**LAMPIRAN 1**

1. Uji Instrumen
2. Validitas
3. Persepsi Harga (X1)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | Jumlah |
| X1.1 | Pearson Correlation | 1 | .512\*\* | .016 | -.041 | .186 | .168 | .554\*\* |
| Sig. (2-tailed) |  | .000 | .876 | .682 | .064 | .095 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .512\*\* | 1 | -.036 | -.046 | .107 | -.071 | .446\*\* |
| Sig. (2-tailed) | .000 |  | .722 | .651 | .291 | .486 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .016 | -.036 | 1 | .513\*\* | .264\*\* | .296\*\* | .531\*\* |
| Sig. (2-tailed) | .876 | .722 |  | .000 | .008 | .003 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | -.041 | -.046 | .513\*\* | 1 | .168 | .222\* | .461\*\* |
| Sig. (2-tailed) | .682 | .651 | .000 |  | .094 | .026 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.5 | Pearson Correlation | .186 | .107 | .264\*\* | .168 | 1 | .619\*\* | .729\*\* |
| Sig. (2-tailed) | .064 | .291 | .008 | .094 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.6 | Pearson Correlation | .168 | -.071 | .296\*\* | .222\* | .619\*\* | 1 | .688\*\* |
| Sig. (2-tailed) | .095 | .486 | .003 | .026 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Jumlah | Pearson Correlation | .554\*\* | .446\*\* | .531\*\* | .461\*\* | .729\*\* | .688\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 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). | | | | | | | | |

1. Kualitas Produk (X2)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | Jumlah |
| X2.1 | Pearson Correlation | 1 | .358\*\* | .413\*\* | .449\*\* | .310\*\* | .225\* | .071 | .663\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .002 | .025 | .482 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .358\*\* | 1 | .311\*\* | .574\*\* | .275\*\* | .038 | .038 | .638\*\* |
| Sig. (2-tailed) | .000 |  | .002 | .000 | .006 | .709 | .707 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .413\*\* | .311\*\* | 1 | .401\*\* | .400\*\* | .225\* | .170 | .694\*\* |
| Sig. (2-tailed) | .000 | .002 |  | .000 | .000 | .024 | .091 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .449\*\* | .574\*\* | .401\*\* | 1 | .404\*\* | .151 | .118 | .751\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .133 | .244 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.5 | Pearson Correlation | .310\*\* | .275\*\* | .400\*\* | .404\*\* | 1 | .117 | .108 | .618\*\* |
| Sig. (2-tailed) | .002 | .006 | .000 | .000 |  | .245 | .283 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.6 | Pearson Correlation | .225\* | .038 | .225\* | .151 | .117 | 1 | .546\*\* | .481\*\* |
| Sig. (2-tailed) | .025 | .709 | .024 | .133 | .245 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.7 | Pearson Correlation | .071 | .038 | .170 | .118 | .108 | .546\*\* | 1 | .433\*\* |
| Sig. (2-tailed) | .482 | .707 | .091 | .244 | .283 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Jumlah | Pearson Correlation | .663\*\* | .638\*\* | .694\*\* | .751\*\* | .618\*\* | .481\*\* | .433\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 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). | | | | | | | | | |

1. Pelayanan (X3)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | Jumlah |
| X3.1 | Pearson Correlation | 1 | .138 | .151 | .390\*\* | .320\*\* | .585\*\* |
| Sig. (2-tailed) |  | .172 | .134 | .000 | .001 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .138 | 1 | .345\*\* | .246\* | .333\*\* | .646\*\* |
| Sig. (2-tailed) | .172 |  | .000 | .014 | .001 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .151 | .345\*\* | 1 | .423\*\* | .264\*\* | .686\*\* |
| Sig. (2-tailed) | .134 | .000 |  | .000 | .008 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.4 | Pearson Correlation | .390\*\* | .246\* | .423\*\* | 1 | .343\*\* | .732\*\* |
| Sig. (2-tailed) | .000 | .014 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.5 | Pearson Correlation | .320\*\* | .333\*\* | .264\*\* | .343\*\* | 1 | .647\*\* |
| Sig. (2-tailed) | .001 | .001 | .008 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Jumlah | Pearson Correlation | .585\*\* | .646\*\* | .686\*\* | .732\*\* | .647\*\* | 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). | | | | | | | |

