

Lampiran 1. **KUISIONER**

**KUISIONER PENELITIAN**

**PENGARUH *SERVICESCAPE* DAN FASILITAS TERHADAP KEPUASAN  
PELANGGAN PADA HOTEL SAYGON INN**

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Berikut ini adalah kuisisioner yang berkaitan dengan penelitian tentang Pengaruh *Servicescape* dan Fasilitas terhadap Kepuasan Pelanggan. Oleh karena itu disela-sela kesibukan anda, kami memohon dengan hormat kesediaan anda untuk mengisi kuisisioner berikut ini. Atas kesediaan dan partisipasi anda sekalian untuk mengisi kuisisioner yang ada, saya ucapkan banyak terima kasih.

**IDENTITAS RESPONDEN**

Nama : \_\_\_\_\_  
Usia : \_\_\_\_\_  
Jenis Kelamin : \_\_\_\_\_  
Pekerjaan : \_\_\_\_\_

**PETUNJUK PENGISIAN**

Berilah tanda (√) pada kolom pernyataan yang sesuai dengan kondisi anda, dengan ketentuan sebagai berikut:

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


NO	PERNYATAAN	SS	S	N	TS	STS
<b>A.</b>	<b><i>Servicescape</i></b>					
1.	Kebersihan lingkungan Hotel Saygon Inn cukup terjaga.					
2.	<i>Air Conditioner</i> (AC) Hotel Saygon Inn sangat sejuk.					
3.	Hotel Saygon Inn memiliki pencahayaan yang sangat terang.					
4.	Karyawan & Staf Hotel Saygon Inn sangat ramah.					
5.	Interior Hotel Saygon Inn sangat menarik dan memanjakan mata.					
	<b>Total</b>					
<b>B.</b>	<b>Fasilitas</b>					

1.	Hotel Saygon Inn memiliki bermacam-macam varian tipe kamar.					
2.	Hotel Saygon Inn memiliki kamar yang nyaman.					
3.	Meja & kursi tertata rapi dengan warna yang menyesuaikan pada restoran Hotel Saygon Inn.					
4.	Sarana edukasi dan rekreasi yang sangat memadai di Hotel Saygon Inn.					
5.	Area parkir Hotel Saygon Inn yang aman dan luas.					
	<b>Total</b>					
<b>C.</b>	<b>Kepuasan Pelanggan</b>					
1.	Pelayanan yang diberikan Hotel Saygon Inn sangat memuaskan.					
2.	Fasilitas yang ada di Hotel Saygon Inn cukup banyak.					
3.	Hotel Saygon Inn adalah pilihan saya saat menginap di hotel kabupaten pasuruan.					
4.	Hotel Saygon Inn adalah hotel yang saya rekomendasikan untuk teman dan keluarga saat ingin liburan dan menginap di kabupaten pasuruan.					
5.	Saya akan kembali menginap di Hotel Saygon Inn.					
	<b>Total</b>					

