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APPENDIX

Appendix 1

BIOGRAPHY

Personal Identity

Full Name : ANDI MUAYYAD RYANDIKA PRATAMA
Place, Date of Birth : MAKASSAR,05 AGUSTUS 2001
Gender : MALE
Address : JL.DG TATA RAYA NO 7
E-mail: : ANDI MUAYYAD RYANDIKA PRATAMA

Educational Background

- 2006-2008 : TK ANANDA MAKASSAR
- 2008-2014 : SD INPRES HARTACO INDAH
- 2014-2017 : SMP NEGERI 2 KOLAKA
- 2017-2020 : SMA NEGERI 1 KOLAKA

Training and Courses

- Basic Learning Skill, Character, and Creativity (BALANCE) Universitas Hasanuddin (2020)
- Humber Global Summer School : Social Entrepreneurship: People, Profit and The Planet (2023)

Appendix 2

RESEARCH QUESTIONNAIRE

The Influence of Service Quality, Product Quality and Price On Customer Satisfaction (Case at Namaku.id Makassar City)

Assalamualaikum Warahmatullahi Wabarakatuh.

Responden yang saya hormati, perkenalkan saya Andi Muayyad Ryandika Pratama, mahasiswa S1 Program Studi Manajemen Fakultas Ilmu Ekonomi dan Bisnis Universitas Hasanuddin yang sedang mengerjakan penelitian untuk keperluan Tugas Akhir/Skripsi. Saya mengharapkan kebersediaan Anda untuk berpartisipasi dalam penelitian ini.

Diharapkan responden dapat mengisi kuisisioner ini dengan jujur, objektif, dan akurat berdasarkan pendapat atau keadaan sebenarnya. Seluruh data yang Anda berikan terjamin kerahasiaannya dan hanya digunakan demi kepentingan penelitian ini. Oleh karena itu, saya mohon agar Anda dapat meluangkan waktu 3-5 menit untuk mengisi kuisisioner ini. Akhir kata, saya ucapkan terima kasih atas bantuan dan kesediaan Anda untuk mengisi kuisisioner ini.

Petunjuk Pengisian:

1. Bacalah sejumlah pertanyaan/pernyataan di bawah ini dengan teliti.
2. Anda dimohon untuk memberikan jawaban sesuai dengan keadaan Anda secara objektif dengan memilih salah satu kriteria untuk setiap pernyataan yang menurut Anda paling tepat.
3. Skor yang diberikan tidak mengandung nilai jawaban benar-salah melainkan menunjukkan kesesuaian penilaian Anda terhadap isi setiap pernyataan.
4. Dimohon dalam memberikan penilaian tidak ada pernyataan yang terlewatkan
5. Tujuan dari penelitian ini adalah untuk mengetahui tingkat kepuasan konsumen terhadap produk Kedai Namaku ID pada Bulan Maret dan April. Identitas dari Anda akan dirahasiakan dan hanya diketahui oleh peneliti. Hasil penilaian ini tidak akan ada pengaruhnya terhadap Anda sebagai konsumen.

Respondent Identity

Nama :

Berilah Tanda [X] pada kolom yang telah disediakan yang sesuai dengan pilihan anda

1. Jenis Kelamin

a. Perempuan

b. Laki-Laki

II. Daftar Pertanyaan

Berilah tanda (√) pada jawaban yang dianggap paling sesuai dengan jawaban saudara/i sesuai dengan petunjuk yang ada dibawah.

Keterangan:

SS = Sangat Setuju

S = Setuju

N = Netral

TS = Tidak Setuju

STS = Sangat Tidak Setuju

1. Kualitas Pelayanan (X1)

No	Daftar Pertanyaan	SS	S	N	TS	STS
1.	Saya merasa karyawan secara ramah dan professional dalam melayani pelanggan					
2.	Saya merasa karyawan memberikan					

	respon secara tepat terhadap kebutuhan pengunjung					
3.	Saya merasa karyawan bersedia membantu keperluan pelanggan					
4.	Saya merasa penanganan keluhan diberikan dengan baik					
5.	Saya merasa karyawan memberikan perhatian terhadap konsumen					

2. Kualitas Produk (X2)

No	Daftar Pertanyaan	SS	S	N	TS	STS
1.	Makanan dan minuman di Kedai Namaku id memiliki tampilan yang menarik dan membangkitkan selera.					
2.	Makanan dan minuman di Kedai Namaku id disajikan dengan porsi yang sesuai dengan ekspektasi konsumen.					
3.	Makanan dan minuman di Kedai Namaku id disajikan dengan suhu yang sesuai dengan kategori produk dan sangat pas untuk dinikmati.					
4.	Makanan dan minuman di Kedai Namaku id memiliki tekstur yang memberikan					

	kenikmatan ketika dinikmati.					
5.	Makanan dan minuman di Kedai Namaku id dibuat dengan tingkat kematangan yang pas, sehingga terasa nikmat ketika dinikmati.					
6.	Makanan dan minuman di Kedai Namaku id memiliki karakter rasa yang sangat enak untuk dinikmati.					

