**Lampiran 3 Profil Responden.**

| **jenis kelamin** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | laki-lali | 64 | 64.0 | 64.0 | 64.0 |
| perempuan | 36 | 36.0 | 36.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **usia** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17-25 tahun | 19 | 19.0 | 19.0 | 19.0 |
| 26-30 tahun | 12 | 12.0 | 12.0 | 31.0 |
| 31-35 tahun | 37 | 37.0 | 37.0 | 68.0 |
| 36-40 tahun | 18 | 18.0 | 18.0 | 86.0 |
| >40 tahun | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **pekerjaan** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | aparatur sipil negara | 26 | 26.0 | 26.0 | 26.0 |
| BUMN | 7 | 7.0 | 7.0 | 33.0 |
| TNI / POLRI | 19 | 19.0 | 19.0 | 52.0 |
| swasta | 17 | 17.0 | 17.0 | 69.0 |
| wiraswasta | 17 | 17.0 | 17.0 | 86.0 |
| dll | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Pendapatan** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Rp 1.000.000 - Rp. 1.500.000 | 6 | 6.0 | 6.0 | 6.0 |
| Rp 1.500.001 - Rp. 2.000.000 | 19 | 19.0 | 19.0 | 25.0 |
| Rp 2.000.001 - Rp 3.000.000 | 40 | 40.0 | 40.0 | 65.0 |
| > Rp. 3.000.000 | 35 | 35.0 | 35.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **frekuensi** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3-5 kali | 87 | 87.0 | 87.0 | 87.0 |
| >5 kali | 13 | 13.0 | 13.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **referensi** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | keluarga | 22 | 22.0 | 22.0 | 22.0 |
| teman | 30 | 30.0 | 30.0 | 52.0 |
| media massa | 9 | 9.0 | 9.0 | 61.0 |
| media sosial | 28 | 28.0 | 28.0 | 89.0 |
| dll | 11 | 11.0 | 11.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Lampiran 4 Uji Validitas dan Uji Relibialitas**

**Uji Validitas**

**Variable strategi diferensiasi (x1)**

| **KMO and Bartlett's Test** | | |
| --- | --- | --- |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .764 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 173.922 |
| Df | 10 |
| Sig. | .000 |

| **Component Matrixa** | |
| --- | --- |
|  | Component |
|  | 1 |
| strategi diferensiasi 1 | .761 |
| strategi diferensiasi 2 | .668 |
| strategi diferensiasi 3 | .823 |
| strategi diferensiasi 4 | .834 |
| strategi diferensiasi 5 | .702 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

**Harga (x2)**

| **KMO and Bartlett's Test** | | |
| --- | --- | --- |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .661 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 57.049 |
| df | 3 |
| Sig. | .000 |

| **Component Matrixa** | |
| --- | --- |
|  | Component |
|  | 1 |
| harga 1 | .789 |
| harga 2 | .839 |
| harga 3 | .762 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

**Kualitas pelayanan (x3)**

| **KMO and Bartlett's Test** | | |
| --- | --- | --- |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .632 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 815.946 |
| df | 171 |
| Sig. | .000 |
|  |  |  |

