

LAMPIRAN 1

KUISIONER

Kuisioner ini digunakan sebagai bahan penyusunan skripsi mengenai

**PENGARUH KUALITAS PELAYANAN, KEBERSIHAN LINGKUNGAN
DAN PENATAAN PRODUK TERHADAP KEPUASAN KONSUMEN DI
INDOMARET GEMURUNG KECAMATAN GEDANGAN**

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A. Deskripsi Responden

1. Nama :
2. Usia :
3. Jenis Kelamin (L/P) :
4. Pekerjaan :

B. Petunjuk Pengisian

Beri tanda (\checkmark) pada kolom yang disediakan sesuai dengan keadaan dan pendapat anda pada setiap pernyataan yang tercantum

C. Kriteria bobot skor penilaian

| | | | | |
|---------------|--------|--------|--------------|---------------------|
| Sangat Setuju | Setuju | Netral | Tidak Setuju | Sangat Tidak Setuju |
| SS | S | N | TS | STS |
| 5 | 4 | 3 | 2 | 1 |

D. Kualitas Pelayanan (X1)

| No | Pertanyaan | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
| 1 | Pelayanan yang diberikan karyawan & toko indomaret sangat memuaskan | | | | | |
| 2 | Saya merasa karyawan indomaret dapat memberikan solusi dan menerima keluhan dari konsumen | | | | | |
| 3 | Saya merasa karyawan indomaret dapat membantu memberikan informasi mengenai suatu produk | | | | | |
| 4 | Saya merasa karyawan indomaret sigap dalam membantu pelanggan | | | | | |

E. Kebersihan Lingkungan (X2)

| No | Pertanyaan | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
| 1 | Apakah kaca toko bersih dari debu/kotoran? | | | | | |
| 2 | Apakah lahan parkir bersih dari sampah? | | | | | |
| 3 | Apakah display toko bersih dari debu/kotoran? | | | | | |
| 4 | Apakah lantai toko bersih dari debu/kotoran? | | | | | |

F. Penataan Produk (X3)

| No | Pertanyaan | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
| 1 | Saya merasa penataan produk sesuai dengan tempat | | | | | |
| 2 | Saya merasa kelengkapan produk di indomaret terpenuhi | | | | | |
| 3 | Saya merasa display yang ada di indomaret dapat menarik perhatian | | | | | |
| 4 | Saya merasa ketersediaan produk di indomaret terpenuhi | | | | | |

G. Kepuasan Konsumen (Y)

| No | Pertanyaan | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| 1 | Apakah karyawan kasir terampil dalam melayani konsumen sehingga dapat meminimasi waktu menunggu konsumen lain? | | | | | |
| 2 | Apakah anda merasa puas/nyaman terhadap pelayanan karyawan indomaret? | | | | | |
| 3 | Apakah anda puas dengan kualitas pelayanan,kebersihan lingkungan dan penataan produk yang berada di indomaret? | | | | | |
| 4 | Apakah anda merasa keinginan dan harapan ada terpenuhi saat belanja di indomaret? | | | | | |

LAMPIRAN 2

1. Uji Instrumen

A. Validitas

a. Kualitas Pelayanan (X1)

| Correlations | | | | | | |
|--------------|------------------------|--------|--------|--------|--------|------------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | JUMLA H |
| X1.1 | Pearson Correlation | 1 | .561** | -.017 | -.012 | .741** |
| | Sig. (2-tailed) | | .000 | .909 | .934 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| X1.2 | Pearson Correlation | .561** | 1 | .021 | -.054 | .762** |
| | Sig. (2-tailed) | .000 | | .883 | .709 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| X1.3 | Pearson Correlation | -.017 | .021 | 1 | .230 | .417** |
| | Sig. (2-tailed) | .909 | .883 | | .108 | .003 |
| | N | 50 | 50 | 50 | 50 | 50 |
| X1.4 | Pearson Correlation | -.012 | -.054 | .230 | 1 | .377** |
| | Sig. (2-tailed) | .934 | .709 | .108 | | .007 |
| | N | 50 | 50 | 50 | 50 | 50 |
| JUMLA H | Pearson Correlation | .741** | .762** | .417** | .377** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .003 | .007 | |
| | N | 50 | 50 | 50 | 50 | 50 |