Lampiran 2. **TABULASI HASIL PENELITIAN**

No	X1.1	X1.2	X1.3	X1.4	X1.5	Total	X2.1	X2.2	X2.3	X2.4	X2.5	Total	Y1.1	Y1.2
1	4	4	4	4	4	20	3	3	3	3	3	15	3	4
2	5	5	5	4	5	24	4	5	4	4	5	22	3	4
3	4	5	3	3	4	19	4	3	4	4	4	19	4	3
4	5	4	5	4	5	23	3	5	3	4	5	20	5	5
5	5	4	4	4	5	22	4	5	3	4	5	21	4	3
6	3	4	4	4	3	18	4	3	4	4	3	18	5	4
7	4	4	4	4	4	20	4	4	4	3	4	19	4	4
8	4	4	4	4	4	20	5	5	5	5	5	25	4	3
9	5	5	5	5	5	25	3	3	3	3	3	15	5	5
10	4	3	4	4	4	19	4	4	4	4	4	20	3	4
11	4	4	4	4	4	20	4	4	4	4	4	20	4	4
12	4	3	4	4	4	19	3	4	3	3	4	17	4	4
13	4	5	4	4	4	21	3	3	3	4	3	16	5	4
14	4	5	5	5	4	23	5	4	5	5	4	23	4	4
15	4	3	4	3	4	18	5	4	5	5	4	23	5	4
16	4	3	4	3	4	18	4	3	4	3	3	17	4	4
17	3	3	4	4	3	17	4	4	4	4	5	21	4	4
18	4	4	4	4	4	20	3	3	3	3	3	15	4	3
19	4	4	5	5	4	22	5	5	5	5	5	25	4	4
20	5	4	5	5	5	24	5	5	5	5	5	25	5	5
21	5	5	5	5	5	25	5	5	5	5	5	25	5	5
22	3	3	3	3	3	15	4	4	4	4	4	20	4	4
23	4	4	4	4	4	20	5	4	4	4	4	21	4	4
24	3	3	4	4	3	17	5	5	5	5	5	25	5	5
25	4	3	3	4	4	18	5	4	5	4	4	22	5	5
26	5	4	5	4	5	23	4	5	4	5	5	23	5	4
27	5	4	4	4	5	22	4	5	4	5	5	23	4	5
28	4	4	3	4	4	19	4	5	4	4	5	22	4	4
29	5	5	5	4	5	24	5	4	5	4	4	22	5	5
30	4	5	4	5	4	22	5	5	5	5	5	25	4	5

Lampiran 3. Surat Pernyataan Penelitian di Hotel Saygon Inn

 **PT. DUTA PUTRI BERSAUDARA**  
Desa Pucangsari Kec. Purwosari Kab. Pasuruan  
Telp. : (0343) 6755234 Fax. : 6755999, Email: saygonwaterpark@yahoo.co.id

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Pasuruan, 19 Juni 2018  
No : DPB 047/DPB/VI/2018  
Lamp :-  
Perihal : Surat Balasan

Yth : Dekan Fakultas Sosial Ilmu Politik  
UNIVERSITAS YUDHARTA PASURUAN  
Di Purwosari


Dengan hormat,

Sehubungan dengan surat No. 0125/S9/FISIP.UYP/II/05/2018, Tanggal 24 Mei 2018, Hal: izin Riset /Survei, dengan ini saya memberitahukan bahwa:

Nama : SAROFA NUR INDAH YANTI  
NIM : 201469100043

Memberikan izin untuk melaksanakan Riset / Survey di PT.Duta Putri Bersaudara (Saygon Inn Hotel)  
Terhitung mulai 19 Juni 2018 – 24 Juni 2018

Demikian surat ini saya buat untuk dipergunakan sebagaimana mestinya.

  
PT. DUTA PUTRI BERSAUDARA  
(Eko Hari S, S.Psi)

## Lampiran 4. Uji Validitas & Reliabilitas X1

### Correlations

**Descriptive Statistics**

	Mean	Std. Deviation	N
X1.1	4,17	,648	30
X1.2	4,00	,743	30
X1.3	4,17	,648	30
X1.4	4,07	,583	30
X1.5	4,17	,648	30
TOTAL	20,57	2,596	30

**Correlations**

		X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL
X1.1	Pearson Correlation	1	,502**	,589**	,335	1,000**	,865**
	Sig. (2-tailed)		,005	,001	,071	,000	,000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	,502**	1	,430*	,478**	,502**	,751**
	Sig. (2-tailed)	,005		,018	,008	,005	,000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	,589**	,430*	1	,608**	,589**	,803**
	Sig. (2-tailed)	,001	,018		,000	,001	,000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	,335	,478**	,608**	1	,335	,680**
	Sig. (2-tailed)	,071	,008	,000		,071	,000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	1,000**	,502**	,589**	,335	1	,865**
	Sig. (2-tailed)	,000	,005	,001	,071		,000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	,865**	,751**	,803**	,680**	,865**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

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

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

## Reliability

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

**Reliability Statistics**

Cronbach's	
Alpha	N of Items
,804	6

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

**Item Statistics**

	Mean	Std. Deviation	N
X1.1	4,17	,648	30
X1.2	4,00	,743	30
X1.3	4,17	,648	30
X1.4	4,07	,583	30
X1.5	4,17	,648	30
TOTAL	20,57	2,596	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	36,97	21,551	,828	,759
X1.2	37,13	21,706	,678	,770
X1.3	36,97	21,964	,752	,768
X1.4	37,07	23,168	,612	,789
X1.5	36,97	21,551	,828	,759
TOTAL	20,57	6,737	1,000	,851