| **Component Matrixa** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Component | | | | | | |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| kualitas pelayanan 1 | .464 | -.363 | -.292 | -.005 | -.085 | .420 | .082 |
| kualitas pelayanan 2 | .404 | .251 | -.284 | .173 | .087 | .134 | .025 |
| kualitas pelayanan 3 | .294 | .064 | -.383 | -.024 | -.098 | .542 | .523 |
| kualitas pelayanan 4 | .335 | -.250 | -.183 | .450 | .351 | .238 | -.328 |
| kualitas pelayanan 5 | .692 | -.209 | -.030 | -.206 | -.181 | -.101 | -.236 |
| kualitas pelayanan 6 | .452 | -.036 | .309 | .065 | -.543 | .141 | -.133 |
| kualitas pelayanan 7 | .761 | -.286 | -.173 | -.190 | -.130 | -.310 | .036 |
| kualitas pelayanan 8 | .568 | .701 | .017 | -.138 | .042 | .015 | -.025 |
| kualitas pelayanan 9 | .544 | .114 | .135 | .678 | -.097 | -.211 | .053 |
| kualitas pelayanan 10 | .596 | .003 | -.006 | -.322 | -.278 | -.167 | .381 |
| kualitas pelayanan 11 | .561 | .118 | .028 | -.043 | -.140 | .385 | -.442 |
| kualitas pelayanan 12 | .486 | .250 | -.084 | -.034 | .618 | -.256 | .132 |
| kualitas pelayanan 13 | .228 | -.167 | .506 | -.092 | .400 | .251 | .323 |
| kualitas pelayanan 14 | .398 | -.038 | .508 | -.408 | .261 | .156 | -.166 |
| kualitas pelayanan 15 | .581 | -.313 | -.329 | .015 | .385 | -.050 | -.089 |
| kualitas pelayanan 16 | .339 | -.307 | .639 | .052 | .083 | .093 | .095 |
| kualitas pelayanan 17 | .698 | -.311 | -.187 | -.200 | -.029 | -.304 | -.024 |
| kualitas pelayanan 18 | .521 | .718 | .013 | -.149 | .019 | .065 | -.111 |
| kualitas pelayanan 19 | .610 | .070 | .268 | .595 | -.127 | -.123 | .217 |
| Extraction Method: Principal Component Analysis. | | | |  |  |  |  |
| a. 7 components extracted. | |  |  |  |  |  |  |

**Kepuasan pelanggan (Y)**

| **KMO and Bartlett's Test** | | |
| --- | --- | --- |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .751 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 92.160 |
| df | 10 |
| Sig. | .000 |

| **Component Matrixa** | |
| --- | --- |
|  | Component |
|  | 1 |
| kepuasan pelanggan 1 | .659 |
| kepuasan pelanggan 2 | .660 |
| kepuasan pelanggan 3 | .698 |
| kepuasan pelanggan 4 | .701 |
| kepuasan pelanggan 5 | .748 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |
|  | |

**Uji Reliabilitas**

**Strategi diferensiasi**

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .814 | 5 |

**Harga**

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .713 | 3 |

**Kualitas pelayanan**

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .840 | 19 |

**Kepuasaan pelanggan**

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .728 | 5 |

**Lampiran 5 Analisis Deskriptif**

**Strategi diferensiasi**

| **Statistics** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | strategi diferensiasi 1 | strategi diferensiasi 2 | strategi diferensiasi 3 | strategi diferensiasi 4 | strategi diferensiasi 5 |
| N | Valid | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.06 | 3.89 | 4.01 | 3.91 | 3.93 |

| **strategi diferensiasi 1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju (TS) | 5 | 5.0 | 5.0 | 5.0 |
| netral (N) | 18 | 18.0 | 18.0 | 23.0 |
| setuju (S) | 43 | 43.0 | 43.0 | 66.0 |
| sangat setuju (SS) | 34 | 34.0 | 34.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **strategi diferensiasi 2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju (TS) | 4 | 4.0 | 4.0 | 4.0 |
| netral (N) | 19 | 19.0 | 19.0 | 23.0 |
| setuju (S) | 61 | 61.0 | 61.0 | 84.0 |
| sangat setuju (SS) | 16 | 16.0 | 16.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **strategi diferensiasi 3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 2 | 2.0 | 2.0 | 3.0 |
| netral (N) | 17 | 17.0 | 17.0 | 20.0 |
| setuju (S) | 55 | 55.0 | 55.0 | 75.0 |
| sangat setuju (SS) | 25 | 25.0 | 25.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **strategi diferensiasi 4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 1 | 1.0 | 1.0 | 2.0 |
| netral (N) | 22 | 22.0 | 22.0 | 24.0 |
| setuju (S) | 58 | 58.0 | 58.0 | 82.0 |
| sangat setuju (SS) | 18 | 18.0 | 18.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **strategi diferensiasi 5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 2 | 2.0 | 2.0 | 3.0 |
| netral (N) | 19 | 19.0 | 19.0 | 22.0 |
| setuju (S) | 59 | 59.0 | 59.0 | 81.0 |
| sangat setuju (SS) | 19 | 19.0 | 19.0 | 100.0 |
|  |  |  |  |  |

