

## DAFTAR LAMPIRAN

### Lampiran 1. Kuesioner Penelitian

A. Tanggapilah masing-masing pernyataan dalam tabel berikut sesuai dengan penilaian Saudara mengenai “Pengaruh *Customer Quality Service* dan Variasi Produk terhadap Kepuasan Konsumen” berilah tanda centang (✓) pada kolom jawaban yang sesuai dengan pendapat anda

B. Dengan keterangan pilihan jawaban sebagai berikut :

SS : Sangat Setuju

TS : Tidak Setuju

S : Setuju

STS : Sangat Tidak Setuju

KS : Kurang Setuju

C. Pertanyaan:

#### 1. *Customer Quality Service* (X<sub>1</sub>)

No	Pernyataan	SS	S	KS	TS	STS
1	Memberikan pelayanan yang sesuai dengan kebutuhan					
2	Pelayanan yang diberikan sesuai dengan perjanjian sebelumnya					
3	Peka dalam menanggapi dan mengatasi keluhan konsumen					
4	Memberikan tanggung jawab dan jaminan jika ada kesalahan dalam pelayanan acara maupun sebelum acara					

#### 2. Variasi Produk (X<sub>2</sub>)

NO	Pernyataan	SS	S	KS	TS	STS
1	Variasi produk yang ditawarkan cukup lengkap					
2	Produk yang ditawarkan sesuai					

	dengan keinginan saya					
3	Memberikan variasi-variasi produk pada saat acara ataupun sebelum acara					
4	Variasi produk yang diberikan benar-benar baru					

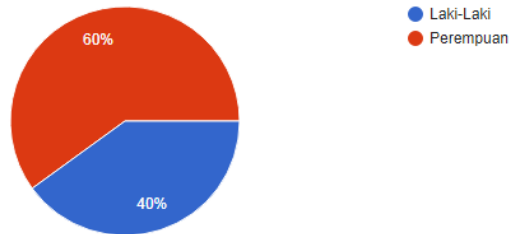
### 3. Kepuasan Konsumen (Y)

NO	Pernyataan	SS	S	KS	TS	STS
1	Mewujudkan acara yang sesuai dengan keinginan dan kebutuhan pelanggan					
2	Saya merasakan efisiensi waktu dan biaya ketika merencanakan pernikahan					
3	Saya terbantu dalam memilih vendor yang sesuai dengan konsep yang saya inginkan					
4	Memberikan pelayanan yang baik sesuai dengan harga dan kualitas pelayanan yang diberikan					
5	On time dalam setiap moment					
6	Semua crew mempunyai etos, semangat, dan komitmen dalam bekerja					
7	Memberikan hasil yang memuaskan untuk konsumen					

