

KUESIONER PENELITIAN

LAMPIRAN I

Kepada Yth :

Bapak / Ibu / Saudara/i

Pelanggan AJBS Home Center Semarang

Ditempat

Nama saya Agung Hadi Wijaya dari Universitas Wahid Hasyim Semarang. Bersama ini saya mengajukan permohonan kepada Bapak/Ibu/Saudara/Saudari untuk bersedia meluangkan waktu dan mengisi daftar pertanyaan berikut secara sukarela, jujur, dan benar. Adapun tujuan Kuesioner ini untuk pengumpulan data yang berhubungan dengan **“PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP LOYALITAS PELANGGAN SUPERMARKET AJBS SEMAARANG ”**. Data dari penelitian ini tidak akan di publikasikan namun hanya untuk kepentingan ilmiah dalam rangka menyusun skripsi.

Besar harapan saya dan kiranya Bapak/Ibu/Saudara/Saudari berkenan mengisi semua pertanyaan dalam bentuk kuesioner ini.

Atas perhatian dan kesediaan Bapak/ Ibu/ Saudara/Saudari, saya ucapkan terimakasih.

Semarang, 1 Desember 2018

Hormat saya

Agung Hadi Wijaya

IDENTITAS RESPONDEN

Nama :

Jenis Kelamin : Pria Wanita

Umur : Tahun

Pekerjaan : Mahasiswa Swasta PNS
 Ibu rumah tangga TNI/POLRI Lainnya...

Petunjuk :

Berilah tanda Checklist (\checkmark) pada masing-masing kotak yang sudah tersedia sesuai dengan jawaban anda.

Ada lima (5) Alternative Jawaban, yaitu:

Sangat Setuju (SS) = 5

Setuju (S) = 4

Netral (N) = 3

Tidak Setuju (TS) = 2

Sangat Tidak Setuju (STS) = 1

DAFTAR PERNYATAAN

VARIABEL KUALITAS PELAYANAN (X1)

No	PERNYATAAN	SS	S	N	TS	STS
	RELIABILITY (<i>kemampuan memberikan pelayanan yang sesuai dengan janji yang ditawarkan</i>)					
1	a) Saya tertarik dengan bentuk pelayanan di AJBS yang sudah sesuai dengan janji yang di tawarkan					
	b) Saya merasa di AJBS memiliki fasilitas gedung yang nyaman dan bagus.					
	RESPONSIVENESS (<i>respon karyawan dalam membantu pelanggan</i>)					
2	a) Saya merasa semua transaksi dilayani dengan cepat dan tepat di AJBS					
	b) Saya merasa di AJBS memiliki respon dan kesigapan yang baik					
	ASSURANCE (<i>kemampuan karyawan atas pengetahuan terhadap produk secara tepat</i>)					
3	a) Saya merasa di AJBS memberikan kenyamanan dan keamanan dalam bertransaksi					
	b) Saya merasa di AJBS memiliki jaminan terhadap barang yang dibeli					
4						

	EMPATHY (<i>perhatian secara individual yang diberikan perusahaan kepada pelanggan</i>)					
	a) Saya merasa di AJBS tidak memandang status sosial dan memperlakukan pelanggan dengan hormat dan sopan					
	b) Saya merasa di AJBS memberikan perhatian yang baik terhadap segala keluhan pelanggan					
5	TANGIBLES (<i>bentuk fasilitas perusahaan secara fisik</i>)					
	a) Saya merasa di AJBS memiliki ruang tunggu yang nyaman dengan fasilitas yang bagus (ac, musik, tv)					
	b) Saya merasdi AJBS memliki karyawan dan kelengkapann koomunikasi yang baik					

VARIABEL HARGA (X2)

