

KUESIONER PENELITIAN

ANALISIS PENGARUH SELLING, CUSTOMER RELATIONSHIP MANAGEMENT DAN TESTIMONI PELANGGAN TERHADAP KEPUASAN KONSUMEN (Studi Kasus BRILINK Andi Kurniawan Aek batu)

Petunjuk pengisian kuesioner :

- 1) Mohon diberi tanda checklist (√) pada kolom jawaban Bapak / Ibu anggap paling sesuai.
- 2) Setiap pertanyaan hanya membutuhkan satu jawaban saja.
- 3) Mohon memberikan jawaban yang sebenarnya karena tidak akan mempengaruhi pekerjaan anda.
- 4) Setelah mengisi kuesioner mohon Bapak/Ibu berikan kepada yang menyerahkan kuesioner.
- 5) Terimakasih atas partisipasi anda.

Identitas Responden

- 1) Nama :
- 2) Usia :Tahun
- 3) Jenis Kelamin : ☐ Pria ☐ Wanita
- 4) Pendidikan Terakhir :
- 5) Pendapat anda dinyatakan dalam skala 1 s/d yang memiliki makna
Sangat Setuju (SS) = 5
Setuju (S) = 4
Kurang Setuju (KS) = 3
Tidak Setuju (TS) = 2
Sangat Tidak Setuju (STS) = 1

Variabel Selling (X₁)

No	Pernyataan	SS	S	KS	TS	STS
1	Brilink Andi kurniawan memberikan kesempatan untuk konsumen menentukan keputusan pembelian					
2	Brilink andi kurniawan memiliki daya tanggap yang baik didalam meningkatkan selling					
3	Konsumen diberikan jaminan terhadap kelalaian penjualan oleh brilink andi Kurniawan					
4	Empati digunakan brilink andi kurniawan untuk menarik pelanggan					
5	Brilink andi kurniawan selalu memberikan bukti fisik terhadap transaksi penjualan					

Variabel Customer relationship

tionship management (X₂)

No	Pernyataan	SS	S	KS	TS	STS
1	Customer relationship management membuat hubungan konsumen dan penjual menjadi baik					
2	Customer relationship management membentuk komunikasi terbuka dengan konsumen					
3	Customer relationship management memberikan daya saing antar penjual					
4	Customer relationship management akan membuat konsumen lebih mengenal produk yang ditawarkan					
5	Customer relationship management pada brilink andi kurniawan sudah baik					

Variabel Testimoni pelanggan (X₃)

No	Pernyataan	SS	S	KS	TS	STS
1	Pelanggan selalu memberikan testimoni yang baik bila berhubungan dengan kupon pembelian					
2	Pelanggan selalu memberikan testimoni yang baik bila berhubungan dengan potongan harga					
3	Pelanggan selalu memberikan testimoni yang baik bila berhubungan dengan kemasan yang menarik					
4	Pelanggan selalu memberikan testimoni yang baik bila berhubungan dengan sampel yang baik					
5	Pelanggan selalu memberikan testimoni yang baik bila berhubungan dengan kualitas barang					

Variabel Kepuasan konsumen (Y)

No	Pernyataan	SS	S	KS	TS	STS
1	Konsumen merasa puas dengan pelayanan di brilink andi Kurniawan					
2	Brilink andi kurniawan selalu mengutamakan kepuasan konsumen					
3	Konsumen selalu merekomendasikan brilink andi Kurniawan					
4	Pelayanan yang diberikan selalu sesuai dengan harapan konsumen					
5	Minat beli konsumen sangat tinggi					

Regression

Notes

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Descriptive Statistics

	Mean	Std. Deviation	N
kepuasan konsumen	17.87	1.478	60
selling	18.02	1.621	60
customer relationship management	22.50	1.790	60
testimoni pelanggan	22.43	1.769	60

