

## BAB IV

### PENUTUP

#### 4.1 Kesimpulan

Penelitian ini bertujuan untuk mengetahui penilaian konsumen terhadap faktor informasi, kinerja, atribut produk-produk, dan tingkat kepuasan konsumen terhadap faktor informasi, kinerja, dan atribut produk-produk Gunung Laut Emas, serta untuk menguji secara empiris pengaruh faktor informasi, kinerja, dan atribut produk-produk Gunung Laut Emas terhadap tingkat kepuasan konsumen

Dari hasil analisis data yang meliputi analisis rata-rata hitung (*arithmetic mean*) dan analisis regresi berganda dapat disimpulkan hasil sebagai berikut.

1. Hasil analisis rata-rata hitung (*arithmetic mean*) menunjukkan bahwa para konsumen *baby product supplier* Gunung Laut Mas Yogyakarta rata-rata menilai faktor informasi, kinerja, dan atribut produk-produk yang disediakan oleh *baby product supplier* Gunung Laut Mas Yogyakarta dalam kategori baik. Berdasarkan hasil analisis rata-rata hitung tersebut dapat disimpulkan bahwa hipotesis pertama tidak terbukti kebenarannya dalam penelitian ini.
2. Hasil analisis rata-rata hitung (*arithmetic mean*) untuk mengetahui tingkat kepuasan konsumen *baby product supplier* Gunung Laut Mas Yogyakarta, memberikan hasil rata-rata konsumen yang terpilih sebagai responden penelitian menunjukkan kepuasan pada kategori tinggi. Hal tersebut dapat diartikan bahwa para konsumen *baby product supplier* Gunung Laut Mas

Yogyakarta rata-rata merasa puas pada produk-produk yang disediakan oleh *baby product supplier* Gunung Laut Mas Yogyakarta. Berdasarkan hasil analisis rata-rata hitung untuk mengetahui tingkat kepuasan konsumen tersebut dapat disimpulkan bahwa hipotesis kedua tidak terbukti kebenarannya dalam penelitian ini.

3. Hasil analisis regresi berganda menunjukkan hasil pengujian tingkat signifikansi koefisien regresi secara parsial dengan uji t dan secara simultan dengan uji F telah membuktikan hipotesis penelitian yang menyatakan adanya pengaruh faktor informasi produk, kinerja produk, dan atribut produk-produk *baby product supplier* Gunung Laut Mas Yogyakarta terhadap kepuasan konsumen.

#### 4.2 Saran

Di akhir tulisan ini penulis akan memberikan beberapa saran kepada pihak manajemen Gunung Laut Mas Yogyakarta yang mungkin dapat dijadikan bahan pertimbangan di dalam mengambil keputusan.

1. Hasil analisis rata-rata hitung menunjukkan bahwa penilaian konsumen terhadap faktor informasi, kinerja, dan atribut produk-produk yang disediakan oleh Gunung Laut Mas Yogyakarta berada pada kategori baik yang tidak sesuai dengan hipotesis penelitian yang diajukan, oleh karena itu disarankan agar pihak manajemen Gunung Laut Mas Yogyakarta harus benar-benar memperhatikan faktor informasi, kinerja dan atribut agar konsumen (toko)

mau melakukan pembelian kembali. Faktor informasi dari *supplier* seperti jenis-jenis produk dan cara penggunaan produk harus diinformasikan secara jelas kepada konsumen. Faktor kinerja ini lebih dimaksudkan ke kemudahan produk didapat dan juga *image* dari produk itu sendiri. Sedangkan faktor atribut lebih melihat ke kualitas produk.

2. Hasil analisis rata-rata hitung menunjukkan bahwa kepuasan konsumen Gunung Laut Mas Yogyakarta berada pada kategori tinggi, hal ini tidak sesuai dengan hipotesis penelitian yang diajukan, oleh karena itu disarankan agar pihak manajemen Gunung Laut Mas Yogyakarta untuk memfokuskan semua usaha perusahaan pada penyediaan *customer service* yang *superior* untuk meningkatkan kepuasan serta mempertahankan pelanggan yang sudah ada dan menarik para pelanggan baru.

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## **LAMPIRAN**

- **KUESIONER**
- **JAWABAN RESPONDEN**
- **VALIDITAS DAN RELIABILITAS**
- **HASIL PENILAIAN KONSUMEN DAN KEPUASAN  
KONSUMEN MENGGUNAKAN RATA-RATA HITUNG**
- **HASIL REGRESI UNTUK PENGUJIAN PENGARUH**
- **TABEL R**



# LAMPIRAN

## KUISIONER

### Bagian I

Bagian pertama ini berisi mengenai pertanyaan tentang profil responden sebagai konsumen produk GLM.

Petunjuk : jawablah pertanyaan- pertanyaan berikut dengan memberi tanda ( / ) pada tempat yang telah disediakan.

### Profil responden

1. Jenis/Toko :

- Baby Shop
- Toserba
- warung

2. Produk yang pernah di order :

- Konveksi ( Setelan, Baju Bayi, Celana Bayi, Gurita, Popok, Dan lain- lain )
- Perlengkapan Tidur ( Kasur set, Bantal Guling Set, Dan lain- lain )
- Dan lain- lain.

### Bagian II

Pada bagian kedua ini merupakan pernyataan penilaian konsumen terhadap faktor informasi, kinerja, dan atribut produk GLM ( Gunung Laut Emas ).

Petunjuk : jawablah pertanyaan berikut dengan memberikan tanda ( / ) pada kolom yang tersedia.

SS : Sangat Setuju

TS : Tidak Setuju

S : Setuju

STS : Sangat Tidak Setuju

N : Netral

Menurut anda,

| Keterangan  | SS | S | N | TS | STS |
|---|----|---|---|----|-----|
| 1. Dari prosur yang ada, anda memperoleh informasi yang jelas mengenai jenis produk GLM yang ditawarkan                               |    |   |   |    |     |
| 2. Dari prosur yang ada, anda memperoleh informasi yang jelas mengenai informasi teknis penggunaan produk                             |    |   |   |    |     |
| 3. Dari distributor ( GLM ), anda memperoleh informasi yang jelas mengenai informasi teknis penggunaan produk yang ditawarkan.        |    |   |   |    |     |
| 4. Dari distributor ( GLM ), anda memperoleh informasi yang jelas mengenai mutu produk yang ditawarkan.                               |    |   |   |    |     |
| 5. Dari distributor (GLM ), anda memperoleh informasi yang jelas mengenai informasi yang jelas mengenai jenis produk yang ditawarkan. |    |   |   |    |     |
| 6. Produk GLM yang anda order mudah didapat   |    |   |   |    |     |
| 7. Produk GLM yang sudah anda order cepat dikirim   |    |   |   |    |     |
| 8. Dalam benak anda, GLM memiliki image produk yang lebih baik dari produk lain yang sejenis  |    |   |   |    |     |



|  |  |  |  |  |  |
|--|--|--|--|--|--|
| 9. Dalam benak anda, GLM memiliki image produk yang murah dari produk lain yang sejenis. |  |  |  |  |  |
| 10. Dalam benak anda, produk GLM cepat dalam repeat order.                               |  |  |  |  |  |
| 11. Produk GLM pada umumnya mudah dijual   |  |  |  |  |  |
| 12. Produk GLM cepat dalam repeat order.   |  |  |  |  |  |
| 13. Produk GLM memiliki kemasan yang menjamin kualitas isinya                            |  |  |  |  |  |
| 14. Produk GLM memiliki kemasan yang menarik.  |  |  |  |  |  |

### Bagian III

Bagian ketiga ini merupakan bagian terakhir yang berisi pernyataan tentang tingkat kepuasan konsumen.

