

KUESIONER PENELITIAN

KUESIONER TENTANG PERSEPSI HARGA, LOKASI DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN MINUMAN COKLAT SEMUT DI KOTA MOJOKERTO

Responden yang terhormat,

Bersama ini saya memohon kesediaannya untuk mengisi daftar koesioner yang diberikan. Informasi yang diberikan sebagai data penelitian dalam rangka penyusunan skripsi pada program Sarjana Ekonomi Universitas 17 Agustus 1945 Surabaya dengan Judul “ PERSEPSI HARGA, LOKASI DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN MINUMAN COKLAT SEMUT DI KOTA MOJOKERTO”.

Informasi ini merupakan bantuan yang sangat berarti dalam penyelesaian data penelitian, Atas bantuan Bapak/Ibu saya ucapkan terima kasih.

A. Petunjuk Pengisian

1. Jawablah setiap pertanyaan ini sesuai dengan pendapat Bapak / Ibu
2. Pilihlah jawaban dari table daftar pertanyaan dengan member **tanda checklist** (√) pada salah satu jawaban yang paling sesuai menurut Bapak / Ibu

Adapun makna tanda jawaban tersebut sebagai berikut :

- | | |
|--------|-------------------------------------|
| a) STS | : Sangat Tidak Setuju dengan skor 1 |
| b) TS | : Tidak Setuju dengan skor 2 |
| c) RR | : Ragu-Ragu dengan skor 3 |
| d) S | : Setuju dengan skor 4 |
| e) SS | : Sangat Setuju dengan skor 5 |

B. Identitas Responden

- Nama (Optional) :
- JenisKelamin : Laki – Laki Perempuan
- Umur Th : 20 – 25 Th 30 – 35 Th > 40
- 26 – 30 Th 36 – 40 Th
- MasaKerja Th : 1 – 5 Th 11 – 15 Th > 20
- 6 – 10 Th 16 – 20 Th
- Pendidikan : SMA / SMK S1 S3
- D3 S2

1. Persepsi Harga (Variabel X₁)

No	Pertanyaan	STS	TS	RR	S	SS
1	Harga yang ditentukan sesuai dengan kualitas produk dan kualitas pelayanan yang di berikan					
2	Kesesuaian tingkat harga yang terjangkau oleh daya beli masyarakat					
3	Pebandingan harga yang mampu bersaing dengan gerai minuman pesaing					
4	Harga sesuai dengan manfaat dan nilai yang di peroleh konsumen					

2. Lokasi (Variabel X₂)

No	Pertanyaan	STS	TS	RR	S	SS
1	Keamanan di sekitar lokasi gerai minuman terjamin					
2	Arus lalu lintas menuju lokasi gerai minuman lancar					93
3	Kondisi lingkungan nyaman					
4	Ketersediaan lahan parkir yang memadai					

3. Kualitas Pelayanan (Variabel X₃)

No	Pertanyaan	STS	TS	RR	S	SS
1	Kondisi gerai minuman baik					
2	Karyawan cepat dalam membuat minuman					
3	Karyawan tanggap terhadap keluhan konsumen					
4	Karyawan memberikan perhatian individu dengan baik kepada konsumen					

4. Kepuasan Konsmen (Variabel Y)

No	Pertanyaan	STS	TS	RR	S	SS
1	Konsumen merasa senang ketika harapannya terpenuhi					
2	Konsumen memberikan pujian setelah melakukan transaksi					
3	Konsumen merasa suka terhadap minuman yang disajikan					
4	Perasaan puas pada saat melakukan pembelian					

Descriptive Statistics

	Mean	Std. Deviation	N
X1.1	4.2400	.47638	50
X1.2	4.1600	.61809	50
X1.3	4.2000	.67006	50
X1.4	4.2600	.59966	50
TOTALX1	16.8600	1.34027	50