3. Harga (X3)

No	Daftar Pertanyaan	SS	S	N	TS	STS
1.	Saya merasa harga Makanan dan minuman di Kedai Namaku id terjangkau					
2.	Saya merasa harga Makanan dan minuman di Kedai Namaku id sesuai dengan produk yang ditawarkan					
3.	Saya merasa harga Makanan dan minuman di Kedai Namaku id dapat bersaing dengan produk merek lain					
4.	Saya merasa harga Makanan dan minuman di Kedai Namaku id sesuai dengan manfaat yang Saya rasakan					

4. Kepuasan Pelanggan (Y)

No	Daftar Pertanyaan	SS	S	N	TS	STS
1.	Saya tidak terlalu memperhatikan merek Kedai lain selain Kedai Namaku id					
2.	Saya tidak terlalu sensitif terhadap harga yang ditetapkan di Makanan dan minuman di Kedai Namaku id					

Appendix 3

DATA TABULATION

Respondents Answers Regarding Service Quality

Respondent	X1.1	X1.2	X1.3	X1.4	X1.5	Total X1
1	5	4	4	5	4	22
2	4	4	4	4	4	20
3	5	5	5	5	5	25
4	4	5	4	5	4	22
5	4	4	4	4	4	20
6	4	4	4	4	4	20
7	4	4	5	4	4	21
8	4	4	4	4	4	20
9	5	5	5	5	5	25
10	5	5	5	5	5	25
11	5	5	4	5	5	24
12	4	4	4	4	4	20
13	5	5	4	5	5	24
14	4	4	4	4	4	20
15	4	5	4	5	5	23
16	4	4	5	4	5	22
17	4	4	5	4	5	22
18	5	5	5	5	5	25
19	5	5	5	5	5	25
20	5	4	4	5	4	22
21	5	5	4	4	4	22
22	5	4	4	5	5	23
23	5	5	5	5	5	25
24	4	4	4	4	4	20
25	5	5	5	4	5	24
26	5	5	5	5	5	25
27	5	4	5	4	5	23
28	4	4	4	4	4	20
29	4	4	4	4	4	20
30	4	4	4	4	4	20
31	5	4	4	4	5	22
32	4	5	5	4	5	23
33	4	4	4	4	4	20
34	5	4	4	5	5	23
35	5	5	5	4	4	23
36	5	5	5	5	5	25

37	4	4	4	4	5	21
38	4	4	4	5	5	22
39	5	5	5	5	5	25
40	4	4	4	4	4	20
41	4	4	4	4	5	21
42	5	5	5	5	5	25
43	5	4	5	4	4	22
44	4	4	4	4	4	20
45	5	5	4	4	5	23
46	5	5	5	5	5	25
47	5	5	4	5	4	23
48	5	4	4	5	5	23
49	4	4	4	4	5	21
50	5	5	5	5	5	25
51	4	4	4	4	4	20
52	5	4	5	4	4	22
53	4	5	4	4	5	22
54	4	4	5	4	4	21
55	4	4	4	4	4	20
56	4	4	4	5	5	22
57	4	4	4	4	4	20
58	4	4	4	4	4	20
59	5	5	5	5	5	25
60	4	4	4	4	4	20
61	5	5	5	5	5	25
62	4	4	4	4	4	20
63	4	4	4	4	4	20
64	5	4	5	5	4	23
65	5	5	5	5	5	25
66	5	5	5	5	5	25
67	4	4	4	4	4	20
68	5	5	5	5	5	25
69	5	4	5	4	5	23
70	4	5	5	5	5	24
71	5	5	4	5	4	23
72	4	4	5	5	5	23
73	5	5	4	5	5	24
74	4	5	4	5	4	22
75	4	4	4	4	4	20
76	4	4	4	4	4	20
77	4	4	4	4	4	20
78	5	5	5	5	5	25