Petunjuk : jawablah pertanyaan berikut dengan memberikan tanda ( / ) pada kolom yang tersedia.

SS : Sangat Setuju

TS : Tidak Setuju

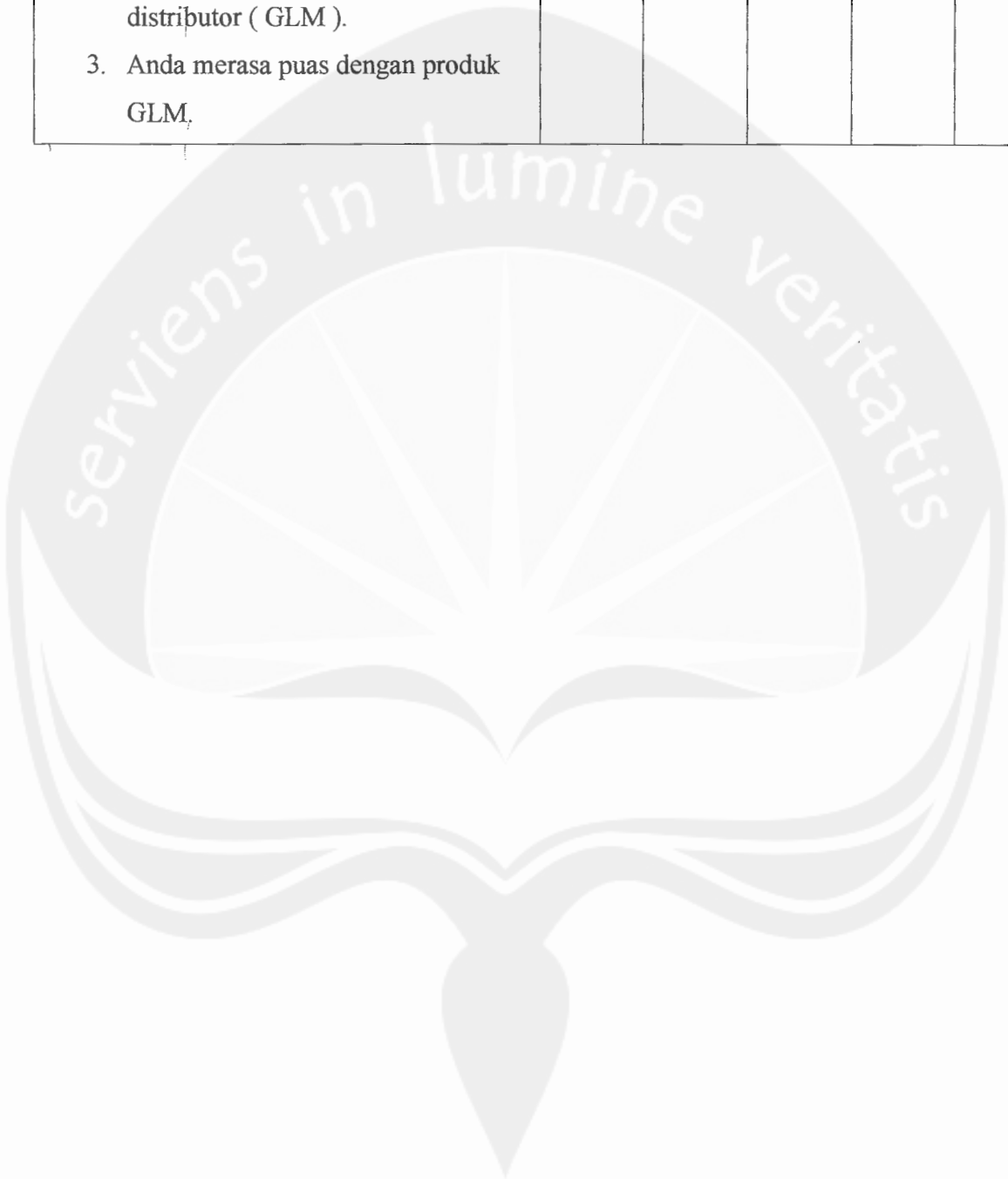
S : Setuju

STS : Sangat Tidak Setuju

N : Netral

Menurut anda,

| Keterangan                                      | SS | S | N | TS | STS |
|---|----|---|---|----|-----|
| 1. Anda merasa puas dengan brosur produk GLM.   |    |   |   |    |     |
| 2. Anda merasa puas dengan distributor ( GLM ). |    |   |   |    |     |
| 3. Anda merasa puas dengan produk GLM.          |    |   |   |    |     |