Correlations

		X1.1	X1.2	X1.3	X1.4	TOTALX1
X1.1	Pearson Correlation	1	-.272	.422**	.063	.469**
	Sig. (2-tailed)		.056	.002	.664	.001
	N	50	50	50	50	50
X1.2	Pearson Correlation	-.272	1	.020	.216	.471**
	Sig. (2-tailed)	.056		.892	.132	.001
	N	50	50	50	50	50
X1.3	Pearson Correlation	.422**	.020	1	.071	.691**
	Sig. (2-tailed)	.002	.892		.624	.000
	N	50	50	50	50	50
X1.4	Pearson Correlation	.063	.216	.071	1	.605**
	Sig. (2-tailed)	.664	.132	.624		.000
	N	50	50	50	50	50
TOTALX1	Pearson Correlation	.469**	.471**	.691**	.605**	1
	Sig. (2-tailed)	.001	.001	.000	.000	
	N	50	50	50	50	5

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

Lampiran: 3

Descriptive Statistics

	Mean	Std. Deviation	N
X2.1	4.3000	.61445	50
X2.2	4.2200	.61578	50
X2.3	4.1600	.54810	50
X2.4	4.2200	.46467	50
TOTALX2	16.9000	1.38873	50

Correlations

		X2.1	X2.2	X2.3	X2.4	TOTALX2
X2.1	Pearson Correlation	1	.254	.582**	-.021	.777**
	Sig. (2-tailed)		.076	.000	.882	.000
	N	50	50	50	50	50
X2.2	Pearson Correlation	.254	1	.135	.041	.623**
	Sig. (2-tailed)	.076		.348	.775	.000
	N	50	50	50	50	50
X2.3	Pearson Correlation	.582**	.135	1	-.061	.692**
	Sig. (2-tailed)	.000	.348		.674	.000
	N	50	50	50	50	50
X2.4	Pearson Correlation	-.021	.041	-.061	1	.319*
	Sig. (2-tailed)	.882	.775	.674		.024
	N	50	50	50	50	50
TOTALX2	Pearson Correlation	.777**	.623**	.692**	.319*	1
	Sig. (2-tailed)	.000	.000	.000	.024	
	N	50	50	50	50	50

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

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

Lampiran: 4

Descriptive Statistics

	Mean	Std. Deviation	N
X3.1	4.1800	.48192	50
X3.2	4.2000	.60609	50
X3.3	4.1800	.48192	50
X3.4	4.1600	.54810	50
TOTALX3	16.7200	1.29426	50

Correlations

		X3.1	X3.2	X3.3	X3.4	TOTALX3
X3.1	Pearson Correlation	1	.014	1.000**	-.034	.737**
	Sig. (2-tailed)		.923	.000	.815	.000
	N	50	50	50	50	50
X3.2	Pearson Correlation	.014	1	.014	.147	.541**
	Sig. (2-tailed)	.923		.923	.307	.000
	N	50	50	50	50	50
X3.3	Pearson Correlation	1.000**	.014	1	-.034	.737**
	Sig. (2-tailed)	.000	.923		.815	.000
	N	50	50	50	50	50
X3.4	Pearson Correlation	-.034	.147	-.034	1	.467**
	Sig. (2-tailed)	.815	.307	.815		.001
	N	50	50	50	50	50
TOTALX3	Pearson Correlation	.737**	.541**	.737**	.467**	1
	Sig. (2-tailed)	.000	.000	.000	.001	
	N	50	50	50	50	50

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

Descriptive Statistics

	Mean	Std. Deviation	N
Y.1	4.2000	.45175	50
Y.2	4.0600	.61974	50
Y.3	4.1000	.58029	50
Y.4	4.0800	.56569	50
TOTALY	16.4400	1.28031	50