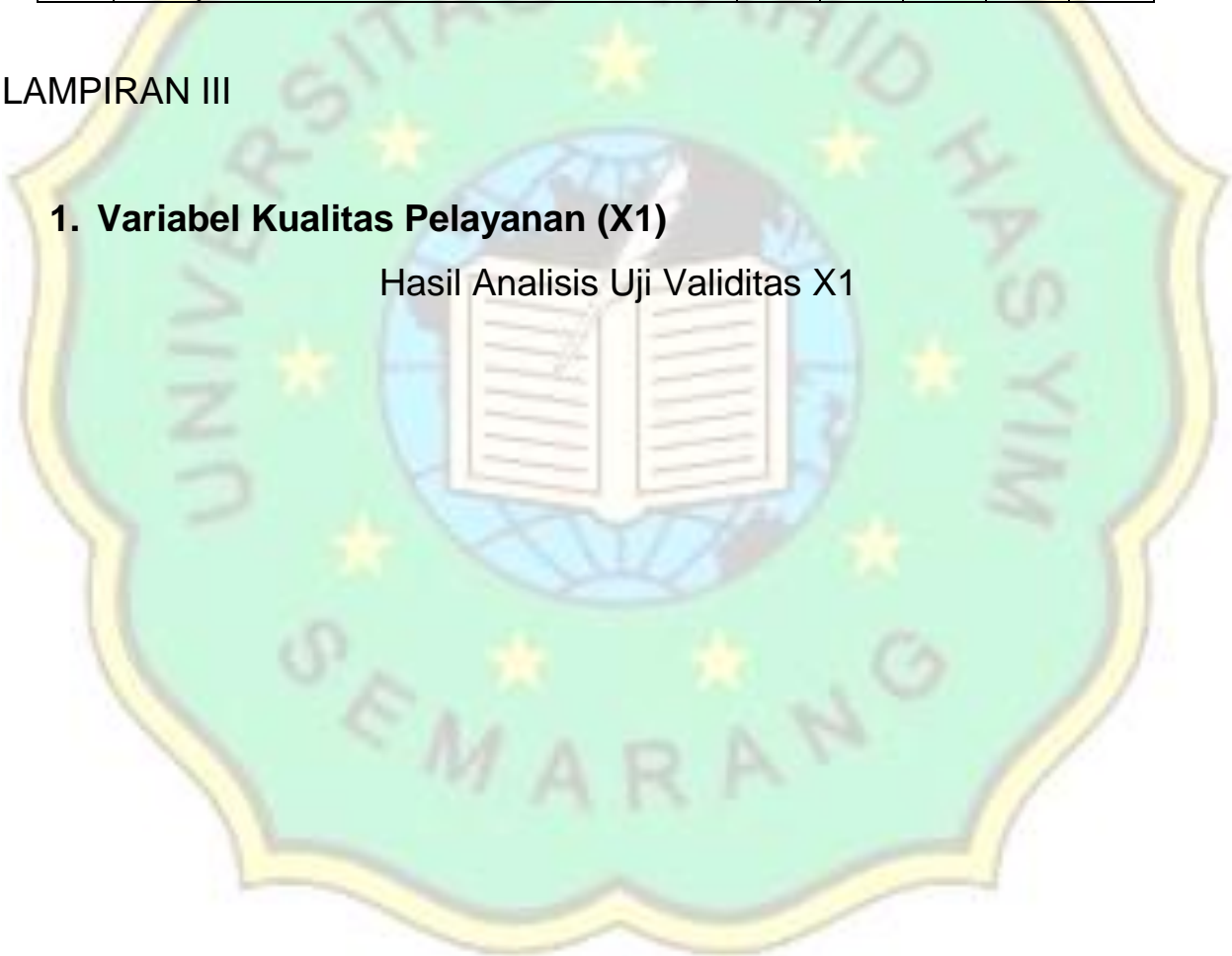
No	PERNYATAAN	SS	S	N	TS	STS
1	KETERJANGKAUAN HARGA					
	a) saya merasa harga barang di AJBS terjangkau					
	b) Saya merasa barang di AJBS memiliki harga promo yang murah					
2	KESESUAIAN HARGA DENGAN KUALITAS PRODUK					
	a) Saya merasa harga barang di AJBS memiliki jaminan sesuai kulitas produk					
	b) Saya merasa kualitas produk di AJBS sesuai dengan harga yang di tawarkan					

	REFERALLS (<i>merefrensikan secara total esistensi perusahaan</i>)					
3	a) Saya sudah merefrensikan pada teman dan tetangga saya bahwa di AJBS memiliki barang bagus yang berkualitas dengan harga yang terjangkau dan juga di AJBS memiliki sistem pelayanan yang memuaskan					
	b) Saya sudah bantu share ke berbagai sosial media bahwa melakukan transaksi di AJBS sangatlah mudah, Aman dan nyaman					