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
41,13	26,947	5,191	6

## Lampiran 5. Uji Validitas & Reliabilitas X2

### Correlations

**Descriptive Statistics**

	Mean	Std. Deviation	N
X2.1	4,17	,747	30
X2.2	4,17	,791	30
X2.3	4,10	,759	30
X2.4	4,13	,730	30
X2.5	4,23	,774	30
TOTAL	20,80	3,221	30

**Correlations**

		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL
X2.1	Pearson Correlation	1	,477**	,943**	,717**	,467**	,846**
	Sig. (2-tailed)		,008	,000	,000	,009	,000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	,477**	1	,431*	,676**	,948**	,839**
	Sig. (2-tailed)	,008		,018	,000	,000	,000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	,943**	,431*	1	,722**	,429*	,827**
	Sig. (2-tailed)	,000	,018		,000	,018	,000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	,717**	,676**	,722**	1	,675**	,891**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	,467**	,948**	,429*	,675**	1	,836**
	Sig. (2-tailed)	,009	,000	,018	,000		,000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	,846**	,839**	,827**	,891**	,836**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

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

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

## Reliability

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

**Reliability Statistics**

Cronbach's	
Alpha	N of Items
,816	6

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

**Item Statistics**

	Mean	Std. Deviation	N
X2.1	4,17	,747	30
X2.2	4,17	,791	30
X2.3	4,10	,759	30
X2.4	4,13	,730	30
X2.5	4,23	,774	30
TOTAL	20,80	3,221	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	37,43	33,909	,808	,782
X2.2	37,43	33,564	,796	,779
X2.3	37,50	33,983	,783	,783
X2.4	37,47	33,637	,864	,777
X2.5	37,37	33,757	,793	,781
TOTAL	20,80	10,372	1,000	,901

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
41,60	41,490	6,441	6



## Lampiran 6. Uji Validitas & Reliabilitas Y

### Correlations

**Descriptive Statistics**

	Mean	Std. Deviation	N
Y1.1	4,27	,640	30
Y1.2	4,17	,648	30
Y1.3	4,23	,679	30
Y1.4	4,03	,669	30
Y1.5	4,07	,583	30
TOTAL	20,77	2,445	30

**Correlations**

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	TOTAL
Y1.1	Pearson Correlation	1	,472**	,408*	,623**	,136	,703**
	Sig. (2-tailed)		,009	,025	,000	,475	,000
	N	30	30	30	30	30	30
Y1.2	Pearson Correlation	,472**	1	,379*	,703**	,426*	,787**
	Sig. (2-tailed)	,009		,039	,000	,019	,000
	N	30	30	30	30	30	30
Y1.3	Pearson Correlation	,408*	,379*	1	,590**	,395*	,740**
	Sig. (2-tailed)	,025	,039		,001	,031	,000
	N	30	30	30	30	30	30
Y1.4	Pearson Correlation	,623**	,703**	,590**	1	,525**	,912**
	Sig. (2-tailed)	,000	,000	,001		,003	,000
	N	30	30	30	30	30	30
Y1.5	Pearson Correlation	,136	,426*	,395*	,525**	1	,640**
	Sig. (2-tailed)	,475	,019	,031	,003		,000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	,703**	,787**	,740**	,912**	,640**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

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

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

## Reliability

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

**Reliability Statistics**

Cronbach's Alpha	N of Items
,796	6

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

**Item Statistics**

	Mean	Std. Deviation	N
Y1.1	4,27	,640	30
Y1.2	4,17	,648	30
Y1.3	4,23	,679	30
Y1.4	4,03	,669	30
Y1.5	4,07	,583	30
TOTAL	20,77	2,445	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	37,27	19,926	,626	,770
Y1.2	37,37	19,344	,728	,757
Y1.3	37,30	19,459	,667	,762
Y1.4	37,50	18,397	,884	,733
Y1.5	37,47	20,602	,561	,782
TOTAL	20,77	5,978	1,000	,816