Correlations

		kepuasan konsumen	selling	customer relationship management
Pearson Correlation	kepuasan konsumen	1.000	.730	.820
	selling	.730	1.000	.745
	customer relationship management	.820	.745	1.000
	testimoni pelanggan	.819	.742	.985
Sig. (1-tailed)	kepuasan konsumen	.	.000	.000
	selling	.000	.	.000
	customer relationship management	.000	.000	.
	testimoni pelanggan	.000	.000	.000
N	kepuasan konsumen	60	60	60
	selling	60	60	60
	customer relationship management	60	60	60
	testimoni pelanggan	60	60	60

Correlations

		testimoni pelanggan
Pearson Correlation	kepuasan konsumen	.819
	selling	.742
	customer relationship management	.985
	testimoni pelanggan	1.000
Sig. (1-tailed)	kepuasan konsumen	.000
	selling	.000
	customer relationship management	.000
	testimoni pelanggan	.
N	kepuasan konsumen	60
	selling	60
	customer relationship management	60
	testimoni pelanggan	60

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method

1	testimoni pelanggan, selling, customer relationship management ^b	.	Enter
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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
1	.841 ^a	.707	.691	.821

a. Predictors: (Constant), testimoni pelanggan, selling, customer relationship management

b. Dependent Variable: kepuasan konsumen

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	91.177	3	30.392	45.079	.000 ^b
Residual	37.756	56	.674		
Total	128.933	59			

a. Dependent Variable: kepuasan konsumen

b. Predictors: (Constant), testimoni pelanggan, selling, customer relationship management

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1.811	1.387		1.306
	selling	.238	.099	.261	2.398
	customer relationship management	.154	.346	.308	2.736
	testimoni pelanggan	.170	.348	.323	2.775

Coefficients^a

Model	Sig.	Collinearity Statistics	
		Tolerance	VIF
1 (Constant)	.197		
Selling	.020	.443	2.259
customer relationship management	.465	.530	3.478
testimoni pelanggan	.441	.530	3.160

a. Dependent Variable: kepuasan konsumen

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	selling	customer relationship management
1	1	3.993	1.000	.00	.00	.00
	2	.004	29.984	.98	.11	.00
	3	.002	40.792	.02	.89	.01
	4	9.361E-005	206.531	.00	.00	.98

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions	
		testimoni pelanggan	
1	1		.00
	2		.00
	3		.01
	4		.98

a. Dependent Variable: kepuasan konsumen

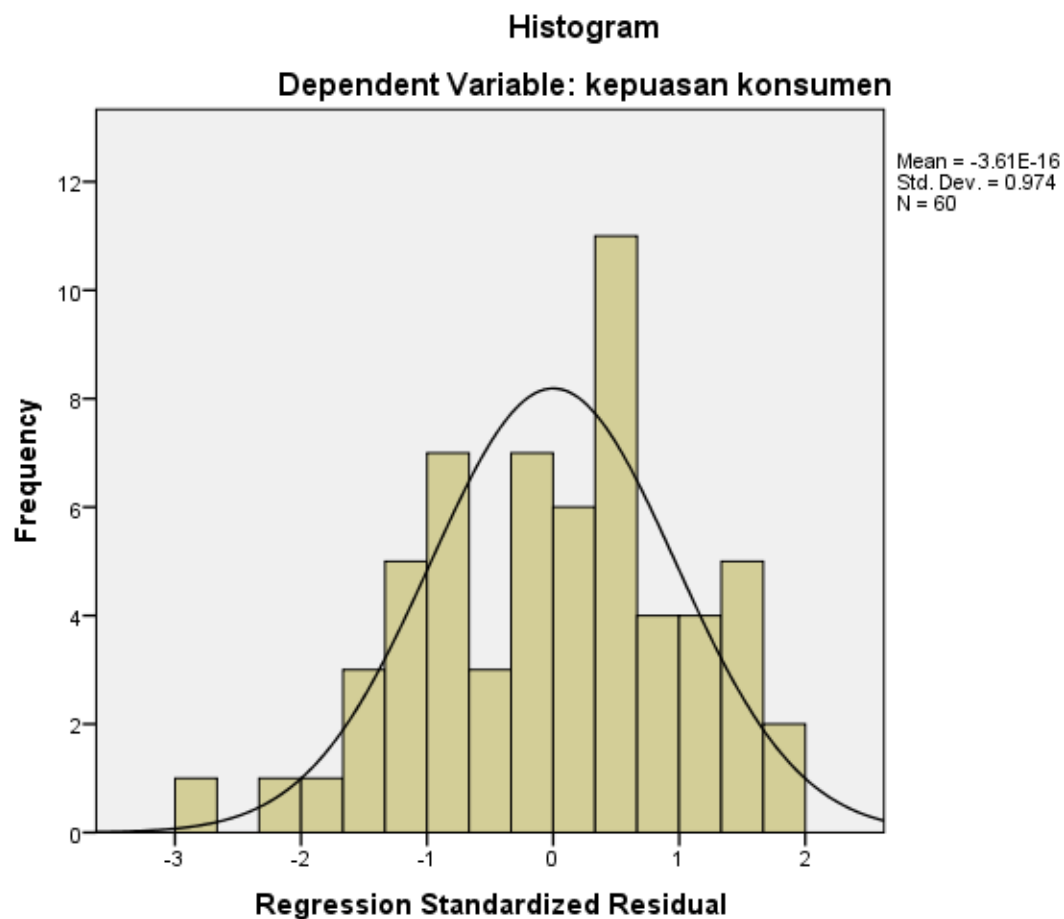
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	16.10	19.67	17.87	1.243	60
Std. Predicted Value	-1.425	1.448	.000	1.000	60
Standard Error of Predicted Value	.116	.674	.197	.079	60
Adjusted Predicted Value	16.05	19.76	17.84	1.264	60
Residual	-2.191	1.382	.000	.800	60

