

LAMPIRAN

Lampiran 1. Biodata



Yang Bertandatangan dibawah ini :

1. Nama : Hendra Tri Wicaksono
2. Tempat,Tanggal Lahir : Surabaya, 27 Juli 1997
3. Agama : Islam
4. Jenis Kelamin : Laki-Laki
5. Kewarganegaraan : Indonesia
6. Status : Belum Kawin
7. Alamat : Jl. Dukuh Pakis 6-A/65
8. No.Telpon : 08819010424

Riwayat Pendidikan :

1. SDN Dukuh Kupang V/534 Surabaya
2. SMP Negeri 25 Surabaya
3. SMK Negeri 6 Surabaya

Lampiran 2. Kuesioner Penelitian



“PENGARUH *SERVICE QUALITY*, *FOOD QUALITY*, DAN *PRICE* TERHADAP KEPUASAN PELANGGAN PADA PELANGGAN KIMCHI-GO EXPRESS CABANG ROYAL PLAZA SURABAYA”

Identitas Responden

Nama :

Isilah berdasarkan diri Bapak/Ibu/Saudara/I dengan memberi tanda (✓) pada jawaban yang telah disediakan.

1. Jenis kelamin
☐ Laki-laki
☐ Perempuan
2. Usia
☐ < 20 Tahun
☐ 20 – 25 Tahun
☐ > 30 Tahun
3. Penghasilan per bulan
☐ Rp.1.000.000-Rp.2.000.000
☐ Rp.2.000.000-Rp.3.000.000
☐ Rp.3.000.000-Rp.4.000.000
☐ >Rp.4.000.000

Keterangan Cara Pengisian

Isilah kuesioner dengan memberi tanda (✓) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

Kriteria jawaban :

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Cukup Setuju
4. Setuju
5. Sangat Setuju

NO.	PERNYATAAN	PENILAIAN				
		1	2	3	4	5
A.	<i>Service Quality</i>					
1.	Kebersihan, kerapian dan kenyamanan ruangan sangat terjaga					
2.	Karyawan mampu menjawab pertanyaan pelanggan dan penguasaan menu yang dipesan oleh pelanggan					
3.	Karyawan cepat dan tanggap saat konsumen membutuhkan sesuatu					
4.	Karyawan dapat menyajikan makanan yang diolah dengan terjamin dari segi higienis dan aman dikonsumsi					
5.	Karyawan melayani pelanggan dengan sapa, senyum dan ramah					

NO.	PERNYATAAN	PENILAIAN				
		1	2	3	4	5
B.	<i>Food Quality</i>					
1.	Kombinasi warna bahan makanan yang cerah dan menarik					
2.	Kebersihan dan kerapian makanan saat disajikan diatas piring					
3.	Aroma makanan yang disajikan sangat menggugah selera					
4.	Tekstur kematangan makanan sesuai standart bahan makanan					
5.	Terdapat kandungan gizi untuk kesehatan pada bahan makanan yang diolah					

NO.	PERNYATAAN	PENILAIAN				
		1	2	3	4	5
C.	Price					
1.	Harga makanan dan minuman terjangkau untuk semua kalangan					
2.	Harga makanan dan minuman sesuai kualitas produk					
3.	Menu Kimchi-Go Express memiliki harga yang bersaing dengan kompetitornya					
4.	Manfaat produk sebanding dengan harga produk					
5.	Harga menu Kimchi-Go Express sesuai dengan daya beli konsumen					

