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**KUESIONER PENELITIAN**

**PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP**

**KEPUASAN PELANGGAN *GRABFOOD* DI KOTA BLITAR**

**A. Petunjuk Pengisian**

1. Isilah data diri anda dengan benar.
2. Bacalah dengan teliti setiap pertanyaan dan jawablah sesuai pendapat anda.
3. Berilah tanda ceklist pada jawaban yang anda pilih.

Keterangan:

SS : Sangat Setuju (4)

S : Setuju (3)

TS : Tidak Setuju (2)

STS : Sangat Tidak Setuju (1)

**B. Identitas Responden**

Nama :

Jenis Kelamin : ☐ Laki-Laki ☐ Perempuan

Usia : ☐ 18 – 21 Tahun ☐ 22 – 25 Tahun ☐ > 25 Tahun

### C. Variabel Penelitian

#### a. Variabel Kualitas Pelayanan (X1)

| No. | Pertanyaan                                                                    | Skor Jawaban |    |   |    |
|-----|-------------------------------------------------------------------------------|--------------|----|---|----|
|     |                                                                               | STS          | TS | S | SS |
|     |                                                                               | 1            | 2  | 3 | 4  |
| 1.  | <i>Driver</i> selalu memberikan informasi yang akurat tentang status pesanan. |              |    |   |    |
| 2.  | Kemasan makanan selalu dalam kondisi baik saat diterima.                      |              |    |   |    |
| 3.  | <i>Driver</i> siap membantu jika saya memiliki permintaan khusus.             |              |    |   |    |
| 4.  | Saya merasa aman menggunakan layanan <i>GrabFood</i> .                        |              |    |   |    |
| 5.  | <i>Driver</i> memiliki sifat ramah/sopan terhadap pelanggannya.               |              |    |   |    |

#### b. Variabel Harga (X2)

| No. | Pertanyaan                                                                                                 | Skor Jawaban |    |   |    |
|-----|------------------------------------------------------------------------------------------------------------|--------------|----|---|----|
|     |                                                                                                            | STS          | TS | S | SS |
|     |                                                                                                            | 1            | 2  | 3 | 4  |
| 1.  | Saya merasa <i>GrabFood</i> menawarkan harga yang lebih murah dari pada jasa <i>food delivery</i> lainnya. |              |    |   |    |
| 2.  | Saya akan terus menggunakan layanan <i>GrabFood</i> .                                                      |              |    |   |    |
| 3.  | Saya akan merekomendasikan <i>GrabFood</i> kepada teman dan keluarga saya.                                 |              |    |   |    |

## c. Variabel Kepuasan Pelanggan (Y)

| No. | Pernyataan                                                                                          | Skor Jawaban |    |   |    |
|-----|-----------------------------------------------------------------------------------------------------|--------------|----|---|----|
|     |                                                                                                     | STS          | TS | S | SS |
|     |                                                                                                     | 1            | 2  | 3 | 4  |
| 1.  | Saya merasa <i>GrabFood</i> menawarkan harga yang lebih murah dari pada jasa food delivery lainnya. |              |    |   |    |
| 2.  | Saya akan terus menggunakan layanan <i>GrabFood</i> .                                               |              |    |   |    |
| 3.  | Saya akan merekomendasikan <i>GrabFood</i> kepada teman dan keluarga saya.                          |              |    |   |    |

**Variabel Kualitas Pelayanan (X1)**

| Responden | Kualitas Pelayanan |      |      |      |      | Total |
|-----------|--------------------|------|------|------|------|-------|
|           | X1.1               | X1.2 | X1.3 | X1.4 | X1.5 |       |
| 1         | 3                  | 4    | 4    | 4    | 4    | 19    |
| 2         | 3                  | 4    | 4    | 4    | 4    | 19    |
| 3         | 4                  | 3    | 4    | 4    | 4    | 19    |
| 4         | 3                  | 3    | 3    | 3    | 3    | 15    |
| 5         | 4                  | 3    | 4    | 4    | 3    | 18    |
| 6         | 4                  | 4    | 4    | 4    | 4    | 20    |
| 7         | 3                  | 3    | 4    | 3    | 3    | 16    |
| 8         | 3                  | 3    | 4    | 4    | 4    | 18    |
| 9         | 3                  | 2    | 3    | 4    | 3    | 15    |
| 10        | 3                  | 3    | 4    | 4    | 3    | 17    |
| 11        | 4                  | 3    | 4    | 4    | 4    | 19    |
| 12        | 4                  | 3    | 4    | 4    | 4    | 19    |
| 13        | 4                  | 3    | 4    | 4    | 4    | 19    |
| 14        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 15        | 3                  | 3    | 3    | 3    | 3    | 15    |
| 16        | 4                  | 3    | 3    | 4    | 4    | 18    |
| 17        | 3                  | 3    | 3    | 3    | 3    | 15    |
| 18        | 3                  | 3    | 4    | 4    | 3    | 17    |
| 19        | 3                  | 3    | 3    | 4    | 3    | 16    |
| 20        | 2                  | 3    | 3    | 4    | 3    | 15    |
| 21        | 3                  | 2    | 4    | 4    | 2    | 15    |
| 22        | 4                  | 3    | 4    | 4    | 4    | 19    |
| 23        | 4                  | 3    | 4    | 3    | 3    | 17    |
| 24        | 3                  | 4    | 3    | 4    | 2    | 16    |
| 25        | 3                  | 3    | 4    | 3    | 4    | 17    |
| 26        | 3                  | 2    | 3    | 3    | 3    | 14    |
| 27        | 3                  | 2    | 3    | 3    | 4    | 15    |
| 28        | 3                  | 3    | 4    | 4    | 2    | 16    |
| 29        | 4                  | 3    | 3    | 4    | 3    | 17    |
| 30        | 4                  | 4    | 3    | 4    | 4    | 19    |
| 31        | 2                  | 3    | 4    | 4    | 4    | 17    |
| 32        | 3                  | 2    | 2    | 4    | 3    | 14    |
| 33        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 34        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 35        | 3                  | 3    | 3    | 4    | 3    | 16    |
| 36        | 4                  | 4    | 4    | 4    | 4    | 20    |