|    | toko     | produk    | y1 | y2 | y3 | y  | ybar | x1_1 | x1_2 | x1_3 | x1_4 | x1_5 | x1 |
|----|----------|-----------|----|----|----|----|------|------|------|------|------|------|----|
| 1  | Baby Sho | Konveksi  | 5  | 5  | 5  | 15 | 5.00 | 5    | 5    | 5    | 5    | 5    | 25 |
| 2  | Baby Sho | Konveksi  | 3  | 3  | 3  | 9  | 3.00 | 2    | 4    | 5    | 4    | 5    | 11 |
| 3  | Baby Sho | Konveksi  | 3  | 3  | 3  | 9  | 3.00 | 4    | 4    | 5    | 4    | 5    | 13 |
| 4  | Toserba  | Lain-lain | 3  | 3  | 4  | 10 | 3.33 | 3    | 3    | 4    | 3    | 4    | 17 |
| 5  | Toserba  | Konveksi  | 5  | 5  | 5  | 15 | 5.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 6  | Toserba  | Konveksi  | 5  | 4  | 3  | 12 | 4.00 | 4    | 3    | 5    | 3    | 5    | 20 |
| 7  | Toserba  | Perlengka | 3  | 4  | 4  | 11 | 3.67 | 4    | 3    | 4    | 3    | 4    | 18 |
| 8  | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 3    | 3    | 4    | 3    | 4    | 17 |
| 9  | Toserba  | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 3    | 3    | 4    | 3    | 4    | 17 |
| 10 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 11 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 12 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 3    | 4    | 3    | 4    | 18 |
| 13 | Toserba  | Perlengka | 4  | 5  | 4  | 13 | 4.33 | 4    | 5    | 5    | 5    | 5    | 24 |
| 14 | Toserba  | Lain-lain | 4  | 5  | 4  | 13 | 4.33 | 4    | 5    | 5    | 5    | 5    | 24 |
| 15 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 16 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 17 | Baby Sho | Lain-lain | 4  | 4  | 3  | 11 | 3.67 | 3    | 3    | 5    | 3    | 5    | 19 |
| 18 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 3    | 3    | 5    | 3    | 5    | 19 |
| 19 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 3    | 3    | 3    | 3    | 3    | 15 |
| 20 | Baby Sho | Perlengka | 4  | 3  | 3  | 10 | 3.33 | 3    | 3    | 3    | 3    | 3    | 15 |
| 21 | Baby Sho | Konveksi  | 3  | 4  | 4  | 11 | 3.67 | 3    | 2    | 3    | 2    | 3    | 13 |
| 22 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 3    | 2    | 3    | 2    | 3    | 13 |
| 23 | Baby Sho | Konveksi  | 5  | 5  | 5  | 15 | 5.00 | 3    | 3    | 4    | 3    | 4    | 17 |
| 24 | Toserba  | Lain-lain | 4  | 4  | 4  | 12 | 4.00 | 2    | 4    | 5    | 4    | 5    | 20 |
| 25 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 3    | 2    | 4    | 2    | 4    | 15 |
| 26 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 3    | 3    | 4    | 3    | 4    | 17 |
| 27 | Toserba  | Lain-lain | 4  | 4  | 2  | 10 | 3.33 | 4    | 2    | 4    | 2    | 4    | 16 |
| 28 | Toserba  | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 29 | Baby Sho | Konveksi  | 2  | 4  | 2  | 8  | 2.67 | 2    | 2    | 5    | 2    | 5    | 16 |
| 30 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 2    | 4    | 5    | 4    | 5    | 20 |
| 31 | Baby Sho | Konveksi  | 4  | 5  | 5  | 14 | 4.67 | 3    | 4    | 5    | 4    | 5    | 21 |
| 32 | Toserba  | Lain-lain | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 4    | 4    | 4    | 20 |
| 33 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 4    | 4    | 4    | 20 |
| 34 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 3    | 5    | 3    | 5    | 20 |
| 35 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 5    | 4    | 5    | 4    | 22 |
| 36 | Toserba  | Konveksi  | 3  | 4  | 3  | 10 | 3.33 | 3    | 4    | 4    | 4    | 4    | 19 |
| 37 | Toserba  | Perlengka | 4  | 5  | 3  | 12 | 4.00 | 4    | 3    | 4    | 3    | 4    | 18 |
| 38 | Baby Sho | Perlengka | 4  | 4  | 2  | 10 | 3.33 | 3    | 3    | 3    | 3    | 3    | 15 |
| 39 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 3    | 3    | 5    | 3    | 5    | 19 |
| 40 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 41 | Toserba  | Perlengka | 5  | 5  | 4  | 14 | 4.67 | 4    | 4    | 5    | 4    | 5    | 22 |
| 42 | Baby Sho | Lain-lain | 4  | 4  | 4  | 12 | 4.00 | 4    | 3    | 4    | 3    | 4    | 18 |
| 43 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 4    | 4    | 4    | 20 |
| 44 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 3    | 4    | 3    | 4    | 18 |
| 45 | Baby Sho | Lain-lain | 4  | 4  | 4  | 12 | 4.00 | 4    | 2    | 4    | 2    | 4    | 16 |
| 46 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 4    | 4    | 4    | 20 |

|    | x1bar | x2_1 | x2_2 | x2_3 | x2_4 | x2_5 | x2 | x2bar | x3_1 | x3_2 | x3_3 | x3_4 | x3 | x3bar |
|----|-------|------|------|------|------|------|----|-------|------|------|------|------|----|-------|
| 1  | 5.00  | 5    | 5    | 5    | 5    | 5    | 25 | 5.00  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 2  | 4.00  | 4    | 4    | 4    | 4    | 2    | 18 | 3.60  | 4    | 3    | 4    | 3    | 14 | 3.50  |
| 3  | 4.40  | 4    | 4    | 4    | 4    | 2    | 18 | 3.60  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 4  | 3.40  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 2    | 4    | 2    | 12 | 3.00  |
| 5  | 4.40  | 5    | 5    | 5    | 5    | 5    | 25 | 5.00  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 6  | 4.00  | 4    | 4    | 4    | 3    | 4    | 19 | 3.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 7  | 3.60  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 2    | 4    | 2    | 12 | 3.00  |
| 8  | 3.40  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 2    | 4    | 2    | 12 | 3.00  |
| 9  | 3.40  | 4    | 4    | 4    | 3    | 4    | 19 | 3.80  | 4    | 2    | 4    | 2    | 12 | 3.00  |
| 10 | 4.40  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 11 | 4.40  | 5    | 5    | 5    | 5    | 3    | 23 | 4.60  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 12 | 3.60  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 13 | 4.80  | 5    | 5    | 5    | 5    | 4    | 24 | 4.80  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 14 | 4.80  | 5    | 5    | 5    | 5    | 5    | 25 | 5.00  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 15 | 4.40  | 5    | 5    | 5    | 4    | 4    | 23 | 4.60  | 4    | 5    | 4    | 5    | 18 | 4.50  |
| 16 | 4.40  | 5    | 5    | 5    | 4    | 4    | 23 | 4.60  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 17 | 3.80  | 5    | 5    | 4    | 5    | 5    | 24 | 4.80  | 4    | 3    | 4    | 3    | 14 | 3.50  |
| 18 | 3.80  | 4    | 4    | 5    | 4    | 3    | 20 | 4.00  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 19 | 3.00  | 5    | 5    | 5    | 5    | 1    | 21 | 4.20  | 4    | 3    | 4    | 3    | 14 | 3.50  |
| 20 | 3.00  | 4    | 4    | 3    | 3    | 3    | 17 | 3.40  | 4    | 3    | 4    | 3    | 14 | 3.50  |
| 21 | 2.60  | 5    | 5    | 4    | 3    | 1    | 18 | 3.60  | 3    | 2    | 3    | 2    | 10 | 2.50  |
| 22 | 2.60  | 5    | 5    | 5    | 5    | 1    | 21 | 4.20  | 4    | 2    | 4    | 2    | 12 | 3.00  |
| 23 | 3.40  | 4    | 4    | 1    | 5    | 1    | 15 | 3.00  | 5    | 4    | 5    | 4    | 18 | 4.50  |
| 24 | 4.00  | 5    | 5    | 5    | 4    | 5    | 24 | 4.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 25 | 3.00  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 26 | 3.40  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 27 | 3.20  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 28 | 4.40  | 3    | 3    | 3    | 4    | 4    | 17 | 3.40  | 5    | 4    | 5    | 4    | 18 | 4.50  |
| 29 | 3.20  | 3    | 3    | 3    | 1    | 1    | 11 | 2.20  | 4    | 2    | 4    | 2    | 12 | 3.00  |
| 30 | 4.00  | 5    | 5    | 5    | 5    | 4    | 24 | 4.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 31 | 4.20  | 5    | 5    | 5    | 5    | 5    | 25 | 5.00  | 5    | 4    | 5    | 4    | 18 | 4.50  |
| 32 | 4.00  | 4    | 4    | 4    | 4    | 3    | 19 | 3.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 33 | 4.00  | 4    | 4    | 4    | 3    | 4    | 19 | 3.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 34 | 4.00  | 5    | 5    | 3    | 3    | 4    | 20 | 4.00  | 4    | 3    | 4    | 3    | 14 | 3.50  |
| 35 | 4.40  | 4    | 4    | 4    | 5    | 4    | 21 | 4.20  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 36 | 3.80  | 4    | 4    | 4    | 3    | 4    | 19 | 3.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 37 | 3.60  | 4    | 4    | 4    | 3    | 1    | 16 | 3.20  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 38 | 3.00  | 4    | 4    | 4    | 4    | 2    | 18 | 3.60  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 39 | 3.80  | 5    | 5    | 5    | 5    | 4    | 24 | 4.80  | 4    | 3    | 4    | 3    | 14 | 3.50  |
| 40 | 4.40  | 5    | 5    | 5    | 5    | 4    | 24 | 4.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 41 | 4.40  | 5    | 5    | 5    | 4    | 5    | 24 | 4.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 42 | 3.60  | 4    | 4    | 3    | 4    | 4    | 19 | 3.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 43 | 4.00  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 3    | 3    | 3    | 3    | 12 | 3.00  |
| 44 | 3.60  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 3    | 2    | 3    | 2    | 10 | 2.50  |
| 45 | 3.20  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 46 | 4.00  | 4    | 4    | 4    | 3    | 4    | 19 | 3.80  | 5    | 4    | 5    | 4    | 18 | 4.50  |