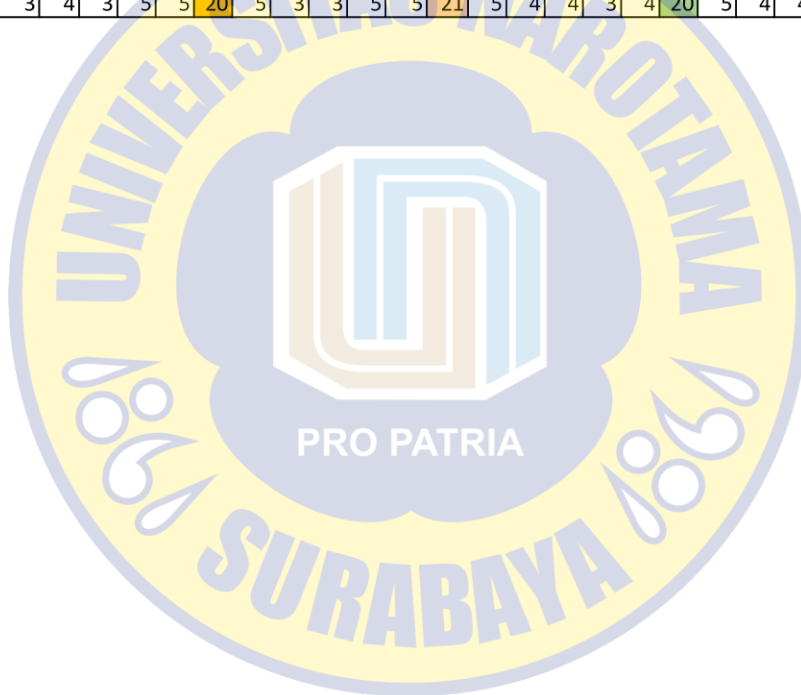
NO.	PERNYATAAN	PENILAIAN				
		1	2	3	4	5
D.	Kepuasan Pelanggan					
1.	Kimchi-Go Express selalu mengutamakan kepuasan pelanggan dengan memberikan produk berkualitas baik dan layanan prima					
2.	Kimchi-Go Express berupaya menjalin relasi jangka panjang kepada pelanggan dengan membuat member kepada konsumen					
3.	Kimchi-Go Express menawarkan diskon dan promo menarik kepada konsumen setiap bulannya					
4.	Kimchi-Go Express menyediakan sistem penanganan 62ocial62n secara efektif melalui 62ocial media, no telepon dan email yang tertera pada kemasan produk					
5.	Kimchi-Go Express siap mengganti makanan minuman saat produk yang dibeli kurang atau rusak					

Lampiran 3. Tabulasi Data

No	SERVICE QUALITY					X1	FOOD QUALITY					X2	PRICE					X3	KEPUASAN PELANGGAN					Y
	X1	X2	X3	X4	X5		X1	X2	X3	X4	X5		X1	X2	X3	X4	X5		Y1	Y2	Y3	Y4	Y5	
1	3	4	4	5	3	19	4	4	5	4	3	20	4	4	5	4	4	21	3	4	3	3	3	16
2	2	5	2	3	3	15	4	4	4	4	2	18	5	4	4	3	3	19	3	3	3	4	3	16
3	4	2	3	3	2	14	5	4	4	4	1	18	5	4	4	4	4	21	3	3	4	3	4	17
4	3	4	3	3	3	16	4	4	4	4	3	19	4	4	4	3	3	18	3	3	3	3	3	15
5	4	4	4	3	3	18	4	4	4	4	4	20	5	5	5	4	3	22	4	4	4	4	4	20
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7	3	4	4	3	4	18	5	5	4	4	3	21	5	5	5	4	4	23	3	4	4	4	4	19
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Lampiran 4. Distribusi Frekuensi

X1.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	8	8,0	8,0	8,0
	3,00	29	29,0	29,0	37,0
	4,00	41	41,0	41,0	78,0
	5,00	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

X1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,0	3,0	3,0
	3,00	11	11,0	11,0	14,0
	4,00	59	59,0	59,0	73,0
	5,00	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

X1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	15	15,0	15,0	19,0
	4,00	52	52,0	52,0	71,0
	5,00	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

X1.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	8	8,0	8,0	8,0
	3,00	29	29,0	29,0	37,0
	4,00	38	38,0	38,0	75,0
	5,00	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	21	21,0	21,0	25,0
	4,00	49	49,0	49,0	74,0
	5,00	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	8	8,0	8,0	8,0
	4,00	53	53,0	53,0	61,0
	5,00	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

