

KUESIONER PENELITIAN

**ANALISA PENGARUH PERILAKU KONSUMEN, PACKAGING  
PRODUCT, WORD OF MOUTH DAN PROMOSI TERHADAP  
LOYALITAS KONSUMEN PADA TERAS KOPI  
KOTA PINANG**

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 perilaku konsumen (X<sub>1</sub>)**

| No | Pernyataan                                                                       | SS | S | KS | TS | STS |
|----|----------------------------------------------------------------------------------|----|---|----|----|-----|
| 1  | Perilaku konsumen berdasarkan dengan usia konsumen di dalam menentukan pembelian |    |   |    |    |     |
| 2  | Pekerjaan mempengaruhi loyalitas konsumen di dalam membeli                       |    |   |    |    |     |
| 3  | Kepribadian konsumen menentukan bagaimana sikap konsumen di dalam membeli        |    |   |    |    |     |

**Variabel packaging product (X<sub>2</sub>)**

| No | Pernyataan                                                    | SS | S | KS | TS | STS |
|----|---------------------------------------------------------------|----|---|----|----|-----|
| 1  | Konsumen sangat dipengaruhi oleh pelayanan yang diberikan     |    |   |    |    |     |
| 2  | Konsumen sangat dipengaruhi oleh persepsi dari konsumen lain  |    |   |    |    |     |
| 3  | Konsumen sangat dipengaruhi oleh penilaian dari konsumen lain |    |   |    |    |     |

**Variabel word of mouth (X<sub>3</sub>)**

| No | Pernyataan                                                               | SS | S | KS | TS | STS |
|----|--------------------------------------------------------------------------|----|---|----|----|-----|
| 1  | Konsumen memutuskan untuk membeli sesuai dengan keinginan nya            |    |   |    |    |     |
| 2  | Konsumen membeli berdasarkan faktor kebutuhannya                         |    |   |    |    |     |
| 3  | Konsumen memberikan penilaian gaya hidup mempengaruhi keputusan konsumen |    |   |    |    |     |

**Variabel promosi (X<sub>4</sub>)**

| No | Pernyataan                                              | SS | S | KS | TS | STS |
|----|---------------------------------------------------------|----|---|----|----|-----|
| 1  | Promosi yang dilakukan sesuai dengan keinginan konsumen |    |   |    |    |     |
| 2  | Promosi yang dilakukan sangat menarik minat konsumen    |    |   |    |    |     |
| 3  | Promosi yang dilakukan sangat menarik minat konsumen    |    |   |    |    |     |
| 4  | Promosi yang dilakukan menggunakan media yang baik      |    |   |    |    |     |

**Variabel Loyalitas konsumen(Y)**

| No | Pernyataan                                                  | SS | S | KS | TS | STS |
|----|-------------------------------------------------------------|----|---|----|----|-----|
| 1  | Konsumen merasa puas dengan produk yang di dapatkan         |    |   |    |    |     |
| 2  | Produk merupakan produk dengan kualitas baik                |    |   |    |    |     |
| 3  | Konsumen selalu merekomendasikan produk yangdidapatkan      |    |   |    |    |     |
| 4  | Konsumen memilih produk karena kualitas yang ditawarkan     |    |   |    |    |     |
| 5  | Konsumen merasa puas dengan segala pelayanan yang diberikan |    |   |    |    |     |

