | 0.6291 | 1.6993 | 0.4548 | 2.1282 | 0.2957 | 2.5881 |        |        |
| 10 | 0.8791 | 1.3197 | 0.6972 | 1.6413 | 0.5253 | 2.0163 | 0.3760 | 2.4137 | 0.2427 | 2.8217 |
| 11 | 0.9273 | 1.3241 | 0.7580 | 1.6044 | 0.5948 | 1.9280 | 0.4441 | 2.2833 | 0.3155 | 2.6446 |
| 12 | 0.9708 | 1.3314 | 0.8122 | 1.5794 | 0.6577 | 1.8640 | 0.5120 | 2.1766 | 0.3796 | 2.5061 |
| 13 | 1.0097 | 1.3404 | 0.8612 | 1.5621 | 0.7147 | 1.8159 | 0.5745 | 2.0943 | 0.4445 | 2.3897 |
| 14 | 1.0450 | 1.3503 | 0.9054 | 1.5507 | 0.7667 | 1.7788 | 0.6321 | 2.0296 | 0.5052 | 2.2959 |
| 15 | 1.0770 | 1.3605 | 0.9455 | 1.5432 | 0.8140 | 1.7501 | 0.6852 | 1.9774 | 0.5620 | 2.2198 |
| 16 | 1.1062 | 1.3709 | 0.9820 | 1.5386 | 0.8572 | 1.7277 | 0.7340 | 1.9351 | 0.6150 | 2.1567 |
| 17 | 1.1330 | 1.3812 | 1.0154 | 1.5361 | 0.8968 | 1.7101 | 0.7790 | 1.9005 | 0.6641 | 2.1041 |
| 18 | 1.1576 | 1.3913 | 1.0461 | 1.5353 | 0.9331 | 1.6961 | 0.8204 | 1.8719 | 0.7098 | 2.0600 |
| 19 | 1.1804 | 1.4012 | 1.0743 | 1.5355 | 0.9666 | 1.6851 | 0.8588 | 1.8482 | 0.7523 | 2.0226 |
| 20 | 1.2015 | 1.4107 | 1.1004 | 1.5367 | 0.9976 | 1.6763 | 0.8943 | 1.8283 | 0.7918 | 1.9908 |
| 21 | 1.2212 | 1.4200 | 1.1246 | 1.5385 | 1.0262 | 1.6694 | 0.9272 | 1.8116 | 0.8286 | 1.9635 |
| 22 | 1.2395 | 1.4289 | 1.1471 | 1.5408 | 1.0529 | 1.6640 | 0.9578 | 1.7974 | 0.8629 | 1.9400 |
| 23 | 1.2567 | 1.4375 | 1.1682 | 1.5435 | 1.0778 | 1.6597 | 0.9864 | 1.7855 | 0.8949 | 1.9196 |
| 24 | 1.2728 | 1.4458 | 1.1878 | 1.5464 | 1.1010 | 1.6565 | 1.0131 | 1.7753 | 0.9249 | 1.9018 |
| 25 | 1.2879 | 1.4537 | 1.2063 | 1.5495 | 1.1228 | 1.6540 | 1.0381 | 1.7666 | 0.9530 | 1.8863 |
| 26 | 1.3022 | 1.4614 | 1.2236 | 1.5528 | 1.1432 | 1.6523 | 1.0616 | 1.7591 | 0.9794 | 1.8727 |
| 27 | 1.3157 | 1.4688 | 1.2399 | 1.5562 | 1.1624 | 1.6510 | 1.0836 | 1.7527 | 1.0042 | 1.8608 |
| 28 | 1.3284 | 1.4759 | 1.2553 | 1.5596 | 1.1805 | 1.6503 | 1.1044 | 1.7473 | 1.0276 | 1.8502 |
| 29 | 1.3405 | 1.4828 | 1.2699 | 1.5631 | 1.1976 | 1.6499 | 1.1241 | 1.7426 | 1.0497 | 1.8409 |
| 30 | 1.3520 | 1.4894 | 1.2837 | 1.5666 | 1.2138 | 1.6498 | 1.1426 | 1.7386 | 1.0706 | 1.8326 |
| 31 | 1.3630 | 1.4957 | 1.2969 | 1.5701 | 1.2292 | 1.6500 | 1.1602 | 1.7352 | 1.0904 | 1.8252 |
| 32 | 1.3734 | 1.5019 | 1.3093 | 1.5736 | 1.2437 | 1.6505 | 1.1769 | 1.7323 | 1.1092 | 1.8187 |
| 33 | 1.3834 | 1.5078 | 1.3212 | 1.5770 | 1.2576 | 1.6511 | 1.1927 | 1.7298 | 1.1270 | 1.8128 |
| 34 | 1.3929 | 1.5136 | 1.3325 | 1.5805 | 1.2707 | 1.6519 | 1.2078 | 1.7277 | 1.1439 | 1.8076 |
| 35 | 1.4019 | 1.5191 | 1.3433 | 1.5838 | 1.2833 | 1.6528 | 1.2221 | 1.7259 | 1.1601 | 1.8029 |
| 36 | 1.4107 | 1.5245 | 1.3537 | 1.5872 | 1.2953 | 1.6539 | 1.2358 | 1.7245 | 1.1755 | 1.7987 |
| 37 | 1.4190 | 1.5297 | 1.3635 | 1.5904 | 1.3068 | 1.6550 | 1.2489 | 1.7233 | 1.1901 | 1.7950 |
| 38 | 1.4270 | 1.5348 | 1.3730 | 1.5937 | 1.3177 | 1.6563 | 1.2614 | 1.7223 | 1.2042 | 1.7916 |
| 39 | 1.4347 | 1.5396 | 1.3821 | 1.5969 | 1.3283 | 1.6575 | 1.2734 | 1.7215 | 1.2176 | 1.7886 |
| 40 | 1.4421 | 1.5444 | 1.3908 | 1.6000 | 1.3384 | 1.6589 | 1.2848 | 1.7209 | 1.2305 | 1.7859 |
| 41 | 1.4493 | 1.5490 | 1.3992 | 1.6031 | 1.3480 | 1.6603 | 1.2958 | 1.7205 | 1.2428 | 1.7835 |
| 42 | 1.4562 | 1.5534 | 1.4073 | 1.6061 | 1.3573 | 1.6617 | 1.3064 | 1.7202 | 1.2546 | 1.7814 |

