Lampiran 1

Kuisioner

KUESIONER PENELITIAN

PENGARUH KUALITAS PELAYANAN, PERSEPSI HARGA DAN INOVASI PRODUK TERHADAP LOYALITAS KONSUMEN

(Studi kasus Pada konsumen Indomaret Nginden Semolo No 53 Surabaya)

1. Petunjuk Pengisian

Kepada responden yang saya hormati, bersama ini saya mohon partisipasi saudara/i untuk mengisi data kuesioner yang akan diberikan. Informasi yang anda berikan sangat berguna untuk kelangsungan penyelesaian skripsi saya. Oleh sebab itu saya harap bantuan saudara/i:

1. Menjawab dengan sebenar – benarnya dengan kondisi yang sudah dialami
2. Memberikan tanda () pada salah satu jawaban yang saudara/i yang paling sesuai
3. Terdapat lima jawaban yang yang menunjukan persasaan saudara/i terkait kualitas pelayanan, persepsi harga dan inovasi produk.
4. Keterangan sebagai berikut :

SS = Sangat Setuju Skor (5)

S = Setuju Skor (4)

CS = Cukup Setuju Skor (3)

TS = Tidak Setuju Skor (2)

STS = Sangat Tidak Setuju Skor (1)

1. **Identitas Responden**

Nama : ............................................................

Jenis Kelamin : Laki – Laki Perempuan

Pekerjaan : ...........................................................

Kualitas Pelayanan (X1)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | Alternatif Jawaban | | | | |
| STS | TS | CS | S | SS |
| 1 | Kelengkapan dan fasilitas serta kerapian pegawai Indomaret sangat memadai |  |  |  |  |  |
| 2 | Karyawan Indomaret mempunyai kemampuan memberikan pelayanan dengan segera dan akurat |  |  |  |  |  |
| 3 | Karyawan Indomaret responsif terhadap keinginan, kebutuhan konsumen |  |  |  |  |  |
| 4 | Karyawan Indomaret memberikan jaminan produk dan jasa yang ditawarkan berkualitas |  |  |  |  |  |
| 5 | Karyawan Indomaret memiliki atau mempunyai empati terhadap permasalahan yang di hadapi oleh konsumen |  |  |  |  |  |

Persepsi Harga (X2)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | Alternatif Jawaban | | | | |
| STS | TS | CS | S | SS |
| 1. | Harga produk diIndomaret terjangkau oleh konsumen. |  |  |  |  |  |
| 2. | Harga produk di Indomaret sesuai dengan kualitas produk dan layanan. |  |  |  |  |  |
| 3. | Harga produk di Indomaret bersaing atau tidak jauh beda dengan minimarket lain. |  |  |  |  |  |
| 4. | Harga yang ditawarkan oleh Indomaret sebanding dengan manfaat yang diperoleh konsumen. |  |  |  |  |  |

Inovasi Produk (X3)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | Alternatif Jawaban | | | | |
| STS | TS | CS | S | SS |
| 1. | Indomaret banyak melakukan inovasi dengan menjual aneka barang dan jasa sesuai kebutuhan masyarakat |  |  |  |  |  |
| 2. | Indomaret banyak menawarkan beberapa jenis barang dengan kemasan merek Indomaret yang menarik bagi konsumen |  |  |  |  |  |
| 3. | Indomaret melakukan inovasi dengan menjual produk – produk baru yang tidak linier (tidak ada hubungan dengan produk – produk yang dijual sebelumnya) |  |  |  |  |  |