## LAMPIRAN 2 HASIL SPSS

### Regression

| Notes                  |                                                                                                                                                                                                                                                                                                                                             |                                                                             |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Output Created         |                                                                                                                                                                                                                                                                                                                                             | 03-MAR-2025 15:25:13                                                        |
| Comments               |                                                                                                                                                                                                                                                                                                                                             |                                                                             |
| Input                  | Active Dataset                                                                                                                                                                                                                                                                                                                              | DataSet0                                                                    |
|                        | Filter                                                                                                                                                                                                                                                                                                                                      | <none>                                                                      |
|                        | Weight                                                                                                                                                                                                                                                                                                                                      | <none>                                                                      |
|                        | Split File                                                                                                                                                                                                                                                                                                                                  | <none>                                                                      |
|                        | N of Rows in Working Data File                                                                                                                                                                                                                                                                                                              | 96                                                                          |
| Missing Value Handling | Definition of Missing                                                                                                                                                                                                                                                                                                                       | User-defined missing values are treated as missing.                         |
|                        | Cases Used                                                                                                                                                                                                                                                                                                                                  | Statistics are based on cases with no missing values for any variable used. |
| Syntax                 | REGRESSION<br>/DESCRIPTIVES MEAN<br>STDDEV CORR SIG N<br>/MISSING LISTWISE<br>/STATISTICS COEFF<br>OUTS R ANOVA COLLIN<br>TOL<br>/CRITERIA=PIN(.05)<br>POUT(.10)<br>/NOORIGIN<br>/DEPENDENT y<br>/METHOD=ENTER x1 x2<br>x3 x4<br><br>/SCATTERPLOT=(*SRESID<br>,ZPRED)<br>/RESIDUALS<br>HISTOGRAM(ZRESID)<br>NORMPROB(ZRESID)<br>/SAVE PRED. |                                                                             |
| Resources              | Processor Time                                                                                                                                                                                                                                                                                                                              | 00:00:06,80                                                                 |
|                        | Elapsed Time                                                                                                                                                                                                                                                                                                                                | 00:00:06,78                                                                 |
|                        | Memory Required                                                                                                                                                                                                                                                                                                                             | 4112 bytes                                                                  |
|                        | Additional Memory Required for Residual Plots                                                                                                                                                                                                                                                                                               | 848 bytes                                                                   |

| Variables Created or Modified | PRE_1 | Unstandardized Predicted Value |
|-------------------------------|-------|--------------------------------|
|-------------------------------|-------|--------------------------------|

### Descriptive Statistics

|                    | Mean  | Std. Deviation | N  |
|--------------------|-------|----------------|----|
| loyalitas konsumen | 22.00 | 2.220          | 96 |
| perilaku konsumen  | 12.81 | 1.866          | 96 |
| packaging produk   | 12.93 | 1.871          | 96 |
| word of mouth      | 12.96 | 1.806          | 96 |
| Promosi            | 17.27 | 2.198          | 96 |

### Correlations

|                     |                    | loyalitas<br>konsumen | perilaku<br>konsumen | packaging<br>produk |
|---------------------|--------------------|-----------------------|----------------------|---------------------|
| Pearson Correlation | loyalitas konsumen | 1.000                 | .381                 | .715                |
|                     | perilaku konsumen  | .381                  | 1.000                | .551                |
|                     | packaging produk   | .715                  | .551                 | 1.000               |
|                     | word of mouth      | .360                  | .941                 | .557                |
|                     | Promosi            | .768                  | .500                 | .944                |
| Sig. (1-tailed)     | loyalitas konsumen | .                     | .000                 | .000                |
|                     | perilaku konsumen  | .000                  | .                    | .000                |
|                     | packaging produk   | .000                  | .000                 | .                   |
|                     | word of mouth      | .000                  | .000                 | .000                |
|                     | Promosi            | .000                  | .000                 | .000                |
| N                   | loyalitas konsumen | 96                    | 96                   | 96                  |
|                     | perilaku konsumen  | 96                    | 96                   | 96                  |
|                     | packaging produk   | 96                    | 96                   | 96                  |
|                     | word of mouth      | 96                    | 96                   | 96                  |
|                     | Promosi            | 96                    | 96                   | 96                  |

### Correlations

|                     |                    | word of mouth | promosi |
|---------------------|--------------------|---------------|---------|
| Pearson Correlation | loyalitas konsumen | .360          | .768    |
|                     | perilaku konsumen  | .941          | .500    |
|                     | packaging produk   | .557          | .944    |
|                     | word of mouth      | 1.000         | .531    |
|                     | Promosi            | .531          | 1.000   |
| Sig. (1-tailed)     | loyalitas konsumen | .000          | .000    |

|   |                    |      |      |
|---|--------------------|------|------|
| N | perilaku konsumen  | .000 | .000 |
|   | packaging produk   | .000 | .000 |
|   | word of mouth      | .    | .000 |
|   | Promosi            | .000 | .    |
|   | loyalitas konsumen | 96   | 96   |
|   | perilaku konsumen  | 96   | 96   |
|   | packaging produk   | 96   | 96   |
|   | word of mouth      | 96   | 96   |
|   | Promosi            | 96   | 96   |
|   |                    |      |      |