79	4	4	4	4	5	21
80	5	5	5	5	5	25
81	4	4	4	4	4	20
82	4	4	4	4	4	20
83	4	4	4	4	4	20
84	5	5	5	5	5	25
85	4	5	5	4	5	23
86	5	5	5	5	5	25
87	5	5	5	5	5	25
88	4	4	4	4	4	20
89	5	5	5	5	5	25
90	4	4	4	4	4	20
91	5	4	4	4	4	21
92	4	4	4	4	4	20
93	5	5	5	4	4	23
94	4	4	4	4	4	20
95	4	4	4	4	4	20
96	5	5	5	5	5	25

Respondents Answers Regarding Product Quality

Respondent	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
1	5	5	5	5	5	5	30
2	4	4	4	4	4	4	24
3	5	4	4	5	5	5	28
4	5	5	5	5	5	5	30
5	5	4	4	4	5	5	27
6	5	5	5	5	5	5	30
7	4	4	4	4	4	4	24
8	4	4	4	4	4	4	24
9	5	4	4	5	4	5	27
10	4	4	4	4	4	4	24
11	5	4	4	4	4	5	26
12	5	5	5	5	5	5	30
13	4	4	4	4	4	4	24
14	4	4	4	4	4	4	24
15	5	5	5	5	5	5	30
16	4	4	4	4	4	4	24
17	4	4	4	4	4	4	24
18	4	5	5	4	4	5	27
19	4	4	4	4	4	4	24

20	5	5	5	5	4	4	28
21	4	4	4	4	4	4	24
22	5	5	4	4	5	4	27
23	5	5	5	5	5	5	30
24	5	5	4	4	4	5	27
25	4	4	4	4	4	4	24
26	4	5	4	4	4	4	25
27	5	4	5	5	5	4	28
28	4	4	5	5	5	4	27
29	4	4	4	5	5	5	27
30	5	5	4	4	4	5	27
31	4	4	4	5	5	5	27
32	4	4	4	4	4	4	24
33	5	5	5	4	5	4	28
34	5	4	5	5	5	5	29
35	5	5	5	5	5	5	30
36	4	5	5	5	4	4	27
37	5	4	4	4	4	4	25
38	4	5	5	5	5	5	29
39	4	4	5	5	5	5	28
40	5	4	5	4	5	4	27
41	4	4	4	4	4	4	24
42	5	4	4	5	4	4	26
43	5	5	5	5	5	5	30
44	4	4	4	4	4	4	24
45	4	4	4	4	4	4	24
46	5	5	5	5	5	5	30
47	5	5	4	4	4	4	26
48	5	5	4	4	5	5	28
49	4	5	5	4	5	4	27
50	5	4	4	5	4	5	27
51	4	5	4	5	4	5	27
52	5	5	4	5	4	4	27
53	4	4	4	4	4	4	24
54	5	4	5	5	5	4	28
55	4	4	5	4	5	5	27
56	5	5	5	5	4	4	28
57	5	5	5	5	5	5	30
58	5	5	5	5	5	5	30
59	5	5	4	5	5	4	28
60	4	4	4	4	4	5	25
61	4	4	4	5	4	5	26

62	5	5	5	5	5	4	29
63	5	5	5	5	5	5	30
64	5	5	5	4	4	5	28
65	5	5	5	4	5	4	28
66	5	5	5	5	5	5	30
67	4	4	4	4	4	4	24
68	5	5	5	5	5	5	30
69	4	4	4	4	4	4	24
70	4	4	4	4	4	4	24
71	4	4	5	4	4	5	26
72	5	4	5	5	5	4	28
73	4	4	4	4	4	4	24
74	5	5	4	5	5	4	28
75	5	5	5	5	5	5	30
76	5	5	4	5	5	5	29
77	4	4	4	4	4	4	24
78	5	5	5	5	5	5	30
79	4	4	4	4	4	4	24
80	4	5	5	4	4	4	26
81	5	4	5	4	4	4	26
82	4	4	4	5	4	4	25
83	5	5	4	4	5	4	27
84	4	4	4	4	4	5	25
85	4	4	4	4	4	4	24
86	5	5	5	5	5	5	30
87	5	5	5	5	5	5	30
88	4	4	4	4	4	4	24
89	5	5	4	5	5	5	29
90	4	4	5	4	5	5	27
91	5	5	4	5	5	5	29
92	4	4	4	4	4	4	24
93	4	4	4	4	4	4	24
94	5	5	5	5	5	5	30
95	5	4	4	5	4	5	27
96	5	5	4	5	4	4	27

