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LAMPIRAN

LAMPIRAN KUESIONER PENELITIAN

**PENGARUH KUALITAS PELAYANAN DAN KUALITAS PRODUK
MOTOR HONDA TERHADAP KEPUASAN PELANGGAN DI
PT.SANPRIMA SENTOSA BOGOR**

Digunakan Dalam Rangka Penyusunan Skripsi
Pada Program S1 Fakultas Ekonomi STIE Bina Niaga Bogor

Petunjuk Umum Pengisian Kuesioner :

1. Pertanyaan-pertanyaan yang diajukan tidak berpengaruh terhadap kedudukan dan tugas Bapak/Ibu.
2. Pertanyaan-pertanyaan yang diajukan murni untuk kepentingan ilmiah, yaitu penelitian skripsi dengan judul sebagaimana tersebut diatas,
3. Mohon jawaban yang diberikan benar-benar jujur atau apa adanya sesuai dengan kondisi obyektif yang dihadapi.
4. Mohon diisi dengan memberi tanda (✓) untuk setiap pertanyaan yang sesuai dengan persepsi Anda pada kolom jawaban yang tersedia.

Keterangan :

STS	= Sangat Tidak Setuju	Skor 1
TS	= Tidak Setuju	Skor 2
KS	= Kurang Setuju	Skor 3
S	= Setuju	Skor 4
SS	= Sangat Setuju	Skor 5

Karakteristik Responden :

1. Jenis Kelamin :
 - a. Pria
 - b. Wanita
2. Usia :
 - a. < 20 tahun
 - b. 20-29 tahun
 - b. c. 30-39 tahun
 - d. > 39 tahun
3. Pendidikan Terakhir Anda :
 - a. SMA/Sederajat/Dibawahnya
 - b. Diploma
 - c. Sarjana
4. Pekerjaan :
 - a. Wiraswasta
 - b. PNS
 - c. Lainnya
5. Pendapatan :
 - a. < Rp.2 juta
 - b. Rp.2 juta –Rp.3juta
 - c. Rp.3 juta-Rp.4 juta
 - d. > Rp.5 juta

A. Variabel Kualitas Pelayanan

No	Pertanyaan	Jawaban				
		STS	TS	KS	S	SS
Tangibles (Bukti Fisik)						
1	PT.Sanprima Sentosa letaknya strategis					
2	PT.Sanprima Sentosa mempunyai ruangan yang cukup untuk memajang sepeda motor					
3	PT.Sanprima Sentosa menyediakan ruang tunggu dan lahan parkir yang luas					
4	Ruangan PT.Sanprima Sentosa selalu terjaga kebersihan dan kenyamanannya					
5	Karyawan PT.Sanprima Sentosa berpenampilan rapi dan professional					
Emphaty (Empati)						
6	Karyawan PT.Sanprima Sentosa melayani dengan penuh sopan santun					
7	PT.Sanprima Sentosa memberikan perhatian secara individual kepada konsumennya					
8	PT.Sanprima Sentosa memberikan pelayanan terhadap semua konsumennya tanpa memandang status yang dimiliki					
Reliability (Kehandalan)						
9	Karyawan PT.Sanprima Sentosa melayani dengan cepat dan benar					
10	Karyawan menyampaikan jasa sesuai dengan waktu yang dijanjikan					
11	PT.Sanprima Sentosa menyediakan spesifikasi produk sesuai dengan yang dijanjikan					
Responsiveness (Daya Tanggap)						
12	Karyawan PT.Sanprima Sentosa memberikan pelayanan kepada konsumen secara akurat/tepat					
13	Karyawan PT.Sanprima Sentosa menunjukan model sepeda motor					
14	Karyawan PT.Sanprima Sentosa menginformasikan kapan produk akan diberikan					
15	Karyawan PT.Sanprima Sentosa bersikap penuh simpatik kepada pelanggan					
Assurance (Jaminan)						
16	Karyawan PT.Sanprima Sentosa yang secara konsisten bersikap sopan					

17	Karyawan PT.Sanprima Sentosa membuat konsumen merasa aman sewaktu melakukan transaksi					
18	Karyawan PT.Sanprima Sentosa dapat menumbuhkan rasa percaya kepada para pelanggannya					
19	Jumlah karyawan PT.Sanprima Sentosa yang melayani pelanggan memadai					

B. Variabel Kualitas Produk

No	Pertanyaan	Jawaban				
		STS	TS	KS	S	SS
Form (Bentuk)						
20	Bentuk dan desain sepeda motor Honda bagus dan menarik					
21	Bentuk dan desain sepeda motor Honda disesuaikan dengan perkembangan zaman					
Features (Ciri-ciri produk)						
22	Sepeda motor Honda memiliki fitur-fitur yang menarik					
23	Teknologi <i>Idling Stop System</i> (ISS) membuat sepeda motor Honda menjadi lebih ramah lingkungan					
Performance Quality (Mutu kinerja)						
24	Sepeda motor Honda sudah terkenal mutunya dari dulu					
25	Sepeda motor Honda adalah motor yang irit					
26	Sepeda motor Honda nyaman digunakan					
Conformance (Ketepatan/kesesuaian)						
27	Spesifikasi sepeda motor Honda sesuai dengan kebutuhan konsumen dalam melakukan aktifitas sehari-hari					
28	Sepeda motor merek Honda memiliki citra dan reputasi produk yang baik					
29	Sepeda motor Honda memiliki tingkat kesesuaian peoduk sesuai dengan yang dijanjikan					
Durability (Ketahanan)						
30	Sepeda motor Honda daya tahan produknya telah teruji					
Reliability (Kehandalan)						
31	<i>Spareparts</i> yang digunakan motor Honda dapat bertahan lama/ tidak gampang rusak					
32	Fitur pada sepeda motor Honda berfungsi dengan baik dalam jangka waktu lama					

Repairability (Kemudahan perbaikan)						
33	<i>Spareparts</i> sepeda motor Honda mudah untuk dicari dan mudah diperbaiki					
34	Bengkel sepeda motor Honda ada dimana-mana					
Style (Gaya)						
35	Model produk sepeda motor Honda banyak variannya					
36	Sepeda motor Honda merupakan produk yang dapat meningkatkan <i>prestige</i> bagi penggunanya					
Design (Desain)						
37	Anda merasa <i>body</i> motor produk Honda menarik perhatian					
38	Desain sepeda motor Honda terlihat lebih trend / <i>up to date</i>					

C. Variabel Kepuasan Pelanggan

No	Pertanyaan	Jawaban				
		STS	TS	KS	S	SS
Kesesuaian kualitas produk dengan yang diharapkan						
39	Motor Honda merupakan produk yang tahan lama dan sesuai dengan yang diharapkan					
40	Motor Honda selalu berani berinovasi baik dari segi model maupun dari segi kelasnya					
Kepuasan pelanggan atas pelayanan yang diberikan						
41	Jasa <i>service</i> di PT.Sanprima Sentosa relatif tidak terlalu mahal dan sesuai dengan harga ditempat lain					
42	Para mekanik di PT.Sanprima sangat tanggap dan ahli dalam mengatasi masalah mesin motor					
43	Informasi yang diberikan karyawan pada saat dibutuhkan sangat membantu Anda					
Kesediaan merekomendasikan						
44	Anda akan merekomendasikan <i>dealer</i> Sanprima Sentosa sebagai tempat <i>service</i> yang tepat kepada kerabat dan teman					
Minat pembelian ulang						
45	Jika Anda ingin membeli sepeda motor Honda lagi, maka Anda akan membelinya di <i>dealer</i> PT.Sanprima Sentosa					