|    | toko     | produk    | y1 | y2 | y3 | y  | ybar | x1_1 | x1_2 | x1_3 | x1_4 | x1_5 | x1 |
|----|----------|-----------|----|----|----|----|------|------|------|------|------|------|----|
| 47 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 4    | 4    | 4    | 20 |
| 48 | Baby Sho | Perlengka | 5  | 4  | 4  | 13 | 4.33 | 3    | 3    | 4    | 3    | 4    | 17 |
| 49 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 3    | 4    | 3    | 4    | 18 |
| 50 | Toserba  | Perlengka | 4  | 4  | 3  | 11 | 3.67 | 4    | 4    | 5    | 4    | 5    | 22 |
| 51 | Toserba  | Konveksi  | 5  | 5  | 5  | 15 | 5.00 | 5    | 5    | 5    | 5    | 5    | 25 |
| 52 | Toserba  | Lain-lain | 3  | 3  | 3  | 9  | 3.00 | 2    | 4    | 5    | 4    | 5    | 11 |
| 53 | Toserba  | Perlengka | 3  | 3  | 3  | 9  | 3.00 | 4    | 4    | 5    | 4    | 5    | 13 |
| 54 | Toserba  | Konveksi  | 3  | 3  | 4  | 10 | 3.33 | 3    | 3    | 4    | 3    | 4    | 17 |
| 55 | Baby Sho | Lain-lain | 5  | 5  | 5  | 15 | 5.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 56 | Baby Sho | Perlengka | 5  | 4  | 3  | 12 | 4.00 | 4    | 3    | 5    | 3    | 5    | 20 |
| 57 | Baby Sho | Konveksi  | 3  | 4  | 4  | 11 | 3.67 | 4    | 3    | 4    | 3    | 4    | 18 |
| 58 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 3    | 3    | 4    | 3    | 4    | 17 |
| 59 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 3    | 3    | 4    | 3    | 4    | 17 |
| 60 | Baby Sho | Lain-lain | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 61 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 62 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 3    | 4    | 3    | 4    | 18 |
| 63 | Baby Sho | Perlengka | 4  | 5  | 4  | 13 | 4.33 | 4    | 5    | 5    | 5    | 5    | 24 |
| 64 | Toserba  | Konveksi  | 4  | 5  | 4  | 13 | 4.33 | 4    | 5    | 5    | 5    | 5    | 24 |
| 65 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 66 | Toserba  | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 67 | Toserba  | Konveksi  | 4  | 4  | 3  | 11 | 3.67 | 3    | 3    | 5    | 3    | 5    | 19 |
| 68 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 3    | 3    | 5    | 3    | 5    | 19 |
| 69 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 3    | 3    | 3    | 3    | 3    | 15 |
| 70 | Baby Sho | Lain-lain | 4  | 3  | 3  | 10 | 3.33 | 3    | 3    | 3    | 3    | 3    | 15 |
| 71 | Toserba  | Konveksi  | 3  | 4  | 4  | 11 | 3.67 | 3    | 2    | 3    | 2    | 3    | 13 |
| 72 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 3    | 2    | 3    | 2    | 3    | 13 |
| 73 | Toserba  | Lain-lain | 5  | 5  | 5  | 15 | 5.00 | 3    | 3    | 4    | 3    | 4    | 17 |
| 74 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 2    | 4    | 5    | 4    | 5    | 20 |
| 75 | Toserba  | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 3    | 2    | 4    | 2    | 4    | 15 |
| 76 | Toserba  | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 3    | 3    | 4    | 3    | 4    | 17 |
| 77 | Baby Sho | Konveksi  | 4  | 4  | 2  | 10 | 3.33 | 4    | 2    | 4    | 2    | 4    | 16 |
| 78 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 79 | Baby Sho | Konveksi  | 2  | 4  | 2  | 8  | 2.67 | 2    | 2    | 5    | 2    | 5    | 16 |
| 80 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 2    | 4    | 5    | 4    | 5    | 20 |
| 81 | Baby Sho | Lain-lain | 4  | 5  | 5  | 14 | 4.67 | 3    | 4    | 5    | 4    | 5    | 21 |
| 82 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 4    | 4    | 4    | 20 |
| 83 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 4    | 4    | 4    | 20 |
| 84 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 3    | 5    | 3    | 5    | 20 |
| 85 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 5    | 4    | 5    | 4    | 22 |
| 86 | Baby Sho | Perlengka | 3  | 4  | 3  | 10 | 3.33 | 3    | 4    | 4    | 4    | 4    | 19 |
| 87 | Toserba  | Perlengka | 4  | 5  | 3  | 12 | 4.00 | 4    | 3    | 4    | 3    | 4    | 18 |
| 88 | Toserba  | Konveksi  | 4  | 4  | 2  | 10 | 3.33 | 3    | 3    | 3    | 3    | 3    | 15 |
| 89 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 3    | 3    | 5    | 3    | 5    | 19 |
| 90 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 91 | Baby Sho | Lain-lain | 5  | 5  | 4  | 14 | 4.67 | 4    | 4    | 5    | 4    | 5    | 22 |
| 92 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 3    | 4    | 3    | 4    | 18 |