| Responden | Kualitas Pelayanan |      |      |      |      | Total |
|-----------|--------------------|------|------|------|------|-------|
|           | X1.1               | X1.2 | X1.3 | X1.4 | X1.5 |       |
| 37        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 38        | 3                  | 3    | 3    | 3    | 3    | 15    |
| 39        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 40        | 3                  | 3    | 2    | 2    | 3    | 13    |
| 41        | 4                  | 3    | 3    | 4    | 4    | 18    |
| 42        | 4                  | 4    | 4    | 3    | 3    | 18    |
| 43        | 3                  | 4    | 3    | 3    | 3    | 16    |
| 44        | 3                  | 4    | 3    | 4    | 4    | 18    |
| 45        | 2                  | 3    | 3    | 3    | 3    | 14    |
| 46        | 4                  | 4    | 3    | 4    | 4    | 19    |
| 47        | 3                  | 4    | 4    | 4    | 4    | 19    |
| 48        | 4                  | 3    | 4    | 4    | 4    | 19    |
| 49        | 4                  | 3    | 4    | 4    | 4    | 19    |
| 50        | 4                  | 3    | 3    | 3    | 3    | 16    |
| 51        | 3                  | 3    | 3    | 3    | 3    | 15    |
| 52        | 3                  | 3    | 3    | 4    | 3    | 16    |
| 53        | 3                  | 3    | 4    | 3    | 3    | 16    |
| 54        | 3                  | 3    | 3    | 3    | 3    | 15    |
| 55        | 3                  | 3    | 4    | 3    | 3    | 16    |
| 56        | 3                  | 3    | 4    | 3    | 4    | 17    |
| 57        | 3                  | 3    | 3    | 3    | 3    | 15    |
| 58        | 4                  | 3    | 3    | 4    | 3    | 17    |
| 59        | 3                  | 3    | 3    | 3    | 3    | 15    |
| 60        | 4                  | 4    | 3    | 4    | 4    | 19    |
| 61        | 3                  | 3    | 3    | 3    | 3    | 15    |
| 62        | 3                  | 3    | 3    | 3    | 2    | 14    |
| 63        | 4                  | 3    | 4    | 3    | 4    | 18    |
| 64        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 65        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 66        | 3                  | 4    | 3    | 3    | 3    | 16    |
| 67        | 3                  | 3    | 3    | 3    | 3    | 15    |
| 68        | 3                  | 3    | 4    | 3    | 4    | 17    |
| 69        | 3                  | 3    | 4    | 3    | 4    | 17    |
| 70        | 4                  | 4    | 3    | 4    | 4    | 19    |
| 71        | 4                  | 4    | 4    | 3    | 4    | 19    |
| 72        | 4                  | 3    | 4    | 3    | 3    | 17    |
| 73        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 74        | 3                  | 4    | 4    | 3    | 3    | 17    |
| 75        | 4                  | 4    | 4    | 4    | 4    | 20    |

| Responden | Kualitas Pelayanan |      |      |      |      | Total |
|-----------|--------------------|------|------|------|------|-------|
|           | X1.1               | X1.2 | X1.3 | X1.4 | X1.5 |       |
| 76        | 4                  | 4    | 3    | 4    | 3    | 18    |
| 77        | 4                  | 4    | 4    | 3    | 4    | 19    |
| 78        | 4                  | 3    | 3    | 4    | 4    | 18    |
| 79        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 80        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 81        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 82        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 83        | 3                  | 3    | 3    | 3    | 3    | 15    |
| 84        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 85        | 3                  | 3    | 3    | 3    | 3    | 15    |
| 86        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 87        | 4                  | 4    | 4    | 4    | 3    | 19    |
| 88        | 4                  | 4    | 3    | 4    | 3    | 18    |
| 89        | 4                  | 4    | 4    | 4    | 3    | 19    |
| 90        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 91        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 92        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 93        | 4                  | 4    | 3    | 4    | 4    | 19    |
| 94        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 95        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 96        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 97        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 98        | 4                  | 3    | 4    | 4    | 3    | 18    |
| 99        | 4                  | 4    | 4    | 4    | 4    | 20    |
| 100       | 4                  | 4    | 4    | 4    | 4    | 20    |