#### Variables Entered/Removed<sup>a</sup>

| Model | Variables Entered                                                        | Variables Removed | Method |
|-------|--------------------------------------------------------------------------|-------------------|--------|
| 1     | promosi, perilaku konsumen, word of mouth, packaging produk <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: loyalitas konsumen

b. All requested variables entered.

#### Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .831 <sup>a</sup> | .691     | .677              | .817                       |

a. Predictors: (Constant), promosi, perilaku konsumen, word of mouth, packaging produk

b. Dependent Variable: loyalitas konsumen

#### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 132.552        | 4  | 33.138      | 49.646 | .000 <sup>b</sup> |
|       | Residual   | 59.406         | 89 | .667        |        |                   |
|       | Total      | 191.957        | 93 |             |        |                   |

a. Dependent Variable: loyalitas konsumen

b. Predictors: (Constant), promosi, perilaku konsumen, word of mouth, packaging produk

**Coefficients<sup>a</sup>**

| Model |                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                   | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)        | 1.117                       | 1.597      |                           | .699  | .486 |
|       | perilaku konsumen | .235                        | .073       | .256                      | 2.217 | .004 |
|       | packaging produk  | .096                        | .068       | .098                      | 2.405 | .002 |
|       | word of mouth     | .448                        | .075       | .480                      | 6.004 | .000 |
|       | promosi           | .307                        | .080       | .240                      | 3.852 | .000 |

**Coefficients<sup>a</sup>**

| Model |                   | Collinearity Statistics |       |
|-------|-------------------|-------------------------|-------|
|       |                   | Tolerance               | VIF   |
| 1     | (Constant)        |                         |       |
|       | perilaku konsumen | .551                    | 1.815 |
|       | packaging produk  | .718                    | 1.393 |
|       | word of mouth     | .543                    | 1.840 |
|       | Promosi           | .898                    | 1.114 |

a. Dependent Variable: loyalitas konsumen

**Collinearity Diagnostics<sup>a</sup>**

| Model | Dimension | Eigenvalue | Condition Index | (Constant) | Variance Proportions |                  |
|-------|-----------|------------|-----------------|------------|----------------------|------------------|
|       |           |            |                 |            | perilaku konsumen    | packaging produk |
| 1     | 1         | 4.970      | 1.000           | .00        | .00                  | .00              |
|       | 2         | .017       | 17.323          | .01        | .04                  | .03              |
|       | 3         | .011       | 20.790          | .81        | .01                  | .03              |
|       | 4         | .001       | 61.993          | .07        | .54                  | .21              |
|       | 5         | .001       | 78.142          | .10        | .42                  | .74              |

**Collinearity Diagnostics<sup>a</sup>**

| Model | Dimension | Variance Proportions |         |
|-------|-----------|----------------------|---------|
|       |           | word of mouth        | Promosi |
| 1     | 1         | .00                  | .00     |
|       | 2         | .03                  | .02     |
|       | 3         | .00                  | .01     |