Std. Residual	-2.669	1.683	.000	.974	60
Stud. Residual	-2.923	1.859	.010	1.031	60
Deleted Residual	-2.630	2.669	.023	.924	60
Stud. Deleted Residual	-3.147	1.902	.006	1.051	60
Mahal. Distance	.189	38.728	2.950	5.100	60
Cook's Distance	.000	1.778	.050	.234	60
Centered Leverage Value	.003	.656	.050	.086	60

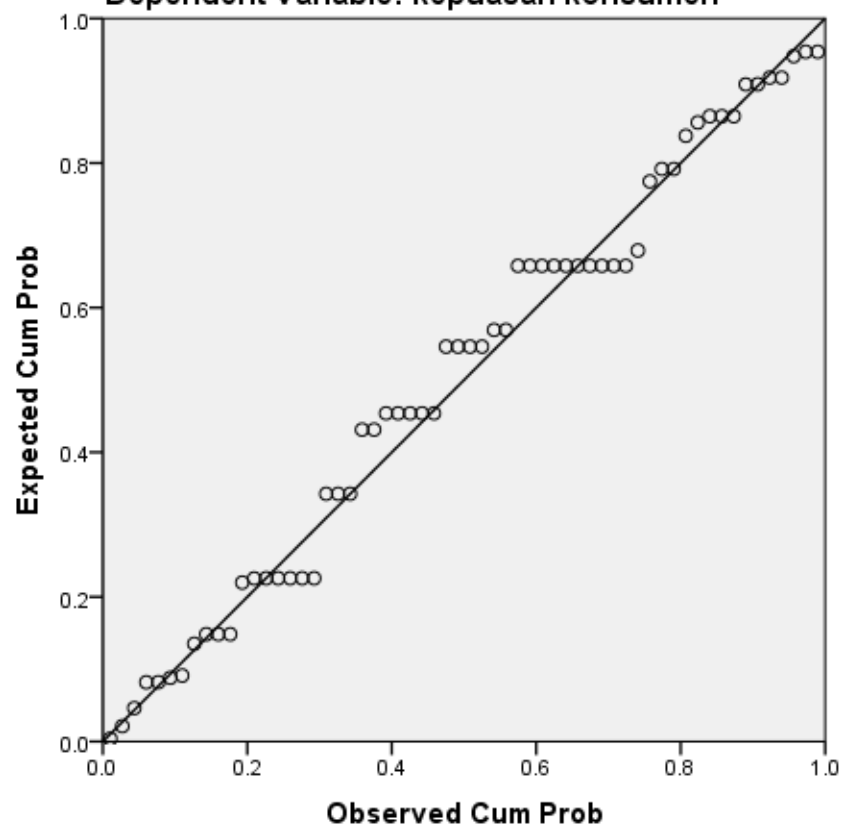
a. Dependent Variable: kepuasan konsumen