### Variabel Harga (X2)

| Responden | Harga |      |      |      | Total |
|-----------|-------|------|------|------|-------|
|           | X2.1  | X2.2 | X2.3 | X2.4 |       |
| 1         | 4     | 3    | 4    | 3    | 14    |
| 2         | 3     | 4    | 4    | 3    | 14    |
| 3         | 4     | 4    | 4    | 3    | 15    |
| 4         | 3     | 4    | 3    | 3    | 13    |
| 5         | 3     | 3    | 3    | 4    | 13    |
| 6         | 4     | 4    | 4    | 4    | 16    |
| 7         | 3     | 4    | 3    | 4    | 14    |
| 8         | 3     | 4    | 3    | 2    | 12    |

| Responden | Harga |      |      |      | Total |
|-----------|-------|------|------|------|-------|
|           | X2.1  | X2.2 | X2.3 | X2.4 |       |
| 9         | 2     | 4    | 3    | 4    | 13    |
| 10        | 3     | 3    | 4    | 3    | 13    |
| 11        | 4     | 3    | 4    | 3    | 14    |
| 12        | 4     | 4    | 4    | 3    | 15    |
| 13        | 2     | 3    | 3    | 4    | 12    |
| 14        | 3     | 4    | 3    | 3    | 13    |
| 15        | 3     | 3    | 4    | 3    | 13    |
| 16        | 4     | 3    | 4    | 4    | 15    |
| 17        | 3     | 3    | 3    | 2    | 11    |
| 18        | 3     | 4    | 3    | 3    | 13    |
| 19        | 3     | 3    | 3    | 3    | 12    |
| 20        | 3     | 4    | 3    | 1    | 11    |
| 21        | 2     | 3    | 3    | 4    | 12    |
| 22        | 3     | 3    | 3    | 2    | 11    |
| 23        | 4     | 4    | 4    | 4    | 16    |
| 24        | 2     | 4    | 3    | 2    | 11    |
| 25        | 3     | 3    | 4    | 3    | 13    |
| 26        | 2     | 3    | 4    | 2    | 11    |
| 27        | 3     | 4    | 3    | 4    | 14    |
| 28        | 3     | 4    | 3    | 3    | 13    |
| 29        | 2     | 3    | 4    | 1    | 10    |
| 30        | 4     | 4    | 3    | 2    | 13    |
| 31        | 3     | 3    | 4    | 2    | 12    |
| 32        | 3     | 2    | 4    | 2    | 11    |
| 33        | 4     | 4    | 4    | 3    | 15    |
| 34        | 4     | 4    | 4    | 4    | 16    |
| 35        | 2     | 3    | 2    | 4    | 11    |
| 36        | 4     | 4    | 2    | 1    | 11    |
| 37        | 4     | 4    | 4    | 4    | 16    |
| 38        | 3     | 3    | 3    | 3    | 12    |
| 39        | 3     | 3    | 3    | 3    | 12    |
| 40        | 4     | 2    | 3    | 3    | 12    |
| 41        | 3     | 3    | 3    | 4    | 13    |
| 42        | 4     | 2    | 3    | 2    | 11    |
| 43        | 2     | 3    | 4    | 2    | 11    |
| 44        | 3     | 4    | 3    | 2    | 12    |
| 45        | 2     | 3    | 4    | 2    | 11    |
| 46        | 3     | 3    | 3    | 3    | 12    |
| 47        | 3     | 4    | 4    | 3    | 14    |

| Responden | Harga |      |      |      | Total |
|-----------|-------|------|------|------|-------|
|           | X2.1  | X2.2 | X2.3 | X2.4 |       |
| 48        | 3     | 4    | 3    | 2    | 12    |
| 49        | 4     | 4    | 4    | 3    | 15    |
| 50        | 3     | 2    | 4    | 3    | 12    |
| 51        | 4     | 3    | 3    | 4    | 14    |
| 52        | 3     | 3    | 3    | 2    | 11    |
| 53        | 3     | 4    | 3    | 3    | 13    |
| 54        | 3     | 3    | 3    | 2    | 11    |
| 55        | 3     | 3    | 3    | 2    | 11    |
| 56        | 3     | 4    | 3    | 3    | 13    |
| 57        | 3     | 3    | 3    | 3    | 12    |
| 58        | 3     | 4    | 3    | 2    | 12    |
| 59        | 3     | 2    | 4    | 2    | 11    |
| 60        | 3     | 3    | 3    | 3    | 12    |
| 61        | 3     | 3    | 4    | 3    | 13    |
| 62        | 2     | 3    | 3    | 2    | 10    |
| 63        | 3     | 3    | 4    | 3    | 13    |
| 64        | 4     | 4    | 4    | 4    | 16    |
| 65        | 2     | 3    | 3    | 2    | 10    |
| 66        | 4     | 3    | 3    | 2    | 12    |
| 67        | 3     | 2    | 3    | 3    | 11    |
| 68        | 2     | 3    | 3    | 3    | 11    |
| 69        | 2     | 3    | 3    | 2    | 10    |
| 70        | 4     | 4    | 4    | 4    | 16    |
| 71        | 4     | 4    | 4    | 3    | 15    |
| 72        | 4     | 3    | 4    | 3    | 14    |
| 73        | 4     | 4    | 4    | 4    | 16    |
| 74        | 4     | 4    | 4    | 4    | 16    |
| 75        | 4     | 4    | 4    | 4    | 16    |
| 76        | 4     | 4    | 4    | 4    | 16    |
| 77        | 4     | 3    | 3    | 4    | 14    |
| 78        | 3     | 4    | 4    | 4    | 15    |
| 79        | 4     | 4    | 4    | 4    | 16    |
| 80        | 4     | 4    | 4    | 4    | 16    |
| 81        | 4     | 4    | 3    | 4    | 15    |
| 82        | 4     | 4    | 4    | 4    | 16    |
| 83        | 3     | 4    | 3    | 3    | 13    |
| 84        | 4     | 4    | 4    | 4    | 16    |
| 85        | 3     | 3    | 4    | 3    | 13    |
| 86        | 4     | 4    | 4    | 4    | 16    |