LAMPIRAN III

1. Variabel Kualitas Pelayanan (X1)

Hasil Analisis Uji Validitas X1



Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	Total_X1
X1.1	Pearson Correlation	1	.456**	.273**	.150	.356**	.367**	.449**	.258**	.500**	.444**	.629**
	Sig. (2-tailed)		.000	.006	.136	.000	.000	.000	.010	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.456**	1	.315**	.305**	.374**	.426**	.485**	.437**	.442**	.447**	.692**
	Sig. (2-tailed)	.000		.001	.002	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.273**	.315**	1	.342**	.228*	.209*	.359**	.367**	.389**	.435**	.582**
	Sig. (2-tailed)	.006	.001		.000	.022	.037	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.150	.305**	.342**	1	.247*	.389**	.207*	.409**	.328**	.449**	.563**
	Sig. (2-tailed)	.136	.002	.000		.013	.000	.039	.000	.001	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.356**	.374**	.228*	.247*	1	.392**	.330**	.254*	.486**	.517**	.627**
	Sig. (2-tailed)	.000	.000	.022	.013		.000	.001	.011	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.367**	.426**	.209*	.389**	.392**	1	.400**	.330**	.414**	.554**	.671**
	Sig. (2-tailed)	.000	.000	.037	.000	.000		.000	.001	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	.449**	.485**	.359**	.207*	.330**	.400**	1	.387**	.613**	.551**	.712**
	Sig. (2-tailed)	.000	.000	.000	.039	.001	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1.8	Pearson Correlation	.258**	.437**	.367**	.409**	.254*	.330**	.387**	1	.442**	.555**	.656**
	Sig. (2-tailed)	.010	.000	.000	.000	.011	.001	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1.9	Pearson Correlation	.500**	.442**	.389**	.328**	.486**	.414**	.613**	.442**	1	.590**	.773**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1.10	Pearson Correlation	.444**	.447**	.435**	.449**	.517**	.554**	.551**	.555**	.590**	1	.826**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100
Total_X1	Pearson Correlation	.629**	.692**	.582**	.563**	.627**	.671**	.712**	.656**	.773**	.826**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	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).

2. Variabel Harga (X2)

Hasil Analisis Uji Validitas X2

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	Total_X2
X2.1	Pearson Correlation	1	.404**	.173	.423**	.091	.189	.297**	.260**	.563**
	Sig. (2-tailed)		.000	.085	.000	.368	.059	.003	.009	.000
	N	100	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.404**	1	.500**	.370**	.100	.236*	.361**	.608**	.653**
	Sig. (2-tailed)	.000		.000	.000	.321	.018	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	.173	.500**	1	.382**	.148	.127	.417**	.516**	.593**
	Sig. (2-tailed)	.085	.000		.000	.141	.208	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.4	Pearson Correlation	.423**	.370**	.382**	1	.308**	.230*	.347**	.392**	.642**
	Sig. (2-tailed)	.000	.000	.000		.002	.021	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.091	.100	.148	.308**	1	.092	.189	.236*	.400**
	Sig. (2-tailed)	.368	.321	.141	.002		.365	.060	.018	.000
	N	100	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.189	.236*	.127	.230*	.092	1	.153	.292**	.456**
	Sig. (2-tailed)	.059	.018	.208	.021	.365		.128	.003	.000
	N	100	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	.297**	.361**	.417**	.347**	.189	.153	1	.407**	.531**
	Sig. (2-tailed)	.003	.000	.000	.000	.060	.128		.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.8	Pearson Correlation	.260**	.608**	.516**	.392**	.236*	.292**	.407**	1	.635**
	Sig. (2-tailed)	.009	.000	.000	.000	.018	.003	.000		.000
	N	100	100	100	100	100	100	100	100	100
Total_X2	Pearson Correlation	.563**	.653**	.593**	.642**	.400**	.456**	.531**	.635**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	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).



3. Variabel Loyalitas Pelanggan (Y)

Hasil Analisis Uji Validitas Y

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Total_Y
Y1.1	Pearson Correlation	1	.192	.236*	.223*	.260**	.204*	.564**
	Sig. (2-tailed)		.056	.018	.025	.009	.042	.000
	N	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	.192	1	.334**	.243*	.091	.413**	.588**
	Sig. (2-tailed)	.056		.001	.015	.368	.000	.000
	N	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	.236*	.334**	1	.287**	.371**	.541**	.729**
	Sig. (2-tailed)	.018	.001		.004	.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	.223*	.243*	.287**	1	.340**	.367**	.625**
	Sig. (2-tailed)	.025	.015	.004		.001	.000	.000
	N	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	.260**	.091	.371**	.340**	1	.310**	.612**
	Sig. (2-tailed)	.009	.368	.000	.001		.002	.000
	N	100	100	100	100	100	100	100
Y1.6	Pearson Correlation	.204*	.413**	.541**	.367**	.310**	1	.731**
	Sig. (2-tailed)	.042	.000	.000	.000	.002		.000
	N	100	100	100	100	100	100	100
Total_Y	Pearson Correlation	.564**	.588**	.729**	.625**	.612**	.731**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