**Harga**

| **Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  |  | harga 1 | harga 2 | harga 3 |
| N | Valid | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 |
| Mean | | 3.75 | 3.79 | 3.83 |

| **harga 1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 2 | 2.0 | 2.0 | 2.0 |
| tidak setuju (TS) | 4 | 4.0 | 4.0 | 6.0 |
| netral (N) | 30 | 30.0 | 30.0 | 36.0 |
| setuju (S) | 45 | 45.0 | 45.0 | 81.0 |
| sangat setuju (SS) | 19 | 19.0 | 19.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **harga 2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 2 | 2.0 | 2.0 | 2.0 |
| tidak setuju (TS) | 4 | 4.0 | 4.0 | 6.0 |
| netral (N) | 26 | 26.0 | 26.0 | 32.0 |
| setuju (S) | 49 | 49.0 | 49.0 | 81.0 |
| sangat setuju (SS) | 19 | 19.0 | 19.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **harga 3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 2 | 2.0 | 2.0 | 3.0 |
| netral (N) | 26 | 26.0 | 26.0 | 29.0 |
| setuju (S) | 55 | 55.0 | 55.0 | 84.0 |
| sangat setuju (SS) | 16 | 16.0 | 16.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

Kualitas Pelayanan

|  |  | KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 | KP9 | KP  10 | KP  11 | KP  12 | KP  13 | KP  14 | KP  15 | KP  16 | KP  17 | KP  18 | KP  19 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.91 | 3.87 | 3.97 | 3.95 | 3.74 | 4.04 | 3.82 | 3.93 | 3.95 | 3.98 | 3.95 | 3.99 | 4.01 | 3.78 | 3.79 | 3.77 | 3.79 | 3.90 | 3.96 |

| **kualitas pelayanan 1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 2 | 2.0 | 2.0 | 2.0 |
| tidak setuju (TS) | 2 | 2.0 | 2.0 | 4.0 |
| netral (N) | 19 | 19.0 | 19.0 | 23.0 |
| setuju (S) | 57 | 57.0 | 57.0 | 80.0 |
| sangat setuju (SS) | 20 | 20.0 | 20.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 6 | 6.0 | 6.0 | 7.0 |
| netral (N) | 16 | 16.0 | 16.0 | 23.0 |
| setuju (S) | 59 | 59.0 | 59.0 | 82.0 |
| sangat setuju (SS) | 18 | 18.0 | 18.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju (TS) | 2 | 2.0 | 2.0 | 2.0 |
| netral (N) | 16 | 16.0 | 16.0 | 18.0 |
| setuju (S) | 65 | 65.0 | 65.0 | 83.0 |
| sangat setuju (SS) | 17 | 17.0 | 17.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju (TS) | 2 | 2.0 | 2.0 | 2.0 |
| netral (N) | 18 | 18.0 | 18.0 | 20.0 |
| setuju (S) | 63 | 63.0 | 63.0 | 83.0 |
| sangat setuju (SS) | 17 | 17.0 | 17.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju (TS) | 8 | 8.0 | 8.0 | 8.0 |
| netral (N) | 22 | 22.0 | 22.0 | 30.0 |
| setuju (S) | 58 | 58.0 | 58.0 | 88.0 |
| sangat setuju (SS) | 12 | 12.0 | 12.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |
|  |  |  |  |  |  |