|    | x1bar | x2_1 | x2_2 | x2_3 | x2_4 | x2_5 | x2 | x2bar | x3_1 | x3_2 | x3_3 | x3_4 | x3 | x3bar |
|----|-------|------|------|------|------|------|----|-------|------|------|------|------|----|-------|
| 47 | 4.00  | 4    | 4    | 4    | 3    | 4    | 19 | 3.80  | 5    | 4    | 5    | 4    | 18 | 4.50  |
| 48 | 3.40  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 49 | 3.60  | 4    | 4    | 4    | 3    | 3    | 18 | 3.60  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 50 | 4.40  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 51 | 5.00  | 5    | 5    | 5    | 5    | 5    | 25 | 5.00  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 52 | 4.00  | 4    | 4    | 4    | 4    | 2    | 18 | 3.60  | 4    | 3    | 4    | 3    | 14 | 3.50  |
| 53 | 4.40  | 4    | 4    | 4    | 4    | 2    | 18 | 3.60  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 54 | 3.40  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 2    | 4    | 2    | 12 | 3.00  |
| 55 | 4.40  | 5    | 5    | 5    | 5    | 5    | 25 | 5.00  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 56 | 4.00  | 4    | 4    | 4    | 3    | 4    | 19 | 3.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 57 | 3.60  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 2    | 4    | 2    | 12 | 3.00  |
| 58 | 3.40  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 2    | 4    | 2    | 12 | 3.00  |
| 59 | 3.40  | 4    | 4    | 4    | 3    | 4    | 19 | 3.80  | 4    | 2    | 4    | 2    | 12 | 3.00  |
| 60 | 4.40  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 61 | 4.40  | 5    | 5    | 5    | 5    | 3    | 23 | 4.60  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 62 | 3.60  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 63 | 4.80  | 5    | 5    | 5    | 5    | 4    | 24 | 4.80  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 64 | 4.80  | 5    | 5    | 5    | 5    | 5    | 25 | 5.00  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 65 | 4.40  | 5    | 5    | 5    | 4    | 4    | 23 | 4.60  | 4    | 5    | 4    | 5    | 18 | 4.50  |
| 66 | 4.40  | 5    | 5    | 5    | 4    | 4    | 23 | 4.60  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 67 | 3.80  | 5    | 5    | 4    | 5    | 5    | 24 | 4.80  | 4    | 3    | 4    | 3    | 14 | 3.50  |
| 68 | 3.80  | 4    | 4    | 5    | 4    | 3    | 20 | 4.00  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 69 | 3.00  | 5    | 5    | 5    | 5    | 1    | 21 | 4.20  | 4    | 3    | 4    | 3    | 14 | 3.50  |
| 70 | 3.00  | 4    | 4    | 3    | 3    | 3    | 17 | 3.40  | 4    | 3    | 4    | 3    | 14 | 3.50  |
| 71 | 2.60  | 5    | 5    | 4    | 3    | 1    | 18 | 3.60  | 3    | 2    | 3    | 2    | 10 | 2.50  |
| 72 | 2.60  | 5    | 5    | 5    | 5    | 1    | 21 | 4.20  | 4    | 2    | 4    | 2    | 12 | 3.00  |
| 73 | 3.40  | 4    | 4    | 1    | 5    | 1    | 15 | 3.00  | 5    | 4    | 5    | 4    | 18 | 4.50  |
| 74 | 4.00  | 5    | 5    | 5    | 4    | 5    | 24 | 4.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 75 | 3.00  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 76 | 3.40  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 77 | 3.20  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 78 | 4.40  | 3    | 3    | 3    | 4    | 4    | 17 | 3.40  | 5    | 4    | 5    | 4    | 18 | 4.50  |
| 79 | 3.20  | 3    | 3    | 3    | 1    | 1    | 11 | 2.20  | 4    | 2    | 4    | 2    | 12 | 3.00  |
| 80 | 4.00  | 5    | 5    | 5    | 5    | 4    | 24 | 4.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 81 | 4.20  | 5    | 5    | 5    | 5    | 5    | 25 | 5.00  | 5    | 4    | 5    | 4    | 18 | 4.50  |
| 82 | 4.00  | 4    | 4    | 4    | 4    | 3    | 19 | 3.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 83 | 4.00  | 4    | 4    | 4    | 3    | 4    | 19 | 3.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 84 | 4.00  | 5    | 5    | 3    | 3    | 4    | 20 | 4.00  | 4    | 3    | 4    | 3    | 14 | 3.50  |
| 85 | 4.40  | 4    | 4    | 4    | 5    | 4    | 21 | 4.20  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 86 | 3.80  | 4    | 4    | 4    | 3    | 4    | 19 | 3.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 87 | 3.60  | 4    | 4    | 4    | 3    | 1    | 16 | 3.20  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 88 | 3.00  | 4    | 4    | 4    | 4    | 2    | 18 | 3.60  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 89 | 3.80  | 5    | 5    | 5    | 5    | 4    | 24 | 4.80  | 4    | 3    | 4    | 3    | 14 | 3.50  |
| 90 | 4.40  | 5    | 5    | 5    | 5    | 4    | 24 | 4.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 91 | 4.40  | 5    | 5    | 5    | 4    | 5    | 24 | 4.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 92 | 3.60  | 4    | 4    | 3    | 4    | 4    | 19 | 3.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |

|     | toko     | produk    | y1 | y2 | y3 | y  | ybar | x1_1 | x1_2 | x1_3 | x1_4 | x1_5 | x1 |
|-----|----------|-----------|----|----|----|----|------|------|------|------|------|------|----|
| 93  | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 4    | 4    | 4    | 20 |
| 94  | Toserba  | Lain-lain | 4  | 4  | 4  | 12 | 4.00 | 4    | 3    | 4    | 3    | 4    | 18 |
| 95  | Toserba  | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 2    | 4    | 2    | 4    | 16 |
| 96  | Toserba  | Konveksi  | 3  | 4  | 4  | 11 | 3.67 | 3    | 2    | 3    | 2    | 3    | 13 |
| 97  | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 3    | 2    | 3    | 2    | 3    | 13 |
| 98  | Toserba  | Lain-lain | 5  | 5  | 5  | 15 | 5.00 | 3    | 3    | 4    | 3    | 4    | 17 |
| 99  | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 2    | 4    | 5    | 4    | 5    | 20 |
| 100 | Toserba  | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 3    | 2    | 4    | 2    | 4    | 15 |
| 101 | Toserba  | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 3    | 3    | 4    | 3    | 4    | 17 |
| 102 | Baby Sho | Konveksi  | 4  | 4  | 2  | 10 | 3.33 | 4    | 2    | 4    | 2    | 4    | 16 |
| 103 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 104 | Baby Sho | Konveksi  | 2  | 4  | 2  | 8  | 2.67 | 2    | 2    | 5    | 2    | 5    | 16 |
| 105 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 2    | 4    | 5    | 4    | 5    | 20 |
| 106 | Baby Sho | Lain-lain | 4  | 5  | 5  | 14 | 4.67 | 3    | 4    | 5    | 4    | 5    | 21 |
| 107 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 4    | 4    | 4    | 20 |
| 108 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 4    | 4    | 4    | 20 |
| 109 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 3    | 5    | 3    | 5    | 20 |
| 110 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 5    | 4    | 5    | 4    | 22 |
| 111 | Baby Sho | Perlengka | 3  | 4  | 3  | 10 | 3.33 | 3    | 4    | 4    | 4    | 4    | 19 |
| 112 | Toserba  | Perlengka | 4  | 5  | 3  | 12 | 4.00 | 4    | 3    | 4    | 3    | 4    | 18 |
| 113 | Toserba  | Konveksi  | 4  | 4  | 2  | 10 | 3.33 | 3    | 3    | 3    | 3    | 3    | 15 |
| 114 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 3    | 3    | 5    | 3    | 5    | 19 |
| 115 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 5    | 4    | 5    | 22 |
| 116 | Baby Sho | Lain-lain | 5  | 5  | 4  | 14 | 4.67 | 4    | 4    | 5    | 4    | 5    | 22 |
| 117 | Baby Sho | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 3    | 4    | 3    | 4    | 18 |
| 118 | Toserba  | Konveksi  | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 4    | 4    | 4    | 20 |
| 119 | Toserba  | Lain-lain | 4  | 4  | 4  | 12 | 4.00 | 4    | 3    | 4    | 3    | 4    | 18 |
| 120 | Toserba  | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 2    | 4    | 2    | 4    | 16 |
| 121 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 4    | 4    | 4    | 20 |
| 122 | Baby Sho | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 4    | 4    | 4    | 4    | 20 |
| 123 | Baby Sho | Konveksi  | 5  | 4  | 4  | 13 | 4.33 | 3    | 3    | 4    | 3    | 4    | 17 |
| 124 | Toserba  | Perlengka | 4  | 4  | 4  | 12 | 4.00 | 4    | 3    | 4    | 3    | 4    | 18 |
| 125 | Toserba  | Konveksi  | 4  | 4  | 3  | 11 | 3.67 | 4    | 4    | 5    | 4    | 5    | 22 |