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



Hasil Uji Reliabilitas Variabel X1

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.866	.866	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	33.5800	35.357	.531	.362	.857
X1.2	33.3900	34.624	.607	.409	.851
X1.3	33.4600	35.604	.468	.272	.862
X1.4	33.4600	36.251	.456	.313	.863
X1.5	33.4500	34.856	.518	.354	.858
X1.6	33.6000	34.141	.569	.393	.854
X1.7	33.3200	33.937	.624	.489	.850
X1.8	33.4400	34.895	.560	.403	.855
X1.9	33.3600	33.384	.703	.547	.843
X1.10	33.3800	32.501	.767	.621	.837

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
37.1600	42.035	6.48342	10

Hasil Uji Reliabilitas Variabel X2

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.743	.770	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	27.0500	17.179	.402	.282	.723
X2.2	26.5800	16.529	.578	.482	.692
X2.3	26.5900	17.214	.494	.389	.708
X2.4	26.7100	16.531	.571	.356	.693
X2.5	27.2100	17.319	.248	.126	.764
X2.6	27.3100	17.044	.286	.112	.754
X2.7	26.6400	17.243	.482	.272	.709
X2.8	26.5300	16.312	.625	.487	.684

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.6600	21.318	4.61710	8

Hasil Uji Reliabilitas Variabel Y

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.713	.714	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.1	19.5900	10.709	.327	.116	.712
Y1.2	19.6200	10.723	.380	.214	.693
Y1.3	19.4700	9.423	.549	.360	.639
Y1.4	19.3600	10.596	.440	.212	.675
Y1.5	19.4300	10.591	.414	.232	.683
Y1.6	19.3300	9.779	.576	.393	.634

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.3600	14.031	3.74576	6

Hasil Analisis Regresi Linier Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalitas Pelanggan	23.3600	3.74576	100
Kualitas Pelayanan	37.1600	6.48342	100
Harga	30.4300	5.36403	100

Correlations

		Loyalitas Pelanggan	Kualitas Pelayanan	Harga
Pearson Correlation	Loyalitas Pelanggan	1.000	.672	.692
	Kualitas Pelayanan	.672	1.000	.636
	Harga	.692	.636	1.000
Sig. (1-tailed)	Loyalitas Pelanggan	.	.000	.000
	Kualitas Pelayanan	.000	.	.000
	Harga	.000	.000	.
N	Loyalitas Pelanggan	100	100	100
	Kualitas Pelayanan	100	100	100
	Harga	100	100	100

Variables Entered/Removed^a

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

- a. All requested variables entered.
 b. Dependent Variable: Loyalitas Pelanggan

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754 ^a	.569	.560	2.48411

- a. Predictors: (Constant), Harga, Kualitas Pelayanan
 b. Dependent Variable: Loyalitas Pelanggan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	790.474	2	395.237	64.050	.000 ^a
	Residual	598.566	97	6.171		
	Total	1389.040	99			

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

b. Dependent Variable: Loyalitas Pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.556	1.594		3.486	.001
	Kualitas Pelayanan	.226	.050	.390	4.523	.000
	Harga	.310	.060	.443	5.136	.000

a. Dependent Variable: Loyalitas Pelanggan

Coefficients^a

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	Kualitas Pelayanan	.672	.417	.301	.596	1.678
	Harga	.692	.462	.342	.596	1.678

a. Dependent Variable: Loyalitas Pelanggan

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Kualitas Pelayanan	Harga
1	1	2.973	1.000	.00	.00	.00
	2	.016	13.521	1.00	.16	.20
	3	.011	16.618	.00	.84	.80