| **kualitas pelayanan 6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 2 | 2.0 | 2.0 | 3.0 |
| netral (N) | 12 | 12.0 | 12.0 | 15.0 |
| setuju (S) | 62 | 62.0 | 62.0 | 77.0 |
| sangat setuju (SS) | 23 | 23.0 | 23.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 7** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju (TS) | 7 | 7.0 | 7.0 | 7.0 |
| netral (N) | 23 | 23.0 | 23.0 | 30.0 |
| setuju (S) | 51 | 51.0 | 51.0 | 81.0 |
| sangat setuju (SS) | 19 | 19.0 | 19.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 8** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 3 | 3.0 | 3.0 | 4.0 |
| netral (N) | 14 | 14.0 | 14.0 | 18.0 |
| setuju (S) | 66 | 66.0 | 66.0 | 84.0 |
| sangat setuju (SS) | 16 | 16.0 | 16.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 9** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 2 | 2.0 | 2.0 | 3.0 |
| netral (N) | 18 | 18.0 | 18.0 | 21.0 |
| setuju (S) | 59 | 59.0 | 59.0 | 80.0 |
| sangat setuju (SS) | 20 | 20.0 | 20.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 10** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju (TS) | 1 | 1.0 | 1.0 | 1.0 |
| netral (N) | 20 | 20.0 | 20.0 | 21.0 |
| setuju (S) | 59 | 59.0 | 59.0 | 80.0 |
| sangat setuju (SS) | 20 | 20.0 | 20.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 11** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju (TS) | 3 | 3.0 | 3.0 | 3.0 |
| netral (N) | 19 | 19.0 | 19.0 | 22.0 |
| setuju (S) | 58 | 58.0 | 58.0 | 80.0 |
| sangat setuju (SS) | 20 | 20.0 | 20.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 12** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 2 | 2.0 | 2.0 | 3.0 |
| netral (N) | 16 | 16.0 | 16.0 | 19.0 |
| setuju (S) | 59 | 59.0 | 59.0 | 78.0 |
| sangat setuju (SS) | 22 | 22.0 | 22.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 13** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 3 | 3.0 | 3.0 | 4.0 |
| netral (N) | 12 | 12.0 | 12.0 | 16.0 |
| setuju (S) | 62 | 62.0 | 62.0 | 78.0 |
| sangat setuju (SS) | 22 | 22.0 | 22.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 14** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 4 | 4.0 | 4.0 | 5.0 |
| netral (N) | 20 | 20.0 | 20.0 | 25.0 |
| setuju (S) | 66 | 66.0 | 66.0 | 91.0 |
| sangat setuju (SS) | 9 | 9.0 | 9.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 15** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju (TS) | 5 | 5.0 | 5.0 | 5.0 |
| netral (N) | 22 | 22.0 | 22.0 | 27.0 |
| setuju (S) | 62 | 62.0 | 62.0 | 89.0 |
| sangat setuju (SS) | 11 | 11.0 | 11.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 16** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 5 | 5.0 | 5.0 | 6.0 |
| netral (N) | 21 | 21.0 | 21.0 | 27.0 |
| setuju (S) | 62 | 62.0 | 62.0 | 89.0 |
| sangat setuju (SS) | 11 | 11.0 | 11.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 17** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju (TS) | 7 | 7.0 | 7.0 | 7.0 |
| netral (N) | 23 | 23.0 | 23.0 | 30.0 |
| setuju (S) | 54 | 54.0 | 54.0 | 84.0 |
| sangat setuju (SS) | 16 | 16.0 | 16.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 18** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 3 | 3.0 | 3.0 | 4.0 |
| netral (N) | 15 | 15.0 | 15.0 | 19.0 |
| setuju (S) | 67 | 67.0 | 67.0 | 86.0 |
| sangat setuju (SS) | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kualitas pelayanan 19** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 3 | 3.0 | 3.0 | 4.0 |
| netral (N) | 17 | 17.0 | 17.0 | 21.0 |
| setuju (S) | 57 | 57.0 | 57.0 | 78.0 |
| sangat setuju (SS) | 22 | 22.0 | 22.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Kepuasan Pelanggan**

| **Statistics** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | kepuasan pelanggan 1 | kepuasan pelanggan 2 | kepuasan pelanggan 3 | kepuasan pelanggan 4 | kepuasan pelanggan 5 |
| N | Valid | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.87 | 3.84 | 3.80 | 3.93 | 4.00 |

| **kepuasan pelanggan 1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju (TS) | 4 | 4.0 | 4.0 | 4.0 |
| netral (N) | 24 | 24.0 | 24.0 | 28.0 |
| setuju (S) | 53 | 53.0 | 53.0 | 81.0 |
| sangat setuju (SS) | 19 | 19.0 | 19.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kepuasan pelanggan 2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 4 | 4.0 | 4.0 | 5.0 |
| netral (N) | 20 | 20.0 | 20.0 | 25.0 |
| setuju (S) | 60 | 60.0 | 60.0 | 85.0 |
| sangat setuju (SS) | 15 | 15.0 | 15.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kepuasan pelanggan 3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidaksetuju (STS) | 1 | 1.0 | 1.0 | 1.0 |
| tidak setuju (TS) | 5 | 5.0 | 5.0 | 6.0 |
| netral (N) | 16 | 16.0 | 16.0 | 22.0 |
| setuju (S) | 69 | 69.0 | 69.0 | 91.0 |
| sangat setuju (SS) | 9 | 9.0 | 9.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kepuasan pelanggan 4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju (TS) | 2 | 2.0 | 2.0 | 2.0 |
| netral (N) | 25 | 25.0 | 25.0 | 27.0 |
| setuju (S) | 51 | 51.0 | 51.0 | 78.0 |
| sangat setuju (SS) | 22 | 22.0 | 22.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **kepuasan pelanggan 5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju (TS) | 3 | 3.0 | 3.0 | 3.0 |
| netral (N) | 14 | 14.0 | 14.0 | 17.0 |
| setuju (S) | 63 | 63.0 | 63.0 | 80.0 |
| sangat setuju (SS) | 20 | 20.0 | 20.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Lampiran 6 Uji asumsi klasik**