## Data Karakteristik Responden

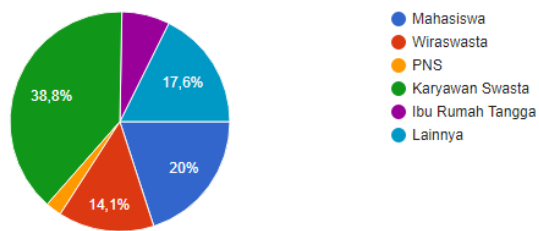
### Jenis Kelamin

85 jawaban



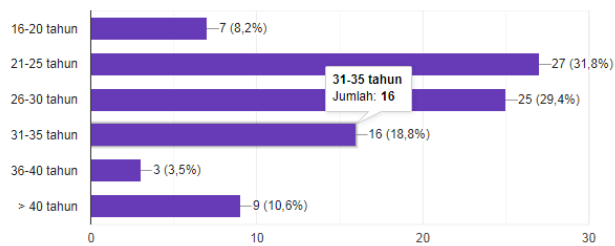
### Pekerjaan

85 jawaban



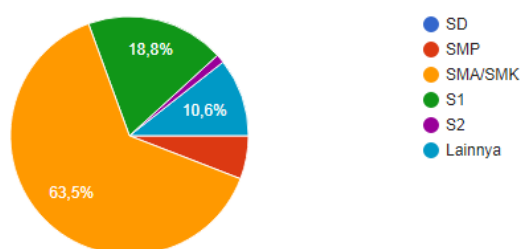
### Usia

85 jawaban



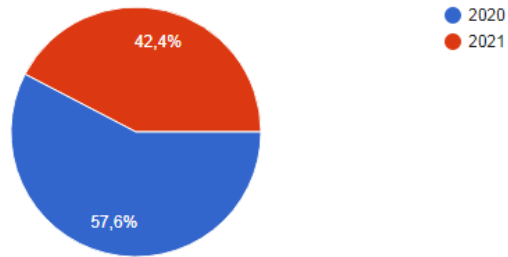
### Pendidikan

85 jawaban



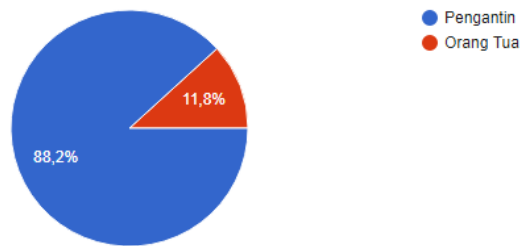
Menggunakan jasa MR Productions Wedding pada tahun :

85 jawaban



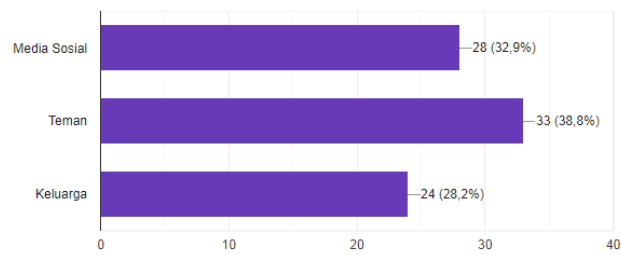
Responden adalah :

85 jawaban

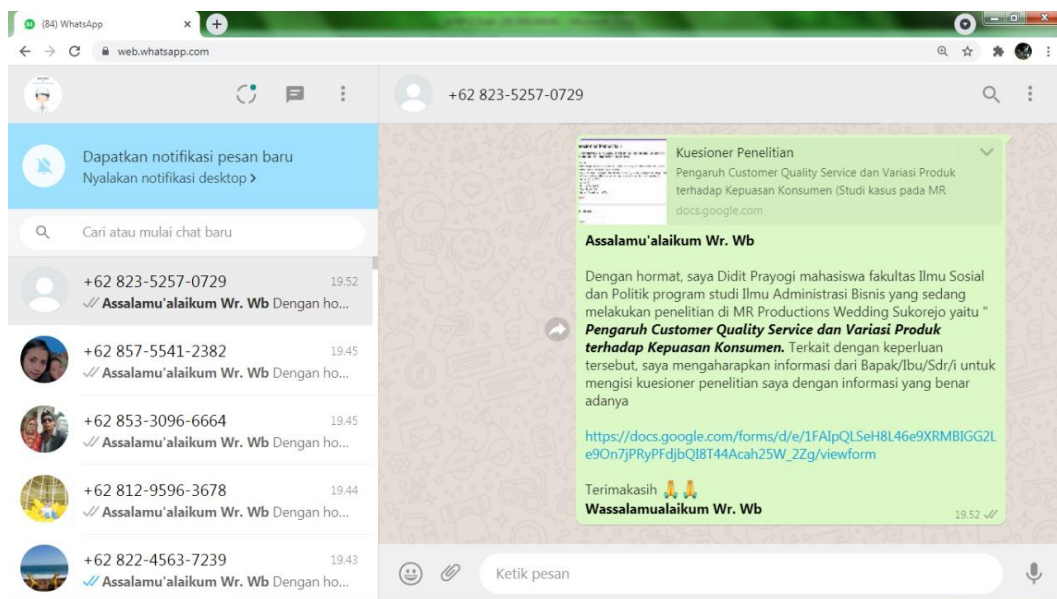
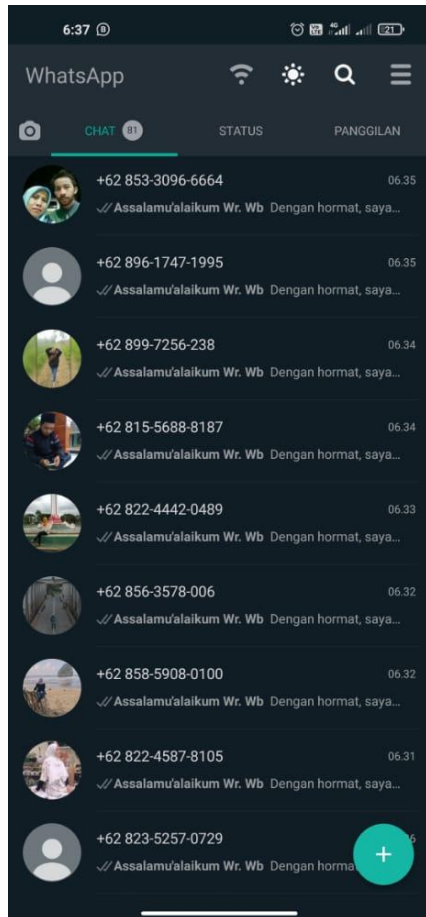