X2.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	11	11,0	11,0	11,0
	4,00	57	57,0	57,0	68,0
	5,00	32	32,0	32,0	100,0
	Total	100	100,0	100,0	

X2.3				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	1	1,0	1,0	1,0
3,00	10	10,0	10,0	11,0
4,00	56	56,0	56,0	67,0
5,00	33	33,0	33,0	100,0
Total	100	100,0	100,0	

X2.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	7	7,0	7,0	8,0
	4,00	51	51,0	51,0	59,0
	5,00	41	41,0	41,0	100,0
	Total	100	100,0	100,0	

X2.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	7	7,0	7,0	8,0
	3,00	19	19,0	19,0	27,0
	4,00	51	51,0	51,0	78,0
	5,00	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

X3.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	9	9,0	9,0	9,0
	4,00	52	52,0	52,0	61,0
	5,00	39	39,0	39,0	100,0
Total		100	100,0	100,0	

X3.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	10	10,0	10,0	10,0
	4,00	57	57,0	57,0	67,0
	5,00	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	11	11,0	11,0	11,0
	4,00	50	50,0	50,0	61,0
	5,00	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	17	17,0	17,0	19,0
	4,00	55	55,0	55,0	74,0
	5,00	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

X3.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,0	3,0	3,0
	3,00	20	20,0	20,0	23,0
	4,00	51	51,0	51,0	74,0
	5,00	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

Y1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	26	26,0	26,0	26,0
	4,00	49	49,0	49,0	75,0
	5,00	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

Y2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	29	29,0	29,0	29,0
	4,00	54	54,0	54,0	83,0
	5,00	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

Y3				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	34	34,0	34,0	34,0
4,00	51	51,0	51,0	85,0
5,00	15	15,0	15,0	100,0
Total	100	100,0	100,0	

Y4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	28	28,0	28,0	28,0
	4,00	50	50,0	50,0	78,0
	5,00	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

Y5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	36	36,0	36,0	36,0
	4,00	53	53,0	53,0	89,0
	5,00	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

Lampiran 5. Data Interval

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	2,00	5,00	3,7700	,88597
X1.2	100	2,00	5,00	4,1000	,70353
X1.3	100	2,00	5,00	4,0600	,77616
X1.4	100	2,00	5,00	3,8000	,91010
X1.5	100	2,00	5,00	3,9700	,79715
X2.1	100	3,00	5,00	4,3100	,61455
X2.2	100	3,00	5,00	4,2100	,62434
X2.3	100	2,00	5,00	4,2100	,65590
X2.4	100	2,00	5,00	4,3200	,64948
X2.5	100	1,00	5,00	3,8600	,87640
X3.1	100	3,00	5,00	4,3000	,62765
X3.2	100	3,00	5,00	4,2300	,61718
X3.3	100	3,00	5,00	4,2800	,65258
X3.4	100	2,00	5,00	4,0500	,71598
X3.5	100	2,00	5,00	4,0000	,76541
Y1	100	3,00	5,00	3,9900	,71767
Y2	100	3,00	5,00	3,8800	,67090
Y3	100	3,00	5,00	3,8100	,67712
Y4	100	3,00	5,00	3,9400	,70811
Y5	100	3,00	5,00	3,7500	,64157
Valid N (listwise)	100				

Lampiran 6. Hasil Output SPSS

Uji Validitas Variabel Service Quality (X1)

		X1.1	X1.2	X1.3	X1.4
X1.1	Pearson Correlation	1	,475**	,461**	,556**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
X1.2	Pearson Correlation	,475**	1	,581**	,410**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X1.3	Pearson Correlation	,461**	,581**	1	,332**
	Sig. (2-tailed)	,000	,000		,001
	N	100	100	100	100
X1.4	Pearson Correlation	,556**	,410**	,332**	1
	Sig. (2-tailed)	,000	,000	,001	
	N	100	100	100	100
X1.5	Pearson Correlation	,491**	,564**	,542**	,618**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	100	100	100	100
Service Quality	Pearson Correlation	,783**	,759**	,736**	,773**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	100	100	100	100