Correlations

		Y.1	Y.2	Y.3	Y.4	TOTALY
Y.1	Pearson Correlation	1	-.190	.545**	.016	.515**
	Sig. (2-tailed)		.187	.000	.912	.000
	N	50	50	50	50	50
Y.2	Pearson Correlation	-.190	1	.040	.161	.506**
	Sig. (2-tailed)	.187		.784	.265	.000
	N	50	50	50	50	50
Y.3	Pearson Correlation	.545**	.040	1	.099	.709**
	Sig. (2-tailed)	.000	.784		.492	.000
	N	50	50	50	50	50
Y.4	Pearson Correlation	.016	.161	.099	1	.570**
	Sig. (2-tailed)	.912	.265	.492		.000
	N	50	50	50	50	50
TOTALY	Pearson Correlation	.515**	.506**	.709**	.570**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

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

Lampiran: 6

RELIABILITY

```

/VARIABLES=X1.1 X1.2 X1.3 X1.4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.281	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.2400	.47638	50
X1.2	4.1600	.61809	50
X1.3	4.2000	.67006	50
X1.4	4.2600	.59966	50

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	12.6200	1.424	.128	.246
X1.2	12.7000	1.398	.011	.389
X1.3	12.6600	1.004	.255	.054
X1.4	12.6000	1.184	.194	.159

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.8600	1.796	1.34027	4

RELIABILITY

```
/VARIABLES=X2.1 X2.2 X2.3 X2.4  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA  
/STATISTICS=DESCRIPTIVE SCALE  
/SUMMARY=TOTAL.
```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.453	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.3000	.61445	50

X2.2	4.2200	.61578	50
X2.3	4.1600	.54810	50
X2.4	4.2200	.46467	50

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	12.6000	.980	.470	.129
X2.2	12.6800	1.242	.224	.421
X2.3	12.7400	1.176	.380	.259
X2.4	12.6800	1.732	-.016	.585

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.9000	1.929	1.38873	4

Lampiran: 8

RELIABILITY

```

/VARIABLES=X3.1 X3.2 X3.3 X3.4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.432	4

Item Statistics

	Mean	Std. Deviation	N
X3.1	4.1800	.48192	50

X3.2	4.2000	.60609	50
X3.3	4.1800	.48192	50
X3.4	4.1600	.54810	50

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	12.5400	.988	.475	.134
X3.2	12.5200	1.193	.086	.539
X3.3	12.5400	.988	.475	.134
X3.4	12.5600	1.313	.049	.549

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.7200	1.675	1.29426	4

Lampiran: 9

RELIABILITY

```

/VARIABLES=Y.1 Y.2 Y.3 Y.4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.321	4

Item Statistics

	Mean	Std. Deviation	N
Y.1	4.2000	.45175	50

Y.2	4.0600	.61974	50
Y.3	4.1000	.58029	50
Y.4	4.0800	.56569	50

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	12.2400	1.247	.186	.248
Y.2	12.3800	1.220	.026	.442
Y.3	12.3400	.923	.340	.024
Y.4	12.3600	1.133	.155	.276

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.4400	1.639	1.28031	4

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2 X3
  /SCATTERPLOT=( *SRESID , *ZPRED)
  /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID)
  /SAVE PRED.

```

Regression

[DataSet0]

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan, Harga, Lokasi ^b	.	Enter

a. Dependent Variable: Kepuasan Konsumen

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.782 ^a	.612	.587	.82309	1.494

a. Predictors: (Constant), Kualitas Pelayanan, Harga, Lokasi

b. Dependent Variable: Kepuasan Konsumen

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ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.156	3	16.385	24.186	.000 ^b

Residual	31.164	46	.677	
Total	80.320	49		

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Kualitas Pelayanan, Harga, Lokasi