Respondents Answers Regarding Price

Respondent	X3.1	X3.2	X3.3	X3.4	Total X3
1	5	5	5	5	20
2	4	4	4	5	17
3	4	5	5	5	19

4	4	4	4	4	16
5	5	5	5	5	20
6	4	4	4	4	16
7	5	5	5	5	20
8	5	5	5	5	20
9	5	5	5	4	19
10	5	5	5	5	20
11	5	5	4	5	19
12	4	4	4	4	16
13	5	4	4	5	18
14	5	4	4	4	17
15	4	4	4	5	17
16	4	4	5	4	17
17	4	5	4	4	17
18	4	5	5	5	19
19	5	4	5	4	18
20	5	4	4	5	18
21	4	4	5	4	17
22	5	5	4	5	19
23	4	5	5	4	18
24	4	5	4	5	18
25	4	5	4	5	18
26	5	5	5	5	20
27	5	5	5	5	20
28	5	4	4	5	18
29	5	4	5	5	19
30	4	4	4	4	16
31	5	5	4	4	18
32	5	5	5	5	20
33	5	4	4	4	17
34	5	5	5	4	19
35	5	5	4	5	19
36	4	4	4	5	17
37	4	5	5	4	18
38	4	4	4	4	16
39	5	5	5	5	20
40	4	4	4	5	17
41	4	4	4	4	16
42	4	4	4	4	16
43	4	4	4	4	16
44	5	5	5	5	20
45	5	5	5	5	20

46	5	5	5	5	20
47	4	4	4	4	16
48	4	4	4	4	16
49	4	4	4	4	16
50	5	4	5	5	19
51	4	4	5	4	17
52	5	4	4	4	17
53	5	4	4	4	17
54	4	4	4	4	16
55	4	4	4	4	16
56	5	5	5	5	20
57	4	4	4	4	16
58	4	4	4	4	16
59	4	4	4	4	16
60	4	5	5	4	18
61	5	4	4	4	17
62	5	4	5	4	18
63	5	4	4	4	17
64	4	5	5	5	19
65	4	4	5	5	18
66	4	4	4	4	16
67	5	5	5	5	20
68	4	4	4	4	16
69	4	4	4	5	17
70	4	4	4	4	16
71	5	5	5	5	20
72	5	4	4	4	17
73	4	5	4	4	17
74	4	4	4	4	16
75	5	5	5	5	20
76	5	5	5	5	20
77	4	4	4	4	16
78	4	4	4	4	16
79	5	5	5	5	20
80	4	4	5	5	18
81	4	4	5	5	18
82	5	4	4	5	18
83	4	4	4	4	16
84	4	5	4	5	18
85	4	4	5	5	18
86	4	4	4	4	16
87	5	5	5	5	20

88	5	5	4	5	19
89	5	5	4	4	18
90	5	4	5	5	19
91	4	4	4	4	16
92	5	5	5	5	20
93	5	5	5	5	20
94	4	5	5	5	19
95	4	4	4	4	16
96	4	4	4	4	16

Respondents Answers Regarding Consumer Satisfaction

Respondent	Y1	Y2	Total Y
1	5	5	10
2	4	4	8
3	5	5	10
4	4	4	8
5	5	5	10
6	4	4	8
7	4	4	8
8	4	4	8
9	5	5	10
10	5	5	10
11	4	4	8
12	5	5	10
13	4	4	8
14	4	4	8
15	4	4	8
16	4	5	9
17	5	4	9
18	4	5	9
19	5	5	10
20	5	4	9
21	5	5	10
22	4	4	8
23	5	4	9
24	5	4	9
25	4	4	8
26	4	4	8
27	5	5	10
28	5	5	10
29	4	4	8

30	4	4	8
31	4	5	9
32	4	4	8
33	4	4	8
34	5	5	10
35	4	4	8
36	4	4	8
37	4	4	8
38	5	4	9
39	4	5	9
40	4	4	8
41	5	5	10
42	5	5	10
43	4	4	8
44	5	5	10
45	4	4	8
46	5	5	10
47	4	4	8
48	4	4	8
49	5	5	10
50	4	4	8
51	4	4	8
52	5	5	10
53	4	4	8
54	5	4	9
55	5	4	9
56	4	4	8
57	4	4	8
58	4	4	8
59	5	5	10
60	4	4	8
61	5	5	10
62	5	5	10
63	5	5	10
64	4	4	8
65	4	4	8
66	4	4	8
67	5	5	10
68	5	5	10
69	4	5	9
70	5	5	10
71	4	4	8