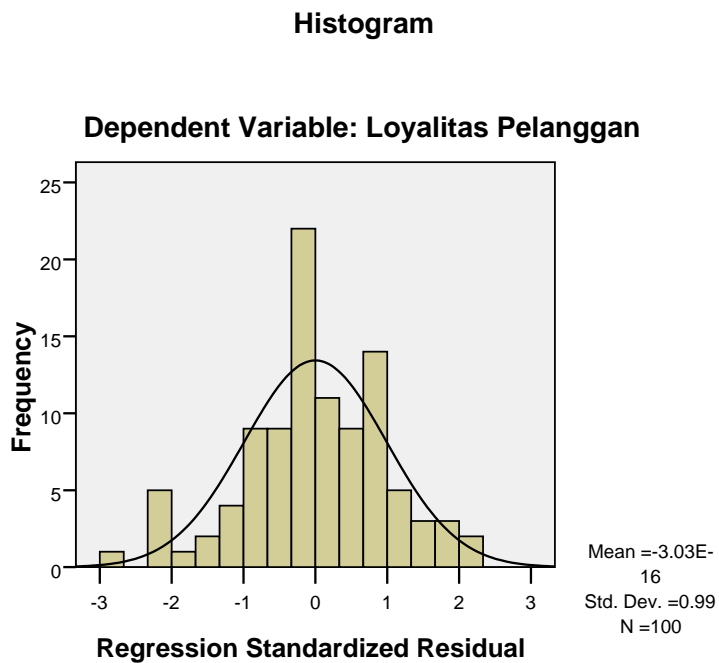
a. Dependent Variable: Loyalitas Pelanggan

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	12.5757	28.4587	23.3600	2.82570	100
Std. Predicted Value	-3.816	1.804	.000	1.000	100
Standard Error of Predicted Value	.251	1.410	.402	.153	100
Adjusted Predicted Value	9.9981	28.4343	23.3349	2.92685	100
Residual	-7.26282	5.42428	.00000	2.45889	100
Std. Residual	-2.924	2.184	.000	.990	100
Stud. Residual	-2.988	2.652	.005	1.014	100
Deleted Residual	-7.58484	8.00195	.02507	2.59001	100
Stud. Deleted Residual	-3.119	2.740	.003	1.027	100
Mahal. Distance	.018	30.901	1.980	3.347	100
Cook's Distance	.000	1.114	.020	.112	100
Centered Leverage Value	.000	.312	.020	.034	100

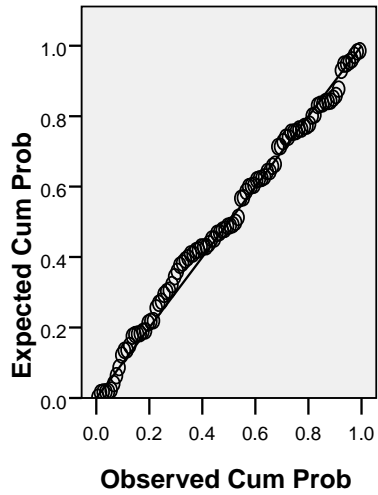
a. Dependent Variable: Loyalitas Pelanggan