Loyalitas Konsumen (Y)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | Alternatif Jawaban | | | | |
| STS | TS | CS | S | SS |
| 1. | Saya secara terus menerus melakukan pembelian produk atau jasa yang di sediakan Indomaret. |  |  |  |  |  |
| 2. | Saya selalu membeli produk dan jasa tambahan yang ditawarkan oleh Indomaret. |  |  |  |  |  |
| 3. | Saya merekomendasikan kepada orang lain atau saudara untuk berbelanja di Indomaret. |  |  |  |  |  |
| 4. | Saya akan menyampaikan hal positif tentang Indomaret kepada orang lain dan keluarga |  |  |  |  |  |
| 5. | Saya tetap memilih berbelanja di Indomaret walaupun ada mini market yang lainnya. |  |  |  |  |  |

Lampiran 2

Data seluruh jawaban kuisioner responden

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| no | kualitas pelayanan | | | | | | Persepsi Harga | | | | | Inovasi Produk | | | | Loyalitas Konsumen | | | | | |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1 | X2.1 | X2.2 | X2.3 | X2.4 | X2 | X3.1 | X3.2 | X3.3 | X3 | Y1 | Y2 | Y3 | Y4 | Y5 | Y |
| 1 | 4 | 3 | 3 | 4 | 2 | 16 | 5 | 2 | 4 | 4 | 15 | 3 | 4 | 5 | 12 | 4 | 4 | 4 | 4 | 4 | 20 |
| 2 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 4 | 5 | 23 |
| 3 | 4 | 3 | 2 | 3 | 4 | 16 | 3 | 3 | 2 | 3 | 11 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 4 | 4 | 19 |
| 4 | 4 | 4 | 3 | 3 | 3 | 17 | 2 | 3 | 2 | 2 | 9 | 3 | 2 | 2 | 7 | 2 | 2 | 2 | 3 | 2 | 11 |
| 5 | 3 | 4 | 4 | 2 | 1 | 14 | 2 | 4 | 4 | 4 | 14 | 5 | 4 | 4 | 13 | 4 | 2 | 2 | 4 | 4 | 16 |
| 6 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 5 | 4 | 5 | 18 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 4 | 20 |
| 7 | 4 | 4 | 4 | 3 | 3 | 18 | 3 | 3 | 2 | 4 | 12 | 3 | 2 | 2 | 7 | 4 | 1 | 2 | 2 | 2 | 11 |
| 8 | 3 | 3 | 4 | 3 | 3 | 16 | 2 | 3 | 2 | 2 | 9 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 3 | 15 |
| 9 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 3 | 2 | 14 |
| 10 | 4 | 3 | 4 | 3 | 3 | 17 | 3 | 2 | 2 | 3 | 10 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 4 | 20 |
| 11 | 3 | 4 | 4 | 3 | 4 | 18 | 4 | 4 | 5 | 4 | 17 | 4 | 3 | 2 | 9 | 1 | 1 | 2 | 3 | 2 | 9 |
| 12 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 3 | 4 | 3 | 4 | 4 | 18 | 3 | 3 | 2 | 3 | 11 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 4 | 20 |
| 14 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 3 | 3 | 11 | 4 | 3 | 3 | 10 | 3 | 3 | 2 | 3 | 3 | 14 |
| 15 | 4 | 3 | 4 | 3 | 3 | 17 | 3 | 3 | 3 | 3 | 12 | 2 | 2 | 3 | 7 | 3 | 3 | 3 | 3 | 2 | 14 |
| 16 | 5 | 4 | 4 | 4 | 4 | 21 | 3 | 3 | 2 | 4 | 12 | 5 | 4 | 5 | 14 | 2 | 3 | 3 | 1 | 1 | 10 |
| 17 | 4 | 3 | 4 | 4 | 3 | 18 | 3 | 5 | 4 | 3 | 15 | 4 | 5 | 5 | 14 | 4 | 3 | 5 | 4 | 4 | 20 |