	TABULASIDATA 30 RESPONDEN UNTUK UJIVALIDITAS																				
	VARIABEL KUALITAS PELAYANAN (X1)																				
No	BUTIR PERTANYAAN																			TOTAL	
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15	X1.16	X1.17	X1.18	X1.19		
1	5	3	3	3	4	3	3	3	4	3	3	3	4	4	3	3	5	3	5	67	
2	5	4	5	5	4	4	5	4	4	5	4	4	4	3	4	4	4	3	3	78	
3	4	4	4	4	4	4	4	4	5	3	4	4	5	5	2	4	4	4	5	77	
4	4	5	5	5	4	4	5	4	5	5	4	4	5	5	4	4	4	4	4	84	
5	4	4	4	4	4	4	5	3	5	4	5	4	3	3	3	4	4	4	4	75	
6	4	4	5	3	4	5	4	3	4	4	5	3	3	4	3	3	4	5	4	74	
7	4	3	3	4	3	2	5	4	4	4	4	4	4	4	3	4	5	4	4	72	
8	3	5	4	3	4	3	4	3	3	3	3	3	4	3	4	3	3	3	3	64	
9	4	4	4	3	3	3	4	4	4	4	4	4	4	4	3	3	3	4	2	68	
10	3	3	3	3	3	3	4	4	3	4	4	3	3	3	4	3	4	3	3	63	
11	3	3	3	3	3	3	4	5	3	4	4	3	4	3	5	3	4	4	3	67	
12	3	3	3	3	3	3	4	4	3	4	4	4	4	3	4	3	4	4	4	67	
13	3	3	3	3	3	4	3	4	3	4	3	3	3	3	3	2	4	4	4	62	
14	3	3	4	4	4	4	3	4	4	4	3	3	3	3	3	2	5	5	5	69	
15	3	3	3	3	3	4	3	4	4	3	3	3	4	4	4	2	3	4	4	64	
16	4	3	5	3	4	4	4	4	2	4	4	4	4	5	3	4	5	5	4	75	
17	4	3	4	3	5	4	5	4	2	4	4	4	5	4	3	4	3	5	4	74	
18	5	3	4	3	4	4	4	3	3	4	4	5	4	4	3	4	3	4	4	72	
19	4	4	4	2	4	4	3	3	3	4	4	3	4	4	3	4	3	4	4	68	
20	4	3	5	3	4	4	4	4	2	4	4	4	4	5	3	4	5	5	4	75	
21	4	3	4	3	5	4	4	4	2	4	4	4	3	4	4	4	3	4	5	72	
22	5	5	2	4	2	4	4	3	4	5	3	2	4	4	4	4	3	4	4	70	
23	5	4	4	3	5	4	4	3	4	5	3	5	5	5	4	4	5	3	4	79	
24	3	3	4	5	3	4	4	3	4	5	3	5	3	4	3	5	4	5	4	74	
25	3	4	4	3	3	4	4	4	3	3	3	3	2	3	3	3	2	2	3	59	
26	2	2	2	2	3	3	3	3	3	3	3	3	4	4	3	4	4	4	3	58	
27	5	3	4	5	4	3	4	4	2	3	3	3	3	2	2	2	3	3	3	61	
28	4	5	4	5	5	4	3	4	4	4	4	3	3	4	4	4	5	4	4	77	
29	3	2	4	4	4	4	5	5	2	3	3	3	3	4	4	3	3	4	4	67	
30	4	3	3	3	4	4	4	3	4	3	4	3	3	4	4	3	4	4	4	68	

	TABULASI DATA 30 RESPONDEN UNTUK UJI VALIDITAS																			
	VARIABEL KUALITAS PRODUK MOTOR HONDA (X2)																			
No	BUTIR PERTANYAAN																			TOTAL
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	X2.14	X2.15	X2.16	X2.17	X2.18	X2.19	
1	4	3	3	3	3	3	2	3	3	3	3	3	2	3	3	3	1	3	3	54
2	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	59
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	57
4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	57
5	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	58
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	57
7	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	57
8	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	56
9	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	56
10	4	4	2	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	73
11	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	55
12	4	3	2	4	3	4	4	4	3	3	3	3	4	4	3	4	4	3	4	66
13	2	2	2	1	1	2	3	3	1	1	1	3	3	3	1	2	1	1	2	35
14	2	2	2	2	2	3	3	3	3	3	2	3	3	3	3	2	2	2	3	48
15	3	2	2	2	2	2	3	3	1	2	2	2	3	3	1	3	2	2	2	42
16	3	3	2	3	3	4	3	4	3	3	3	4	3	4	3	3	3	3	4	61
17	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	56
18	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	56
19	3	3	2	3	2	4	3	3	4	4	2	4	3	3	4	3	3	2	4	59
20	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	56
21	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	56
22	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	58
23	3	4	3	3	2	4	3	3	4	3	2	4	3	3	4	3	3	2	4	60
24	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	76
25	3	3	3	3	3	4	3	4	4	4	3	4	3	4	4	3	3	3	4	65
26	4	3	3	3	1	4	3	2	4	4	1	4	3	2	4	3	3	1	4	56
27	1	3	4	2	5	3	4	2	5	4	5	3	4	2	5	4	2	5	3	66
28	3	3	3	4	3	4	4	3	3	4	3	4	4	3	3	3	4	3	4	65
29	3	3	4	3	4	3	3	1	1	1	4	3	3	1	1	3	3	4	3	51
30	3	3	4	3	4	3	3	1	1	1	4	3	3	1	1	3	3	4	3	51

TABULASI DATA 30 RESPONDEN UNTUK UJI VALIDITAS								
	VARIABEL KEPUASAN PELANGGAN (Y)							
No	BUTIR PERTANYAAN							TOTAL
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	
1	5	4	4	5	5	4	4	31
2	4	4	4	4	5	3	4	28
3	4	4	3	5	5	3	3	27
4	4	4	4	4	5	4	4	29
5	3	3	3	4	4	3	4	24
6	5	3	4	5	5	4	4	30
7	5	4	3	4	5	3	4	28
8	5	4	4	5	5	4	4	31
9	4	4	4	5	5	4	4	30
10	4	4	4	5	5	4	4	30
11	5	5	4	5	5	4	4	32
12	3	3	3	3	5	4	4	25
13	3	4	4	4	4	4	4	27
14	4	4	4	5	3	4	4	28
15	4	4	4	4	5	4	4	29
16	5	3	3	4	4	3	3	25
17	4	4	3	3	3	4	4	25
18	5	5	4	5	4	4	4	31
19	5	5	4	5	4	4	4	31
20	4	4	4	5	4	4	4	29
21	5	4	4	4	5	4	4	30
22	5	4	4	5	5	4	4	31
23	4	4	4	4	5	4	4	29
24	5	4	4	5	5	4	4	31
25	4	4	4	4	4	4	4	28
26	5	4	4	4	5	4	4	30
27	5	4	4	5	5	4	4	31
28	5	4	4	5	5	4	4	31
29	5	4	4	5	5	4	4	31
30	4	4	4	4	4	4	4	28

VARIABEL KUALITAS PELAYANAN (X1)

Catatan:

Dimana setelah dilakukan uji validitas pada variabel Kualitas Pelayanan (X₁) yang terdiri dari 19 butir pertanyaan, terdapat 2 butir pertanyaan yang tidak valid yaitu terdapat pada butir ke 8 & 15.

Maka ke-2 butir pertanyaan yang tidak valid, tidak dimasukkan ke dalam uji reliabilitas.

Maka ke-2 butir pertanyaan yang tidak valid, tidak dimasukan ke dalam uji reliabilitas.

JAWABAN 30 RESPONDEN UNTUK UJI RELIABILITAS

VARIABEL KUALITAS PRODUK MOTOR HONDA (X2)

No	BUTIR PERTANYAAN																		TOTAL
	X2.1	X2.2	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	X2.14	X2.15	X2.16	X2.17	X2.18	X2.19	
1	4	3	3	3	3	2	3	3	3	3	3	2	3	3	3	1	3	3	51
2	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	56
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
5	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	55
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
7	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
8	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
9	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
10	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	71
11	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	53
12	4	3	4	3	4	4	4	3	3	3	3	4	4	3	4	4	3	4	64
13	2	2	1	1	2	3	3	1	1	1	3	3	3	1	2	1	1	2	33
14	2	2	2	2	3	3	3	3	3	2	3	3	3	3	2	2	2	3	46
15	3	2	2	2	2	3	3	1	2	2	2	3	3	1	3	2	2	2	40
16	3	3	3	3	4	3	4	3	3	3	4	3	4	3	3	3	3	4	59
17	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
18	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
19	3	3	3	2	4	3	3	4	4	2	4	3	3	4	3	3	2	4	57
20	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
21	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
22	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	55
23	3	4	3	2	4	3	3	4	3	2	4	3	3	4	3	3	2	4	57
24	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
25	3	3	3	3	4	3	4	4	4	3	4	3	4	4	3	3	3	4	62
26	4	3	3	1	4	3	2	4	4	1	4	3	2	4	3	3	1	4	53
27	1	3	2	5	3	4	2	5	4	5	3	4	2	5	4	2	5	3	62
28	3	3	4	3	4	4	3	3	4	3	4	4	3	3	3	4	3	4	62
29	3	3	3	4	3	3	1	1	1	4	3	3	1	1	3	3	4	3	47
30	3	3	3	4	3	3	1	1	1	4	3	3	1	1	3	3	4	3	47

Catatan:

Dimana setelah dilakukan uji validitas pada variabel Kualitas Produk Motor Honda (X2) yang terdiri dari 19 butir pertanyaan, terdapat 1 butir pertanyaan yang tidak valid yaitu terdapat pada butir ke 22 (X2.3).