Charts



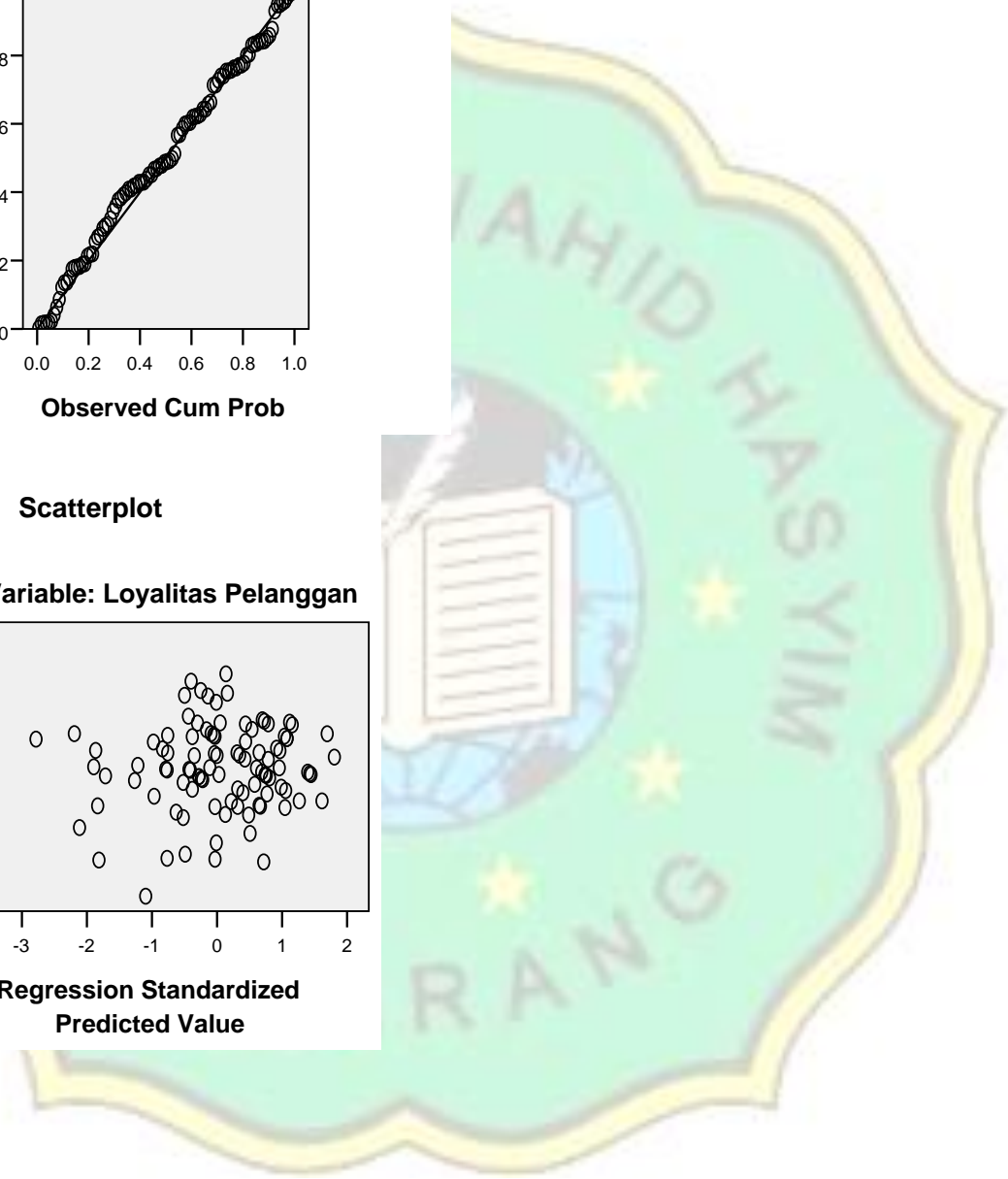
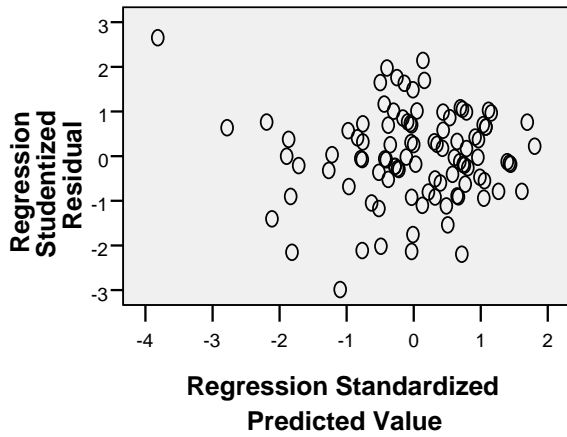
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Loyalitas Pelanggan



Scatterplot

Dependent Variable: Loyalitas Pelanggan



Uji Asumsi Klasik

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

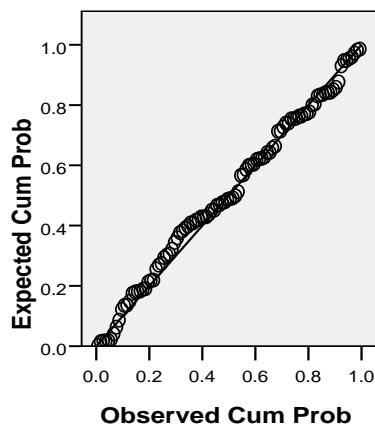
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.45888650
Most Extreme Differences	Absolute	.065
	Positive	.049
	Negative	-.065
Kolmogorov-Smirnov Z		.655
Asymp. Sig. (2-tailed)		.785

a. Test distribution is Normal.

b. Calculated from data.

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Loyalitas Pelanggan



2. Uji Multikolinieritas

Coefficients^a

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	Kualitas Pelayanan	.672	.417	.301	.596	1.678
	Harga	.692	.462	.342	.596	1.678

a. Dependent Variable: Loyalitas Pelanggan

3. Uji Heteroskedastisitas

Scatterplot