1. Kepuasan Konsumen (Y)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Jumlah |
| Y1.1 | Pearson Correlation | 1 | -.112 | .036 | -.095 | .109 | .351\*\* |
| Sig. (2-tailed) |  | .269 | .724 | .347 | .280 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.2 | Pearson Correlation | -.112 | 1 | .178 | -.066 | .027 | .309\*\* |
| Sig. (2-tailed) | .269 |  | .076 | .516 | .792 | .002 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.3 | Pearson Correlation | .036 | .178 | 1 | -.071 | .047 | .368\*\* |
| Sig. (2-tailed) | .724 | .076 |  | .484 | .640 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.4 | Pearson Correlation | -.095 | -.066 | -.071 | 1 | .275\*\* | .586\*\* |
| Sig. (2-tailed) | .347 | .516 | .484 |  | .006 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.5 | Pearson Correlation | .109 | .027 | .047 | .275\*\* | 1 | .703\*\* |
| Sig. (2-tailed) | .280 | .792 | .640 | .006 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Jumlah | Pearson Correlation | .351\*\* | .309\*\* | .368\*\* | .586\*\* | .703\*\* | 1 |
| Sig. (2-tailed) | .000 | .002 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

1. Reliabilitas
2. Persepsi Harga (X1)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .727 | 7 |

1. Kualitas Produk (X2)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .750 | 8 |

1. Pelayanan (X3)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .761 | 6 |

1. Kepuasan Konsumen (Y)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .642 | 6 |

1. Analisa Data
2. Regresi Linear Berganda

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 11.711 | 2.124 |  | 5.514 | .000 |
| Persepsi Harga | .126 | .063 | .187 | 2.007 | .048 |
| Kualitas Produk | .103 | .046 | .210 | 2.234 | .028 |
| Pelayanan | .185 | .063 | .274 | 2.930 | .004 |
| a. Dependent Variable, Kepuasan Konsumen | | | | | | |

1. Koefisien Korelasi (R)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .422a | .178 | .152 | 1.574 |
| a. Predictors, (Constant), Pelayanan, Persepsi Harga, Kualitas Produk | | | | |

1. Uji Hipotesis
2. Uji t

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 11.711 | 2.124 |  | 5.514 | .000 |
| Persepsi Harga | .126 | .063 | .187 | 2.007 | .048 |
| Kualitas Produk | .103 | .046 | .210 | 2.234 | .028 |
| Pelayanan | .185 | .063 | .274 | 2.930 | .004 |
| a. Dependent Variable, Kepuasan Konsumen | | | | | | |

1. Uji F

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 51.518 | 3 | 17.173 | 6.931 | .000b |
| Residual | 237.872 | 96 | 2.478 |  |  |
| Total | 289.390 | 99 |  |  |  |
| a. Dependent Variable, Kepuasan Konsumen | | | | | | |
| b. Predictors, (Constant), Pelayanan, Persepsi Harga, Kualitas Produk | | | | | | |

**LAMPIRAN 2**

Kuisioner Penelitian

**A. KARAKTERISTIK RESPONDEN**

1. Nomer Respoden : ……………………...…(diisi oleh peneliti)
2. Nama : ………….......................................
3. Jenis Kelamin : (Pria/Wanita) \*coret yang tidak perlu
4. Usia : ……………………….…….(tahun)