Coefficients^a

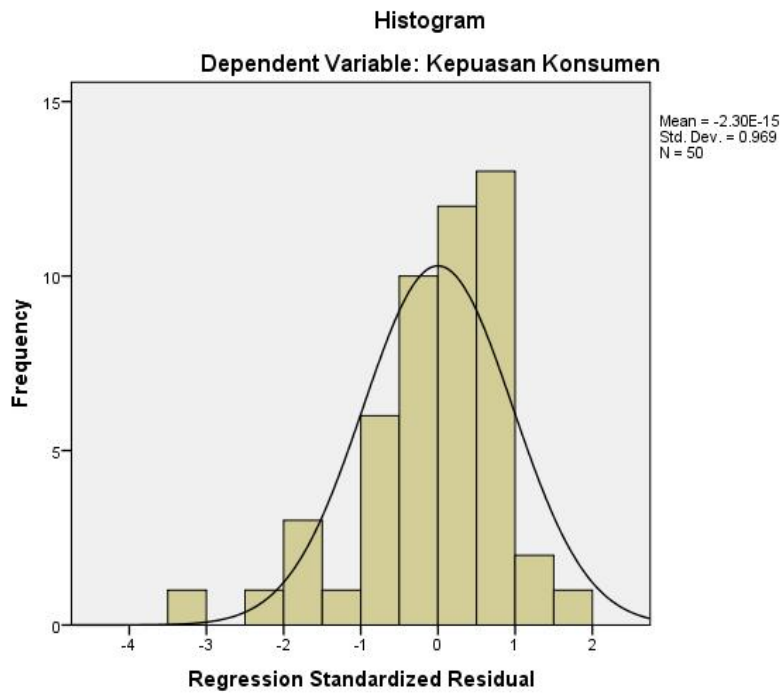
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.120	1.687		1.256	.215
Harga	.430	.126	.450	3.414	.001
Lokasi	.004	.157	.005	.028	.978
Kualitas Pelayanan	.418	.145	.423	2.880	.006

a. Dependent Variable: Kepuasan Konsumen

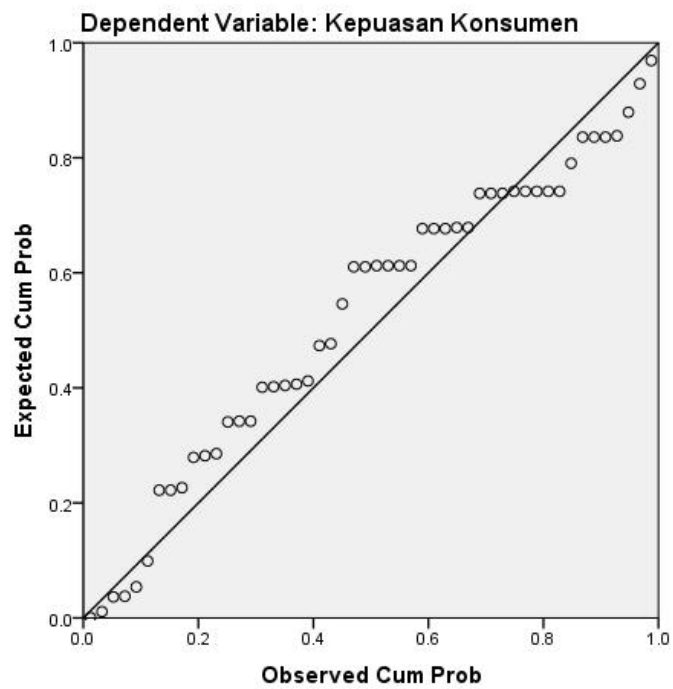
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13.2064	17.9052	16.4400	1.00159	50
Std. Predicted Value	-3.228	1.463	.000	1.000	50
Standard Error of Predicted Value	.121	.452	.222	.070	50
Adjusted Predicted Value	13.2693	18.1043	16.4436	1.00547	50
Residual	-2.62963	1.53680	.00000	.79750	50
Std. Residual	-3.195	1.867	.000	.969	50
Stud. Residual	-3.312	2.000	-.002	1.023	50
Deleted Residual	-2.82690	1.76341	-.00362	.89237	50
Stud. Deleted Residual	-3.755	2.070	-.016	1.070	50
Mahal. Distance	.074	13.780	2.940	2.668	50
Cook's Distance	.000	.332	.031	.066	50
Centered Leverage Value	.002	.281	.060	.054	50

a. Dependent Variable: Kepuasan Konsumen



Normal P-P Plot of Regression Standardized Residual



Scatterplot

Dependent Variable: Kepuasan Konsumen