|     | x1bar | x2_1 | x2_2 | x2_3 | x2_4 | x2_5 | x2 | x2bar | x3_1 | x3_2 | x3_3 | x3_4 | x3 | x3bar |
|-----|-------|------|------|------|------|------|----|-------|------|------|------|------|----|-------|
| 93  | 4.00  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 3    | 3    | 3    | 3    | 12 | 3.00  |
| 94  | 3.60  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 3    | 2    | 3    | 2    | 10 | 2.50  |
| 95  | 3.20  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 96  | 2.60  | 5    | 5    | 4    | 3    | 1    | 18 | 3.60  | 3    | 2    | 3    | 2    | 10 | 2.50  |
| 97  | 2.60  | 5    | 5    | 5    | 5    | 1    | 21 | 4.20  | 4    | 2    | 4    | 2    | 12 | 3.00  |
| 98  | 3.40  | 4    | 4    | 1    | 5    | 1    | 15 | 3.00  | 5    | 4    | 5    | 4    | 18 | 4.50  |
| 99  | 4.00  | 5    | 5    | 5    | 4    | 5    | 24 | 4.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 100 | 3.00  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 101 | 3.40  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 102 | 3.20  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 103 | 4.40  | 3    | 3    | 3    | 4    | 4    | 17 | 3.40  | 5    | 4    | 5    | 4    | 18 | 4.50  |
| 104 | 3.20  | 3    | 3    | 3    | 1    | 1    | 11 | 2.20  | 4    | 2    | 4    | 2    | 12 | 3.00  |
| 105 | 4.00  | 5    | 5    | 5    | 5    | 4    | 24 | 4.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 106 | 4.20  | 5    | 5    | 5    | 5    | 5    | 25 | 5.00  | 5    | 4    | 5    | 4    | 18 | 4.50  |
| 107 | 4.00  | 4    | 4    | 4    | 4    | 3    | 19 | 3.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 108 | 4.00  | 4    | 4    | 4    | 3    | 4    | 19 | 3.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 109 | 4.00  | 5    | 5    | 3    | 3    | 4    | 20 | 4.00  | 4    | 3    | 4    | 3    | 14 | 3.50  |
| 110 | 4.40  | 4    | 4    | 4    | 5    | 4    | 21 | 4.20  | 5    | 5    | 5    | 5    | 20 | 5.00  |
| 111 | 3.80  | 4    | 4    | 4    | 3    | 4    | 19 | 3.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 112 | 3.60  | 4    | 4    | 4    | 3    | 1    | 16 | 3.20  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 113 | 3.00  | 4    | 4    | 4    | 4    | 2    | 18 | 3.60  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 114 | 3.80  | 5    | 5    | 5    | 5    | 4    | 24 | 4.80  | 4    | 3    | 4    | 3    | 14 | 3.50  |
| 115 | 4.40  | 5    | 5    | 5    | 5    | 4    | 24 | 4.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 116 | 4.40  | 5    | 5    | 5    | 4    | 5    | 24 | 4.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 117 | 3.60  | 4    | 4    | 3    | 4    | 4    | 19 | 3.80  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 118 | 4.00  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 3    | 3    | 3    | 3    | 12 | 3.00  |
| 119 | 3.60  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 3    | 2    | 3    | 2    | 10 | 2.50  |
| 120 | 3.20  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 121 | 4.00  | 4    | 4    | 4    | 3    | 4    | 19 | 3.80  | 5    | 4    | 5    | 4    | 18 | 4.50  |
| 122 | 4.00  | 4    | 4    | 4    | 3    | 4    | 19 | 3.80  | 5    | 4    | 5    | 4    | 18 | 4.50  |
| 123 | 3.40  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 124 | 3.60  | 4    | 4    | 4    | 3    | 3    | 18 | 3.60  | 4    | 4    | 4    | 4    | 16 | 4.00  |
| 125 | 4.40  | 4    | 4    | 4    | 4    | 4    | 20 | 4.00  | 4    | 4    | 4    | 4    | 16 | 4.00  |



## Correlations

Correlations

|                   |                     | Y1    | Y2    | Y3    | Kepuasan Konsumen |
|-------------------|---------------------|-------|-------|-------|-------------------|
| Y1                | Pearson Correlation | 1.000 | .508  | .472  | .819              |
|                   | Sig. (2-tailed)     | .     | .000  | .000  | .000              |
|                   | N                   | 125   | 125   | 125   | 125               |
| Y2                | Pearson Correlation | .508  | 1.000 | .391  | .742              |
|                   | Sig. (2-tailed)     | .000  | .     | .000  | .000              |
|                   | N                   | 125   | 125   | 125   | 125               |
| Y3                | Pearson Correlation | .472  | .391  | 1.000 | .826              |
|                   | Sig. (2-tailed)     | .000  | .000  | .     | .000              |
|                   | N                   | 125   | 125   | 125   | 125               |
| Kepuasan Konsumen | Pearson Correlation | .819  | .742  | .826  | 1.000             |
|                   | Sig. (2-tailed)     | .000  | .000  | .000  | .                 |
|                   | N                   | 125   | 125   | 125   | 125               |