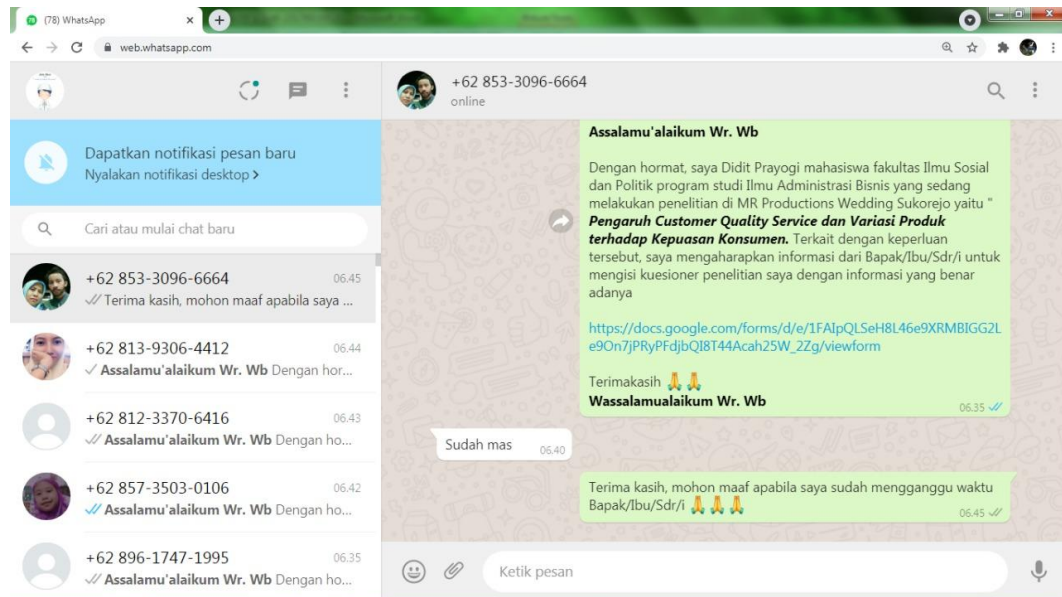
Mendapat informasi MR Productions Weeding dari :

85 jawaban



## Bukti Penyebaran Kuesioner via WhatsApp





## Hasil Kuesioner

### 1) Variabel *Customer Quality Service* ( $X_1$ )

NO	Customer Quality Service				Total
	X1.1	X1.2	X1.3	X1.4	
1	2	2	4	4	12
2	5	5	2	3	15
3	2	2	2	3	9
4	5	5	5	5	20
5	1	2	3	3	9
6	5	5	5	5	20
7	4	5	5	4	18
8	1	2	3	3	9
9	2	2	2	3	9
10	3	3	3	4	13
11	4	5	4	5	18
12	5	5	5	5	20
13	5	5	5	5	20
14	2	2	3	4	11
15	5	5	5	5	20
16	3	2	4	3	12
17	2	3	2	4	11
18	5	1	4	5	15

