

## LAMPIRAN-LAMPIRAN

Kepada :

Yth. Bpk/Ibu/Sdr/i

Pengunjung **alfamidi paus bangil** pasuruan

Di-

Tempat

### **Kuisisioner Penelitian**

#### **Pengaruh service quality dan store image terhadap customer satisfaction. (Alfamidi Paus Bangil Pasuruan)**

Bapak/Ibu/Saudara/i yang terhormat,

Kuisisioner ini disusun dalam rangka menunjang kegiatan penelitian yang dilakukan oleh peneliti selaku Mahasiswa Program Ilmu Administrasi Bisnis, Universitas Yudharta Pasuruan tentang **“Pengaruh service quality dan store image terhadap customer satisfaction”**, maka saya mengharap kesiediaan

Bapak/Ibu/Saudara/i untuk memberikan pendapat mengenai pelayanan pada alfamidi paus bangil ini dengan mengisi angket atau kuisisioner yang telah disediakan.

Atas bantuan dan kesediaan Bapak/Ibu/Saudara/I untuk mengisi kuisisioner ini saya ucapkan terima kasih

Hormat saya,

Siti Fauziah

Kami mohon kesediaan Bapak/Ibu/Saudara/i untuk dapat mengisi daftar pertanyaan dibawah ini dengan cara memberikan tanda checklist (√) pada kolom yang tersedia menurut persepsi anda.

### Identitas Responden

Nama :

Jenis Kelamin :

Usia :

Pendidikan Terakhir :

Pekerjaan :

### PERTANYAAN PENELITIAN

Berilah respon terhadap pernyataan dalam table dengan memberikan tanda *check list* (√) pada kolom yang sesuai dengan persepsi anda mengenai pernyataan tersebut. Skala respon adalah sebagai berikut :

- **SS** : Sangat Setuju
- **S** : Setuju
- **N** : Netral
- **TS** : Tidak Setuju
- **STS** : Sangat Tidak Setuju

Service Quality						
No	Pernyataan	SS	S	N	TS	STS
1.	Fasilitas sarana perlengkapan yang dimiliki Alfamidi berfungsi dengan baik					

2.	Ketrampilankaryawandalammemberikanlayanan					
3.	Karyawancepatdantanggapdalammenanganikeluh andarikonsumen					
4.	Karyawansecarakonsistenbersikap sopan					
5.	Karyawanmampumemberikanperhatiandansabard alammemahamikeinginankonsumen					
<b>Store Image</b>						
1.	Alfamidimilikireputasi yang baikdimatakonsumen					
2.	Alfamidi selalu memberikanfasilitas yang berfungsiandanbermanfaatuntukkonsumen					
3.	Alfamidiselalumenyediakan produk yang dibutuhkanolehkonsumen					
<b>Kepuasanpelanggan</b>						
1.	Kenyamanan yang di rasakankonsumensaattenerimapelayanan					
2.	Keyakinan konsumen atas pelayanan yang telah di berikan					
3.	Perasaanpuassaattproduk yang ditawarkanberanekaragam					

FREQUENCIES VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1

/STATISTICS=MEAN

/ORDER=ANALYSIS.

## Frequencies

### Notes

Output Created		21-AUG-2019 13:29:26
Comments		
Input	Data	G:\Job\Pasuruan\fauziyah\datafix.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.

Syntax		FREQUENCIES VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1  /STATISTICS=MEAN  /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.44

### Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5	Service Quality
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		4.15	4.16	4.14	4.09	4.42	20.96

## Frequency Table

**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	19	19.0	19.0	21.0
	4	41	41.0	41.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

**X1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	19	19.0	19.0	23.0
	4	34	34.0	34.0	57.0
	5	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.0
	3	21	21.0	21.0	23.0

	4	37	37.0	37.0	60.0
	5	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	25	25.0	25.0	28.0
	4	32	32.0	32.0	60.0
	5	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	12	12.0	12.0	13.0
	4	31	31.0	31.0	44.0
	5	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

### Service Quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	14	1	1.0	1.0	1.0
	15	1	1.0	1.0	2.0
	17	7	7.0	7.0	9.0
	18	5	5.0	5.0	14.0
	19	10	10.0	10.0	24.0
	20	12	12.0	12.0	36.0
	21	17	17.0	17.0	53.0
	22	27	27.0	27.0	80.0
	23	6	6.0	6.0	86.0
	24	11	11.0	11.0	97.0
	25	3	3.0	3.0	100.0
Total		100	100.0	100.0	

FREQUENCIES VARIABLES=X2.1 X2.2 X2.3 X2

/STATISTICS=MEAN

/ORDER=ANALYSIS.