| Responden | Harga |      |      |      | Total |
|-----------|-------|------|------|------|-------|
|           | X2.1  | X2.2 | X2.3 | X2.4 |       |
| 87        | 3     | 4    | 4    | 4    | 15    |
| 88        | 4     | 3    | 4    | 4    | 15    |
| 89        | 4     | 4    | 4    | 4    | 16    |
| 90        | 4     | 4    | 3    | 3    | 14    |
| 91        | 4     | 4    | 4    | 4    | 16    |
| 92        | 4     | 4    | 4    | 4    | 16    |
| 93        | 4     | 4    | 3    | 4    | 15    |
| 94        | 4     | 4    | 4    | 4    | 16    |
| 95        | 4     | 4    | 4    | 4    | 16    |
| 96        | 4     | 4    | 4    | 4    | 16    |
| 97        | 4     | 4    | 4    | 4    | 16    |
| 98        | 3     | 3    | 4    | 4    | 14    |
| 99        | 4     | 4    | 4    | 4    | 16    |
| 100       | 4     | 3    | 4    | 4    | 15    |

### Variabel Kepuasan Pelanggan (Y)

| Responden | Kepuasan Pelanggan |    |    | Total |
|-----------|--------------------|----|----|-------|
|           | Y1                 | Y2 | Y3 |       |
| 1         | 4                  | 4  | 4  | 12    |
| 2         | 4                  | 4  | 4  | 12    |
| 3         | 4                  | 4  | 4  | 12    |
| 4         | 3                  | 3  | 3  | 9     |
| 5         | 3                  | 4  | 4  | 11    |
| 6         | 4                  | 4  | 4  | 12    |
| 7         | 3                  | 3  | 4  | 10    |
| 8         | 3                  | 3  | 4  | 10    |
| 9         | 4                  | 3  | 4  | 11    |
| 10        | 3                  | 3  | 4  | 10    |
| 11        | 4                  | 4  | 4  | 12    |
| 12        | 4                  | 4  | 4  | 12    |
| 13        | 4                  | 4  | 4  | 12    |
| 14        | 3                  | 3  | 4  | 10    |
| 15        | 4                  | 3  | 3  | 10    |
| 16        | 3                  | 3  | 3  | 9     |
| 17        | 3                  | 3  | 3  | 9     |
| 18        | 3                  | 3  | 4  | 10    |
| 19        | 3                  | 3  | 3  | 9     |
| 20        | 3                  | 3  | 3  | 9     |

| Responden | Kepuasan Pelanggan |    |    | Total |
|-----------|--------------------|----|----|-------|
|           | Y1                 | Y2 | Y3 |       |
| 21        | 3                  | 3  | 3  | 9     |
| 22        | 3                  | 3  | 4  | 10    |
| 23        | 3                  | 4  | 4  | 11    |
| 24        | 3                  | 3  | 4  | 10    |
| 25        | 3                  | 3  | 4  | 10    |
| 26        | 3                  | 3  | 3  | 9     |
| 27        | 3                  | 3  | 3  | 9     |
| 28        | 3                  | 3  | 3  | 9     |
| 29        | 3                  | 2  | 2  | 7     |
| 30        | 4                  | 3  | 4  | 11    |
| 31        | 4                  | 4  | 2  | 10    |
| 32        | 3                  | 3  | 3  | 9     |
| 33        | 4                  | 4  | 4  | 12    |
| 34        | 4                  | 4  | 4  | 12    |
| 35        | 3                  | 3  | 3  | 9     |
| 36        | 2                  | 4  | 4  | 10    |
| 37        | 4                  | 4  | 4  | 12    |
| 38        | 3                  | 3  | 3  | 9     |
| 39        | 4                  | 3  | 4  | 11    |
| 40        | 3                  | 2  | 3  | 8     |
| 41        | 4                  | 4  | 4  | 12    |
| 42        | 3                  | 2  | 3  | 8     |
| 43        | 3                  | 3  | 3  | 9     |
| 44        | 3                  | 4  | 4  | 11    |
| 45        | 3                  | 3  | 4  | 10    |
| 46        | 3                  | 4  | 3  | 10    |
| 47        | 3                  | 4  | 4  | 11    |
| 48        | 3                  | 3  | 3  | 9     |
| 49        | 4                  | 3  | 3  | 10    |
| 50        | 3                  | 2  | 3  | 8     |
| 51        | 3                  | 4  | 3  | 10    |
| 52        | 4                  | 3  | 3  | 10    |
| 53        | 4                  | 4  | 4  | 12    |
| 54        | 3                  | 3  | 3  | 9     |
| 55        | 3                  | 3  | 3  | 9     |
| 56        | 2                  | 4  | 3  | 9     |
| 57        | 3                  | 3  | 3  | 9     |
| 58        | 3                  | 3  | 3  | 9     |
| 59        | 3                  | 3  | 3  | 9     |