## Lampiran 5 Dokumentasi Penelitian



Gambar 18 Dokumentasi Dengan Responden



Gambar 19 Dokumentasi Dengan Responden



Gambar 20 Dokumentasi Dengan Responden



Gambar 21 Dokumentasi Dengan Responden





Gambar 22 Dokumentasi Dengan Responden



Gambar 23 Dokumentasi Dengan Responden



Gambar 24 Dokumentasi Dengan Responden



Gambar 25 Kunjungan Konsumen ke Kebun



Gambar 26 Packing Durian Kupas



Gambar 27 Proses Pengiriman Produk

## Lampiran 6 Hasil Cek Turnitin

|                                      |                                                                                                                                                                                                                           |              |                |
|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------|
| cek turnitin aris untuk dicetak.docx |                                                                                                                                                                                                                           |              |                |
| ORIGINALITY REPORT                   |                                                                                                                                                                                                                           |              |                |
| 19%                                  | 18%                                                                                                                                                                                                                       | 13%          | 9%             |
| SIMILARITY INDEX                     | INTERNET SOURCES                                                                                                                                                                                                          | PUBLICATIONS | STUDENT PAPERS |
| PRIMARY SOURCES                      |                                                                                                                                                                                                                           |              |                |
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| 2                                    | dspace.uii.ac.id<br>Internet Source                                                                                                                                                                                       |              |                |
| 3                                    | text-id.123dok.com<br>Internet Source                                                                                                                                                                                     |              |                |
| 4                                    | 123dok.com<br>Internet Source                                                                                                                                                                                             |              |                |
| 5                                    | repository.uinsaizu.ac.id<br>Internet Source                                                                                                                                                                              |              |                |
| 6                                    | repository.ub.ac.id<br>Internet Source                                                                                                                                                                                    |              |                |
| 7                                    | id.123dok.com<br>Internet Source                                                                                                                                                                                          |              |                |
| 8                                    | repository.uin-suska.ac.id<br>Internet Source                                                                                                                                                                             |              |                |
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| 13                                   | etheses.uin-malang.ac.id<br>Internet Source                                                                                                                                                                               |              |                |
| 14                                   | Rakhel Gloria Benedikta Nafai, Riane Johnly Pio, Olivia F. C. Walangitan. "Pengaruh Kual Layanan dan Citra Perusahaan terhadap Kepercayaan Pelanggan PT PLN (Persero) UID SULUTTENGGO", Productivity, 2025<br>Publication |              |                |