**B. PETUNJUK PENGISIAN**

1. Kuisioner berikut ini mohon diisi dengan benar sesuai dengan keadaan dan kenyataan yang ada.
2. Berikan tanda centang di salah satu kolom di setiap penyataan sesuai yang Anda alami dan rasakan.
3. Setiap jawaban pada pernyataan diberikan skor sebagai berikut :

Sangat Tidak Setuju (STS) : 1

Tidak Setuju (TS) : 2

Cukup Setuju (CS) : 3

Setuju (S) : 4

Sangat Setuju (SS) : 5

* PERSEPSI HARGA

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **PETANYAAN** | **STS** | **TS** | **CS** | **S** | **SS** |
| 1. | Secara umum Harga yang ditawarkan minimarket 78 maju mapan terjangkau |  |  |  |  |  |
| 2. | Harga masing-masing item yang ditawarkan minimarket 78 maju mapan termasuk murah |  |  |  |  |  |
| 3. | Minimarket 78 maju mapan member discount atau potongan harga dalam jumlah potongan tertentu |  |  |  |  |  |
| 4. | Pembayaran pada minimarket 78 maju mapan dapat dilakukan dengan debit maupun kredit card |  |  |  |  |  |
| 5. | Harga minimarket 78 maju mapan mampu bersaing dengan minimarket lainnya |  |  |  |  |  |
| 6. | Harga yang ditetapkan oleh minimarket 78 maju mapan sesuai dengan kualitas produk |  |  |  |  |  |

* KUALITAS PRODUK

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **PERTANYAAN** | **STS** | **TS** | **CS** | **S** | **SS** |
| 1. | Produk yang diwarkan oleh minimarket 78 maju mapan itemnya atau macamnya cukup banyak |  |  |  |  |  |
| 2. | Ragam jenis produk yang diwarkan minimarket 78 maju mapan memenuhi selera saya |  |  |  |  |  |
| 3. | Tata letak barang pada minimarket 78 maju mapan menarik |  |  |  |  |  |
| 4. | Minimarket 78 maju mapan memiliki warna dinding yang menarik |  |  |  |  |  |
| 5. | Produk yang diwarkan oleh minimarket 78 maju mapan paling unggul diantara pesaing sekitar |  |  |  |  |  |
| 6. | Suara music pada minimarket 78 maju mapan mengahadirkan suasana yang nyaman |  |  |  |  |  |
| 7. | Pelayanan ramah dan bersedia membantu |  |  |  |  |  |

* PELAYANAN

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **PERTANYAAN** | **STS** | **TS** | **CS** | **S** | **SS** |
| 1. | Lokasi minimarket 78 maju mapan mudah ditemukan |  |  |  |  |  |
| 2. | Temapat dan tata ruang minimarket 78 maju mapan mencukupi dan nyaman |  |  |  |  |  |
| 3. | Konsep dan model pelayanan yang diberikan minimarket 78 maju mapan menyenangkan dan memuaskan bagi saya |  |  |  |  |  |
| 4. | Para pegawai minimarket 78 maju mapan berpenampilan menarik dan ramah pada saya |  |  |  |  |  |
| 5. | Kasir minimarket 78 maju mapan mampu melayani dengan baik dan teliti |  |  |  |  |  |

* KEPUASAN KONSUMEN

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| NO | PERTANYAAN | STS | TS | CS | S | SS |
| 1. | Saya puas dengan harga yang diwarkan minimarket 78 maju mapan |  |  |  |  |  |
| 2. | Saya merasa puas dengan fasilitas yang ditawarkan |  |  |  |  |  |
| 3. | Saya merasa puas dengan kemampuan yang dimiki karyawan minimarket 78 maju mapan |  |  |  |  |  |
| 4. | Saya merasa puas dengan kebersihan minimarket 78 maju mapan terjaga dengan baik |  |  |  |  |  |
| 5. | Saya merasa puas dengan keamanan minimarket 78 maju mapan terjaga dengan baik |  |  |  |  |  |