| 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 3 | 4 | 3 | 4 | 3 | 17 | 3 | 4 | 4 | 3 | 14 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 3 | 15 |
| 20 | 4 | 5 | 4 | 5 | 4 | 22 | 3 | 3 | 3 | 4 | 13 | 4 | 2 | 4 | 10 | 1 | 2 | 2 | 2 | 2 | 9 |
| 21 | 4 | 4 | 3 | 4 | 3 | 18 | 2 | 4 | 5 | 3 | 14 | 3 | 3 | 2 | 8 | 2 | 2 | 1 | 2 | 1 | 8 |
| 22 | 5 | 3 | 3 | 3 | 3 | 17 | 3 | 3 | 4 | 3 | 13 | 2 | 3 | 2 | 7 | 3 | 2 | 3 | 3 | 3 | 14 |
| 23 | 4 | 4 | 4 | 4 | 3 | 19 | 3 | 3 | 4 | 3 | 13 | 2 | 2 | 2 | 6 | 4 | 3 | 3 | 3 | 3 | 16 |
| 24 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 3 | 4 | 3 | 14 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 3 | 15 |
| 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 |
| 26 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 20 | 4 | 3 | 3 | 10 | 3 | 2 | 3 | 3 | 4 | 15 |
| 27 | 5 | 4 | 3 | 3 | 3 | 18 | 3 | 2 | 3 | 2 | 10 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 |
| 28 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 |
| 29 | 4 | 4 | 4 | 4 | 4 | 20 | 2 | 4 | 3 | 3 | 12 | 3 | 2 | 2 | 7 | 4 | 3 | 3 | 3 | 3 | 16 |
| 30 | 3 | 4 | 3 | 4 | 3 | 17 | 2 | 3 | 4 | 3 | 12 | 4 | 3 | 2 | 9 | 2 | 2 | 3 | 3 | 2 | 12 |
| 31 | 4 | 3 | 3 | 3 | 3 | 16 | 3 | 3 | 4 | 3 | 13 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 3 | 15 |
| 32 | 4 | 3 | 3 | 3 | 3 | 16 | 1 | 3 | 3 | 3 | 10 | 3 | 3 | 2 | 8 | 1 | 2 | 2 | 2 | 1 | 8 |
| 33 | 3 | 4 | 3 | 4 | 3 | 17 | 5 | 4 | 4 | 4 | 17 | 2 | 3 | 3 | 8 | 3 | 3 | 4 | 3 | 1 | 14 |
| 34 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 12 | 2 | 3 | 3 | 8 | 3 | 3 | 4 | 3 | 3 | 16 |
| 35 | 4 | 3 | 3 | 3 | 3 | 16 | 3 | 3 | 3 | 3 | 12 | 3 | 2 | 3 | 8 | 4 | 4 | 2 | 2 | 2 | 14 |
| 36 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 |
| 37 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 3 | 4 | 3 | 13 | 3 | 3 | 4 | 10 | 4 | 4 | 3 | 3 | 3 | 17 |
| 38 | 4 | 4 | 3 | 3 | 4 | 18 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 4 | 20 |
| 39 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 3 | 3 | 4 | 14 | 3 | 3 | 3 | 9 | 4 | 3 | 3 | 3 | 3 | 16 |
| 40 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 3 | 3 | 18 |
| 41 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 3 | 4 | 4 | 14 | 4 | 4 | 3 | 11 | 2 | 2 | 3 | 3 | 3 | 13 |
| 42 | 5 | 4 | 3 | 4 | 3 | 19 | 3 | 3 | 4 | 4 | 14 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 4 | 20 |
| 43 | 4 | 3 | 4 | 4 | 4 | 19 | 3 | 3 | 4 | 4 | 14 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 4 | 4 | 20 |
| 44 | 5 | 4 | 4 | 4 | 5 | 22 | 4 | 4 | 3 | 3 | 14 | 4 | 3 | 5 | 12 | 4 | 4 | 3 | 4 | 3 | 18 |
| 45 | 4 | 4 | 4 | 5 | 3 | 20 | 3 | 3 | 3 | 4 | 13 | 4 | 3 | 3 | 10 | 3 | 2 | 3 | 3 | 2 | 13 |
| 46 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 3 | 10 | 4 | 3 | 3 | 3 | 4 | 17 |