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

b. Kebersihan Lingkungan (X2)

| Correlations | | | | | | |
|--------------|---------------------|--------|--------|--------|--------|------------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | JUMLA H |
| X2.1 | Pearson Correlation | 1 | .576** | .483** | .439** | .806** |
| | Sig. (2-tailed) | | .000 | .000 | .001 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| X2.2 | Pearson Correlation | .576** | 1 | .547** | .386** | .803** |
| | Sig. (2-tailed) | .000 | | .000 | .006 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| X2.3 | Pearson Correlation | .483** | .547** | 1 | .596** | .812** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| X2.4 | Pearson Correlation | .439** | .386** | .596** | 1 | .748** |
| | Sig. (2-tailed) | .001 | .006 | .000 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| JUMLA H | Pearson Correlation | .806** | .803** | .812** | .748** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 |

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

c. Penataan Produk (X3)

| Correlations | | | | | | |
|--|------------------------|--------|--------|--------|--------|------------|
| | | X3.1 | X3.2 | X3.3 | X3.4 | JUMLA H |
| X3.1 | Pearson Correlation | 1 | .607** | .638** | .513** | .851** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| X3.2 | Pearson Correlation | .607** | 1 | .671** | .422** | .832** |
| | Sig. (2-tailed) | .000 | | .000 | .002 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| X3.3 | Pearson Correlation | .638** | .671** | 1 | .572** | .876** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| X3.4 | Pearson Correlation | .513** | .422** | .572** | 1 | .731** |
| | Sig. (2-tailed) | .000 | .002 | .000 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| JUMLA H | Pearson Correlation | .851** | .832** | .876** | .731** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |

d. Kepuasan Konsumen (Y)

| Correlations | | | | | | |
|--|------------------------|------------|------------|------------|------------|------------|
| | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | JUMLA H |
| Y1.1 | Pearson Correlation | 1 | -.308* | .061 | .025 | .409** |
| | Sig. (2-tailed) | | .029 | .675 | .864 | .003 |
| | N | 50 | 50 | 50 | 50 | 50 |
| Y1.2 | Pearson Correlation | -.308* | 1 | .277 | .325* | .488** |
| | Sig. (2-tailed) | .029 | | .051 | .021 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| Y1.3 | Pearson Correlation | .061 | .277 | 1 | .229 | .638** |
| | Sig. (2-tailed) | .675 | .051 | | .109 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| Y1.4 | Pearson Correlation | .025 | .325* | .229 | 1 | .733** |
| | Sig. (2-tailed) | .864 | .021 | .109 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| JUMLA H | Pearson Correlation | .409* * | .488* * | .638* * | .733* * | 1 |
| | Sig. (2-tailed) | .003 | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 |
| *. Correlation is significant at the 0.05 level (2-tailed). | | | | | | |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |

B. Reliabilitas

a. Kualitas Pelayanan (X1)

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| .718 | 5 |

b. Kebersihan Lingkungan (X2)

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| .812 | 5 |

c. Penataan Produk (X3)

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| .822 | 5 |

d. Kepuasan Konsumen (Y)

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| .693 | 5 |

2. Analisa Data

A. Regresi Linear Berganda

| Coefficients^a | | | | | | |
|--|-----------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.839 | 2.095 | | 2.788 | .008 |
| | Kualitas Pelayanan | .242 | .111 | .260 | 2.184 | .034 |
| | Kebersihan Lingkungan | .264 | .069 | .415 | 3.821 | .000 |
| | Penataan Produk | .180 | .056 | .380 | 3.195 | .003 |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | |

B. Koefisien Determinasi (R^2)

| Model Summary | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .676 ^a | .458 | .422 | 1.053 |
| a. Predictors: (Constant), Penataan Produk, Kebersihan Lingkungan, Kualitas Pelayanan | | | | |

3. Uji Hipotesis

A. Uji t

| Coefficients ^a | | | | | | |
|---------------------------|-----------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.839 | 2.095 | | 2.788 | .008 |
| | Kualitas Pelayanan | .242 | .111 | .260 | 2.184 | .034 |
| | Kebersihan Lingkungan | .264 | .069 | .415 | 3.821 | .000 |
| | Penataan Produk | .180 | .056 | .380 | 3.195 | .003 |

a. Dependent Variable: Kepuasan Konsumen

B. Uji F

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 43.018 | 3 | 14.339 | 12.938 | .000 ^b |
| | Residual | 50.982 | 46 | 1.108 | | |
| | Total | 94.000 | 49 | | | |

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Penataan Produk, Kebersihan Lingkungan, Kualitas Pelayanan