| Responden | Kepuasan Pelanggan |    |    | Total |
|-----------|--------------------|----|----|-------|
|           | Y1                 | Y2 | Y3 |       |
| 60        | 4                  | 4  | 4  | 12    |
| 61        | 3                  | 3  | 4  | 10    |
| 62        | 3                  | 4  | 3  | 10    |
| 63        | 3                  | 4  | 4  | 11    |
| 64        | 4                  | 4  | 4  | 12    |
| 65        | 3                  | 3  | 3  | 9     |
| 66        | 3                  | 2  | 3  | 8     |
| 67        | 3                  | 3  | 3  | 9     |
| 68        | 3                  | 4  | 4  | 11    |
| 69        | 3                  | 3  | 4  | 10    |
| 70        | 4                  | 4  | 4  | 12    |
| 71        | 4                  | 4  | 4  | 12    |
| 72        | 4                  | 4  | 4  | 12    |
| 73        | 4                  | 4  | 4  | 12    |
| 74        | 4                  | 4  | 4  | 12    |
| 75        | 4                  | 4  | 4  | 12    |
| 76        | 4                  | 4  | 3  | 11    |
| 77        | 3                  | 3  | 4  | 10    |
| 78        | 3                  | 4  | 4  | 11    |
| 79        | 4                  | 4  | 4  | 12    |
| 80        | 4                  | 4  | 4  | 12    |
| 81        | 4                  | 4  | 4  | 12    |
| 82        | 4                  | 4  | 4  | 12    |
| 83        | 4                  | 3  | 4  | 11    |
| 84        | 4                  | 4  | 4  | 12    |
| 85        | 3                  | 3  | 3  | 9     |
| 86        | 4                  | 4  | 4  | 12    |
| 87        | 4                  | 4  | 4  | 12    |
| 88        | 4                  | 4  | 4  | 12    |
| 89        | 4                  | 3  | 3  | 10    |
| 90        | 4                  | 4  | 3  | 11    |
| 91        | 4                  | 4  | 4  | 12    |
| 92        | 4                  | 4  | 4  | 12    |
| 93        | 3                  | 4  | 4  | 11    |
| 94        | 4                  | 4  | 4  | 12    |
| 95        | 4                  | 4  | 4  | 12    |
| 96        | 4                  | 4  | 4  | 12    |
| 97        | 4                  | 4  | 3  | 11    |
| 98        | 4                  | 3  | 4  | 11    |

| Responden | Kepuasan Pelanggan |    |    | Total |
|-----------|--------------------|----|----|-------|
|           | Y1                 | Y2 | Y3 |       |
| 99        | 4                  | 4  | 4  | 12    |
| 100       | 3                  | 3  | 3  | 9     |

**Variabel Kualitas Pelayanan (X1)****Correlations**

|                    |                     | X1.1   | X1.2   | X1.3   | X1.4   | X1.5   | Kualitas Pelayanan |
|--------------------|---------------------|--------|--------|--------|--------|--------|--------------------|
| X1.1               | Pearson Correlation | 1      | .500** | .380** | .454** | .500** | .780**             |
|                    | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000               |
|                    | N                   | 100    | 100    | 100    | 100    | 100    | 100                |
| X1.2               | Pearson Correlation | .500** | 1      | .360** | .356** | .449** | .743**             |
|                    | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000               |
|                    | N                   | 100    | 100    | 100    | 100    | 100    | 100                |
| X1.3               | Pearson Correlation | .380** | .360** | 1      | .313** | .439** | .680**             |
|                    | Sig. (2-tailed)     | .000   | .000   |        | .002   | .000   | .000               |
|                    | N                   | 100    | 100    | 100    | 100    | 100    | 100                |
| X1.4               | Pearson Correlation | .454** | .356** | .313** | 1      | .380** | .670**             |
|                    | Sig. (2-tailed)     | .000   | .000   | .002   |        | .000   | .000               |
|                    | N                   | 100    | 100    | 100    | 100    | 100    | 100                |
| X1.5               | Pearson Correlation | .500** | .449** | .439** | .380** | 1      | .767**             |
|                    | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        | .000               |
|                    | N                   | 100    | 100    | 100    | 100    | 100    | 100                |
| Kualitas Pelayanan | Pearson Correlation | .780** | .743** | .680** | .670** | .767** | 1                  |
|                    | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |                    |
|                    | N                   | 100    | 100    | 100    | 100    | 100    | 100                |