| 47 | 4 | 4 | 4 | 4 | 3 | 19 | 3 | 3 | 2 | 3 | 11 | 4 | 3 | 3 | 10 | 3 | 4 | 3 | 3 | 2 | 15 |
| 48 | 3 | 4 | 4 | 4 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 3 | 3 | 4 | 10 | 4 | 3 | 3 | 4 | 3 | 17 |
| 49 | 5 | 4 | 4 | 5 | 5 | 23 | 3 | 4 | 4 | 4 | 15 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 5 | 2 | 19 |
| 50 | 3 | 4 | 4 | 4 | 2 | 17 | 3 | 4 | 3 | 4 | 14 | 4 | 4 | 3 | 11 | 4 | 2 | 2 | 3 | 2 | 13 |
| 51 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 16 | 2 | 2 | 2 | 6 | 2 | 2 | 2 | 2 | 2 | 10 |
| 52 | 4 | 3 | 4 | 4 | 4 | 19 | 5 | 3 | 2 | 2 | 12 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 4 | 20 |
| 53 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 2 | 10 | 3 | 3 | 3 | 3 | 3 | 15 |
| 54 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 |
| 55 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 3 | 11 | 4 | 3 | 5 | 4 | 4 | 20 |
| 56 | 4 | 5 | 4 | 3 | 4 | 20 | 4 | 4 | 4 | 3 | 15 | 5 | 3 | 3 | 11 | 4 | 4 | 5 | 5 | 4 | 22 |
| 57 | 4 | 4 | 5 | 4 | 4 | 21 | 5 | 4 | 4 | 4 | 17 | 2 | 2 | 2 | 6 | 2 | 2 | 2 | 2 | 2 | 10 |
| 58 | 5 | 5 | 5 | 5 | 4 | 24 | 3 | 4 | 4 | 3 | 14 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 2 | 14 |
| 59 | 3 | 4 | 5 | 4 | 5 | 21 | 4 | 4 | 3 | 4 | 15 | 2 | 2 | 2 | 6 | 4 | 4 | 3 | 4 | 4 | 19 |
| 60 | 3 | 4 | 5 | 4 | 5 | 21 | 4 | 4 | 3 | 4 | 15 | 2 | 3 | 2 | 7 | 4 | 4 | 3 | 4 | 4 | 19 |
| 61 | 5 | 5 | 5 | 4 | 4 | 23 | 3 | 4 | 4 | 4 | 15 | 5 | 4 | 4 | 13 | 3 | 3 | 4 | 4 | 4 | 18 |
| 62 | 4 | 3 | 4 | 3 | 4 | 18 | 3 | 4 | 3 | 4 | 14 | 2 | 3 | 2 | 7 | 4 | 3 | 4 | 4 | 4 | 19 |
| 63 | 4 | 4 | 3 | 3 | 3 | 17 | 4 | 4 | 3 | 4 | 15 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 3 | 3 | 16 |
| 64 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 4 | 5 | 19 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 |
| 65 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 4 | 5 | 19 | 2 | 2 | 2 | 6 | 5 | 4 | 5 | 4 | 4 | 22 |
| 66 | 5 | 5 | 5 | 4 | 4 | 23 | 3 | 4 | 3 | 4 | 14 | 4 | 4 | 4 | 12 | 2 | 2 | 2 | 2 | 3 | 11 |
| 67 | 4 | 5 | 3 | 4 | 4 | 20 | 4 | 4 | 4 | 3 | 15 | 2 | 2 | 2 | 6 | 4 | 5 | 4 | 5 | 4 | 22 |
| 68 | 4 | 5 | 5 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 16 | 3 | 2 | 2 | 7 | 4 | 4 | 4 | 3 | 4 | 19 |
| 69 | 5 | 5 | 5 | 4 | 4 | 23 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 4 | 5 | 23 |
| 70 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 5 | 4 | 23 |
| 71 | 4 | 3 | 4 | 3 | 4 | 18 | 3 | 4 | 3 | 3 | 13 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 3 | 16 |
| 72 | 3 | 2 | 4 | 2 | 3 | 14 | 2 | 3 | 5 | 3 | 13 | 3 | 4 | 4 | 11 | 4 | 3 | 3 | 3 | 2 | 15 |
| 73 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 4 | 5 | 23 |
| 74 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 4 | 4 | 4 | 17 | 5 | 5 | 4 | 14 | 3 | 3 | 4 | 4 | 4 | 18 |