## Frequencies

### Notes

Output Created	21-AUG-2019 13:29:38	
Comments		
Input	Data	G:\Job\Pasuruan\fauziyah\datafix.sav
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	Weight	<none>
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	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	<pre> FREQUENCIES VARIABLES=X2.1 X2.2 X2.3 X2  /STATISTICS=MEAN  /ORDER=ANALYSIS. </pre>	

Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.08

### Statistics

		X2.1	X2.2	X2.3	Store Image
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.79	3.85	3.70	11.34

### Frequency Table

X2.1			
Frequency	Percent	Valid Percent	Cumulative Percent

Valid	1	2	2.0	2.0	2.0
	2	8	8.0	8.0	10.0
	3	26	26.0	26.0	36.0
	4	37	37.0	37.0	73.0
	5	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	6	6.0	6.0	7.0
	3	27	27.0	27.0	34.0
	4	39	39.0	39.0	73.0
	5	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	9	9.0	9.0	10.0

	3	30	30.0	30.0	40.0
	4	39	39.0	39.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

### Store Image

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	1	1.0	1.0	1.0
	7	1	1.0	1.0	2.0
	8	4	4.0	4.0	6.0
	9	11	11.0	11.0	17.0
	10	18	18.0	18.0	35.0
	11	18	18.0	18.0	53.0
	12	19	19.0	19.0	72.0
	13	11	11.0	11.0	83.0
	14	14	14.0	14.0	97.0
	15	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

FREQUENCIES VARIABLES=Y1 Y2 Y3 Y

/STATISTICS=MEAN

/ORDER=ANALYSIS.

## Frequencies

### Notes

Output Created		21-AUG-2019 13:29:51
Comments		
Input	Data	G:\Job\Pasuruan\fauziyah\datafix.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		<pre> FREQUENCIES VARIABLES=Y1 Y2 Y3 Y  /STATISTICS=MEAN  /ORDER=ANALYSIS. </pre>

Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.06

### Statistics

		Y1	Y2	Y3	Customer Satisfaction
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.93	3.85	3.69	11.47

### Frequency Table

#### Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	4	4.0	4.0	6.0
	3	22	22.0	22.0	28.0
	4	43	43.0	43.0	71.0

	5	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

**Y2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	4	4.0	4.0	7.0
	3	29	29.0	29.0	36.0
	4	33	33.0	33.0	69.0
	5	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

**Y3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4.0	4.0	4.0
	2	9	9.0	9.0	13.0
	3	27	27.0	27.0	40.0
	4	34	34.0	34.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

### Customer Satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	3	3.0	3.0	3.0
	7	1	1.0	1.0	4.0
	8	3	3.0	3.0	7.0
	9	12	12.0	12.0	19.0
	10	6	6.0	6.0	25.0
	11	16	16.0	16.0	41.0
	12	27	27.0	27.0	68.0
	13	21	21.0	21.0	89.0
	14	8	8.0	8.0	97.0
	15	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

#### CORRELATIONS

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

#### Correlations



### Notes

Output Created		21-AUG-2019 13:30:05
Comments		
Input	Data	G:\Job\Pasuruan\fauziyah\datafix.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS  /VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1  /PRINT=TWOTAIL NOSIG  /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.08
	Elapsed Time	00:00:00.28

### Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5
X1.1	Pearson Correlation	1	.227*	.177	.125	-.074
	Sig. (2-tailed)		.023	.078	.215	.467
	N	100	100	100	100	100
X1.2	Pearson Correlation	.227*	1	.065	.324**	-.042
	Sig. (2-tailed)	.023		.523	.001	.675
	N	100	100	100	100	100
X1.3	Pearson Correlation	.177	.065	1	.172	.114
	Sig. (2-tailed)	.078	.523		.087	.260
	N	100	100	100	100	100
X1.4	Pearson Correlation	.125	.324**	.172	1	-.043
	Sig. (2-tailed)	.215	.001	.087		.670
	N	100	100	100	100	100
X1.5	Pearson Correlation	-.074	-.042	.114	-.043	1
	Sig. (2-tailed)	.467	.675	.260	.670	
	N	100	100	100	100	100
Service Quality	Pearson Correlation	.538**	.611**	.577**	.617**	.316**
	Sig. (2-tailed)	.000	.000	.000	.000	.001
	N	100	100	100	100	100

### Correlations

Service Quality

X1.1	Pearson Correlation	.538**
	Sig. (2-tailed)	.000
	N	100
X1.2	Pearson Correlation	.611**
	Sig. (2-tailed)	.000
	N	100
X1.3	Pearson Correlation	.577**
	Sig. (2-tailed)	.000
	N	100
X1.4	Pearson Correlation	.617**
	Sig. (2-tailed)	.000
	N	100
X1.5	Pearson Correlation	.316**
	Sig. (2-tailed)	.001
	N	100
Service Quality	Pearson Correlation	1
	Sig. (2-tailed)	
	N	100

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

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

#### CORRELATIONS

```
/VARIABLES=X2.1 X2.2 X2.3 X2
```

```
/PRINT=TWOTAIL NOSIG
```

/MISSING=PAIRWISE.

## Correlations

### Notes

Output Created		21-AUG-2019 13:30:19
Comments		
Input	Data	G:\Job\Pasuruan\fauziyah\datafix.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.

Syntax		CORRELATIONS
		/VARIABLES=X2.1 X2.2 X2.3 X2
		/PRINT=TWOTAIL NOSIG
		/MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.05

### Correlations

		X2.1	X2.2	X2.3	Store Image
X2.1	Pearson Correlation	1	.042	.342**	.708**
	Sig. (2-tailed)		.677	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.042	1	.134	.570**
	Sig. (2-tailed)	.677		.184	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.342**	.134	1	.731**
	Sig. (2-tailed)	.000	.184		.000
	N	100	100	100	100
Store Image	Pearson Correlation	.708**	.570**	.731**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## CORRELATIONS

```

/VARIABLES=Y1 Y2 Y3 Y
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

**Correlations****Notes**

Output Created		21-AUG-2019 13:31:03
Comments		
Input	Data	G:\Job\Pasuruan\fauziyah\datafix.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS  /VARIABLES=Y1 Y2 Y3 Y  /PRINT=TWOTAIL NOSIG  /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.05
	Elapsed Time	00:00:00.14

### Correlations

		Y1	Y2	Y3	Customer Satisfaction
Y1	Pearson Correlation	1	.021	.170	.576**
	Sig. (2-tailed)		.835	.090	.000
	N	100	100	100	100
Y2	Pearson Correlation	.021	1	.198*	.633**
	Sig. (2-tailed)	.835		.048	.000
	N	100	100	100	100
Y3	Pearson Correlation	.170	.198*	1	.733**
	Sig. (2-tailed)	.090	.048		.000
	N	100	100	100	100

Customer Satisfaction	Pearson Correlation	.576**	.633**	.733**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

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

#### RELIABILITY

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

## Reliability

### Notes

Output Created	21-AUG-2019 13:31:17	
Comments		
Input	Data	G:\Job\Pasuruan\fauziyah\da tafix.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>



	Split File	<none>
	N of Rows in Working Data File	100
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY  /VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1  /SCALE('ALL VARIABLES') ALL  /MODEL=ALPHA.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.06

**Scale: ALL VARIABLES**

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.692	6

RELIABILITY

/VARIABLES=X2.1 X2.2 X2.3 X2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

### Reliability

#### Notes

Output Created

21-AUG-2019 13:31:29

Comments

Input	Data	G:\Job\Pasuruan\fauziyah\datafix.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY  /VARIABLES=X2.1 X2.2 X2.3 X2  /SCALE('ALL VARIABLES') ALL  /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.09

**Scale: ALL VARIABLES**

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.753	4

RELIABILITY

/VARIABLES=Y1 Y2 Y3 Y

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

### Reliability

### Notes

Output Created		21-AUG-2019 13:31:40
Comments		
Input	Data	G:\Job\Pasuruan\fauziyah\datafix.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax	RELIABILITY  /VARIABLES=Y1 Y2 Y3 Y  /SCALE('ALL VARIABLES') ALL  /MODEL=ALPHA.	
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.13

## Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.737	4

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA COLLIN TOL