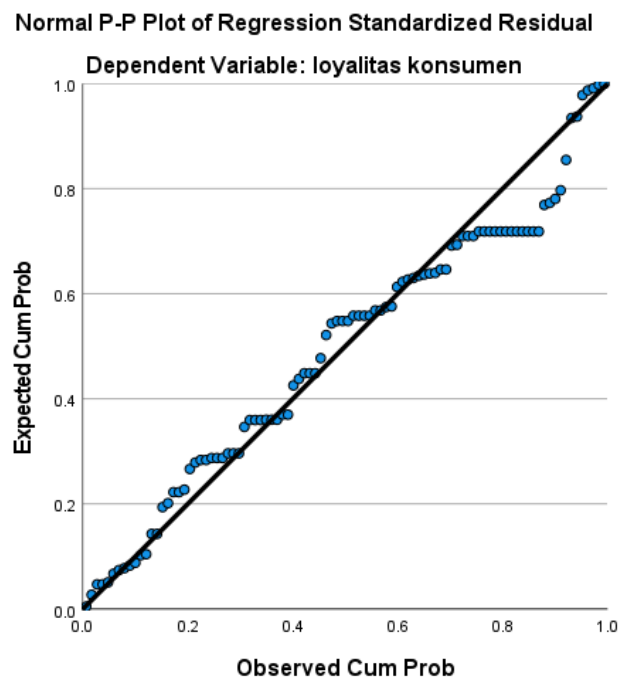
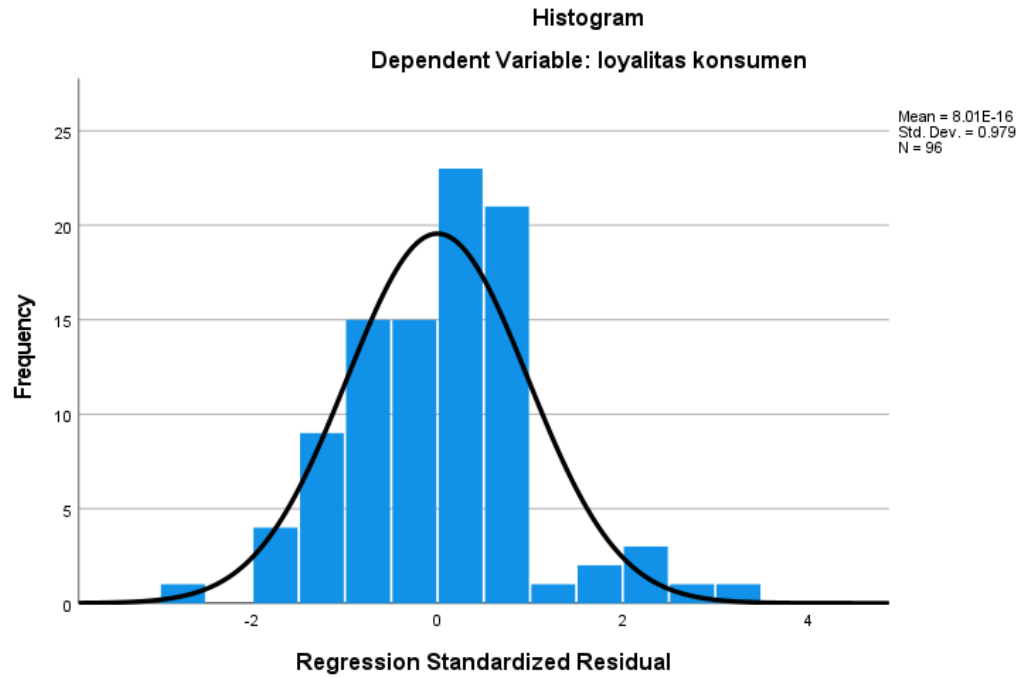
|   |     |     |
|---|-----|-----|
| 4 | .60 | .20 |
| 5 | .37 | .78 |