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
41,53	23,913	4,890	6

## Lampiran 7. Deskripsi Analisis Variabel X1

### Descriptives

		Statistics					
		X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		4,18	3,95	4,10	4,26	3,86	20,35
Std. Deviation		,626	,796	,772	,645	,817	2,405
Variance		,392	,634	,596	,417	,667	5,785
Minimum		3	2	2	3	2	15
Maximum		5	5	5	5	5	25
Sum		418	395	410	426	386	2035

### Frequency Table

		X1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	12	12,0	12,0	12,0
	S	58	58,0	58,0	70,0
	SS	30	30,0	30,0	100,0
	Total	100	100,0	100,0	

		X1.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3,0	3,0	3,0
	N	25	25,0	25,0	28,0
	S	46	46,0	46,0	74,0
	SS	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3,0	3,0	3,0
	N	16	16,0	16,0	19,0
	S	49	49,0	49,0	68,0
	SS	32	32,0	32,0	100,0
	Total	100	100,0	100,0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	11	11,0	11,0	11,0
	S	52	52,0	52,0	63,0
	SS	37	37,0	37,0	100,0
	Total	100	100,0	100,0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4,0	4,0	4,0
	N	29	29,0	29,0	33,0
	S	44	44,0	44,0	77,0
	SS	23	23,0	23,0	100,0
	Total	100	100,0	100,0	

## Lampiran 8. Deskripsi Analisis Variabel X2

### Descriptives

		Statistics					
		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3,92	3,80	4,54	4,46	3,60	20,32
Std. Deviation		,800	,899	,658	,717	,921	2,534
Variance		,640	,808	,433	,514	,848	6,422
Minimum		2	2	3	2	2	15
Maximum		5	5	5	5	5	25
Sum		392	380	454	446	360	2032

### Frequency Table

#### X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3,0	3,0	3,0
	N	27	27,0	27,0	30,0
	S	45	45,0	45,0	75,0
	SS	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

#### X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8,0	8,0	8,0
	N	28	28,0	28,0	36,0
	S	40	40,0	40,0	76,0
	SS	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	9	9,0	9,0	9,0
	S	28	28,0	28,0	37,0
	SS	63	63,0	63,0	100,0
	Total	100	100,0	100,0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	N	7	7,0	7,0	9,0
	S	34	34,0	34,0	43,0
	SS	57	57,0	57,0	100,0
	Total	100	100,0	100,0	

**X2.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	10	10,0	10,0	10,0
	N	40	40,0	40,0	50,0
	S	30	30,0	30,0	80,0
	SS	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

## Lampiran 9. Deskripsi Analisis Variabel Y

### Descriptives

**Statistics**

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	TOTAL
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		4,31	4,18	3,88	3,91	3,99	20,27
Std. Deviation		,615	,770	,844	,767	,659	2,304
Variance		,378	,594	,713	,588	,434	5,310
Minimum		3	2	2	2	3	15
Maximum		5	5	5	5	5	25
Sum		431	418	388	391	399	2027

### Frequency Table

**Y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	8	8,0	8,0	8,0
	S	53	53,0	53,0	61,0
	SS	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

**Y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1,0	1,0	1,0
	N	19	19,0	19,0	20,0
	S	41	41,0	41,0	61,0
	SS	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

**Y1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3,0	3,0	3,0
	N	33	33,0	33,0	36,0
	S	37	37,0	37,0	73,0
	SS	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

**Y1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	N	28	28,0	28,0	30,0
	S	47	47,0	47,0	77,0
	SS	23	23,0	23,0	100,0
	Total	100	100,0	100,0	

**Y1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	22	22,0	22,0	22,0
	S	57	57,0	57,0	79,0
	SS	21	21,0	21,0	100,0
	Total	100	100,0	100,0	



Lampiran 10. Uji Normalitas

**Regression**

**Descriptive Statistics**

	Mean	Std. Deviation	N
KEPUASAN PELANGGAN	20,27	2,304	100
SERVICESCAPE	20,35	2,405	100
FASILITAS	20,32	2,534	100