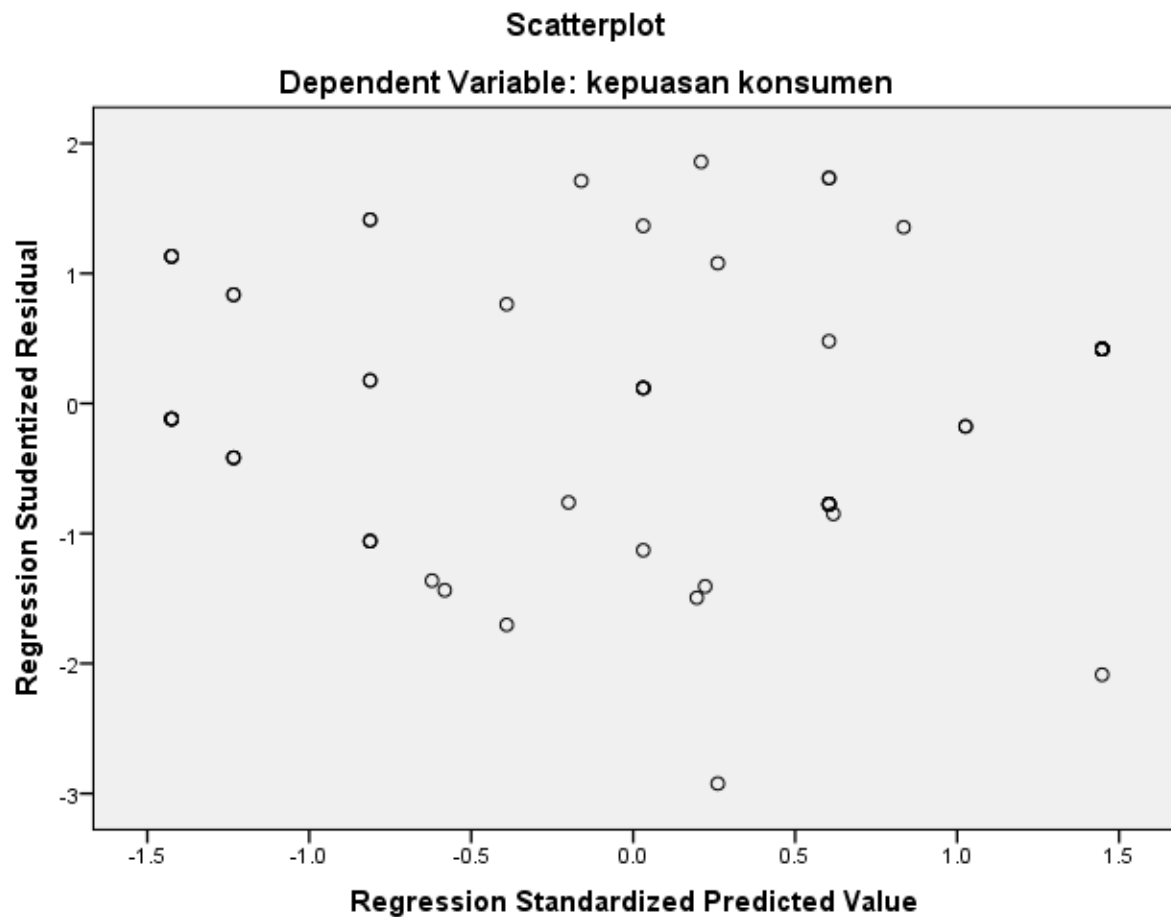
Charts



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: kepuasan konsumen





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REGRESSION
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  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
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  /NOORIGIN
  /DEPENDENT y
  /METHOD=ENTER x1 x2 x3 x4
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Regression

