

LAMPIRAN 1

Kuisisioner

Kuisisioner

“Analisis Pengaruh Kualitas Pelayanan, Lokasi dan Harga Terhadap Kepuasan Konsumen Swalayan Naraya”

A. Identitas Responden

Nama : _____

Jenis Kelamin : L / P

Umur : () 18 – 20 tahun () 41 – 50 tahun

() 21 - 30 tahun () > 50 tahun

() 31 - 40 tahun

Profesi : () Pelajar / Mahasiswa () Wiraswasta

() Pegawai Negeri () Lain-lain

() Karyawan Swasta

Penghasilan perbulan : () < Rp 1.000.000

() Rp 1.100.000 – Rp 2.500.000

() Rp 2.600.000 – Rp 4.000.000

() Rp 4.100.000 – Rp 5.000.000

() > Rp 5.000.000

Berapa kali anda membeli di Swalayan Naraya?

() 1x () 4-5x

() 2x () >5x

() 3x

B. Tanggapan Responden

Berilah tanda checklist (√) pada jawaban yang menurut Anda paling sesuai.

Keterangan :

STS	Sangat Tidak Setuju
TS	Tidak Setuju
CS	Cukup Setuju
S	Setuju
SS	Sangat Setuju

No	Pertanyaan	STS	TS	CS	S	SS
1	Karyawan Swalayan Naraya memberikan kesan yang baik sejak pertama kali Anda datang					
2	Pelayanan yang diberikan Swalayan Naraya sesuai dengan yang dijanjikan					
3	Prosedur pelayanan Swalayan Naraya tidak berbelit-belit					
4	Karyawan Swalayan Naraya merespon keluhan pelanggan dengan cepat langsung					
5	Pelayanan karyawan Swalayan Naraya dilakukan dengan cepat					
6	Karyawan Swalayan Naraya menangani respon permintaan dari para konsumen					
7	Karyawan Swalayan Naraya memiliki pengetahuan yang cukup dalam menjawab pertanyaan konsumen					
8	Karyawan Swalayan Naraya sopan dalam melayani konsumen					
9	Karyawan Swalayan Naraya berbicara dengan menyenangkan dalam melayani konsumen					
10	Karyawan Swalayan Naraya memahami kebutuhan konsumen secara spesifik					
11	Karyawan Swalayan Naraya ramah kepada konsumen					
12	Karyawan Swalayan Naraya memberikan perhatian kepada konsumen secara individu / pribadi					
13	Area parkir Swalayan Naraya nyaman					
14	Sarana fisik Swalayan Naraya modern					
15	Penampilan karyawan Swalayan Naraya rapi dan seragam					
16	Lokasi Swalayan Naraya mudah di akses / dijangkau					
17	Swalayan Naraya terlihat dari jalan raya					
18	Lalu lintas menuju Swalayan Naraya lancar dan dapat dilalui banyak kendaraan					
19	Tempat parkir Swalayan Naraya luas dan aman					
20	Swalayan Naraya menerapkan harga promosi yang menarik untuk beberapa produk					
21	Swalayan Naraya memeberikan diskon saat event tertentu					
22	Swalayan Naraya memberikan diskon kepada konsumen pada pembelian yang banyak					
23	Swalayan Naraya memberikan harga yang menarik dan bersaing					
24	Pelayanan yang diberikan karyawan Swalayan					

	Naraya sesuai dengan harapan saya					
25	Saya memiliki keinginan untuk berkunjung kembali ke Swalayan Naraya					
26	Saya merekomendasikan kepada teman dan keluarga saya untuk berkunjung ke Swalayan Naraya					

LAMPIRAN 2

Profil Responden

1. Data Jumlah Responden

Jumlah kuisisioner yang disebar	100
Jumlah kuisisioner yang kembali	100
Tingkat pengembalian kuisisioner yang dapat dapat digunakan	100%

2. Jenis Kelamin

No	Jenis Kelamin	Jumlah Responden	Presentase
1	Pria	40	40%
2	Wanita	60	60%
Total		100	100%