Maka 1 butir pertanyaan yang tidak valid, tidak dimasukan ke dalam uji reliabilitas.

TABULASI DATA 30 RESPONDEN UNTUK UJI RELIABILITAS								
	VARIABEL KEPUASAN PELANGGAN (Y)							
No	BUTIR PERTANYAAN							TOTAL
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	
1	5	4	4	5	5	4	4	31
2	4	4	4	4	5	3	4	28
3	4	4	3	5	5	3	3	27
4	4	4	4	4	5	4	4	29
5	3	3	3	4	4	3	4	24
6	5	3	4	5	5	4	4	30
7	5	4	3	4	5	3	4	28
8	5	4	4	5	5	4	4	31
9	4	4	4	5	5	4	4	30
10	4	4	4	5	5	4	4	30
11	5	5	4	5	5	4	4	32
12	3	3	3	3	5	4	4	25
13	3	4	4	4	4	4	4	27
14	4	4	4	5	3	4	4	28
15	4	4	4	4	5	4	4	29
16	5	3	3	4	4	3	3	25
17	4	4	3	3	3	4	4	25
18	5	5	4	5	4	4	4	31
19	5	5	4	5	4	4	4	31
20	4	4	4	5	4	4	4	29
21	5	4	4	4	5	4	4	30
22	5	4	4	5	5	4	4	31
23	4	4	4	4	5	4	4	29
24	5	4	4	5	5	4	4	31
25	4	4	4	4	4	4	4	28
26	5	4	4	4	5	4	4	30
27	5	4	4	5	5	4	4	31
28	5	4	4	5	5	4	4	31
29	5	4	4	5	5	4	4	31
30	4	4	4	4	4	4	4	28

Catatan:

Dimana setelah dilakukan uji validitas pada variabel Kepuasan Pelanggan (Y) yang terdiri dari 7 butir pertanyaan, hasil uji validitas menunjukan semua butir pertanyaan dinyatakan valid.

Maka semua butir pertanyaan dimasukkan kembali ke dalam uji reliabilitas.

TABULASI DATA 100 RESPONDEN																		
VARIABEL KUALITAS PELAYANAN (X1)																		
No	BUTIR PERTANYAAN																	TOTAL
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15	X1.16	X1.17	
1	5	5	4	4	4	4	4	4	5	4	4	4	4	4	5	5	4	73
2	5	4	4	4	3	5	5	4	4	5	4	4	5	3	5	4	4	72
3	5	4	4	4	4	4	5	4	5	4	4	4	5	4	5	4	4	73
4	5	4	4	4	4	4	4	4	4	4	4	5	5	3	5	4	4	71
5	5	5	4	4	4	4	4	4	3	5	4	5	5	3	4	5	4	72
6	5	4	4	5	5	5	5	5	4	4	5	4	5	3	5	4	4	76
7	4	5	4	4	4	4	4	4	4	4	5	4	4	4	4	5	4	71
8	5	5	5	5	4	4	4	4	4	4	5	4	5	3	5	5	5	76
9	5	5	4	4	3	5	4	4	4	4	4	5	5	5	4	5	4	74
10	5	5	4	5	3	3	3	5	4	5	4	5	5	5	4	5	4	74
11	5	4	5	5	4	4	4	4	5	5	3	5	5	4	5	4	5	76
12	5	5	4	5	4	4	4	4	4	5	4	5	5	5	5	5	4	77
13	4	5	4	5	4	5	5	3	4	5	4	5	5	4	4	5	4	75
14	5	5	5	5	3	5	4	4	5	4	4	5	5	5	5	5	5	79
15	5	5	5	5	4	4	5	4	3	3	4	4	5	5	4	5	5	75
16	4	3	5	3	4	4	4	4	4	4	4	4	5	4	5	5	4	70
17	4	3	4	3	5	4	5	2	4	4	4	5	4	4	3	5	4	67
18	5	3	4	3	4	3	3	4	4	5	5	4	2	4	3	3	4	63
19	4	4	4	2	4	5	3	5	4	5	4	4	3	2	4	4	4	65
20	4	3	5	3	4	4	5	5	4	4	5	5	3	4	4	3	4	69
21	4	3	4	3	3	4	5	5	3	5	5	3	1	4	3	3	5	63
22	5	5	2	4	3	5	5	4	4	5	5	4	3	4	4	3	4	69
23	5	4	4	3	4	5	4	4	4	4	5	3	3	4	4	3	4	67
24	3	3	4	5	4	4	4	5	4	4	5	4	3	4	3	3	4	66
25	3	4	4	3	4	5	4	5	5	5	5	4	1	3	4	4	3	66
26	5	2	5	2	4	5	5	4	4	3	5	4	3	3	4	4	3	65
27	5	3	4	5	3	5	5	3	4	5	5	4	3	3	3	4	3	67
28	4	5	4	5	4	4	4	3	4	4	5	5	3	4	4	3	4	69
29	3	5	4	4	4	4	4	5	4	4	5	5	3	4	4	3	4	69
30	4	3	3	3	4	4	4	3	5	5	4	5	2	4	4	3	4	64
31	4	4	5	5	4	3	5	3	5	5	4	4	3	4	4	3	5	70
32	4	4	5	4	4	3	5	5	4	3	4	4	3	3	4	5	4	68
33	4	4	5	5	5	4	5	5	4	5	5	4	4	4	4	3	3	73
34	4	4	5	5	5	4	4	5	3	4	5	4	3	4	5	3	4	71
35	4	4	4	4	4	4	4	4	4	5	5	4	3	4	4	3	5	69
36	4	4	5	5	4	1	4	4	4	5	3	4	4	3	4	3	5	66
37	4	4	5	5	5	5	4	4	5	5	4	4	3	3	4	5	4	73
38	4	4	5	5	4	5	4	5	4	5	4	4	5	5	5	4	5	77
39	4	4	5	5	4	4	5	5	5	5	4	4	4	5	4	4	3	74
40	4	5	5	5	4	4	5	3	4	5	2	5	5	5	5	4	4	74
41	4	5	4	4	4	4	4	4	5	3	3	5	5	4	4	4	3	69
42	3	5	3	4	1	4	4	4	5	5	3	5	3	5	4	4	4	66
43	3	3	5	4	4	4	4	3	5	4	3	3	4	5	5	5	5	69
44	3	5	5	5	4	5	5	4	4	4	2	5	3	4	5	4	5	72
45	4	5	5	4	2	5	5	4	5	5	3	5	4	3	5	4	5	73
46	4	5	5	4	4	5	5	4	5	5	4	5	5	5	4	4	5	78
47	4	5	5	4	4	4	5	4	5	5	4	3	4	5	4	5	5	75
48	4	5	5	4	4	5	5	5	4	4	3	5	4	5	5	4	4	75
49	5	3	3	3	4	3	3	4	3	3	3	4	4	3	5	3	5	61
50	5	4	5	5	4	4	5	4	5	4	4	4	3	4	4	3	3	70