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

Correlations			
		X1.5	Service Quality
X1.1	Pearson Correlation	,491**	,783**
	Sig. (2-tailed)	,000	,000
	N	100	100
X1.2	Pearson Correlation	,564**	,759**
	Sig. (2-tailed)	,000	,000
	N	100	100
X1.3	Pearson Correlation	,542**	,736**
	Sig. (2-tailed)	,000	,000
	N	100	100
X1.4	Pearson Correlation	,618**	,773**
	Sig. (2-tailed)	,000	,000
	N	100	100
X1.5	Pearson Correlation	1	,826**
	Sig. (2-tailed)		,000
	N	100	100
Service Quality	Pearson Correlation	,826**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

Variabel Food Quality (X2)

Correlations		X2.1	X2.2	X2.3	X2.4
X2.1	Pearson Correlation	1	,566**	,513**	,407**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
X2.2	Pearson Correlation	,566**	1	,656**	,505**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X2.3	Pearson Correlation	,513**	,656**	1	,457**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
X2.4	Pearson Correlation	,407**	,505**	,457**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100
X2.5	Pearson Correlation	,063	,276**	,104	,080
	Sig. (2-tailed)	,536	,005	,301	,432
	N	100	100	100	100
Food Quality	Pearson Correlation	,694**	,843**	,756**	,677**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	100	100	100	100

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

Correlations			
		X2.5	Food Quality
X2.1	Pearson Correlation	,063	,694**
	Sig. (2-tailed)	,536	,000
	N	100	100
X2.2	Pearson Correlation	,276**	,843**
	Sig. (2-tailed)	,005	,000
	N	100	100
X2.3	Pearson Correlation	,104	,756**
	Sig. (2-tailed)	,301	,000
	N	100	100
X2.4	Pearson Correlation	,080	,677**
	Sig. (2-tailed)	,432	,000
	N	100	100
X2.5	Pearson Correlation	1	,616**
	Sig. (2-tailed)		,000
	N	100	100
Food Quality	Pearson Correlation	,516**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

Variabel Price (X3)

Correlations							
		X3.1	X3.2	X3.3	X3.4	X3.5	Price
X3.1	Pearson Correlation	1	,550**	,434**	,056	,000	,670**
	Sig. (2-tailed)		,000	,000	,579	1,000	,000
	N	100	100	100	100	100	100
X3.2	Pearson Correlation	,550**	1	,591**	,179	,107	,688**
	Sig. (2-tailed)	,000		,000	,074	,290	,000
	N	100	100	100	100	100	100
X3.3	Pearson Correlation	,434**	,591**	1	,251*	,263**	,737**
	Sig. (2-tailed)	,000	,000		,012	,008	,000
	N	100	100	100	100	100	100
X3.4	Pearson Correlation	,056	,179	,251*	1	,700**	,689**
	Sig. (2-tailed)	,579	,074	,012		,000	,000
	N	100	100	100	100	100	100
X3.5	Pearson Correlation	,000	,107	,263**	,700**	1	,664**
	Sig. (2-tailed)	1,000	,290	,008	,000		,000
	N	100	100	100	100	100	100
Price	Pearson Correlation	,570**	,688**	,737**	,689**	,664**	1

Sig. (2-tailed)	,000	,000	,000	,000	,000	
N	100	100	100	100	100	100

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

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

Variabel Kepuasan Pelanggan (Y)

		Y1	Y2	Y3	Y4
Y1	Pearson Correlation	1	,480**	,266**	,058
	Sig. (2-tailed)		,000	,007	,564
	N	100	100	100	100
Y2	Pearson Correlation	,480**	1	,394**	,197*
	Sig. (2-tailed)	,000		,000	,049
	N	100	100	100	100
Y3	Pearson Correlation	,266**	,394**	1	,250*
	Sig. (2-tailed)	,007	,000		,012
	N	100	100	100	100
Y4	Pearson Correlation	,058	,197*	,250*	1
	Sig. (2-tailed)	,564	,049	,012	
	N	100	100	100	100