3. Usia

No	Umur	Jumlah	Presentase
1	18 – 20 Tahun	13	13 %
2	21 – 30 Tahun	67	67 %
3	31 – 40 Tahun	19	19%
4	41 – 50 Tahun	1	1%
5	> 50 Tahun	-	-
Total		100	100

4. Pekerjaan

No	Pekerjaan	Jumlah	Presentase
1	Pelajar / mahasiswa	67	67%
2	Pegawai Negeri	3	3%
3	Karyawan Swasta	15	15%
4	Wiraswasta	4	4%
5	Lain-lain	11	11%
Total		100	100%

5. Frekuensi Belanja Konsumen

Frekuensi pembelian	Jumlah
1 kali	14
2 kali	19
3 kali	20
4-5 kali	7
>5kali	40
Total	100

LAMPIRAN 3
Hasil Uji Validitas Dan
Reliabilitas

Uji Validitas

Kualitas Pelayanan

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP15	TOTAL
KP1	Pearson Correlation	1	,430**	,002	,207 ⁺	,262**	,182	,185	,235 ⁺	,250 ⁺	,333**	,166	,177	,197 ⁺	-,028	,079	,450**
	Sig. (2-tailed)		,000	,982	,039	,009	,069	,066	,018	,012	,001	,100	,079	,050	,783	,432	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
KP2	Pearson Correlation	,430**	1	-,092	,162	,167	,096	,512**	,142	,289**	,431**	,320**	,271**	,275**	,166	,166	,527**
	Sig. (2-tailed)	,000		,362	,106	,097	,343	,000	,158	,004	,000	,001	,006	,006	,098	,098	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
KP3	Pearson Correlation	,002	-,092	1	,138	,266**	,348**	,182	,333**	,310**	,115	,010	-,011	,146	,001	,030	,337**
	Sig. (2-tailed)	,982	,362		,172	,007	,000	,071	,001	,002	,256	,923	,915	,148	,990	,769	,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
KP4	Pearson Correlation	,207 ⁺	,162	,138	1	,428**	,507**	,272**	,326**	,244 ⁺	,237 ⁺	,186	,356**	,036	,083	,135	,517**
	Sig. (2-tailed)	,039	,106	,172		,000	,000	,006	,001	,014	,018	,065	,000	,721	,410	,180	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
KP5	Pearson Correlation	,262**	,167	,266**	,428**	1	,476**	,300**	,239 ⁺	,173	,301**	,111	,318**	,139	,120	,244 ⁺	,544**
	Sig. (2-tailed)	,009	,097	,007	,000		,000	,002	,017	,085	,002	,271	,001	,169	,234	,015	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
KP6	Pearson Correlation	,182	,096	,348**	,507**	,476**	1	,414**	,368**	,365**	,204 ⁺	,092	,130	,014	,026	,180	,531**
	Sig. (2-tailed)	,069	,343	,000	,000	,000		,000	,000	,000	,042	,363	,199	,887	,798	,073	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
KP7	Pearson Correlation	,185	,512**	,182	,272**	,300**	,414**	1	,289**	,445**	,479**	,360**	,409**	,119	,251 ⁺	,329**	,677**