| 75 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 3 | 5 | 4 | 17 | 5 | 3 | 3 | 11 | 5 | 3 | 1 | 4 | 4 | 17 |
| 76 | 5 | 4 | 4 | 4 | 4 | 21 | 5 | 4 | 4 | 4 | 17 | 3 | 2 | 3 | 8 | 4 | 4 | 4 | 5 | 5 | 22 |
| 77 | 5 |  | 5 | 4 | 4 | 23 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 13 | 2 | 2 | 2 | 3 | 3 | 12 |
| 78 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 4 | 5 | 18 | 5 | 3 | 3 | 11 | 3 | 2 | 5 | 4 | 4 | 18 |
| 79 | 5 | 5 | 3 | 4 | 4 | 21 | 5 | 4 | 5 | 4 | 18 | 3 | 2 | 3 | 8 | 4 | 3 | 4 | 4 | 4 | 19 |
| 80 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 3 | 3 | 2 | 13 | 3 | 2 | 3 | 8 | 4 | 4 | 4 | 4 | 3 | 19 |
| 81 | 4 | 4 | 4 | 4 | 3 | 19 | 2 | 3 | 4 | 4 | 13 | 3 | 4 | 3 | 10 | 4 | 3 | 3 | 3 | 3 | 16 |
| 82 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 3 | 13 | 4 | 5 | 5 | 4 | 5 | 23 |
| 83 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 5 | 3 | 4 | 16 | 5 | 5 | 5 | 15 | 3 | 4 | 4 | 4 | 3 | 18 |
| 84 | 5 | 4 | 5 | 5 | 4 | 23 | 4 | 5 | 4 | 4 | 17 | 5 | 2 | 1 | 8 | 2 | 2 | 2 | 3 | 3 | 12 |
| 85 | 4 | 5 | 5 | 3 | 4 | 21 | 4 | 4 | 4 | 4 | 16 | 3 | 2 | 3 | 8 | 5 | 5 | 4 | 4 | 4 | 22 |
| 86 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 5 | 5 | 4 | 19 | 3 | 4 | 4 | 11 | 3 | 3 | 4 | 4 | 5 | 19 |
| 87 | 4 | 4 | 5 | 4 | 3 | 20 | 5 | 4 | 4 | 4 | 17 | 4 | 3 | 4 | 11 | 3 | 3 | 4 | 4 | 3 | 17 |
| 88 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 4 | 5 | 3 | 16 | 3 | 3 | 3 | 9 | 3 | 2 | 2 | 3 | 2 | 12 |
| 89 | 5 | 5 | 5 | 5 | 5 | 25 | 3 | 4 | 5 | 4 | 16 | 4 | 5 | 4 | 13 | 4 | 4 | 5 | 5 | 5 | 23 |
| 90 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 3 | 5 | 16 | 4 | 5 | 5 | 14 | 5 | 4 | 5 | 5 | 4 | 23 |
| 91 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 3 | 4 | 4 | 15 | 5 | 3 | 4 | 12 | 4 | 3 | 3 | 4 | 5 | 19 |
| 92 | 2 | 3 | 3 | 3 | 3 | 14 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 4 | 14 | 3 | 3 | 2 | 2 | 3 | 13 |
| 93 | 3 | 3 | 3 | 3 | 2 | 14 | 5 | 4 | 3 | 4 | 16 | 5 | 5 | 5 | 15 | 3 | 3 | 3 | 5 | 4 | 18 |
| 94 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 5 | 4 | 17 | 5 | 5 | 4 | 14 | 3 | 2 | 3 | 3 | 2 | 13 |
| 95 | 5 | 4 | 4 | 4 | 3 | 20 | 5 | 4 | 4 | 4 | 17 | 4 | 3 | 4 | 11 | 3 | 3 | 4 | 3 | 4 | 17 |
| 96 | 5 | 5 | 4 | 4 | 4 | 22 | 5 | 4 | 5 | 5 | 19 | 3 | 3 | 3 | 9 | 5 | 4 | 4 | 5 | 4 | 22 |
| 97 | 4 | 5 | 5 | 4 | 4 | 22 | 5 | 5 | 4 | 5 | 19 | 3 | 3 | 3 | 9 | 5 | 4 | 4 | 5 | 4 | 22 |
| 98 | 4 | 5 | 4 | 3 | 3 | 19 | 4 | 5 | 3 | 3 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 3 | 4 | 19 |
| 99 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 4 | 14 | 4 | 5 | 4 | 3 | 2 | 18 |
| 100 | 4 | 3 | 4 | 3 | 4 | 18 | 4 | 4 | 3 | 5 | 16 | 5 | 4 | 5 | 14 | 4 | 3 | 4 | 5 | 2 | 18 |