```

/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X1 X2
/SCATTERPLOT=(*ZPRED ,*ZRESID)
/RESIDUALS DURBIN NORMPROB(ZRESID).

```

## Regression

### Notes

Output Created		21-AUG-2019 13:34:03
Comments		
Input	Data	G:\Job\Pasuruan\fauziyah\datafix.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

Cases Used		Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION  /MISSING LISTWISE  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL  /CRITERIA=PIN(.05) POUT(.10)  /NOORIGIN  /DEPENDENT Y  /METHOD=ENTER X1 X2  /SCATTERPLOT=(*ZPRED ,*ZRESID)  /RESIDUALS DURBIN NORMPROB(ZRESID).
Resources	Processor Time	00:00:07.37
	Elapsed Time	00:00:06.70
	Memory Required	3344 bytes
	Additional Memory Required for Residual Plots	320 bytes

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
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1	Store Image, Service Quality <sup>b</sup>	.	Enter
---	--	---	-------

a. Dependent Variable: Customer Satisfaction

b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.857 <sup>a</sup>	.734	.728	1.022	1.461

a. Predictors: (Constant), Store Image, Service Quality

b. Dependent Variable: Customer Satisfaction

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	279.560	2	139.780	133.780	.000 <sup>b</sup>
	Residual	101.350	97	1.045		
	Total	380.910	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Store Image, Service Quality

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.828	.972		3.937	.000
	Service Quality	.554	.057	.630	9.699	.000
	Store Image	.324	.066	.317	4.886	.000

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

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service Quality	.650	1.538
	Store Image	.650	1.538

a. Dependent Variable: Customer Satisfaction

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Service Quality	Store Image
1	1	2.981	1.000	.00	.00	.00
	2	.014	14.434	.28	.02	.76
	3	.005	25.315	.72	.98	.24

a. Dependent Variable: Customer Satisfaction

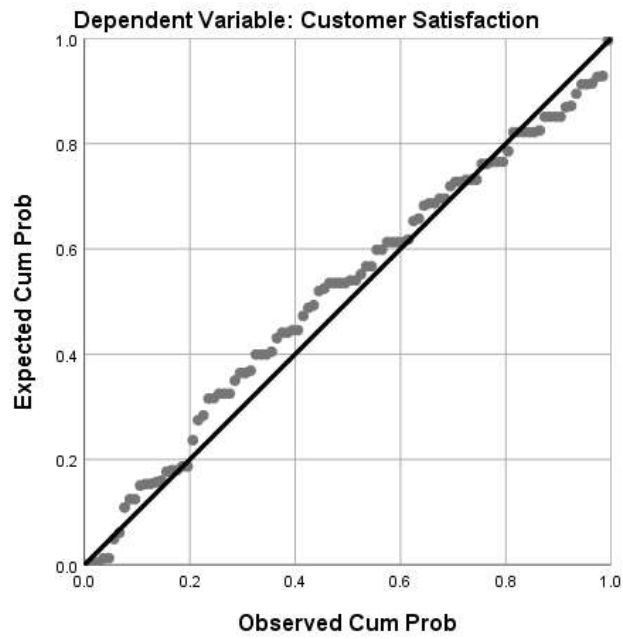
### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6.85	14.90	11.47	1.680	100
Residual	-3.624	2.727	.000	1.012	100
Std. Predicted Value	-2.748	2.039	.000	1.000	100
Std. Residual	-3.546	2.668	.000	.990	100

a. Dependent Variable: Customer Satisfaction

## Charts

Normal P-P Plot of Regression Standardized Residual



Scatterplot