Y5	Pearson Correlation	-,005	,094	-,017	-,033
	Sig. (2-tailed)	,957	,353	,863	,742
	N	100	100	100	100
Kepuasan Pelanggan	Pearson Correlation	,634**	,747**	,655**	,520**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	100	100	100	100

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

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

Correlations

		Y5	Kepuasan Pelanggan
Y1	Pearson Correlation	-,005	,634**
	Sig. (2-tailed)	,957	,000
	N	100	100
Y2	Pearson Correlation	,094	,747**
	Sig. (2-tailed)	,353	,000
	N	100	100
Y3	Pearson Correlation	-,017	,655**
	Sig. (2-tailed)	,863	,000
	N	100	100

Y4	Pearson Correlation	-,033	,620**
	Sig. (2-tailed)	,742	,000
	N	100	100
Y5	Pearson Correlation	1	,635**
	Sig. (2-tailed)		,001
	N	100	100
Kepuasan Pelanggan	Pearson Correlation	,335**	1
	Sig. (2-tailed)	,001	
	N	100	100

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

Uji Reliabilitas

Variabel service Quality (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,831	5

Variabel Food Quality (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,705	5

Variabel Price (X3)

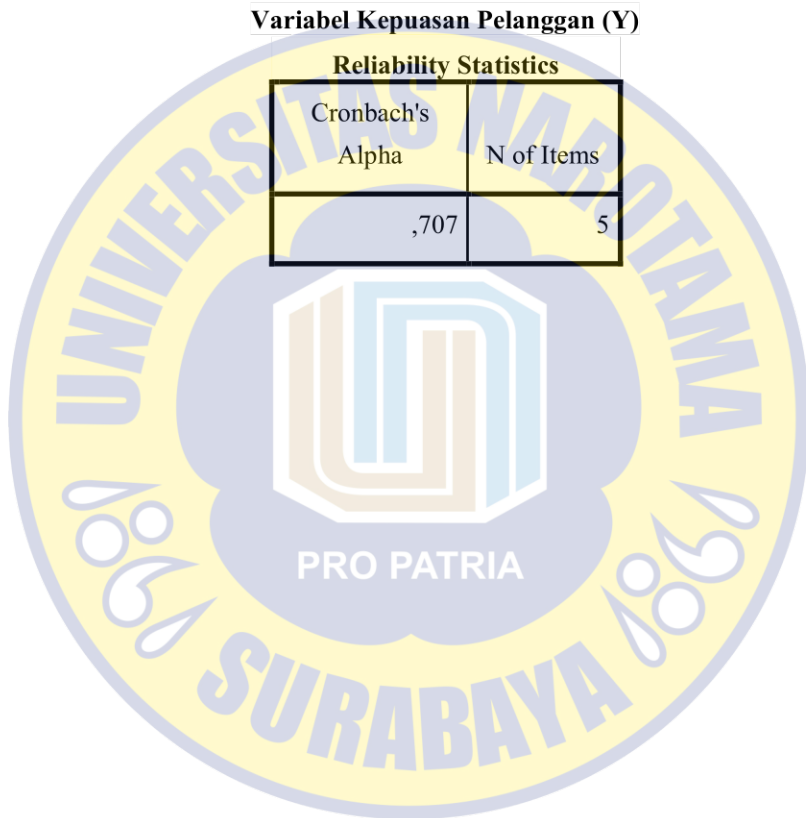
Reliability Statistics

Cronbach's Alpha	N of Items
,790	5

Variabel Kepuasan Pelanggan (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,707	5



Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,75896459
Most Extreme Differences	Absolute	,089
	Positive	,071
	Negative	-,089
Kolmogorov-Smirnov Z		,885
Asymp. Sig. (2-tailed)		,413

a. Test distribution is Normal.

b. Calculated from data.