51	4	4	4	4	4	4	4	5	3	4	4	5	5	4	4	4	5	71
52	4	5	5	5	4	4	5	4	3	5	4	2	4	3	3	4	4	68
53	4	4	4	4	4	4	4	5	1	4	4	3	2	4	4	4	4	63
54	4	4	5	3	4	5	5	5	3	5	5	3	4	4	3	2	4	68
55	4	3	3	4	3	5	5	5	3	5	3	1	4	3	3	4	4	62
56	3	5	4	3	4	5	4	5	2	5	4	3	4	4	3	4	5	67
57	4	4	4	3	3	3	4	4	3	5	3	3	4	4	3	4	2	60
58	5	5	5	3	3	3	5	5	3	5	4	3	4	3	3	3	3	65
59	3	4	5	3	3	3	3	5	2	5	4	1	3	4	4	3	3	58
60	3	3	3	3	3	3	5	4	2	5	4	3	3	4	4	4	4	60
61	5	3	3	3	3	4	4	4	3	5	4	3	3	3	4	3	4	61
62	3	3	4	4	4	4	4	5	3	5	5	3	4	4	3	3	5	66
63	3	3	4	3	5	4	5	5	3	5	5	3	4	4	3	3	4	66
64	5	5	3	5	4	4	5	5	2	4	5	2	4	4	3	3	3	66
65	5	5	4	4	5	4	3	5	3	4	4	3	4	4	3	4	4	68
66	5	4	4	4	5	4	5	3	3	4	4	3	3	4	5	4	4	68
67	5	4	4	4	4	4	4	5	2	5	4	4	4	4	3	4	4	68
68	4	5	3	5	5	5	5	3	3	5	4	3	4	5	3	4	3	69
69	5	5	4	5	5	4	5	5	3	5	4	3	4	4	3	3	4	71
70	4	5	4	5	4	5	5	4	3	3	4	4	3	4	3	4	4	68
71	5	5	4	4	5	5	4	4	2	5	5	3	4	4	3	4	4	70
72	5	5	5	4	5	5	5	5	3	5	4	3	3	4	3	4	4	72
73	5	5	5	5	5	5	5	5	4	5	4	3	3	3	3	4	4	73
74	5	5	5	5	5	5	5	5	4	3	4	3	3	4	3	4	5	73
75	5	4	5	5	5	5	4	4	3	5	4	3	4	4	3	4	5	72
76	5	4	5	4	5	4	4	5	5	4	5	4	5	5	5	4	5	78
77	5	4	5	4	5	5	4	5	5	4	5	4	5	4	5	4	5	78
78	5	4	5	5	5	4	4	5	5	4	5	5	4	5	5	4	5	79
79	5	4	5	5	5	5	4	4	5	4	4	5	4	4	5	4	5	77
80	5	4	5	5	5	4	4	4	5	4	5	4	4	4	5	4	5	76
81	5	5	4	5	3	4	5	5	5	4	5	4	4	4	4	3	4	73
82	5	5	4	5	5	4	5	5	5	3	3	3	4	4	4	4	3	71
83	5	5	4	5	5	4	5	5	5	4	5	4	4	4	4	5	4	77
84	5	5	4	5	4	4	5	5	5	4	3	4	4	4	4	3	5	73
85	5	3	4	5	5	4	5	5	5	4	5	5	4	4	4	4	3	74
86	5	4	3	4	5	3	5	5	5	4	5	3	4	3	4	5	4	71
87	5	4	4	5	5	4	5	5	5	4	5	3	4	4	4	4	4	74
88	5	4	4	5	5	4	5	5	5	4	5	3	4	4	4	4	4	74
89	5	4	4	5	5	4	5	5	5	4	5	3	4	4	4	4	3	73
90	5	5	4	5	5	4	5	5	5	4	5	3	4	4	4	4	3	74
91	5	3	3	3	5	4	5	5	5	4	5	3	4	4	4	4	3	69
92	5	4	4	4	4	4	5	5	5	4	5	3	5	4	4	3	4	72
93	5	4	4	5	3	4	3	5	4	4	3	4	4	4	5	5	4	70
94	5	4	4	4	5	4	5	5	5	4	5	4	5	4	4	4	4	75
95	5	3	3	4	4	3	4	5	4	4	4	4	5	4	5	4	5	70
96	4	4	3	3	3	4	5	5	4	4	4	4	4	5	4	4	3	67
97	3	5	4	5	4	4	5	4	5	4	4	4	4	4	4	4	4	71
98	4	5	4	5	4	4	5	4	5	4	4	4	5	4	3	4	5	73
99	3	4	4	5	4	4	4	5	5	5	4	4	4	5	4	5	5	74
100	5	4	2	5	4	5	4	3	5	4	5	5	4	5	4	4	5	73

TABULASIDATA 100 RESPONDEN																			
VARIABEL KUALITAS PRODUK MOTOR HONDA (X2)																			
No	BUTIR PERTANYAAN																		TOTAL
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	X2.14	X2.15	X2.16	X2.17	X2.18	
1	3	3	5	4	4	4	5	4	4	5	3	5	5	3	4	4	3	3	71
2	4	3	1	4	4	4	3	5	5	5	3	5	5	3	4	4	3	3	68
3	4	2	2	4	3	5	3	5	5	5	2	4	5	5	4	4	3	3	68
4	3	3	2	4	3	5	5	4	3	5	3	4	4	3	4	4	3	4	66
5	3	3	5	5	4	5	5	4	5	3	3	4	4	3	3	4	5	4	72
6	4	2	3	5	4	4	5	3	4	5	2	5	4	4	4	4	3	4	69
7	4	3	1	4	4	4	4	4	5	3	3	5	4	3	4	5	3	4	67
8	4	3	5	4	1	4	4	4	5	5	3	5	4	3	4	4	3	3	68
9	4	3	2	4	4	4	4	3	5	4	3	3	4	4	3	4	3	4	65
10	2	1	5	5	4	5	5	4	4	4	2	5	5	3	4	4	3	4	69
11	4	3	2	4	5	5	5	4	5	5	3	5	4	3	3	4	3	4	71
12	5	4	5	4	5	4	4	4	4	4	3	3	3	4	4	3	3	3	69
13	4	4	4	4	4	4	4	3	4	3	4	4	3	4	4	4	4	4	69
14	4	3	2	4	4	5	5	5	4	4	3	5	4	3	4	4	3	4	70
15	3	5	4	5	5	5	3	4	5	5	3	5	4	3	4	4	4	5	76
16	3	3	2	4	4	4	5	4	5	5	3	5	4	3	4	4	4	4	70
17	4	3	5	4	5	4	4	5	4	4	5	4	5	5	4	5	5	4	79
18	3	5	3	3	4	4	3	5	4	4	5	4	5	5	4	5	5	4	75
19	3	5	3	4	4	3	4	5	4	4	5	4	5	5	4	5	5	4	76
20	5	5	5	3	4	5	4	5	4	5	5	5	4	5	5	5	5	4	83
21	5	5	5	4	5	5	4	5	4	5	5	4	5	5	4	5	5	4	84
22	3	5	5	4	5	5	4	5	4	5	5	5	5	4	5	5	5	4	83
23	4	5	5	4	5	5	4	5	4	5	5	5	5	4	5	5	5	4	84
24	3	5	5	4	5	5	4	5	4	5	5	5	5	4	3	5	5	4	81
25	3	5	5	4	5	5	4	5	4	5	5	5	5	4	3	3	5	4	79
26	3	5	4	4	5	5	4	5	4	5	4	5	5	4	3	3	5	4	77
27	3	5	5	4	5	5	5	3	3	5	4	5	3	3	5	5	3	3	74
28	3	4	5	4	5	4	4	4	4	4	4	3	3	4	4	3	3	4	69
29	3	5	5	5	4	5	4	5	5	4	5	4	4	4	4	4	4	4	78
30	4	5	3	4	5	5	5	5	4	5	5	4	3	4	5	3	4	5	78
31	4	4	5	4	4	5	5	4	5	5	5	5	3	4	4	3	4	4	77
32	5	4	4	5	4	4	4	4	4	5	4	5	4	3	4	4	3	4	74
33	4	4	4	2	4	4	4	4	4	5	4	3	3	4	4	4	4	4	69
34	4	3	5	3	4	4	4	4	4	5	4	4	3	3	4	3	3	4	68
35	4	5	4	3	5	4	4	4	4	4	4	4	5	3	5	3	3	4	72
36	5	5	3	4	3	4	5	4	4	5	3	4	4	4	4	4	3	4	72
37	5	4	4	3	5	4	4	4	4	5	3	5	5	5	4	4	5	3	76
38	3	3	4	5	3	4	4	3	5	4	3	5	3	4	3	5	4	5	70
39	3	4	4	3	4	4	4	4	3	5	3	5	5	5	5	5	5	5	76
40	4	5	4	4	4	4	4	4	3	4	4	5	4	5	4	5	4	3	74
41	5	5	4	4	4	5	5	4	4	5	5	4	3	5	4	4	5	4	79
42	4	4	4	2	5	4	4	4	4	3	5	4	3	4	4	5	4	3	70
43	4	4	4	2	4	4	4	2	5	4	4	2	4	4	4	5	4	3	67
44	4	4	3	3	4	4	4	3	5	4	4	4	3	4	4	4	3	3	67
45	4	3	4	5	5	5	5	5	5	5	5	4	5	4	5	5	4	4	82
46	4	4	4	2	4	3	4	2	3	2	4	4	4	4	4	4	3	3	62
47	4	5	4	4	3	5	4	4	3	5	4	5	4	4	5	4	3	2	72
48	4	4	3	4	4	4	4	4	4	5	5	5	4	4	4	3	3	5	73
49	4	4	4	4	4	4	4	2	4	4	4	4	2	4	4	2	4	2	64
50	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	5	4	4	71