**Correlations**

		KEPUASAN PELANGGAN	SERVICESCAPE	FASILITAS
Pearson Correlation	KEPUASAN PELANGGAN	1,000	,418	,492
	SERVICESCAPE	,418	1,000	,414
	FASILITAS	,492	,414	1,000
Sig. (1-tailed)	KEPUASAN PELANGGAN	.	,000	,000
	SERVICESCAPE	,000	.	,000
	FASILITAS	,000	,000	.
N	KEPUASAN PELANGGAN	100	100	100
	SERVICESCAPE	100	100	100
	FASILITAS	100	100	100

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

Model	Variables Entered	Variables Removed	Method
1	FASILITAS, SERVICESCAPE <sup>b</sup>	.	Enter

a. Dependent Variable: KEPUASAN PELANGGAN

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,546 <sub>a</sub>	,298	,283	1,951	,298	20,546	2	97	,000	1,635

a. Predictors: (Constant), FASILITAS, SERVICESCAPE

b. Dependent Variable: KEPUASAN PELANGGAN

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156,437	2	78,218	20,546	,000 <sup>b</sup>
	Residual	369,273	97	3,807		
	Total	525,710	99			

a. Dependent Variable: KEPUASAN PELANGGAN

b. Predictors: (Constant), FASILITAS, SERVICESCAPE

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

Model		Unstandardized Coefficients		Standardize	t	Sig.	Correlations	
		B	Std. Error	d			Zero-order	Partial
				Coefficients				
1	(Constant)	8,111	1,933	Beta	4,196	,000		
	SERVICESCAPE	,248	,090	,259	2,772	,007	,418	,271
	FASILITAS	,350	,085	,385	4,114	,000	,492	,385

a. Dependent Variable: KEPUASAN PELANGGAN

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

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	SERVICESCAPE	FASILITAS
1	1	2,985	1,000	,00	,00	,00
	2	,009	18,671	,05	,45	,91
	3	,007	21,094	,95	,55	,09

a. Dependent Variable: KEPUASAN PELANGGAN

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	17,93	23,06	20,27	1,257	100
Residual	-5,421	5,436	,000	1,931	100
Std. Predicted Value	-1,863	2,220	,000	1,000	100
Std. Residual	-2,778	2,786	,000	,990	100

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,93132981
Most Extreme Differences	Absolute	,065
	Positive	,047
	Negative	-,065
Test Statistic		,065
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

a. Test distribution is Normal.

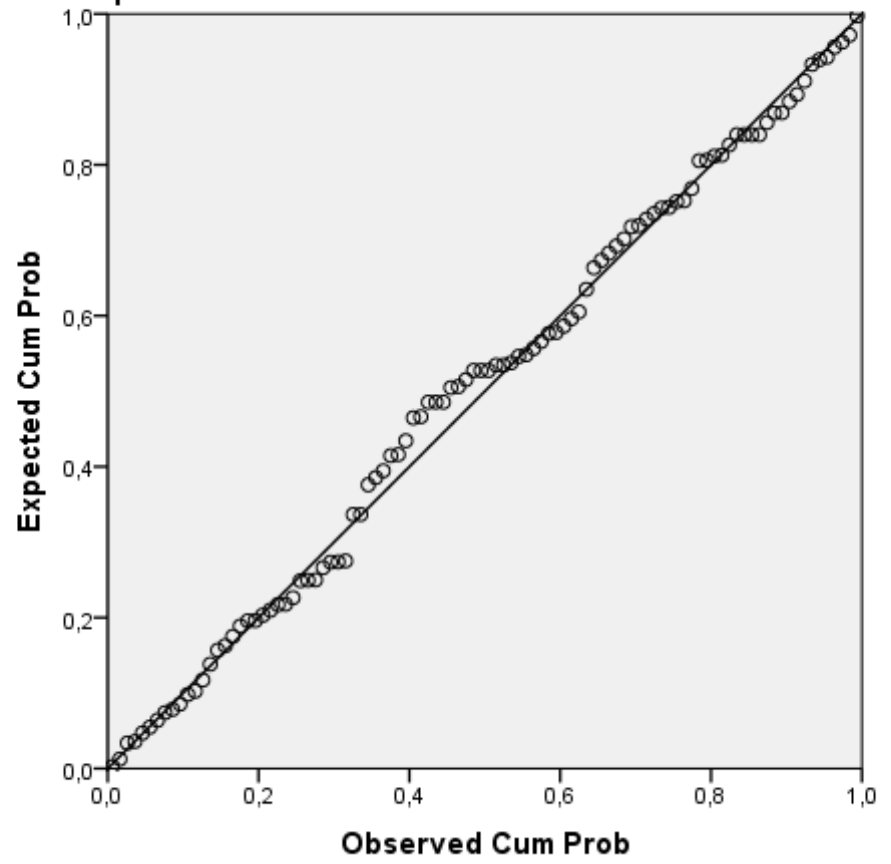
b. Calculated from data.