Uji Multikolinearitas

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service Quality	,594	1,684
	Food Quality	,664	1,507
	Price	,572	1,749

a. Dependent Variable: Kepuasan Pelanggan

Uji Autokorelasi

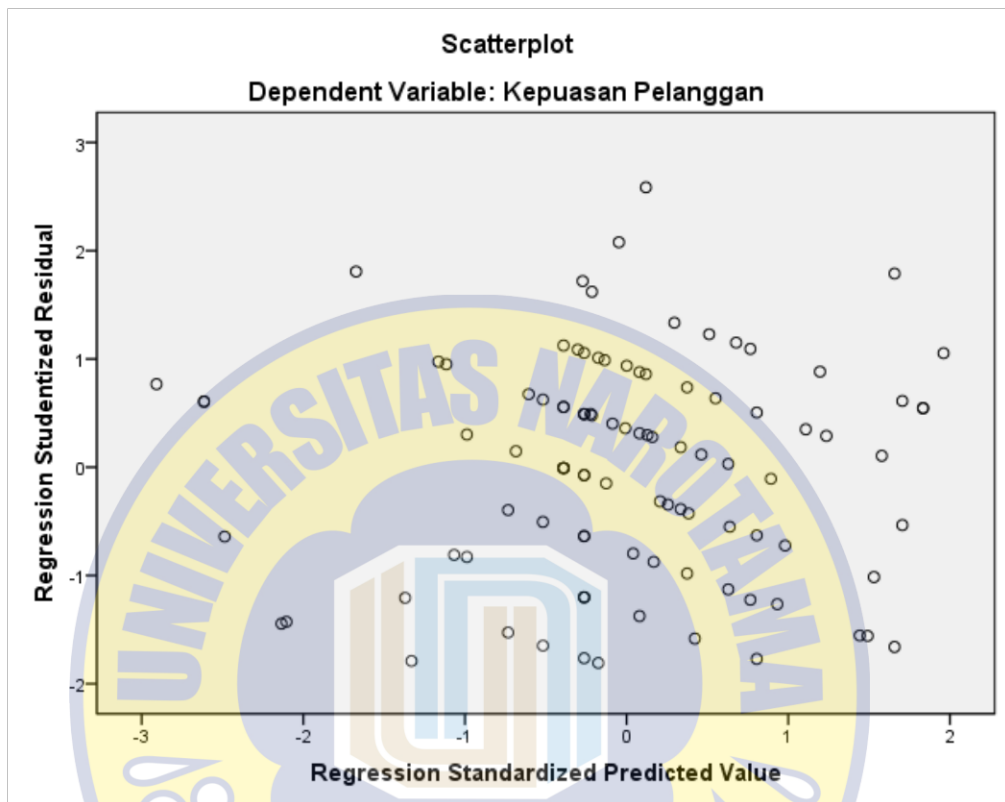
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,662 ^a	,513	,489	1,78624	1,763

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

b. Dependent Variable: Kepuasan Pelanggan

Uji Heterokedastisitas



Uji T

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	10,517	1,872		,000
	Service Quality	,117	,074	,186	,000
	Food Quality	,117	,094	,138	,018
	Price	,197	,105	,225	,003

a. Dependent Variable: Kepuasan Pelanggan

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1		
	(Constant)	
	Service Quality	,594 1,684
	Food Quality	,664 1,507
	Price	,572 1,749

a. Dependent Variable: Kepuasan Pelanggan

Uji F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83,008	3	27,669	8,672	,000 ^a
	Residual	306,302	96	3,191		
	Total	389,310	99			

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

b. Dependent Variable: Kepuasan Pelanggan

Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,662 ^a	,513	,489	1,78624	1,763