19	3	4	3	2	12
20	5	5	1	1	12
21	5	5	5	5	20
22	4	2	3	4	13
23	2	2	3	2	9
24	2	5	3	2	12
25	5	3	4	3	15
26	2	3	3	3	11
27	3	3	3	3	12
28	2	1	4	4	11
29	5	5	5	5	20
30	5	2	4	5	16
31	4	5	3	5	17
32	3	3	3	3	12
33	3	5	3	4	15
34	3	4	2	5	14
35	3	3	2	4	12
36	5	5	5	5	20
37	4	4	4	3	15
38	4	2	5	3	14
39	5	3	3	4	15
40	4	4	3	3	14
41	3	3	3	3	12
42	3	3	3	3	12
43	2	2	3	3	10
44	2	4	3	3	12
45	4	3	4	2	13
46	1	2	3	3	9
47	2	2	2	3	9
48	3	3	3	3	12
49	4	4	2	5	15
50	4	3	2	4	13
51	4	3	2	3	12
52	5	4	4	4	17
53	5	5	5	5	20
54	3	2	2	3	10
55	4	2	2	3	11
56	2	3	2	2	9
57	4	3	4	3	14
58	4	2	4	3	13
59	3	3	2	4	12

60	5	5	5	5	20
61	4	4	4	5	17
62	5	4	1	4	14
63	1	1	1	4	7
64	5	5	5	5	20
65	2	2	2	2	8
66	3	3	3	3	12
67	2	2	2	2	8
68	2	2	2	2	8
69	1	1	1	2	5
70	1	1	1	4	7
71	3	5	5	3	16
72	4	3	3	3	13
73	2	2	5	5	14
74	4	4	4	5	17
75	4	5	2	2	13
76	4	4	5	2	15
77	3	3	3	5	14
78	4	3	2	1	10
79	4	4	3	2	13
80	5	4	2	2	13
81	4	3	5	3	15
82	4	3	4	3	14
83	2	5	5	5	17
84	2	4	4	4	14
85	4	3	4	4	15

## 2) Variabel Variasi Produk (X<sub>2</sub>)

NO	Variasi Produk				Total
	X2.1	X2.2	X2.3	X2.4	
1	3	4	4	3	14
2	4	3	4	5	16
3	3	3	4	5	15
4	3	4	4	4	15
5	3	3	3	4	13
6	3	4	4	4	15
7	4	4	4	4	16
8	5	5	4	5	19



9	3	3	3	3	12
10	4	4	4	3	15
11	4	4	4	4	16
12	4	3	4	3	14
13	4	4	4	3	15
14	3	3	3	3	12
15	5	5	5	5	20
16	3	3	3	2	11
17	5	5	5	5	20
18	3	3	4	4	14
19	3	1	1	4	9
20	5	5	5	5	20
21	5	5	4	4	18
22	4	4	5	5	18
23	4	4	3	2	13
24	5	5	5	5	20
25	3	3	3	3	12
26	5	5	5	5	20
27	4	3	5	4	16
28	3	4	4	4	15
29	4	4	4	5	17
30	4	4	4	4	16
31	4	4	3	3	14
32	4	3	4	4	15
33	5	5	5	5	20
34	2	2	1	1	6
35	4	4	5	4	17
36	5	5	5	5	20
37	5	5	5	5	20
38	5	4	4	5	18
39	4	4	5	4	17
40	4	3	3	4	14
41	4	4	4	4	16
42	4	5	4	5	18
43	3	4	4	3	14
44	3	4	4	4	15
45	5	4	3	3	15
46	5	5	4	5	19
47	4	5	4	5	18
48	3	4	4	3	14
49	4	5	5	5	19