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

**Variabel Harga (X2)****Correlations**

|       |                     | X2.1   | X2.2   | X2.3   | X2.4   | Harga  |
|-------|---------------------|--------|--------|--------|--------|--------|
| X2.1  | Pearson Correlation | 1      | .345** | .383** | .441** | .772** |
|       | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   |
|       | N                   | 100    | 100    | 100    | 100    | 100    |
| X2.2  | Pearson Correlation | .345** | 1      | .123   | .325** | .620** |
|       | Sig. (2-tailed)     | .000   |        | .222   | .001   | .000   |
|       | N                   | 100    | 100    | 100    | 100    | 100    |
| X2.3  | Pearson Correlation | .383** | .123   | 1      | .333** | .606** |
|       | Sig. (2-tailed)     | .000   | .222   |        | .001   | .000   |
|       | N                   | 100    | 100    | 100    | 100    | 100    |
| X2.4  | Pearson Correlation | .441** | .325** | .333** | 1      | .800** |
|       | Sig. (2-tailed)     | .000   | .001   | .001   |        | .000   |
|       | N                   | 100    | 100    | 100    | 100    | 100    |
| Harga | Pearson Correlation | .772** | .620** | .606** | .800** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|       | N                   | 100    | 100    | 100    | 100    | 100    |

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

**Variabel Kepuasan Pelanggan (Y)****Correlations**

|                    |                     | Y1     | Y2     | Y3     | Kepuasan Pelanggan |
|--------------------|---------------------|--------|--------|--------|--------------------|
| Y1                 | Pearson Correlation | 1      | .483** | .382** | .770**             |
|                    | Sig. (2-tailed)     |        | .000   | .000   | .000               |
|                    | N                   | 100    | 100    | 100    | 100                |
| Y2                 | Pearson Correlation | .483** | 1      | .519** | .846**             |
|                    | Sig. (2-tailed)     | .000   |        | .000   | .000               |
|                    | N                   | 100    | 100    | 100    | 100                |
| Y3                 | Pearson Correlation | .382** | .519** | 1      | .784**             |
|                    | Sig. (2-tailed)     | .000   | .000   |        | .000               |
|                    | N                   | 100    | 100    | 100    | 100                |
| Kepuasan Pelanggan | Pearson Correlation | .770** | .846** | .784** | 1                  |
|                    | Sig. (2-tailed)     | .000   | .000   | .000   |                    |
|                    | N                   | 100    | 100    | 100    | 100                |

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

**Variabel Kualitas Pelayanan (X1)****Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .780             | 5          |

**Variabel Harga (X2)****Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .658             | 4          |

**Variabel Kepuasan Pelanggan (Y)****Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .721             | 3          |

### Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Standardized Residual |
|----------------------------------|----------------|-----------------------|
| N                                |                | 100                   |
| Normal Parameters <sup>a,b</sup> | Mean           | .0E-7                 |
|                                  | Std. Deviation | .98984745             |
| Most Extreme Differences         | Absolute       | .106                  |
|                                  | Positive       | .093                  |
|                                  | Negative       | -.106                 |
| Kolmogorov-Smirnov Z             |                | 1.055                 |
| Asymp. Sig. (2-tailed)           |                | .216                  |

a. Test distribution is Normal.

b. Calculated from data.

### Uji Multikolinearitas

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

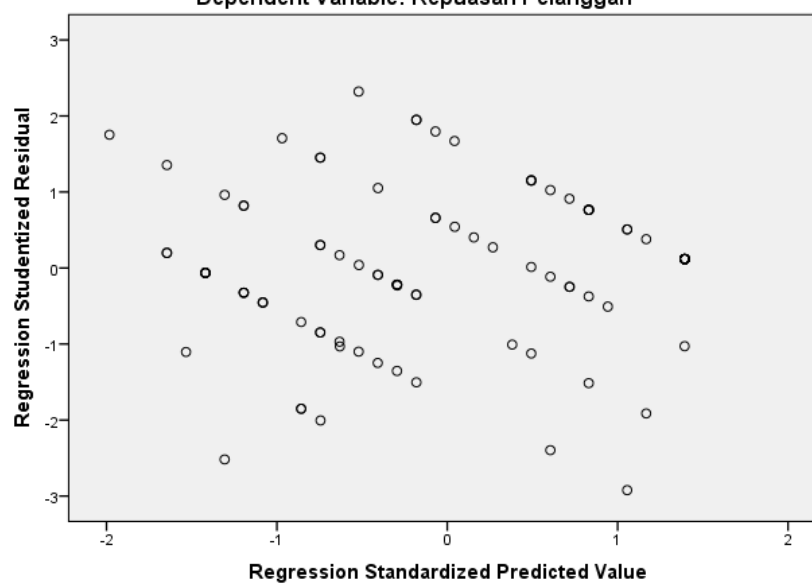
| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                    | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant)         | 1.895                       | .803       |                           | 2.360 | .020 |                         |       |
|       | Kualitas Pelayanan | .228                        | .057       | .343                      | 4.012 | .000 | .606                    | 1.650 |
|       | Harga              | .341                        | .059       | .491                      | 5.749 | .000 | .606                    | 1.650 |