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

b. Dependent Variable: Kepuasan Pelanggan

Lampiran 7. Hasil Plagiarism Checker

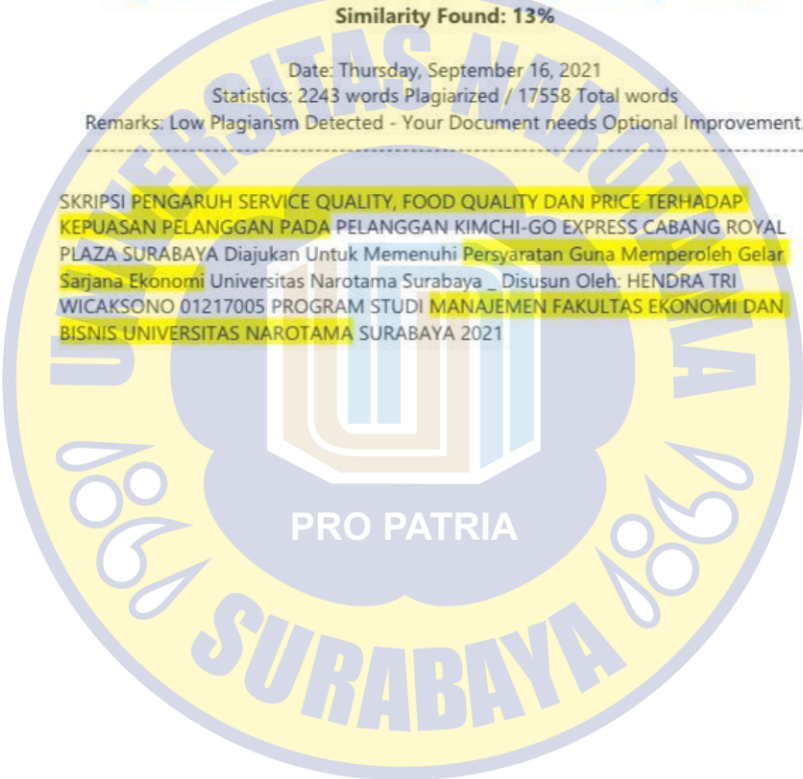


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Lampiran 8. Sertifikat Conference



Lampiran 9. Berita Acara Bimbingan Skripsi



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No. Dokumen: FEM-FES/07-07
 Tgl. Terbit: 04 Mei 2021
 Revisi: 00

1

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MANAJEMEN

5

TOPIK SKRIPSI

PEMASARAN

6

TANGGAL PENGAJUAN

06 Maret 2021

7

NAMA PEMBIMBING I

SENGGURUH NILOWARDONO, SE., M.Si

8

NAMA PEMBIMBING II

9

URAIAN KONSULTASI

NO	TANGGAL	JADWAL KEGIATAN PENELITIAN	MONITORING	
			CATATAN	PARAF PEMBIMBING
1	25 Maret 2021	Observasi obyek penelitian	Revisi	
2	01 April 2021	Observasi terhadap fenomena bisnis/manajemen	Revisi	
3	11 April 2021	Menentukan masalah penelitian	Revisi	
4	08 Mei 2021	Kajian teoritis & Empiris	Revisi	
5	31 Mei 2021	Sintesa dan Rasionalisasi teori	Revisi	
6	26 Mei 2021	Pendekatan Metodologi penelitian	Revisi	
7	27 Mei 2021	Pembuatan instrument penelitian	Revisi	
8	18 Juni 2021	Pengumpulan data	Revisi	
9	25 Juni 2021	Tabulasi & Pengolahan Data	Revisi	
10	28 Juni 2021	Deskripsi Hasil Penelitian	Revisi	
11	2 Juli 2021	Interpretasi Hasil Penelitian	Revisi	
12	18 Agustus 2021	Kelengkapan Data	Revisi	

Sidang Skripsi

10

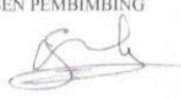
TANGGAL SELESAI BIMBINGAN

27 Agustus 2021

11

TELAH DIEVALUASI DAN SIAP UNTUK DIUJI

DOSEN PEMBIMBING



SENGGURUH NILOWARDONO, SE., M.Si

SURABAYA,

DEKAN

Dr. Ir. Rr. HERMIEN TRIDAYANTI, MM