50	4	4	4	4	16
51	2	3	4	4	13
52	3	3	2	3	11
53	5	5	5	5	20
54	4	4	4	2	14
55	3	4	4	4	15
56	5	4	4	4	17
57	4	4	5	5	18
58	5	5	5	5	20
59	3	3	3	4	13
60	4	3	3	3	13
61	1	1	1	1	4
62	4	4	4	4	16
63	3	4	4	3	14
64	4	3	4	3	14
65	3	4	3	3	13
66	4	3	3	3	13
67	4	4	4	4	16
68	4	3	3	3	13
69	3	4	4	4	15
70	4	4	4	5	17
71	4	5	4	5	18
72	4	4	4	3	15
73	3	3	3	4	13
74	4	4	4	4	16
75	5	5	5	5	20
76	5	5	5	5	20
77	5	5	5	5	20
78	4	4	4	3	15
79	4	3	4	4	15
80	4	3	4	4	15
81	4	3	3	3	13
82	4	4	3	1	12
83	5	4	4	3	16
84	4	3	3	3	13
85	5	4	5	4	18

### 3) Variabel Kepuasan Konsumen (Y)

NO	Kepuasan Konsumen							Total
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	
1	4	4	3	4	3	4	3	25
2	3	3	3	3	4	4	3	23
3	4	3	2	3	4	4	3	23
4	4	3	4	4	1	3	4	23
5	3	3	5	4	2	3	4	24
6	2	3	2	3	3	3	3	19
7	5	4	2	4	3	4	3	25
8	5	2	4	2	4	3	3	23
9	2	2	3	2	1	3	3	16
10	4	2	3	3	3	2	3	20
11	5	4	5	4	4	4	5	31
12	4	4	3	3	4	3	4	25
13	5	5	5	5	4	5	5	34
14	4	3	3	4	2	3	2	21
15	4	3	4	3	3	4	3	24
16	3	2	4	3	3	2	5	22
17	4	3	3	3	4	2	2	21
18	4	3	5	3	4	3	3	25
19	2	3	3	4	3	3	4	22
20	3	2	4	3	2	3	2	19
21	2	1	2	2	3	3	2	15
22	3	4	3	3	3	5	3	24
23	2	3	2	4	5	4	4	24
24	5	3	4	3	2	3	3	23
25	3	3	3	2	5	4	4	24
26	3	4	4	3	4	4	3	25
27	2	4	2	4	2	2	4	20
28	5	1	3	4	1	4	4	22
29	5	4	5	4	5	4	5	32
30	4	3	4	3	4	3	4	25
31	4	4	2	5	2	5	5	27
32	5	2	4	5	3	4	3	26
33	2	3	2	4	2	4	3	20
34	2	5	2	5	2	5	4	25
35	2	5	2	4	2	4	4	23
36	5	5	5	5	5	5	5	35
37	4	3	3	4	2	4	3	23

38	4	3	4	3	4	3	3	24
39	3	5	3	5	2	5	4	27
40	2	4	3	3	4	3	4	23
41	3	2	3	3	3	3	3	20
42	4	3	4	3	3	4	5	26
43	3	3	3	3	2	3	3	20
44	3	3	2	3	2	3	3	19
45	4	2	4	2	4	3	5	24
46	4	5	4	4	4	5	5	31
47	3	3	3	2	3	3	3	20
48	4	3	4	3	4	3	4	25
49	5	2	4	2	4	2	5	24
50	4	4	2	4	3	5	2	24
51	4	5	4	3	2	3	4	25
52	2	5	3	5	5	2	5	27
53	5	3	5	3	5	3	4	28
54	3	3	4	3	4	2	3	22
55	3	2	3	3	2	3	2	18
56	2	3	3	4	3	3	3	21
57	4	2	4	2	4	3	4	23
58	5	4	5	5	4	5	3	31
59	5	5	3	5	2	5	3	28
60	5	5	5	5	5	5	5	35
61	5	4	3	5	2	4	2	25
62	3	5	3	4	3	5	4	27
63	5	3	5	4	3	4	3	27
64	5	5	5	5	5	5	5	35
65	2	2	2	2	2	2	3	15
66	3	3	3	3	3	3	3	21
67	2	2	2	2	3	2	2	15
68	2	2	2	2	2	3	3	16
69	2	2	2	2	3	2	3	16
70	3	3	3	3	3	4	4	23
71	5	4	3	5	3	5	3	28
72	4	4	5	4	3	3	2	25
73	2	5	4	5	4	3	3	26
74	4	5	3	4	4	3	4	27
75	4	3	4	3	4	3	5	26
76	5	5	4	3	3	4	4	28
77	4	3	3	5	3	2	4	24
78	5	3	4	5	4	3	3	27