72	4	4	8
73	5	4	9
74	5	4	9
75	4	5	9
76	5	5	10
77	4	4	8
78	5	5	10
79	4	5	9
80	4	4	8
81	4	5	9
82	5	5	10
83	5	5	10
84	5	5	10
85	5	5	10
86	5	5	10
87	4	4	8
88	4	4	8
89	4	4	8
90	4	4	8
91	4	4	8
92	4	4	8
93	5	5	10
94	5	5	10
95	5	4	9
96	4	4	8

Appendix 4

Validity Test Service Quality (X1)

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	TOTALX1
X1.1	Pearson Correlation	1	.605**	.543**	.625**	.481**	.814**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96
X1.2	Pearson Correlation	.605**	1	.552**	.639**	.551**	.836**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96
X1.3	Pearson Correlation	.543**	.552**	1	.405**	.532**	.757**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	96	96	96	96	96	96
X1.4	Pearson Correlation	.625**	.639**	.405**	1	.570**	.810**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	96	96	96	96	96	96
X1.5	Pearson Correlation	.481**	.551**	.532**	.570**	1	.784**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	96	96	96	96	96	96
TOTALX1	Pearson Correlation	.814**	.836**	.757**	.810**	.784**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	96	96	96	96	96	96

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

Validity Test Product Quality (X2)

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TOTALX2
X2.1	Pearson Correlation	1	.571**	.372**	.525**	.529**	.361**	.758**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96
X2.2	Pearson Correlation	.571**	1	.455**	.416**	.456**	.331**	.729**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96
X2.3	Pearson Correlation	.372**	.455**	1	.418**	.582**	.328**	.712**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	.001	<.001
	N	96	96	96	96	96	96	96
X2.4	Pearson Correlation	.525**	.416**	.418**	1	.542**	.458**	.759**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001
	N	96	96	96	96	96	96	96
X2.5	Pearson Correlation	.529**	.456**	.582**	.542**	1	.456**	.805**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001
	N	96	96	96	96	96	96	96
X2.6	Pearson Correlation	.361**	.331**	.328**	.458**	.456**	1	.663**
	Sig. (2-tailed)	<.001	<.001	.001	<.001	<.001		<.001
	N	96	96	96	96	96	96	96
TOTALX2	Pearson Correlation	.758**	.729**	.712**	.759**	.805**	.663**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	
	N	96	96	96	96	96	96	96

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

Validity Test Price (X3)

		Correlations				
		X3.1	X3.2	X3.3	X3.4	TOTALX3
X3.1	Pearson Correlation	1	.413**	.350**	.397**	.711**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	96	96	96	96	96
X3.2	Pearson Correlation	.413**	1	.512**	.484**	.792**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	96	96	96	96	96
X3.3	Pearson Correlation	.350**	.512**	1	.462**	.764**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	96	96	96	96	96
X3.4	Pearson Correlation	.397**	.484**	.462**	1	.772**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	96	96	96	96	96
TOTALX3	Pearson Correlation	.711**	.792**	.764**	.772**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	96	96	96	96	96

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

Validity Test Consumer Satisfaction (Y)

		Correlations		
		Y1	Y2	TOTALY
Y1	Pearson Correlation	1	.328**	.817**
	Sig. (2-tailed)		.001	<.001
	N	96	96	96
Y2	Pearson Correlation	.328**	1	.813**
	Sig. (2-tailed)	.001		<.001
	N	96	96	96
TOTALY	Pearson Correlation	.817**	.813**	1
	Sig. (2-tailed)	<.001	<.001	
	N	96	96	96

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

Reliability Test Service Quality (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.859	5

Reliability Test Product Quality (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.833	6

Reliability Test Price (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.756	4

Reliability Test Consumer Satisfaction (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.765	2

Appendix 5

Multiple Linear Regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.428	.196		37.816	<.001
	Quality Service	.033	.005	.551	7.045	<.001
	Quality Product	.016	.004	.296	3.709	<.001
	Price	.016	.006	.201	2.517	.014

a. Dependent Variable: Y1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.603	3	.201	24.365	<.001 ^b
	Residual	.759	92	.008		
	Total	1.362	95			

a. Dependent Variable: Y1

b. Predictors: (Constant), Price, Quality Service, Quality Product

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 ^a	.443	.425	.09083

a. Predictors: (Constant), Price, Quality Service, Quality Product