51	4	5	4	4	4	4	5	4	4	4	5	4	4	5	5	4	3	4	76
52	4	5	4	2	4	5	5	4	5	4	4	4	5	5	3	4	5	3	75
53	4	3	3	3	4	5	4	4	4	4	4	4	4	5	5	3	3	4	70
54	5	5	4	3	4	4	4	4	4	4	3	4	3	3	4	5	3	4	70
55	5	5	5	3	4	5	5	3	5	3	4	5	5	4	5	4	4	3	77
56	5	5	5	3	4	5	5	3	5	5	3	5	3	3	5	4	3	4	75
57	3	4	3	5	3	4	4	4	4	3	4	3	2	4	4	2	4	3	63
58	3	5	4	5	3	4	4	3	3	4	4	3	3	4	5	5	5	5	72
59	3	4	4	4	4	4	5	4	4	4	5	4	5	4	3	4	4	5	74
60	4	5	5	5	4	5	3	2	3	3	5	5	5	4	3	2	3	4	70
61	3	4	4	5	4	5	3	3	3	3	5	4	4	3	5	4	3	4	69
62	3	5	3	4	4	3	4	4	3	3	4	3	4	4	4	4	4	4	67
63	3	4	3	4	5	4	3	3	3	4	4	4	4	3	3	2	3	4	63
64	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	5	5	5	73
65	3	4	3	4	4	4	4	4	3	3	4	4	4	3	3	3	4	4	65
66	4	5	5	5	5	4	4	4	3	4	5	4	4	4	5	4	4	2	75
67	4	3	4	4	4	4	4	4	4	3	4	5	3	4	4	5	4	5	72
68	3	4	4	4	4	4	3	3	4	4	4	4	4	3	4	4	4	5	69
69	4	4	4	5	5	4	4	4	4	4	3	4	3	5	3	4	3	5	72
70	4	4	4	5	5	4	5	4	5	4	4	4	4	4	3	4	3	4	74
71	3	4	3	5	4	5	4	4	4	4	5	4	5	3	4	3	2	3	69
72	2	4	3	4	5	5	4	5	4	2	2	3	4	4	3	4	5	5	68
73	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	71
74	3	4	5	5	5	5	4	5	5	4	5	5	4	5	3	3	4	5	79
75	4	5	4	4	5	3	3	5	5	5	3	4	5	3	4	4	4	5	75
76	3	3	4	3	5	4	4	4	4	4	4	4	4	3	4	3	5	5	70
77	4	4	3	4	4	3	4	5	5	4	4	3	4	4	3	3	4	4	69
78	4	5	4	5	5	4	5	5	4	5	5	4	5	5	4	4	5	5	83
79	4	4	4	4	3	4	5	3	5	4	5	4	3	4	4	4	4	4	72
80	5	5	4	4	5	5	4	3	5	4	4	5	4	5	5	5	4	5	81
81	4	4	3	3	4	4	4	4	5	4	4	3	3	3	4	5	4	5	70
82	4	4	3	2	3	3	3	4	4	3	4	3	3	3	3	4	4	4	61
83	5	4	2	3	5	3	4	5	5	4	4	4	4	4	4	4	5	4	73
84	4	4	3	3	5	4	3	4	5	3	4	4	3	4	4	4	4	4	69
85	4	4	3	3	5	4	4	5	5	4	4	4	4	4	4	5	5	5	76
86	5	4	3	3	4	4	4	5	5	4	4	4	4	4	4	5	5	4	75
87	5	4	3	3	4	4	4	5	5	4	4	3	4	3	4	4	4	3	70
88	4	4	3	3	5	5	4	5	5	4	4	4	3	4	4	2	4	4	71
89	5	5	3	3	3	3	3	3	5	4	4	4	4	4	3	5	5	4	70
90	4	5	3	3	3	4	4	4	4	4	4	4	3	3	4	5	5	4	70
91	5	4	3	3	4	4	4	5	3	4	4	5	4	4	4	5	4	5	74
92	5	3	3	3	4	4	4	4	5	4	4	3	2	3	3	4	5	5	68
93	5	4	3	2	5	3	3	4	4	3	3	3	3	3	3	3	4	4	62
94	4	4	3	3	4	4	3	3	3	4	4	4	4	3	3	5	5	5	68
95	5	4	4	3	5	3	5	3	3	5	4	3	4	5	3	2	5	3	69
96	4	5	5	5	4	4	3	5	4	4	5	2	3	3	4	5	5	4	74
97	3	4	4	4	4	4	3	3	4	2	3	3	4	4	4	5	4	3	65
98	4	4	4	4	4	5	5	5	5	5	4	4	5	3	3	5	5	3	77
99	5	5	4	4	4	5	4	4	5	5	5	4	5	4	4	3	3	4	77
100	5	4	4	4	3	4	4	5	4	5	4	4	4	3	4	4	4	4	73

TABULASI DATA 100 RESPONDEN								
VARIABEL KEPUASAN PELANGGAN (Y)								
No	BUTIR PERTANYAAN							TOTAL
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	
1	5	4	5	5	5	4	4	32
2	4	5	3	4	5	4	5	30
3	4	4	4	4	4	4	4	28
4	2	5	3	4	5	4	4	27
5	4	4	4	5	5	4	5	31
6	5	5	4	5	5	5	5	34
7	4	5	4	5	5	5	4	32
8	4	5	5	5	5	4	5	33
9	5	4	3	5	4	4	4	29
10	4	4	5	5	5	5	5	33
11	4	5	5	3	5	4	4	30
12	4	5	5	4	5	5	5	33
13	4	4	5	5	4	5	5	32
14	5	5	5	5	5	5	5	35
15	5	5	5	5	5	5	5	35
16	4	4	4	5	4	3	4	28
17	4	4	4	5	4	5	5	31
18	5	5	4	5	5	5	5	34
19	4	4	4	4	4	3	4	27
20	3	4	4	4	4	3	4	26
21	4	4	4	3	4	4	4	27
22	4	4	3	3	3	4	4	25
23	3	3	3	3	4	4	4	24
24	3	4	4	3	4	4	3	25
25	4	4	4	4	4	3	4	27
26	5	4	4	5	4	4	3	29
27	3	4	4	3	4	4	4	26
28	5	4	4	4	4	5	3	29
29	4	4	3	4	3	4	4	26
30	4	5	3	4	4	4	4	28
31	4	3	4	4	4	4	4	27
32	4	5	3	5	3	4	3	27
33	3	3	4	3	5	4	4	26
34	3	4	3	3	4	4	3	24
35	5	3	3	3	3	4	4	25
36	4	3	3	3	3	4	4	24
37	5	5	5	5	5	5	4	34
38	5	5	5	5	5	4	4	33
39	5	4	4	5	5	4	4	31
40	5	4	4	4	5	4	4	30
41	4	5	3	4	3	3	4	26
42	4	3	3	4	3	4	3	24
43	3	3	3	4	4	3	3	23
44	4	3	3	4	4	3	4	25
45	5	5	5	5	4	4	4	32
46	3	5	5	4	3	5	3	28
47	4	5	5	4	5	3	3	29
48	4	4	5	4	4	5	4	30
49	3	3	4	3	3	3	3	22
50	4	4	4	4	5	5	3	29