a. Dependent Variable: Kepuasan Pelanggan

### Uji Heteroskedastisitas Menggunakan Scatterplot

#### Scatterplot

Dependent Variable: Kepuasan Pelanggan



### Uji Heteroskedastisitas Menggunakan Uji Glesjer

Coefficients<sup>a</sup>

| Model              | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|--------------------|-----------------------------|------------|---------------------------|--------|------|
|                    | B                           | Std. Error | Beta                      |        |      |
| 1 (Constant)       | 1.610                       | .602       |                           | 2.677  | .009 |
| Kualitas Pelayanan | .012                        | .042       | .035                      | .273   | .785 |
| Harga              | -.081                       | .044       | -.234                     | -1.834 | .070 |

a. Dependent Variable: ABSRES

**Coefficients<sup>a</sup>**

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                    | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant)         | 1.895                       | .803       |                           | 2.360 | .020 |                         |       |
|       | Kualitas Pelayanan | .228                        | .057       | .343                      | 4.012 | .000 | .606                    | 1.650 |
|       | Harga              | .341                        | .059       | .491                      | 5.749 | .000 | .606                    | 1.650 |

a. Dependent Variable: Kepuasan Pelanggan

**Hipotesis Parsial (Uji t)****Coefficients<sup>a</sup>**

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                    | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant)         | 1.895                       | .803       |                           | 2.360 | .020 |                         |       |
|       | Kualitas Pelayanan | .228                        | .057       | .343                      | 4.012 | .000 | .606                    | 1.650 |
|       | Harga              | .341                        | .059       | .491                      | 5.749 | .000 | .606                    | 1.650 |

a. Dependent Variable: Kepuasan Pelanggan

**Hipotesis Simultan (Uji F)****ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 100.983        | 2  | 50.492      | 64.438 | .000 <sup>b</sup> |
|       | Residual   | 76.007         | 97 | .784        |        |                   |
|       | Total      | 176.990        | 99 |             |        |                   |

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Harga , Kualitas Pelayanan

**Koefisien Determinasi ( $R^2$ )****Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .755 <sup>a</sup> | .571     | .562              | .88520                     | 1.627         |

a. Predictors: (Constant), Harga , Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

Blitar, 19 Februari 2025

Kepada

Yth. Dr Denok Wahyudi SR., S.T., M.M

Di

Tempat

## PENGAJUAN JUDUL SKRIPSI

Yang bertanda tangan dibawah ini:

Nama : DELLINDA ARTA MEVIA

NIM : 21106620029

Fakultas : EKONOMI

Program Studi : MANAJEMEN

Dengan ini saya mengajukan permohonan judul skripsi sebagai berikut:

Judul : "Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Pelanggan Grabfood Di Kota Blitar"

Permasalahan : 1. Bagaimana pengaruh kualitas pelayanan terhadap kepuasan pelanggan grabfood di Kota Blitar?

2. Bagaimana pengaruh harga terhadap kepuasan pelanggan grabfood di Kota Blitar?

3. Bagaimana pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan grabfood di Kota Blitar?

Demikian atas perhatian dan persetujuan serta bimbingannya lebih lanjut dari Bapak/Ibu, saya ucapkan terima kasih.

Menyetujui,

Pembimbing 1



Dr. Denok Wahyudi SR., S.T., M.M  
NIDN. 0625088201

Yang Mengajukan



Dellinda Arta Mevia  
NIM. 21106620029



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Blitar – Jawa Timur

**LEMBAR KONSULTASI BIMBINGAN SKRIPSI**

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NIM : 21106620029  
Fakultas : EKONOMI  
Program Studi : MANAJEMEN  
Program Pendidikan : S1 Manajemen  
Judul Skripsi : **“Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Pelanggan Grabfood di Kota Blitar”**  
Konsultasi : **(MINIMAL 5x)**

| NO. | TANGGAL          | PARAF PEMBIMBING | MATERI KONSULTASI      |
|-----|------------------|------------------|------------------------|
| 1   | 19 Februari 2025 |                  | Pengajuan Judul        |
| 2   | 12 Maret 2025    |                  | Bimbingan BAB I dan II |
| 3   | 20 Maret 2025    |                  | Revisi BAB I dan II    |
| 4   | 27 Maret 2025    |                  | Bimbingan BAB III      |
| 5   | 16 April 2025    |                  | Revisi BAB III         |
| 6   | 23 April 2025    |                  | Bimbingan BAB IV dan V |
| 7   | 7 Mei 2025       |                  | Revisi BAB IV dan V    |
| 8   | 14 Mei 2025      |                  | ACC Ujian              |
| 9   |                  |                  |                        |
| 10  |                  |                  |                        |