**Uji normalitas**

| **One-Sample Kolmogorov-Smirnov Test** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | strategidiferensiasi | harga | kuialitaspelayanan | Kepuasanpelanggan |
| N | | 100 | 100 | 100 | 100 |
| Normal Parametersa | Mean | 3.9600 | 3.7900 | 3.9000 | 3.8880 |
| Std. Deviation | .57700 | .66609 | .37519 | .50638 |
| Most Extreme Differences | Absolute | .152 | .124 | .182 | .198 |
| Positive | .152 | .106 | .182 | .099 |
| Negative | -.141 | -.124 | -.144 | -.198 |
| Kolmogorov-Smirnov Z | | 1.524 | 1.237 | 1.821 | 1.975 |
| Asymp. Sig. (2-tailed) | | .019 | .094 | .003 | .001 |
| a. Test distribution is Normal. | |  |  |  |  |
|  |  |  |  |  |  |

**Menormalkan data**

| **One-Sample Kolmogorov-Smirnov Test** | | |
| --- | --- | --- |
|  |  | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa | Mean | .0000000 |
| Std. Deviation | .35197260 |
| Most Extreme Differences | Absolute | .118 |
| Positive | .099 |
| Negative | -.118 |
| Kolmogorov-Smirnov Z | | 1.185 |
| Asymp. Sig. (2-tailed) | | .121 |
| a. Test distribution is Normal. | |  |
|  |  |  |

**Uji multikolonearitas**

| **Coefficientsa** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | .158 | .374 |  | .421 | .675 |  |  |
| strategidiferensiasi | -.009 | .079 | -.010 | -.117 | .907 | .616 | 1.622 |
| harga | .095 | .069 | .125 | 1.375 | .172 | .597 | 1.675 |
| kuialitaspelayanan | .873 | .137 | .647 | 6.391 | .000 | .481 | 2.078 |
| a. Dependent Variable: kepuasanpelanggan | | | |  |  |  |  |  |

**Uji heteroskedastisitas**

| **Coefficientsa** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .773 | .252 |  | 3.067 | .003 |
| strategidiferensiasi | -.063 | .053 | -.149 | -1.185 | .239 |
| harga | -.044 | .047 | -.120 | -.946 | .347 |
| kuialitaspelayanan | -.028 | .092 | -.043 | -.306 | .760 |
| a. Dependent Variable: RES2 | | |  |  |  |  |

**Lampiran 7 UJI Regresi Linear Berganda**

| **Model Summary** | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .725a | .526 | .511 | .35396 | .526 | 35.539 | 3 | 96 | .000 |
| a. Predictors: (Constant), kuialitaspelayanan, strategidiferensiasi, harga | | | | | |  |  |  |  |

| **ANOVAb** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 13.358 | 3 | 4.453 | 35.539 | .000a |
| Residual | 12.028 | 96 | .125 |  |  |
| Total | 25.386 | 99 |  |  |  |
| a. Predictors: (Constant), kuialitaspelayanan, strategidiferensiasi, harga | | | | | |  |
| b. Dependent Variable: kepuasanpelanggan | | | |  |  |  |

| **Coefficientsa** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .158 | .374 |  | .421 | .675 |
| strategidiferensiasi | -.009 | .079 | -.010 | -.117 | .907 |
| harga | .095 | .069 | .125 | 1.375 | .172 |
| kuialitaspelayanan | .873 | .137 | .647 | 6.391 | .000 |
| a. Dependent Variable: kepuasanpelanggan | | | |  |  |  |