## Correlations

Correlations

|                       |                     | X1_1  | X1_2  | X1_3  | X1_4  | X1_5  | Faktor Informasi (X1) |
|-----------------------|---------------------|-------|-------|-------|-------|-------|-----------------------|
| X1_1                  | Pearson Correlation | 1.000 | .320  | .075  | .320  | .075  | .501                  |
|                       | Sig. (2-tailed)     | .     | .000  | .406  | .000  | .406  | .000                  |
|                       | N                   | 125   | 125   | 125   | 125   | 125   | 125                   |
| X1_2                  | Pearson Correlation | .320  | 1.000 | .479  | 1.000 | .479  | .753                  |
|                       | Sig. (2-tailed)     | .000  | .     | .000  | .000  | .000  | .000                  |
|                       | N                   | 125   | 125   | 125   | 125   | 125   | 125                   |
| X1_3                  | Pearson Correlation | .075  | .479  | 1.000 | .479  | 1.000 | .615                  |
|                       | Sig. (2-tailed)     | .406  | .000  | .     | .000  | .000  | .000                  |
|                       | N                   | 125   | 125   | 125   | 125   | 125   | 125                   |
| X1_4                  | Pearson Correlation | .320  | 1.000 | .479  | 1.000 | .479  | .753                  |
|                       | Sig. (2-tailed)     | .000  | .000  | .000  | .     | .000  | .000                  |
|                       | N                   | 125   | 125   | 125   | 125   | 125   | 125                   |
| X1_5                  | Pearson Correlation | .075  | .479  | 1.000 | .479  | 1.000 | .615                  |
|                       | Sig. (2-tailed)     | .406  | .000  | .000  | .000  | .     | .000                  |
|                       | N                   | 125   | 125   | 125   | 125   | 125   | 125                   |
| Faktor Informasi (X1) | Pearson Correlation | .501  | .753  | .615  | .753  | .615  | 1.000                 |
|                       | Sig. (2-tailed)     | .000  | .000  | .000  | .000  | .000  | .                     |
|                       | N                   | 125   | 125   | 125   | 125   | 125   | 125                   |

## Correlations

Correlations

|                     |                     | X2_1  | X2_2  | X2_3  | X2_4  | X2_5  | Faktor Kinerja (X2) |
|---------------------|---------------------|-------|-------|-------|-------|-------|---------------------|
| X2_1                | Pearson Correlation | 1.000 | 1.000 | .636  | .550  | .219  | .805                |
|                     | Sig. (2-tailed)     | .     | .000  | .000  | .000  | .014  | .000                |
|                     | N                   | 125   | 125   | 125   | 125   | 125   | 125                 |
| X2_2                | Pearson Correlation | 1.000 | 1.000 | .636  | .550  | .219  | .805                |
|                     | Sig. (2-tailed)     | .000  | .     | .000  | .000  | .014  | .000                |
|                     | N                   | 125   | 125   | 125   | 125   | 125   | 125                 |
| X2_3                | Pearson Correlation | .636  | .636  | 1.000 | .386  | .350  | .771                |
|                     | Sig. (2-tailed)     | .000  | .000  | .     | .000  | .000  | .000                |
|                     | N                   | 125   | 125   | 125   | 125   | 125   | 125                 |
| X2_4                | Pearson Correlation | .550  | .550  | .386  | 1.000 | .264  | .714                |
|                     | Sig. (2-tailed)     | .000  | .000  | .000  | .     | .003  | .000                |
|                     | N                   | 125   | 125   | 125   | 125   | 125   | 125                 |
| X2_5                | Pearson Correlation | .219  | .219  | .350  | .264  | 1.000 | .669                |
|                     | Sig. (2-tailed)     | .014  | .014  | .000  | .003  | .     | .000                |
|                     | N                   | 125   | 125   | 125   | 125   | 125   | 125                 |
| Faktor Kinerja (X2) | Pearson Correlation | .805  | .805  | .771  | .714  | .669  | 1.000               |
|                     | Sig. (2-tailed)     | .000  | .000  | .000  | .000  | .000  | .                   |
|                     | N                   | 125   | 125   | 125   | 125   | 125   | 125                 |

## Correlations

Correlations

|                     |                     | X3_1  | X3_2  | X3_3  | X3_4  | Faktor Atribut (X3) |
|---------------------|---------------------|-------|-------|-------|-------|---------------------|
| X3_1                | Pearson Correlation | 1.000 | .614  | 1.000 | .614  | .834                |
|                     | Sig. (2-tailed)     | .     | .000  | .000  | .000  | .000                |
|                     | N                   | 125   | 125   | 125   | 125   | 125                 |
| X3_2                | Pearson Correlation | .614  | 1.000 | .614  | 1.000 | .947                |
|                     | Sig. (2-tailed)     | .000  | .     | .000  | .000  | .000                |
|                     | N                   | 125   | 125   | 125   | 125   | 125                 |
| X3_3                | Pearson Correlation | 1.000 | .614  | 1.000 | .614  | .834                |
|                     | Sig. (2-tailed)     | .000  | .000  | .     | .000  | .000                |
|                     | N                   | 125   | 125   | 125   | 125   | 125                 |
| X3_4                | Pearson Correlation | .614  | 1.000 | .614  | 1.000 | .947                |
|                     | Sig. (2-tailed)     | .000  | .000  | .000  | .     | .000                |
|                     | N                   | 125   | 125   | 125   | 125   | 125                 |
| Faktor Atribut (X3) | Pearson Correlation | .834  | .947  | .834  | .947  | 1.000               |
|                     | Sig. (2-tailed)     | .000  | .000  | .000  | .000  | .                   |
|                     | N                   | 125   | 125   | 125   | 125   | 125                 |

## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

|    | Scale<br>Mean<br>if Item<br>Deleted | Scale<br>Variance<br>if Item<br>Deleted | Corrected<br>Item-<br>Total<br>Correlation | Alpha<br>if Item<br>Deleted |
|----|-------------------------------------|---|--|-----------------------------|
| Y1 | 7.8880                              | .9390                                   | .5784                                      | .5324                       |
| Y2 | 7.7440                              | 1.1597                                  | .5162                                      | .6328                       |
| Y3 | 8.0480                              | .8041                                   | .5004                                      | .6650                       |

#### Reliability Coefficients

N of Cases = 125.0

N of Items = 3

Alpha = .7005

## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

|      | Scale<br>Mean<br>if Item<br>Deleted | Scale<br>Variance<br>if Item<br>Deleted | Corrected<br>Item-<br>Total<br>Correlation | Alpha<br>if Item<br>Deleted |
|------|-------------------------------------|---|--|-----------------------------|
| X1_1 | 15.4720                             | 6.5254                                  | .2450                                      | .8789                       |
| X1_2 | 15.5680                             | 4.4086                                  | .7961                                      | .7260                       |
| X1_3 | 14.6320                             | 5.4280                                  | .6430                                      | .7804                       |
| X1_4 | 15.5680                             | 4.4086                                  | .7961                                      | .7260                       |
| X1_5 | 14.6320                             | 5.4280                                  | .6430                                      | .7804                       |