Notes

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Missing Value Handling	Cases Used	Statistics are based on cases with no missing values for any variable used.
		REGRESSION
		/DESCRIPTIVES MEAN
		STDDEV CORR SIG N
		/MISSING LISTWISE
		/STATISTICS COEFF
		OUTS R ANOVA COLLIN
		TOL
		/CRITERIA=PIN(.05)
		POUT(.10)
		/NOORIGIN
		/DEPENDENT y
		/METHOD=ENTER x1 x2
		x3 x4
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		,*ZPRED)
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Resources	Memory Required	2308 bytes
	Additional Memory Required for Residual Plots	888 bytes
Variables Created or Modified	PRE_1	Unstandardized Predicted Value

[DataSet0]

Descriptive Statistics

	Mean	Std. Deviation	N
peningkatan pelanggan	13.00	1.105	60
customer review	12.70	.646	60
digital marketing	17.20	.988	60
kepercayaan	12.90	.951	60
sistem cod	18.20	1.260	60

Correlations

		peningkatan pelanggan	customer review	digital marketing
Pearson Correlation	peningkatan pelanggan	1.000	.713	-.280
	customer review	.713	1.000	-.223
	digital marketing	-.280	-.223	1.000
	Kepercayaan	.871	.778	-.195
	sistem cod	.219	.325	.621
Sig. (1-tailed)	peningkatan pelanggan	.	.000	.015
	customer review	.000	.	.043
	digital marketing	.015	.043	.
	Kepercayaan	.000	.000	.068
	sistem cod	.046	.006	.000
N	peningkatan pelanggan	60	60	60
	customer review	60	60	60
	digital marketing	60	60	60
	Kepercayaan	60	60	60
	sistem cod	60	60	60

Correlations

		kepercayaan	sistem cod
Pearson Correlation	peningkatan pelanggan	.871	.219
	customer review	.778	.325
	digital marketing	-.195	.621
	Kepercayaan	1.000	.356
	sistem cod	.356	1.000
Sig. (1-tailed)	peningkatan pelanggan	.000	.046
	customer review	.000	.006

N	digital marketing	.068	.000
	Kepercayaan	.	.003
	sistem cod	.003	.
	peningkatan pelanggan	60	60
	customer review	60	60
	digital marketing	60	60
	Kepercayaan	60	60
	sistem cod	60	60

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	sistem cod, customer review, digital marketing, kepercayaan ^b	.	Enter

a. Dependent Variable: peningkatan pelanggan

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.774	.757	.544

a. Predictors: (Constant), sistem cod, customer review, digital marketing, kepercayaan

b. Dependent Variable: peningkatan pelanggan

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	55.721	4	13.930	47.066	.000 ^b
Residual	16.279	55	.296		
Total	72.000	59			

a. Dependent Variable: peningkatan pelanggan

b. Predictors: (Constant), sistem cod, customer review, digital marketing, kepercayaan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.201	1.172	1.024	.308
	Customer reviews	.001	.123	2.006	.016
	Digital marketing	.376	.075	6.343	.000
	Kepercayaan	.246	.092	3.582	.006
	Sistem cod	.044	.104	2.427	.011

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1	(Constant)	
	customer review	.363
	digital marketing	.385
	Kepercayaan	.358
	sistem cod	.352

a. Dependent Variable: peningkatan pelanggan

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	customer review	digital marketing
1	1	4.990	1.000	.00	.00	.00
	2	.006	28.215	.00	.02	.08
	3	.002	45.529	.16	.01	.01
	4	.001	77.870	.00	.41	.24
	5	.000	107.065	.84	.56	.67

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions	
		kepercayaan	sistem cod
1	1	.00	.00
	2	.12	.02
	3	.04	.34