51	4	5	4	4	5	4	4	30
52	4	5	4	4	4	3	3	27
53	2	4	5	4	3	4	3	25
54	3	4	4	3	4	3	3	24
55	4	4	5	4	5	3	3	28
56	4	4	4	4	4	4	3	27
57	4	3	3	3	4	3	3	23
58	4	3	4	4	3	4	3	25
59	3	3	3	3	3	3	3	21
60	3	4	3	4	4	3	3	24
61	4	3	4	3	3	3	3	23
62	4	3	3	3	3	3	3	22
63	4	4	3	3	3	3	3	23
64	4	3	3	3	4	4	4	25
65	3	3	4	4	3	3	3	23
66	3	5	4	3	3	4	3	25
67	4	3	4	3	3	4	3	24
68	3	3	3	4	3	4	3	23
69	4	4	4	4	4	4	4	28
70	3	4	3	4	4	3	4	25
71	4	4	4	4	4	4	3	27
72	4	4	5	4	4	4	4	29
73	5	4	5	5	5	4	4	32
74	5	5	5	5	5	4	4	33
75	3	3	5	5	5	5	5	31
76	5	5	5	5	4	4	4	32
77	4	4	4	5	5	4	4	30
78	5	5	5	5	5	5	5	35
79	5	4	5	5	5	5	5	34
80	5	5	5	5	5	5	5	35
81	4	4	5	5	5	4	5	32
82	5	4	5	5	5	3	3	30
83	5	4	5	5	5	4	5	33
84	4	4	5	5	5	4	4	31
85	4	5	5	5	5	5	5	34
86	4	5	5	5	5	4	4	32
87	4	5	5	5	5	4	4	32
88	4	5	5	5	5	4	5	33
89	5	4	5	5	4	4	4	31
90	5	4	5	5	4	4	4	31
91	4	3	4	4	4	3	3	25
92	5	5	4	5	3	4	3	29
93	4	4	4	4	5	4	3	28
94	5	3	5	5	5	4	4	31
95	5	4	4	4	4	4	4	29
96	5	4	4	4	4	3	3	27
97	5	5	4	4	4	4	4	30
98	4	5	5	5	5	5	5	34
99	5	5	5	5	5	5	5	35
100	5	5	5	5	5	4	4	33

JUMLAH TOTAL TABULASI DATA PERVARIABEL									
No	X1	X2	X3		No	X1	X2	X3	
1	73	71	32		51	71	76	30	
2	72	68	30		52	68	75	27	
3	73	68	28		53	63	70	25	
4	71	66	27		54	68	70	24	
5	72	72	31		55	62	77	28	
6	76	69	34		56	67	75	27	
7	71	67	32		57	60	63	23	
8	76	68	33		58	65	72	25	
9	74	65	29		59	58	74	21	
10	74	69	33		60	60	70	24	
11	76	71	30		61	61	69	23	
12	77	69	33		62	66	67	22	
13	75	69	32		63	66	63	23	
14	79	70	35		64	66	73	25	
15	75	76	35		65	68	65	23	
16	70	70	28		66	68	75	25	
17	67	79	31		67	68	72	24	
18	63	75	34		68	69	69	23	
19	65	76	27		69	71	72	28	
20	69	83	26		70	68	74	25	
21	63	84	27		71	70	69	27	
22	69	83	25		72	72	68	29	
23	67	84	24		73	73	71	32	
24	66	81	25		74	73	79	33	
25	66	79	27		75	72	75	31	
26	65	77	29		76	78	70	32	
27	67	74	26		77	78	69	30	
28	69	69	29		78	79	83	35	
29	69	78	26		79	77	72	34	
30	64	78	28		80	76	81	35	
31	70	77	27		81	73	70	32	
32	68	74	27		82	71	61	30	
33	73	69	26		83	77	73	33	
34	71	68	24		84	73	69	31	
35	69	72	25		85	74	76	34	
36	66	72	24		86	71	75	32	
37	73	76	34		87	74	70	32	
38	77	70	33		88	74	71	33	
39	74	76	31		89	73	70	31	
40	74	74	30		90	74	70	31	
41	69	79	26		91	69	74	25	
42	66	70	24		92	72	68	29	
43	69	67	23		93	70	62	28	
44	72	67	25		94	75	68	31	
45	73	82	32		95	70	69	29	
46	78	62	28		96	67	74	27	
47	75	72	29		97	71	65	30	
48	75	73	30		98	73	77	34	
49	61	64	22		99	74	77	35	
50	70	71	29		100	73	73	33	
X1 = Kualitas Pelayanan			X2 = Kualitas Produk Motor Honda			Y = Kepuasan Pelanggan			

HASL UJI VALIDITAS VARIABEL KUALITAS PELAYANAN (X₁)