79	4	3	5	3	5	4	3	27
80	5	4	4	3	3	4	3	26
81	3	4	5	4	3	2	5	26
82	5	4	2	2	3	4	3	23
83	5	5	3	4	2	4	5	28
84	4	3	5	3	5	4	3	27
85	5	3	4	5	4	3	2	26

## Uji Validitas

### 1) Variabel *Customer Quality Service* (X<sub>1</sub>)

		Correlations				
		X1.1	X1.2	X1.3	X1.4	TotalX1
X1.1	Pearson Correlation	1	,589**	,429**	,319**	,788**
	Sig. (2-tailed)		,000	,000	,003	,000
	N	85	85	85	85	85
X1.2	Pearson Correlation	,589**	1	,419**	,298**	,777**
	Sig. (2-tailed)	,000		,000	,006	,000
	N	85	85	85	85	85
X1.3	Pearson Correlation	,429**	,419**	1	,478**	,769**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	85	85	85	85	85
X1.4	Pearson Correlation	,319**	,298**	,478**	1	,675**
	Sig. (2-tailed)	,003	,006	,000		,000
	N	85	85	85	85	85
TotalX1	Pearson Correlation	,788**	,777**	,769**	,675**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	85	85	85	85	85

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

## 2) Variabel Variasi Produk (X<sub>2</sub>)

		Correlations				
		X2.1	X2.2	X2.3	X2.4	TotalX1
X2.1	Pearson Correlation	1	,695**	,632**	,530**	,821**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	85	85	85	85	85
X2.2	Pearson Correlation	,695**	1	,767**	,581**	,880**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	85	85	85	85	85
X2.3	Pearson Correlation	,632**	,767**	1	,688**	,900**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	85	85	85	85	85
X2.4	Pearson Correlation	,530**	,581**	,688**	1	,831**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	85	85	85	85	85
TotalX1	Pearson Correlation	,821**	,880**	,900**	,831**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	85	85	85	85	85

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

## 3) Variabel Kepuasan Konsumen (Y)

		Correlations							
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	TotalY
Y1	Pearson Correlation	1	,187	,532**	,271*	,228*	,355**	,145	,646**
	Sig. (2-tailed)		,086	,000	,012	,036	,001	,184	,000
	N	85	85	85	85	85	85	85	85
Y2	Pearson Correlation	,187	1	,140	,596**	,166	,532**	,362**	,692**
	Sig. (2-tailed)	,086		,201	,000	,129	,000	,001	,000
	N	85	85	85	85	85	85	85	85
Y3	Pearson Correlation	,532**	,140	1	,179	,454**	,091	,302**	,636**
	Sig. (2-tailed)	,000	,201		,102	,000	,409	,005	,000
	N	85	85	85	85	85	85	85	85
Y4	Pearson Correlation	,271*	,596**	,179	1	,008	,464**	,197	,627**
	Sig. (2-tailed)	,012	,000	,102		,943	,000	,070	,000

	N	85	85	85	85	85	85	85	85
Y5	Pearson Correlation	,228*	,166	,454**	,008	1	,065	,276*	,521**
	Sig. (2-tailed)	,036	,129	,000	,943		,556	,011	,000
	N	85	85	85	85	85	85	85	85
Y6	Pearson Correlation	,355**	,532**	,091	,464**	,065	1	,161	,612**
	Sig. (2-tailed)	,001	,000	,409	,000	,556		,141	,000
	N	85	85	85	85	85	85	85	85
Y7	Pearson Correlation	,145	,362**	,302**	,197	,276*	,161	1	,557**
	Sig. (2-tailed)	,184	,001	,005	,070	,011	,141		,000
	N	85	85	85	85	85	85	85	85
TotalY	Pearson Correlation	,646**	,692**	,636**	,627**	,521**	,612**	,557**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	85	85	85	85	85	85	85	85