4	.83	.23
5	.01	.41

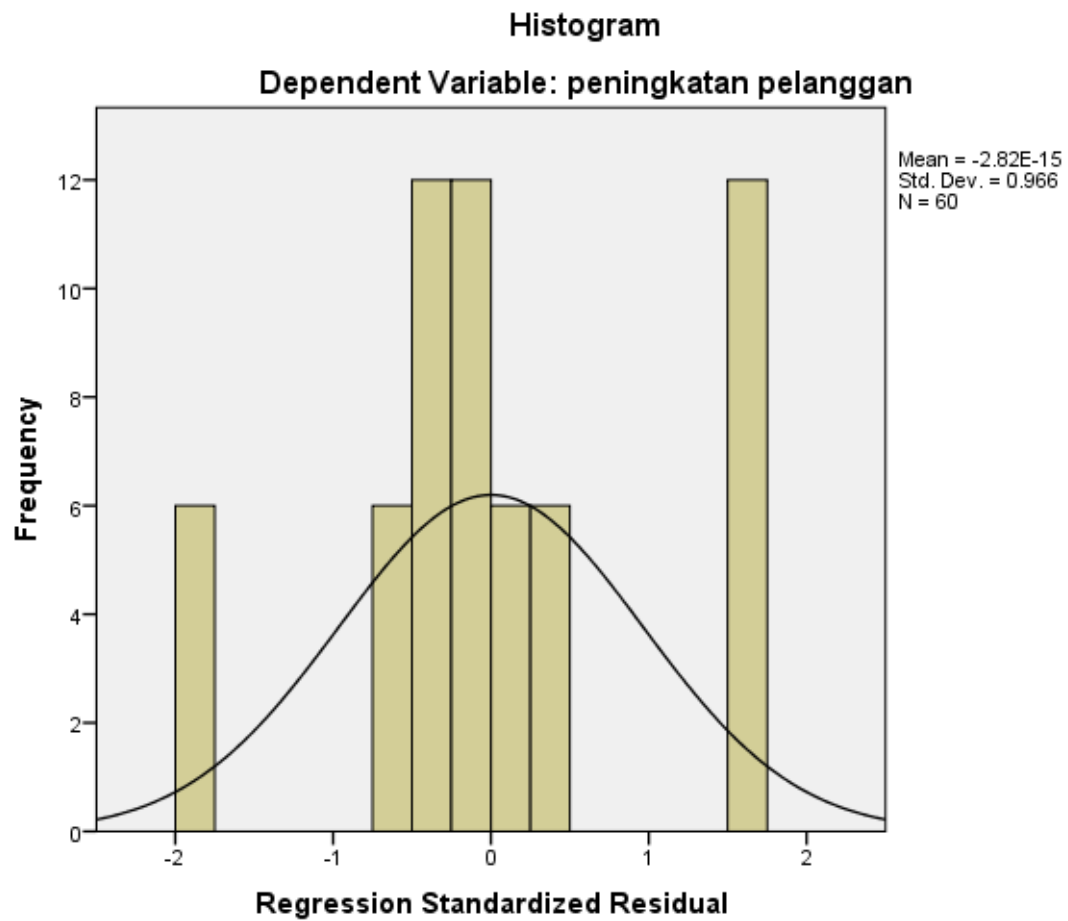
a. Dependent Variable: peningkatan pelanggan

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.83	15.00	13.00	.972	60
Std. Predicted Value	-1.207	2.058	.000	1.000	60
Standard Error of Predicted Value	.085	.222	.153	.036	60
Adjusted Predicted Value	11.81	15.00	13.01	.975	60
Residual	-.989	.886	.000	.525	60
Std. Residual	-1.819	1.628	.000	.966	60
Stud. Residual	-1.876	1.664	-.007	.990	60
Deleted Residual	-1.053	.925	-.007	.553	60
Stud. Deleted Residual	-1.921	1.692	-.005	1.007	60
Mahal. Distance	.468	8.850	3.933	2.184	60
Cook's Distance	.000	.045	.010	.014	60
Centered Leverage Value	.008	.150	.067	.037	60

a. Dependent Variable: peningkatan pelanggan

Charts



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: peningkatan pelanggan