	Sig. (2-tailed)	,066	,000	,071	,006	,002	,000		,004	,000	,000	,000	,000	,237	,012	,001	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	,235 [*]	,142	,333 ^{**}	,326 ^{**}	,239 [*]	,368 ^{**}	,289 ^{**}	1	,673 ^{**}	,429 ^{**}	,366 ^{**}	,218 [*]	,153	,243 [*]	,365 ^{**}	,667 ^{**}
KP8	Sig. (2-tailed)	,018	,158	,001	,001	,017	,000	,004		,000	,000	,000	,029	,130	,015	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	,250 [*]	,289 ^{**}	,310 ^{**}	,244 [*]	,173	,365 ^{**}	,445 ^{**}	,673 ^{**}	1	,446 ^{**}	,478 ^{**}	,278 ^{**}	,200 [*]	,173	,407 ^{**}	,716 ^{**}
KP9	Sig. (2-tailed)	,012	,004	,002	,014	,085	,000	,000		,000	,000	,000	,005	,046	,084	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	,333 ^{**}	,431 ^{**}	,115	,237 [*]	,301 ^{**}	,204 [*]	,479 ^{**}	,429 ^{**}	,446 ^{**}	1	,271 ^{**}	,407 ^{**}	,215 [*]	,350 ^{**}	,209 [*]	,662 ^{**}
KP10	Sig. (2-tailed)	,001	,000	,256	,018	,002	,042	,000	,000	,000		,006	,000	,031	,000	,037	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	,166	,320 ^{**}	,010	,186	,111	,092	,360 ^{**}	,366 ^{**}	,478 ^{**}	,271 ^{**}	1	,401 ^{**}	,173	,211 [*]	,323 ^{**}	,559 ^{**}
KP11	Sig. (2-tailed)	,100	,001	,923	,065	,271	,363	,000	,000	,000	,006		,000	,085	,035	,001	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	,177	,271 ^{**}	-,011	,356 ^{**}	,318 ^{**}	,130	,409 ^{**}	,218 [*]	,278 ^{**}	,407 ^{**}	,401 ^{**}	1	,220 [*]	,265 ^{**}	,189	,571 ^{**}
KP12	Sig. (2-tailed)	,079	,006	,915	,000	,001	,199	,000	,029	,005	,000	,000		,028	,008	,060	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	,197 [*]	,275 ^{**}	,146	,036	,139	,014	,119	,153	,200 [*]	,215 [*]	,173	,220 [*]	1	,369 ^{**}	,178	,432 ^{**}
KP13	Sig. (2-tailed)	,050	,006	,148	,721	,169	,887	,237	,130	,046	,031	,085	,028		,000	,076	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	-,028	,166	,001	,083	,120	,026	,251 [*]	,243 [*]	,173	,350 ^{**}	,211 [*]	,265 ^{**}	,369 ^{**}	1	,404 ^{**}	,440 ^{**}
KP14	Sig. (2-tailed)	,783	,098	,990	,410	,234	,798	,012	,015	,084	,000	,035	,008	,000		,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	,079	,166	,030	,135	,244 [*]	,180	,329 ^{**}	,365 ^{**}	,407 ^{**}	,209 [*]	,323 ^{**}	,189	,178	,404 ^{**}	1	,522 ^{**}
KP15	Sig. (2-tailed)	,432	,098	,769	,180	,015	,073	,001	,000	,000	,037	,001	,060	,076	,000		,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	,450 ^{**}	,527 ^{**}	,337 ^{**}	,517 ^{**}	,544 ^{**}	,531 ^{**}	,677 ^{**}	,667 ^{**}	,716 ^{**}	,662 ^{**}	,559 ^{**}	,571 ^{**}	,432 ^{**}	,440 ^{**}	,522 ^{**}	1

Sig. (2-tailed)	,000	,000	,001	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
N	100	100	100	100	100	100	100	100	100	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).

Lokasi

		Correlations				
		L1	L2	L3	L4	TOTAL
L1	Pearson Correlation	1	,476**	,404**	,147	,699**
	Sig. (2-tailed)		,000	,000	,145	,000
	N	100	100	100	100	100
L2	Pearson Correlation	,476**	1	,575**	,195	,777**
	Sig. (2-tailed)	,000		,000	,052	,000
	N	100	100	100	100	100
L3	Pearson Correlation	,404**	,575**	1	,354**	,814**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
L4	Pearson Correlation	,147	,195	,354**	1	,591**
	Sig. (2-tailed)	,145	,052	,000		,000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	,699**	,777**	,814**	,591**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Harga

		Correlations				
		H1	H2	H3	H4	TOTAL
H1	Pearson Correlation	1	,486**	,278**	,196	,749**
	Sig. (2-tailed)		,000	,005	,051	,000
	N	100	100	100	100	100
H2	Pearson Correlation	,486**	1	,338**	,005	,696**
	Sig. (2-tailed)	,000		,001	,963	,000
	N	100	100	100	100	100
H3	Pearson Correlation	,278**	,338**	1	,103	,668**
	Sig. (2-tailed)	,005	,001		,307	,000
	N	100	100	100	100	100
H4	Pearson Correlation	,196	,005	,103	1	,497**
	Sig. (2-tailed)	,051	,963	,307		,000