Lampiran 3

Karakteristik Responden

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Jenis Kelamin** | **Jumlah** | **Presentase (%)** |
| **1** | Laki – Laki | 60 | 60% |
| **2** | Perempuan | 40 | 40% |
| **Total** | | **100** | **100%** |

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pekerjaan** | **Jumlah** | **Presentase (%)** |
| **1** | Ibu Rumah Tangga | 6 | 6% |
| **2** | Mahasiswa | 17 | 17% |
| **3** | Pelajar | 5 | 5% |
| **4** | PNS | 8 | 8% |
| **5** | Swasta | 64 | 64% |
| **Total** | | **100** | **100%** |

Lampiran 4

Uji Instrumen

Kualitas Pelayanan (X1)

| **Correlations** | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | X1.1 | X1.2 | | X1.3 | X1.4 | X1.5 | kualitas Pelayanan |
| X1.1 | | Pearson Correlation | | 1 | .506\*\* | | .428\*\* | .452\*\* | .454\*\* | .708\*\* |
| Sig. (2-tailed) | |  | .000 | | .000 | .000 | .000 | .000 |
| N | | 100 | 100 | | 100 | 100 | 100 | 100 |
| X1.2 | | Pearson Correlation | | .506\*\* | 1 | | .572\*\* | .631\*\* | .552\*\* | .827\*\* |
| Sig. (2-tailed) | | .000 |  | | .000 | .000 | .000 | .000 |
| N | | 100 | 100 | | 100 | 100 | 100 | 100 |
| X1.3 | | Pearson Correlation | | .428\*\* | .572\*\* | | 1 | .503\*\* | .580\*\* | .779\*\* |
| Sig. (2-tailed) | | .000 | .000 | |  | .000 | .000 | .000 |
| N | | 100 | 100 | | 100 | 100 | 100 | 100 |
| X1.4 | | Pearson Correlation | | .452\*\* | .631\*\* | | .503\*\* | 1 | .629\*\* | .814\*\* |
| Sig. (2-tailed) | | .000 | .000 | | .000 |  | .000 | .000 |
| N | | 100 | 100 | | 100 | 100 | 100 | 100 |
| X1.5 | | Pearson Correlation | | .454\*\* | .552\*\* | | .580\*\* | .629\*\* | 1 | .823\*\* |
| Sig. (2-tailed) | | .000 | .000 | | .000 | .000 |  | .000 |
| N | | 100 | 100 | | 100 | 100 | 100 | 100 |
| kualitas Pelayanan | | Pearson Correlation | | .708\*\* | .827\*\* | | .779\*\* | .814\*\* | .823\*\* | 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). | | | | | | | | | | |
| **Case Processing Summary** | | | | | |
|  | | | N | % | |
| Cases | Valid | | 100 | 100.0 | |
| Excludeda | | 0 | .0 | |
| Total | | 100 | 100.0 | |
| a. Listwise deletion based on all variables in the procedure. | | | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .850 | 5 |