c. Lilliefors Significance Correction.

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

**Normal P-P Plot of Regression Standardized Residual**

**Dependent Variable: KEPUASAN PELANGGAN**



## Lampiran 11. Persamaan Regresi

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,546 <sup>a</sup>	,298	,283	1,951

a. Predictors: (Constant), FASILITAS, SERVICESCAPE

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156,437	2	78,218	20,546	,000 <sup>b</sup>
	Residual	369,273	97	3,807		
	Total	525,710	99			

a. Dependent Variable: KEPUASAN PELANGGAN

b. Predictors: (Constant), FASILITAS, SERVICESCAPE

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,111	1,933		4,196	,000
	SERVICESCAPE	,248	,090	,259	2,772	,007
	FASILITAS	,350	,085	,385	4,114	,000

a. Dependent Variable: KEPUASAN PELANGGAN

**Correlations**

		SERVICESCAPE	FASILITAS
SERVICESCAPE	Pearson Correlation	1	,414**
	Sig. (2-tailed)		,000
	N	100	100
FASILITAS	Pearson Correlation	,414**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

### Descriptive Statistics

	Mean	Std. Deviation	N
SERVESCAPE	20,35	2,405	100
FASILITAS	20,32	2,534	100
KEPUASAN PELANGGAN	20,27	2,304	100

### Correlations

		SERVESCAPE	FASILITAS	KEPUASAN PELANGGAN
SERVESCAPE	Pearson Correlation	1	,414**	,418**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
FASILITAS	Pearson Correlation	,414**	1	,492**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
KEPUASAN PELANGGAN	Pearson Correlation	,418**	,492**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

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

Lampiran 12. Uji Linieritas

**ANOVA Table**

			Sum of Squares	df
KEPUASAN PELANGGAN * SERVICESCAPE	Between Groups	(Combined)	216,533	10
		Linearity	92,000	1
		Deviation from Linearity	124,532	9
	Within Groups		309,177	89
Total			525,710	99

**ANOVA Table**

			Sum of Squares	df
KEPUASAN PELANGGAN * FASILITAS	Between Groups	(Combined)	169,760	10
		Linearity	127,187	1
		Deviation from Linearity	42,572	9
	Within Groups		355,950	89
Total			525,710	99

**Case Processing Summary**

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
KEPUASAN PELANGGAN * SERVICESCAPE	100	100,0%	0	0,0%	100	100,0%
KEPUASAN PELANGGAN * FASILITAS	100	100,0%	0	0,0%	100	100,0%

**Measures of Association**

	R	R Squared	Eta	Eta Squared
KEPUASAN PELANGGAN * SERVICESCAPE	,418	,175	,642	,412

**Measures of Association**

	R	R Squared	Eta	Eta Squared
KEPUASAN PELANGGAN * FASILITAS	,492	,242	,568	,323



Lampiran 13. **Curriculum Vitae**

**CV ( *Curriculum Vitae* )**



Nama : Sarofa Nur Indah Yanti (Indah)

TTL : Pasuruan, 25-juli-1995

Alamat : Jl. Brojo Rt. 05 Rw. 07, Purwosari

No. Tlp : 085 815 493 570

Status : Menikah

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- SD N II Purwosari

- SMP N I Purwosari

- SMK Darut Taqwa

- Universitas Yudharta Pasuruan

Pengalaman Kerja : - PT. Multipex, Sukodermo

- PT. INAFOOD, Lemabang

- PT. Satelit Sriti, Pulungan

- UD. Sumber Makmur, SKT Karang Sono

- PT. Sadhana, Purwosari