		Correlations																						
		BUTIR1	BUTIR2	BUTIR3	BUTIR4	BUTIR5	BUTIR6	BUTIR7	BUTIR8	BUTIR9	BUTIR10	BUTIR11	BUTIR12	BUTIR13	BUTIR14	BUTIR15	BUTIR16	BUTIR17	BUTIR18	BUTIR19	TOTAL_X1			
BUTIR1	Pearson Correlation	1	.355	.293	.289	.371*	.158	.243	-.273	.156	.327	.212	.246	.297	.214	-.165	.255	.103	-.139	.184	.509			
	Sig. (2-tailed)		.054	.115	.122	.044	.404	.195	.144	.410	.078	.261	.189	.111	.257	.383	.175	.589	.464	.331	.004			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR2	Pearson Correlation	.355	1	.271	.316	.099	.226	.092	-.268	.515**	.362	.185	-.085	.180	.100	.150	.214	-.084	-.231	-.100	.420			
	Sig. (2-tailed)	.054		.147	.089	.604	.230	.628	.152	.004	.049	.328	.657	.342	.601	.430	.256	.659	.219	.598	.021			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR3	Pearson Correlation	.293	.271	1	.307	.578**	.489**	.364*	.135	-.054	.252	.394*	.447*	.051	.255	-.200	.220	.093	.202	.050	.602*			
	Sig. (2-tailed)	.115	.147		.099	.001	.006	.048	.478	.776	.179	.031	.013	.790	.174	.289	.243	.626	.285	.792	.000			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR4	Pearson Correlation	.289	.316	.307	1	.094	.081	.388*	.215	.361*	.345	-.022	.139	-.096	-.116	-.036	.152	.160	-.004	.076	.457*			
	Sig. (2-tailed)	.122	.089	.099		.622	.672	.034	.253	.050	.062	.908	.464	.613	.542	.852	.423	.398	.985	.688	.011			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR5	Pearson Correlation	.371*	.099	.578**	.094	1	.360	.121	-.031	-.140	-.005	.256	.336	.162	.269	-.055	.209	.205	.092	.378*	.503*			
	Sig. (2-tailed)	.044	.604	.001	.622		.051	.525	.870	.461	.981	.172	.069	.393	.150	.772	.268	.277	.627	.039	.005			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR6	Pearson Correlation	.158	.226	.489**	.081	.360	1	-.026	-.165	.099	.238	.191	.063	-.131	.319	-.034	.142	-.104	.344	.373*	.413*			
	Sig. (2-tailed)	.404	.230	.006	.672	.051		.892	.383	.602	.206	.312	.739	.490	.085	.857	.454	.584	.063	.043	.023			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR7	Pearson Correlation	.243	.092	.364*	.388*	.121	-.026	1	.234	.022	.293	.397*	.391*	.186	.054	.107	.362	-.134	-.005	-.160	.450*			
	Sig. (2-tailed)	.195	.628	.048	.034	.525	.892		.214	.908	.117	.030	.033	.326	.776	.574	.049	.480	.981	.399	.013			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR8	Pearson Correlation	-.273	-.268	.135	.215	-.031	-.165	.234	1	-.335	-.102	.000	-.095	-.054	-.137	.223	-.307	-.035	.031	-.124	-.046			
	Sig. (2-tailed)	.144	.152	.478	.253	.870	.383	.214		.070	.592	.183	.617	.777	.471	.236	.099	.856	.870	.513	.810			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR9	Pearson Correlation	.156	.515**	-.054	.361*	-.140	.099	.022	-.335	1	.250	.183	.081	.178	.165	.011	.134	.266	-.060	.159	.399*			
	Sig. (2-tailed)	.410	.004	.776	.050	.461	.602	.908	.070		.183	.333	.670	.348	.383	.954	.481	.155	.753	.402	.029			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR10	Pearson Correlation	.327	.362*	.252	.345	-.005	.238	.293	-.102	.250	1	.222	.425*	.256	.213	.270	.506*	.263	.255	.024	.642*			
	Sig. (2-tailed)	.078	.049	.179	.062	.981	.206	.117	.592	.183		.237	.019	.171	.259	.149	.004	.160	.173	.899	.000			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR11	Pearson Correlation	.212	.185	.394*	-.022	.256	.191	.397*	.000	.183	.222	1	.260	.076	.149	.000	.318	.159	.333	.027	.496*			
	Sig. (2-tailed)	.261	.328	.031	.908	.172	.312	.030	1.000	.333	.237		.166	.690	.431	1.000	.086	.401	.072	.887	.005			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR12	Pearson Correlation	.246	-.085	.447*	.139	.336	.063	.391*	-.095	.081	.425*	.260	1	.365*	.385*	-.168	.553*	.208	.196	.113	.576*			
	Sig. (2-tailed)	.189	.657	.013	.464	.069	.739	.033	.617	.670	.019	.166		.047	.036	.375	.002	.271	.300	.554	.001			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR13	Pearson Correlation	.297	.180	.051	-.096	.162	-.131	.186	-.054	.178	.256	.076	.365*	1	.556**	.041	.351	.193	.149	.099	.467*			
	Sig. (2-tailed)	.111	.342	.790	.613	.393	.490	.326	.777	.348	.171	.690	.047		.001	.830	.057	.307	.431	.604	.009			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR14	Pearson Correlation	.214	.100	.255	-.116	.269	.319	.054	-.137	.165	.213	.149	.385*	.556**	1	-.040	.562*	.326	.404	.389	.603*			
	Sig. (2-tailed)	.257	.601	.174	.542	.150	.085	.776	.471	.383	.259	.431	.036	.001		.833	.001	.079	.027	.034	.000			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR15	Pearson Correlation	-.165	.150	-.200	-.036	-.055	-.034	.107	.223	.011	.270	.000	-.168	.041	-.040	1	-.013	.000	-.152	-.146	.073			
	Sig. (2-tailed)	.383	.430	.289	.852	.772	.857	.574	.236	.954	.149	1.000	.375	.830	.833		.945	1.000	.423	.441	.702			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR16	Pearson Correlation	.255	.214	.220	.152	.209	.142	.362*	-.307*	.134	.506*	.318	.553*	.351	.562**	-.013	1	.169	.233	.138	.622*			
	Sig. (2-tailed)	.175	.256	.243	.423	.268	.454	.049	.099	.481	.004	.086	.002	.057	.001	.945		.371	.215	.467	.000			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR17	Pearson Correlation	.103	-.084	.093	.160	.205	-.104	-.134	-.035	.266	.263	.159	.208	.193	.326	.000	.169	1	.317	.365*	.433*			
	Sig. (2-tailed)	.589	.659	.626	.398	.277	.584	.480	.856	.155	.160	.401	.271	.307	.079	1.000	.371		.088	.047	.017			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR18	Pearson Correlation	-.139	-.231	.202	-.004	.092	.344	-.005	.031	-.060	.255	.333	.196	.149	.404*	-.152	.233	.317	1	.376*	.377*			
	Sig. (2-tailed)	.464	.219	.285	.985	.627	.063	.981	.870	.753	.173	.072	.300	.431	.027	.423	.215	.088		.039	.040			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
BUTIR19	Pearson Correlation	.184	-.100	.050	.076	.378*	.373*	-.160	-.124	.159	.024	.027	.113	.099	.389*	-.146	.138	.365*	.378*	1	.383*			
	Sig. (2-tailed)	.331	.598	.792	.688	.039	.043	.399	.513	.402	.899	.887	.554	.604	.034	.441	.467	.047	.039		.037			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			
TOTAL_X1	Pearson Correlation	.509**	.420*	.602**	.457*	.503**	.413*	.450*	-.046	.399*	.642**	.496**	.576**	.467**	.603**	.073	.622**	.377*	.383*	1				
	Sig. (2-tailed)	.004	.021	.000	.011	.005	.023	.013	.810	.029	.000	.005	.001	.009	.000	.702	.000	.017	.040	.037				
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30			

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

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

HASIL Uji VALIDITAS VARIABEL KUALITAS PRODUK (X₂)