Persepsi Harga (X2)

| **Correlations** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | Persepsi Harga |
| X2.1 | Pearson Correlation | 1 | .521\*\* | .416\*\* | .539\*\* | .800\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .521\*\* | 1 | .499\*\* | .603\*\* | .805\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .416\*\* | .499\*\* | 1 | .508\*\* | .762\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .539\*\* | .603\*\* | .508\*\* | 1 | .818\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| Persepsi Harga | Pearson Correlation | .800\*\* | .805\*\* | .762\*\* | .818\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .801 | 4 |

| Inovasi produk (X3)  **Correlations** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  | | X3.1 | X3.2 | X3.3 | Inovasi Produk |
| X3.1 | Pearson Correlation | 1 | .664\*\* | .586\*\* | .850\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .664\*\* | 1 | .727\*\* | .906\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .586\*\* | .727\*\* | 1 | .881\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 |
| Inovasi Produk | Pearson Correlation | .850\*\* | .906\*\* | .881\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .853 | 3 |

Loyalitas Konsumen (Y)

| **Correlations** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Loyalitas Konsumen |
| Y1 | Pearson Correlation | 1 | .728\*\* | .579\*\* | .672\*\* | .634\*\* | .843\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y2 | Pearson Correlation | .728\*\* | 1 | .703\*\* | .622\*\* | .608\*\* | .859\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y3 | Pearson Correlation | .579\*\* | .703\*\* | 1 | .697\*\* | .643\*\* | .851\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y4 | Pearson Correlation | .672\*\* | .622\*\* | .697\*\* | 1 | .711\*\* | .862\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y5 | Pearson Correlation | .634\*\* | .608\*\* | .643\*\* | .711\*\* | 1 | .849\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Loyalitas Konsumen | Pearson Correlation | .843\*\* | .859\*\* | .851\*\* | .862\*\* | .849\*\* | 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). | | | | | | | |

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .905 | 5 |

Lampiran 5

Analisis data

1. Regresi Linier Berganda

|  |  |  |
| --- | --- | --- |
| **Model** | **Unstandardized Coefficients** | |
| **B** | **Std. Error** |
| Constanta | 1.449 | 2.608 |
| Kualitas Pelayanan (X1) | .286 | .143 |
| Persepsi Harga (X2) | .338 | .158 |
| Inovasi Produk (X3) | .469 | .145 |

2. Koefisien determinasi (R2)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R  Square | Std. Error of  the Estimate |
| 1 | .547a | .300 | .278 | 3.55916 |

Lampiran 6

Pengujian Hipotesis

Hasil Perhitungan Uji t

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model Anova | thitung | ttabel | tsig | Kesimpulan |
| Kualitas Pelayanan (X1) | 2.004 | 1.984 | 0.048 | thitung > ttabel |
| Persepsi Harga (X2) | 2.134 | 1.984 | 0.035 | thitung > ttabel |
| Inovasi Produk (X3) | 3.243 | 1.984 | 0.002 | thitung > ttabel |

Hasil Perhitungan Uji F

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | Regression | 520.497 | 3 | 173.499 | 13.696 | .000a |
| Residual | 1216.093 | 96 | 12.668 |  |  |
| Total | 1736.590 | 99 |  |  |  |