Tgl Selesai Skripsi : 14 Mei 2025

Keterangan : Bimbingan Telah Selesai

Dosen Pembimbing I

**Dr. DENOK WAHYUDI SR., S.T., M.M**  
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Fakultas : EKONOMI  
Program Studi : MANAJEMEN  
Program Pendidikan : S1 Manajemen  
Judul Skripsi : “Pengaruh Kualitas Pelayanan dan Harga  
Terhadap Kepuasan Pelanggan Grabfood  
di Kota Blitar”  
Konsultasi : (MINIMAL 5x)

| NO. | TANGGAL     | PARAF<br>PEMBIMBING | MATERI KONSULTASI               |
|-----|-------------|---------------------|---------------------------------|
| 1   | 15 Mei 2025 |                     | Konsultasi BAB I - V (Revisi)   |
| 2   | 16 Mei 2025 |                     | Konsultasi lampiran dan halaman |
| 3   | 19 Mei 2025 |                     | Revisi lampiran dan halaman     |
| 4   | 20 Mei 2025 |                     | Konsultasi BAB I - V            |
| 5   | 22 Mei 2025 |                     | Konsultasi BAB I - V            |
| 6   | 23 Mei 2025 |                     | Konsultasi BAB I - V            |
| 7   | 25 Mei 2025 |                     | Konsultasi BAB I - V lengkap    |
| 8   | 26 Mei 2025 |                     | ACC Ujian                       |
| 9   |             |                     |                                 |
| 10  |             |                     |                                 |

Tgl Selesai Skripsi : 26 Mei 2025

Keterangan : Bimbingan Telah Selesai

Dosen Pembimbing II

**INDARI UMAH, S.Ak., M.M**  
NIDN. 0711019701



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Jawa Timur

---

**PERMOHONAN UJIAN SKRIPSI**

---

Assalamu'alikum Wr. Wb.

Yang bertanda tangan dibawah ini:

Nama : DELLINDA ARTA MEVIA

NIM : 21106620029

Tempat/Tanggal Lahir : BLITAR, 19 APRIL 2003

Alamat : JL. ASAHAN GG. VIII No. 17 KEL. TANJUNGSARI

Dengan ini mengajukan permohonan untuk mengikuti UJIAN SKRIPSI pada:

Hari : RABU

Tanggal : 04 Juni 2025

Dengan judul Skripsi : PENGARUH KUALITAS PELAYANAN DAN HARGA  
TERHADAP KEPUASAN PELANGGAN *GRABFOOD*  
DI KOTA BLITAR

Demikian atas perkenanya diucapkan terima kasih

Blitar, 04 Juni 2025  
Mahasiswa,

**Dellinda Arta Mevia**  
**NIM. 21106620029**



YAYASAN BINA CITRA ANAK BANGSA  
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Blitar – Jawa Timur

---

**LEMBAR REVISI**

NIM : DELLINDA ARTA MEVIA  
Nama : 21106620029  
Program Studi : MANAJEMEN  
Judul Skripsi : PENGARUH KUALITAS PELAYANAN DAN HARGA  
TERHADAP KEPUASAN PELANGGAN *GRABFOOD*  
DI KOTA BLITAR

Naskah yang harus direvisi :

1. ....
2. ....
3. ....
4. ....
5. ....

Blitar, 04 Juni ..... 2025

Persetujuan Revisi / Perbaikan

Penguji I

(SUPRIANTO, S.E., M.M.)

(SUPRIANTO, S.E., M.M.)



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 Program Studi : MANAJEMEN  
 Judul Skripsi : PENGARUH KUALITAS PELAYANAN DAN HARGA  
 TERHADAP KEPUASAN PELANGGAN *GRABFOOD*  
 DI KOTA BLITAR

Naskah yang harus direvisi :

1. Perbaiki hal 18, 19, 26, 32, 35, 40, 41, 42, 51, 67, 73
2. Peneliti terdahulu pake kanan-kiri eye
3. Kerangka Gambar warna hitam
4. ....
5. ....

Blitar, .....20.....

Persetujuan Revisi / Perbaikan

  
 (INDARTI UMAZATI)

Penguji II

  
 (INDARTI UMAZATI)



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UNIVERSITAS ISLAM BLITAR BLITAR**

Sekretariat/Kampus : Jl. Majapahit No. 4 Telp/ Fax (0342) 813145  
Blitar – Jawa Timur

**LEMBAR REVISI**

NIM : DELLINDA ARTA MEVIA  
 Nama : 21106620029  
 Program Studi : MANAJEMEN  
 Judul Skripsi : PENGARUH KUALITAS PELAYANAN DAN HARGA  
 TERHADAP KEPUASAN PELANGGAN *GRABFOOD*  
 DI KOTA BLITAR

Naskah yang harus direvisi :

1. ....
2. ....
3. ....
4. ....
5. ....

Blitar, 4 - 6 ..... 2025

Ace Persetujuan Revisi / Perbaikan

10/6-25

( Dr. Denok )

Penguji III

( Dr. Denok )