		Correlations																			
		BUTIR_20	BUTIR_21	BUTIR_22	BUTIR_23	BUTIR_24	BUTIR_25	BUTIR_26	BUTIR_27	BUTIR_28	BUTIR_29	BUTIR_30	BUTIR_31	BUTIR_32	BUTIR_33	BUTIR_34	BUTIR_35	BUTIR_36	BUTIR_37	BUTIR_38	TOTAL_X2
BUTIR_20	Pearson Correlation	1	.427	-.053	.697**	-.063	.470**	-.017	.315	.059	.203	-.063	.197	-.017	.315	.059	.366	.460	-.063	.470**	.372
	Sig. (2-tailed)		.019	.783	.000	.740	.009	.928	.090	.756	.283	.740	.298	.928	.090	.756	.047	.011	.740	.009	.043
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_21	Pearson Correlation	.427*	1	.369	.612**	.397	.578**	.302	.183	.485**	.395*	.397	.391	.302	.183	.485**	.584**	.533*	.397	.578**	.721**
	Sig. (2-tailed)	.019		.045	.000	.030	.001	.104	.334	.007	.031	.030	.033	.104	.334	.007	.001	.002	.030	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_22	Pearson Correlation	-.053	.369*	1	.151	.488**	.114	.149	-.495**	.051	-.058	.488**	.224	.149	-.495**	.051	.287	.087	.488**	.114	.263
	Sig. (2-tailed)	.783	.045		.426	.006	.549	.432	.005	.788	.759	.006	.233	.432	.005	.788	.123	.646	.006	.549	.160
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_23	Pearson Correlation	.697**	.612**	.151	1	.389*	.660**	.370*	.298	.340	.452*	.389*	.319	.370*	.298	.340	.596**	.870*	.389*	.660**	.765**
	Sig. (2-tailed)	.000	.000	.426		.034	.000	.044	.109	.066	.012	.034	.086	.044	.109	.066	.001	.000	.034	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_24	Pearson Correlation	-.063	.397*	.488**	.389*	1	.108	.409*	-.120	.176	.100	1.000**	-.127	.409*	-.120	.176	.661**	.330	1.000**	.108	.562**
	Sig. (2-tailed)	.740	.030	.006	.034		.572	.025	.528	.352	.598	.000	.505	.025	.528	.352	.000	.075	.000	.572	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_25	Pearson Correlation	.470**	.578**	.114	.660**	.108	1	.429*	.368	.641**	.658**	.108	.766**	.429*	.368	.641**	.477**	.612**	.108	1.000**	.783*
	Sig. (2-tailed)	.009	.001	.549	.000	.572		.018	.052	.000	.000	.572	.000	.018	.052	.000	.008	.000	.572	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_26	Pearson Correlation	-.017	.302	.149	.370*	.409*	.429*	1	.236	.336	.383*	.409*	.168	1.000**	.236	.336	.659**	.565*	.409*	.429*	.626*
	Sig. (2-tailed)	.928	.104	.432	.044	.025	.018		.210	.070	.037	.025	.375	.000	.210	.070	.000	.001	.025	.018	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_27	Pearson Correlation	.315	.183	-.495**	.298	-.120	.358	.236	1	.406*	.520*	-.120	.213	.236	1.000**	.406*	.221	.255	-.120	.358	.439*
	Sig. (2-tailed)	.090	.334	.005	.109	.528	.052	.210		.026	.003	.528	.259	.210	.000	.026	.242	.173	.528	.052	.015
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_28	Pearson Correlation	.059	.485**	.051	.340	.176	.641**	.336	.406*	1	.921**	.176	.506**	.336	.406*	1.000**	.486**	.295	.176	.641**	.749*
	Sig. (2-tailed)	.756	.007	.788	.066	.352	.000	.070	.026		.000	.352	.004	.070	.026	.000	.006	.113	.352	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_29	Pearson Correlation	.203	.395*	-.058	.452*	.100	.658**	.383*	.520*	.921**	1	.100	.494**	.383*	.520*	.921**	.462*	.393	.100	.658**	.755*
	Sig. (2-tailed)	.283	.031	.759	.012	.598	.000	.037	.003	.000		.598	.005	.037	.003	.000	.010	.032	.598	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_30	Pearson Correlation	-.063	.397*	.488**	.389*	1.000**	.108	.409*	-.120	.176	.100	1	-.127	.409*	-.120	.176	.661**	.330	1.000**	.108	.562**
	Sig. (2-tailed)	.740	.030	.006	.034	.000	.572	.025	.528	.352	.598		.505	.025	.528	.352	.000	.075	.000	.572	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_31	Pearson Correlation	.197	.391*	.224	.319	-.127	.766**	.168	.213	.506**	.494**	-.127	1	.168	.213	.506**	.081	.321	-.127	.766**	.485*
	Sig. (2-tailed)	.298	.033	.233	.086	.505	.000	.375	.259	.004	.005	.505		.375	.259	.004	.670	.084	.505	.000	.007
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_32	Pearson Correlation	-.017	.302	.149	.370*	.409*	.429*	1.000**	.236	.336	.383*	.409*	.168	1	.236	.336	.659**	.565*	.409*	.429*	.626*
	Sig. (2-tailed)	.928	.104	.432	.044	.025	.018	.000	.210	.070	.037	.025	.375		.210	.070	.000	.001	.025	.018	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_33	Pearson Correlation	.315	.183	-.495**	.298	-.120	.358	.236	1.000**	.406*	.520*	-.120	.213	.236	1	.406*	.221	.255	-.120	.358	.439*
	Sig. (2-tailed)	.090	.334	.005	.109	.528	.052	.210	.000	.026	.003	.528	.259	.210	.000	.026	.242	.173	.528	.052	.015
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_34	Pearson Correlation	.059	.485**	.051	.340	.176	.641**	.336	.406*	1.000**	.921**	.176	.506**	.336	.406*	1	.486**	.295	.176	.641**	.749*
	Sig. (2-tailed)	.756	.007	.788	.066	.352	.000	.070	.026	.000	.000	.352	.004	.070	.026	.000	.006	.113	.352	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_35	Pearson Correlation	.366*	.584**	.287	.596**	.661**	.477**	.659**	.221	.486**	.462*	.661**	.081	.659**	.221	.486**	1	.532*	.661**	.477**	.805*
	Sig. (2-tailed)	.047	.001	.123	.001	.000	.008	.000	.242	.006	.010	.000	.670	.000	.242	.006		.002	.000	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_36	Pearson Correlation	.460*	.533*	.087	.870*	.330	.612**	.565*	.255	.295	.393*	.330	.321	.565*	.255	.295	.532*	1	.330	.612**	.705*
	Sig. (2-tailed)	.011	.002	.646	.000	.075	.000	.001	.173	.113	.032	.075	.084	.001	.173	.113	.002		.075	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_37	Pearson Correlation	-.063	.397*	.488**	.389*	1.000**	.108	.409*	-.120	.176	.100	1.000**	-.127	.409*	-.120	.176	.661**	.330	1	.108	.562**
	Sig. (2-tailed)	.740	.030	.006	.034	.000	.572	.025	.528	.352	.598	.000	.505	.025	.528	.352	.000	.075		.572	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BUTIR_38	Pearson Correlation	.470**	.578**	.114	.660**	.108	1.000**	.429*	.368	.641**	.658**	.108	.766**	.429*	.368	.641**	.477**	.612**	.108	1	.783*
	Sig. (2-tailed)	.009	.001	.549	.000	.572	.000	.018	.052	.000	.000	.572	.000	.018	.052	.000	.008	.000	.572		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL_X2	Pearson Correlation	.372*	.721**	.263	.765**	.562**	.783**	.626*	.439*	.749*	.755*	.562*	.485*	.626*	.439*	.749*	.805*	.705*	.562*	.783**	1
	Sig. (2-tailed)	.043	.000	.160	.000	.001	.000	.000	.015	.000	.000	.001	.007	.000	.015	.000	.000	.000	.001	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

HASIL Uji VALIDITAS VARIABEL KEPUASAN PELANGGAN (Y)

Correlations

		BUTIR_39	BUTIR_40	BUTIR_41	BUTIR_42	BUTIR_43	BUTIR_44	BUTIR_45	TOTAL_Y
BUTIR_39	Pearson Correlation	1	.355	.302	.520**	.313	.135	-.040	.708**
	Sig. (2-tailed)		.055	.105	.003	.093	.477	.833	.000
	N	30	30	30	30	30	30	30	30
BUTIR_40	Pearson Correlation	.355	1	.484**	.388*	-.045	.340	.259	.617**
	Sig. (2-tailed)	.055		.007	.034	.812	.066	.167	.000
	N	30	30	30	30	30	30	30	30
BUTIR_41	Pearson Correlation	.302	.484**	1	.512**	.218	.671**	.535**	.783**
	Sig. (2-tailed)	.105	.007		.004	.247	.000	.002	.000
	N	30	30	30	30	30	30	30	30
BUTIR_42	Pearson Correlation	.520**	.388*	.512**	1	.229	.193	-.014	.734**
	Sig. (2-tailed)	.003	.034	.004		.223	.307	.940	.000
	N	30	30	30	30	30	30	30	30
BUTIR_43	Pearson Correlation	.313	-.045	.218	.229	1	.000	.044	.487**
	Sig. (2-tailed)	.093	.812	.247	.223		1.000	.818	.006
	N	30	30	30	30	30	30	30	30
BUTIR_44	Pearson Correlation	.135	.340	.671**	.193	.000	1	.598**	.546**
	Sig. (2-tailed)	.477	.066	.000	.307	1.000		.000	.002
	N	30	30	30	30	30	30	30	30
BUTIR_45	Pearson Correlation	-.040	.259	.535**	-.014	.044	.598**	1	.377*
	Sig. (2-tailed)	.833	.167	.002	.940	.818	.000		.040
	N	30	30	30	30	30	30	30	30
TOTAL_Y	Pearson Correlation	.708**	.617**	.783**	.734**	.487**	.546**	.377*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.006	.002	.040	
	N	30	30	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 Statistics

Cronbach's Alpha	N of Items
.706	7

HASIL OUTPUT SPSS 100 RESPONDEN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	807.239	2	403.620	69.108	.000 ^b
	Residual	566.521	97	5.840		
	Total	1373.760	99			

a. Dependent Variable: Kepuasan Pelanggan

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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-26.098	5.330		-4.896	.000		
	Kualitas Pelayanan	.611	.053	.756	11.537	.000	.990	1.010
	Kualitas Produk	.163	.048	.224	3.411	.001	.990	1.010

a. Dependent Variable: Kepuasan Pelanggan

Model Summary^b

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	.767 ^a	.588	.579	2.417	.588	69.108	2	97	.000	1.185

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

b. Dependent Variable: Kepuasan Pelanggan

One-Sample Kolmogorov-Smirnov Test

		Kualitas Pelayanan	Kualitas Produk Motor Honda	Kepuasan Pelanggan
N		100	100	100
Normal Parameters ^{a,b}	Mean	70.45	72.13	28.68
	Std. Deviation	4.611	5.114	3.725
	Absolute	.100	.111	.098
Most Extreme Differences	Positive	.041	.111	.098
	Negative	-.100	-.070	-.094
Kolmogorov-Smirnov Z		.999	1.115	.984
Asymp. Sig. (2-tailed)		.271	.167	.288

a. Test distribution is Normal.

b. Calculated from data.