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

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

## Uji Reliabilitas

### 1. Variabel *Customer Quality Service* ( $X_1$ )

Reliability Statistics	
Cronbach's Alpha	N of Items
,746	4

### 2. Variabel *Variasi Produk* ( $X_2$ )

Reliability Statistics	
Cronbach's Alpha	N of Items
,878	4

### 3. Variabel Kepuasan Konsumen (Y)

#### Reliability Statistics

Cronbach's Alpha	N of Items
,723	7

#### Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		85
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	3,71276243
Most Extreme Differences	Absolute	,090
	Positive	,090
	Negative	-,069
Test Statistic		,090
Asymp. Sig. (2-tailed)		,086 <sup>c</sup>

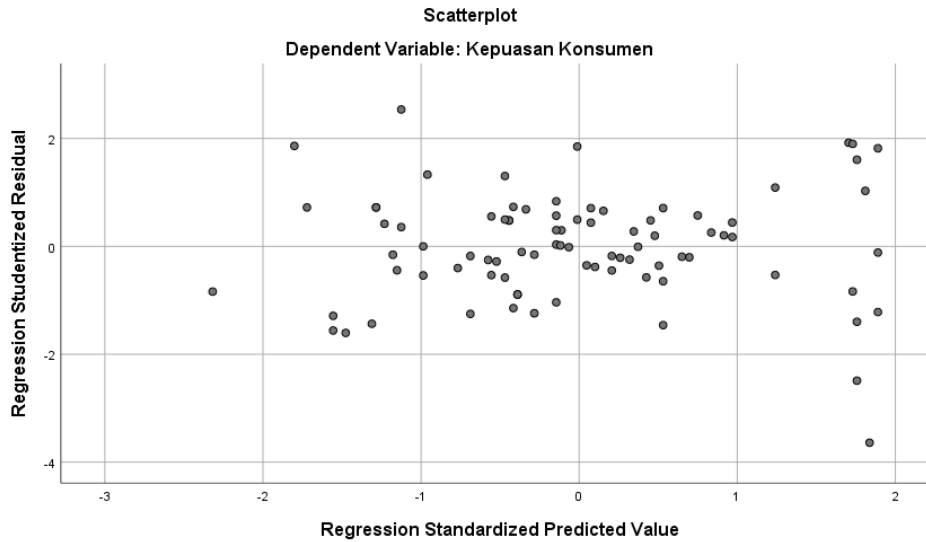
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.



## Uji Heteroskedastisitas



## Uji Multikolinieritas

		<b>Coefficients<sup>a</sup></b>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	15,114	2,497		6,053	,000		
	Customer Quality Service	,606	,113	,510	5,375	,000	,995	1,005
	Variasi Produk	,059	,132	,043	,448	,655	,995	1,005

a. Dependent Variable: Kepuasan Konsumen

## Analisis Regresi Linier Berganda

		<b>Coefficients<sup>a</sup></b>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,114	2,497		6,053	,000
	Customer Quality Service	,606	,113	,510	5,375	,000
	Variasi Produk	,059	,132	,043	,448	,655

a. Dependent Variable: Kepuasan Konsumen

## Uji F

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	417,693	2	208,847	14,790	,000 <sup>b</sup>
	Residual	1157,907	82	14,121		
	Total	1575,600	84			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Variasi Produk, Customer Quality Service

## Uji T

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,114	2,497		6,053	,000
	Customer Quality Service	,606	,113	,510	5,375	,000
	Variasi Produk	,059	,132	,043	,448	,655

a. Dependent Variable: Kepuasan Konsumen

## Uji Koefisien Determinasi

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,515 <sup>a</sup>	,265	,247	3,758

a. Predictors: (Constant), Variasi Produk, Customer Quality Service

b. Dependent Variable: Kepuasan Konsumen