N		100	100	100	100	100
Pearson Correlation		,749**	,696**	,668**	,497**	1
TOTAL	Sig. (2-tailed)	,000	,000	,000	,000	
N		100	100	100	100	100

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

Kepuasan Konsumen

Correlations

		KK1	KK2	KK3	TOTAL
KK1	Pearson Correlation	1	,334**	,286**	,674**
	Sig. (2-tailed)		,001	,004	,000
	N	100	100	100	100
KK2	Pearson Correlation	,334**	1	,507**	,812**
	Sig. (2-tailed)	,001		,000	,000
	N	100	100	100	100
KK3	Pearson Correlation	,286**	,507**	1	,803**
	Sig. (2-tailed)	,004	,000		,000
	N	100	100	100	100
TOTAL	Pearson Correlation	,674**	,812**	,803**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Uji Reliabilitas Kualitas Pelayanan

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,831	,830	15

Uji Reliabilitas Lokasi

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,691	,691	4

Uji Reliabilitas Harga

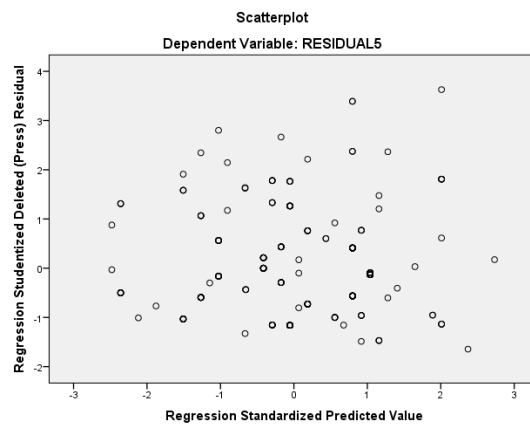
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,550	,550	4

LAMPIRAN 4
Hasil Uji Asumsi Klasik

Uji Asumsi Klasik

a. Uji Heteroskedastisitas



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	,457	,182		2,510	,013
	KualitasPelayanan	,063	,033	,112	1,899	,059
	Lokasi	-,012	,029	-,026	-,428	,669
	Harga	-,044	,032	-,085	-1,381	,168

a. Dependent Variable: RESIDUAL5

b. Uji Multikolinearitas

c. Uji Autokorelasi

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	HARGA, KUALITASPELAYANAN, LOKASI ^b		Enter

a. Dependent Variable: KEPUASANKONSUMEN

b. All requested variables entered.

Model Summary^b

Model	Durbin-Watson
1	2,077 ^a

a. Predictors: (Constant), HARGA,
KUALITASPELAYANAN, LOKASI

b. Dependent Variable: KEPUASANKONSUMEN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,704	,308		5,534	,000		
	KualitasPelayanan	,137	,056	,133	2,428	,016	,983	1,018
	Lokasi	,170	,049	,196	3,438	,001	,909	1,100
	Harga	,246	,055	,254	4,458	,000	,918	1,090

a. Dependent Variable: Kepuasankonsumen

LAMPIRAN 5
Hasil Regresi, Uji t, Dan Uji F

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,376 ^a	,141	,132	,599	1,968

a. Predictors: (Constant), Harga, KualitasPelayanan, Lokasi

b. Dependent Variable: Kepuasankonsumen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16,750	3	5,583	15,540	,000 ^b
	Residual	101,682	283	,359		
	Total	118,432	286			

a. Dependent Variable: Kepuasankonsumen

b. Predictors: (Constant), Harga, KualitasPelayanan, Lokasi

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,759	,317		5,543	,000		
	KualitasPelayanan	,131	,058	,126	2,270	,024	,987	1,013
	Lokasi	,160	,051	,183	3,166	,002	,913	1,096
	Harga	,248	,056	,257	4,463	,000	,916	1,092

a. Dependent Variable: Kepuasankonsumen