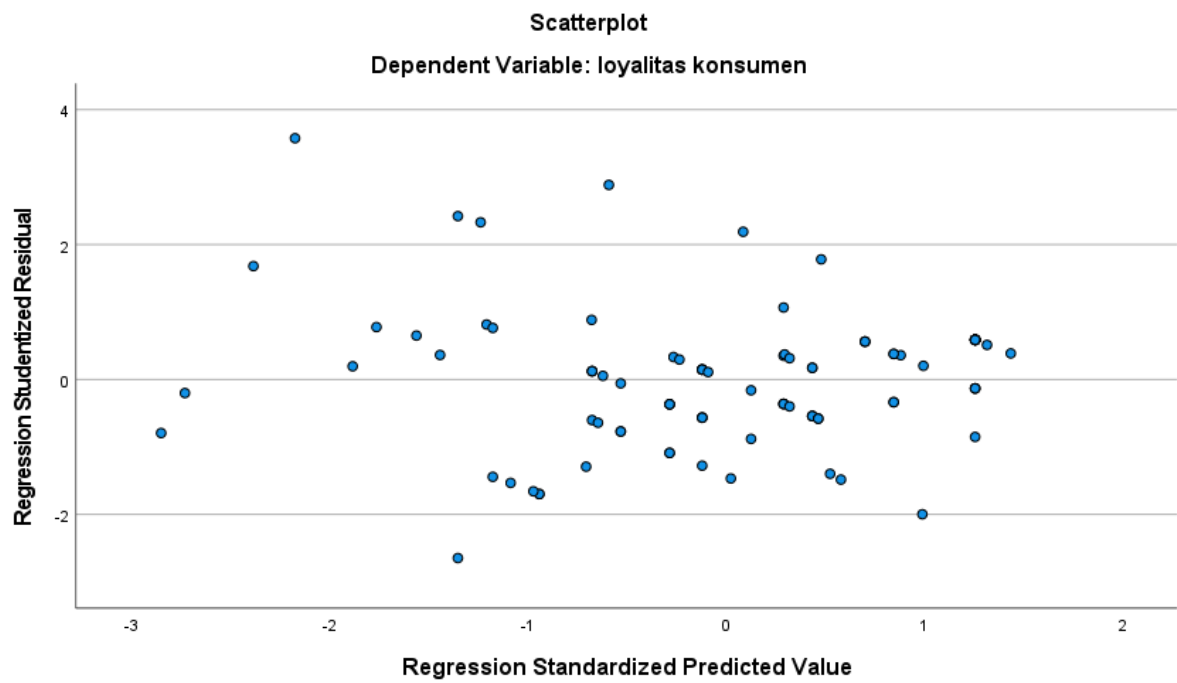
a. Dependent Variable: loyalitas konsumen

| Residuals Statistics <sup>a</sup> |         |         |       |                |    |
|-----------------------------------|---------|---------|-------|----------------|----|
|                                   | Minimum | Maximum | Mean  | Std. Deviation | N  |
| Predicted Value                   | 17.06   | 24.49   | 22.00 | 1.736          | 96 |
| Std. Predicted Value              | -2.848  | 1.437   | .000  | 1.000          | 96 |
| Standard Error of Predicted Value | .162    | .904    | .296  | .130           | 96 |
| Adjusted Predicted Value          | 17.19   | 24.41   | 21.97 | 1.767          | 96 |
| Residual                          | -3.655  | 4.771   | .000  | 1.384          | 96 |
| Std. Residual                     | -2.585  | 3.375   | .000  | .979           | 96 |
| Stud. Residual                    | -2.646  | 3.577   | .009  | 1.016          | 96 |
| Deleted Residual                  | -3.829  | 5.359   | .029  | 1.495          | 96 |
| Stud. Deleted Residual            | -2.739  | 3.837   | .013  | 1.039          | 96 |
| Mahal. Distance                   | .254    | 37.863  | 3.958 | 5.381          | 96 |
| Cook's Distance                   | .000    | .316    | .017  | .046           | 96 |
| Centered Leverage Value           | .003    | .399    | .042  | .057           | 96 |

a. Dependent Variable: loyalitas konsumen

## Charts





Frequencies

| Notes                  |                                |                                                                                                       |
|------------------------|--------------------------------|-------------------------------------------------------------------------------------------------------|
| Output Created         |                                | 04-MAR-2025 14:32:50                                                                                  |
| Comments               |                                |                                                                                                       |
| Input                  | Active Dataset                 | DataSet1                                                                                              |
|                        | Filter                         | <none>                                                                                                |
|                        | Weight                         | <none>                                                                                                |
|                        | Split File                     | <none>                                                                                                |
|                        | N of Rows in Working Data File | 96                                                                                                    |
| Missing Value Handling | Definition of Missing          | User-defined missing values are treated as missing.                                                   |
|                        | Cases Used                     | Statistics are based on all cases with valid data.                                                    |
| Syntax                 |                                | FREQUENCIES<br>VARIABLES=p1 p2 p3 p4 p5<br>p6 p7 p8 p9 p10 p11 p12 p13<br>p14<br><br>/ORDER=ANALYSIS. |
| Resources              | Processor Time                 | 00:00:00,02                                                                                           |
|                        | Elapsed Time                   | 00:00:00,19                                                                                           |