#### Reliability Coefficients

N of Cases = 125.0

N of Items = 5

Alpha = .8217

## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

|      | Scale<br>Mean<br>if Item<br>Deleted | Scale<br>Variance<br>if Item<br>Deleted | Corrected<br>Item-<br>Total<br>Correlation | Alpha<br>if Item<br>Deleted |
|------|-------------------------------------|---|--|-----------------------------|
| X2_1 | 15.9600                             | 6.2323                                  | .7190                                      | .6658                       |
| X2_2 | 15.9600                             | 6.2323                                  | .7190                                      | .6658                       |
| X2_3 | 16.1440                             | 5.6081                                  | .6172                                      | .6665                       |
| X2_4 | 16.2800                             | 5.7355                                  | .5179                                      | .7020                       |
| X2_5 | 16.7440                             | 5.2888                                  | .3246                                      | .8360                       |

#### Reliability Coefficients

N of Cases = 125.0

N of Items = 5

Alpha = .7483

## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

|      | Scale<br>Mean<br>if Item<br>Deleted | Scale<br>Variance<br>if Item<br>Deleted | Corrected<br>Item-<br>Total<br>Correlation | Alpha<br>if Item<br>Deleted |
|------|-------------------------------------|---|--|-----------------------------|
| X3_1 | 11.5120                             | 4.7035                                  | .7534                                      | .8917                       |
| X3_2 | 11.9840                             | 3.0804                                  | .8817                                      | .8347                       |
| X3_3 | 11.5120                             | 4.7035                                  | .7534                                      | .8917                       |
| X3_4 | 11.9840                             | 3.0804                                  | .8817                                      | .8347                       |

#### Reliability Coefficients

N of Cases = 125.0

N of Items = 4

Alpha = .8985

## Frequency Table

### Jenis Toko

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Baby Shop | 67        | 53.6    | 53.6          | 53.6               |
|       | Toserba   | 58        | 46.4    | 46.4          | 100.0              |
|       | Total     | 125       | 100.0   | 100.0         |                    |

### Produk yang diorder

|       |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | Konveksi           | 62        | 49.6    | 49.6          | 49.6               |
|       | Perlengkapan Tidur | 43        | 34.4    | 34.4          | 84.0               |
|       | Lain-lain          | 20        | 16.0    | 16.0          | 100.0              |
|       | Total              | 125       | 100.0   | 100.0         |                    |

### Kepuasan Konsumen

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.67  | 3         | 2.4     | 2.4           | 2.4                |
|       | 3.00  | 4         | 3.2     | 3.2           | 5.6                |
|       | 3.33  | 13        | 10.4    | 10.4          | 16.0               |
|       | 3.67  | 9         | 7.2     | 7.2           | 23.2               |
|       | 4.00  | 77        | 61.6    | 61.6          | 84.8               |
|       | 4.33  | 6         | 4.8     | 4.8           | 89.6               |
|       | 4.67  | 6         | 4.8     | 4.8           | 94.4               |
|       | 5.00  | 7         | 5.6     | 5.6           | 100.0              |
|       | Total | 125       | 100.0   | 100.0         |                    |

### Faktor Informasi (X1)

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.60  | 6         | 4.8     | 4.8           | 4.8                |
|       | 3.00  | 10        | 8.0     | 8.0           | 12.8               |
|       | 3.20  | 9         | 7.2     | 7.2           | 20.0               |
|       | 3.40  | 14        | 11.2    | 11.2          | 31.2               |
|       | 3.60  | 15        | 12.0    | 12.0          | 43.2               |
|       | 3.80  | 10        | 8.0     | 8.0           | 51.2               |
|       | 4.00  | 26        | 20.8    | 20.8          | 72.0               |
|       | 4.20  | 3         | 2.4     | 2.4           | 74.4               |
|       | 4.40  | 26        | 20.8    | 20.8          | 95.2               |
|       | 4.80  | 4         | 3.2     | 3.2           | 98.4               |
|       | 5.00  | 2         | 1.6     | 1.6           | 100.0              |
|       | Total | 125       | 100.0   | 100.0         |                    |

**Faktor Kinerja (X2)**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.20  | 3         | 2.4     | 2.4           | 2.4                |
|       | 3.00  | 3         | 2.4     | 2.4           | 4.8                |
|       | 3.20  | 3         | 2.4     | 2.4           | 7.2                |
|       | 3.40  | 5         | 4.0     | 4.0           | 11.2               |
|       | 3.60  | 12        | 9.6     | 9.6           | 20.8               |
|       | 3.80  | 20        | 16.0    | 16.0          | 36.8               |
|       | 4.00  | 37        | 29.6    | 29.6          | 66.4               |
|       | 4.20  | 8         | 6.4     | 6.4           | 72.8               |
|       | 4.60  | 6         | 4.8     | 4.8           | 77.6               |
|       | 4.80  | 19        | 15.2    | 15.2          | 92.8               |
|       | 5.00  | 9         | 7.2     | 7.2           | 100.0              |
|       | Total | 125       | 100.0   | 100.0         |                    |

**Faktor Atribut (X3)**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.50  | 6         | 4.8     | 4.8           | 4.8                |
|       | 3.00  | 17        | 13.6    | 13.6          | 18.4               |
|       | 3.50  | 14        | 11.2    | 11.2          | 29.6               |
|       | 4.00  | 58        | 46.4    | 46.4          | 76.0               |
|       | 4.50  | 15        | 12.0    | 12.0          | 88.0               |
|       | 5.00  | 15        | 12.0    | 12.0          | 100.0              |
|       | Total | 125       | 100.0   | 100.0         |                    |



## Regression

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

| Model | Variables Entered  | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1     | Faktor Atribut (X3),<br>Faktor Kinerja (X2),<br>Faktor Informasi (X1) <sup>a</sup> |                   | Enter  |

a. All requested variables entered.

b. Dependent Variable: Kepuasan Konsumen

### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .618 <sup>a</sup> | .382     | .367              | 1.09                       |

a. Predictors: (Constant), Faktor Atribut (X3), Faktor Kinerja (X2), Faktor Informasi (X1)

### ANOVA<sup>b</sup>

| Model | Source     | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 89.750         | 3   | 29.917      | 24.956 | .000 <sup>a</sup> |
|       | Residual   | 145.050        | 121 | 1.199       |        |                   |
|       | Total      | 234.800        | 124 |             |        |                   |

a. Predictors: (Constant), Faktor Atribut (X3), Faktor Kinerja (X2), Faktor Informasi (X1)

b. Dependent Variable: Kepuasan Konsumen

### Coefficients<sup>a</sup>

| Model | Variables             | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|-----------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                       | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)            | 5.069                       | .800       |                           | 6.334 | .000 |
|       | Faktor Informasi (X1) | .110                        | .045       | .242                      | 2.438 | .016 |
|       | Faktor Kinerja (X2)   | .145                        | .040       | .307                      | 3.631 | .000 |
|       | Faktor Atribut (X3)   | .114                        | .047       | .215                      | 2.431 | .017 |

a. Dependent Variable: Kepuasan Konsumen