| Statistics |         |    |    |    |    |    |    |    |
|------------|---------|----|----|----|----|----|----|----|
|            |         | p1 | p2 | p3 | p4 | p5 | p6 | p7 |
| N          | Valid   | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
|            | Missing | 0  | 0  | 0  | 0  | 0  | 0  | 0  |

| Statistics |         |    |    |     |     |     |     |     |
|------------|---------|----|----|-----|-----|-----|-----|-----|
|            |         | p8 | p9 | p10 | p11 | p12 | p13 | p14 |
| N          | Valid   | 96 | 96 | 96  | 96  | 96  | 96  | 96  |
|            | Missing | 0  | 0  | 0   | 0   | 0   | 0   | 0   |

## Frequency Table

**p1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 7         | 7.3     | 7.3           | 7.3                |
|       | 4     | 42        | 43.8    | 43.8          | 51.0               |
|       | 5     | 47        | 49.0    | 49.0          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

**p2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 7         | 7.3     | 7.3           | 7.3                |
|       | 4     | 47        | 49.0    | 49.0          | 56.3               |
|       | 5     | 42        | 43.8    | 43.8          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

**p3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 9         | 9.4     | 9.4           | 9.4                |
|       | 4     | 42        | 43.8    | 43.8          | 53.1               |
|       | 5     | 45        | 46.9    | 46.9          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

**p4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 1         | 1.0     | 1.0           | 1.0                |
|       | 3     | 8         | 8.3     | 8.3           | 9.4                |
|       | 4     | 43        | 44.8    | 44.8          | 54.2               |
|       | 5     | 44        | 45.8    | 45.8          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

**p5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 5         | 5.2     | 5.2           | 5.2                |
|       | 4     | 45        | 46.9    | 46.9          | 52.1               |
|       | 5     | 46        | 47.9    | 47.9          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

**p6**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 9         | 9.4     | 9.4           | 9.4                |
|       | 4     | 41        | 42.7    | 42.7          | 52.1               |
|       | 5     | 46        | 47.9    | 47.9          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

**p7**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 6         | 6.3     | 6.3           | 6.3                |
|       | 4     | 41        | 42.7    | 42.7          | 49.0               |
|       | 5     | 49        | 51.0    | 51.0          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

**p8**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 7         | 7.3     | 7.3           | 7.3                |
|       | 4     | 46        | 47.9    | 47.9          | 55.2               |
|       | 5     | 43        | 44.8    | 44.8          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

**p9**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 3 | 10        | 10.4    | 10.4          | 10.4               |

|  |       |    |       |       |       |
|--|-------|----|-------|-------|-------|
|  | 4     | 35 | 36.5  | 36.5  | 46.9  |
|  | 5     | 51 | 53.1  | 53.1  | 100.0 |
|  | Total | 96 | 100.0 | 100.0 |       |

**p10**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 8         | 8.3     | 8.3           | 8.3                |
|       | 4     | 44        | 45.8    | 45.8          | 54.2               |
|       | 5     | 44        | 45.8    | 45.8          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

**p11**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 7         | 7.3     | 7.3           | 7.3                |
|       | 4     | 45        | 46.9    | 46.9          | 54.2               |
|       | 5     | 44        | 45.8    | 45.8          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

**p12**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 5         | 5.2     | 5.2           | 5.2                |
|       | 4     | 44        | 45.8    | 45.8          | 51.0               |
|       | 5     | 47        | 49.0    | 49.0          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

**p13**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 10        | 10.4    | 10.4          | 10.4               |
|       | 4     | 35        | 36.5    | 36.5          | 46.9               |
|       | 5     | 51        | 53.1    | 53.1          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

**p14**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 14        | 14.6    | 14.6          | 14.6                  |
|       | 4     | 40        | 41.7    | 41.7          | 56.3                  |
|       | 5     | 42        | 43.8    | 43.8          | 100.0                 |
|       | Total | 96        | 100.0   | 100.0         |                       |