

KUESIONER PENELITIAN

**PENGARUH KEDEKATAN EMOSIONAL, LOKASI, PERSEPSI
KONSUMEN DAN KELENGKAPAN
PRODUK TERHADAP KEPUASAN KONSUMEN
PADA KOPERASI KARYAWAN
PT. TASIK RAJA**

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 Kedekatan emosional (X₁)

No	Pernyataan	SS	S	KS	TS	STS
1	Koperasi karyawan PT.Tasik raja selalu menjaga kualitas hubungan dengan konsumen					
2	Seluruh karyawan dan konsumen memiliki perilaku yang positif					
3	Koperasi karyawan PT.Tasik raja selalu memiliki sifat empati yang tinggi					
4	Koperasi karyawan PT.Tasik raja selalu memiliki sifat simpati yang tinggi					

Variabel Lokasi (X₂)

No	Pernyataan	SS	S	KS	TS	STS
1	Lokasi Koperasi karyawan PT.Tasik raja merupakan lokasi yang mudah diakses					
2	Lokasi Koperasi karyawan PT.Tasik raja memiliki jarak tempuh yang tidak jauh dari lokasi saya					
3	Lokasi Koperasi karyawan PT.Tasik raja memiliki visibilitas yang mudah ditempuh					
4	Lokasi Koperasi karyawan PT.Tasik raja merupakan lingkungan yang strategis					

Variabel Persepsi konsumen (X₃)

No	Pernyataan	SS	S	KS	TS	STS
1	Karyawan Koperasi karyawan PT.Tasik raja selalu menjalin komunikasi yang baik dengan konsumen					
2	Saya selalu mendapatkan pelayanan yang baik					
3	Saya merasa berbelanja di Koperasi karyawan PT.Tasik raja lebih efektif					
4	Koperasi karyawan PT.Tasik raja memiliki citra yang baik					

Variabel Kelengkapan produk (X₄)

No	Pernyataan	SS	S	KS	TS	STS
1	Produk yang tersedia memiliki keragaman produk yang banyak					
2	Variasi dalam setiap produk tersedia dalam variasi yang bermacam-macam					
3	Produk selalu tersedia dengan sangat lengkap					
4	Produk yang saya dapatkan adalah produk					

yang berkualitas					
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Variabel Tingkat kepuasan konsumen (Y)

No	Pernyataan	SS	S	KS	TS	STS
1	Saya merasa puas terhadap seluruh pelayanan yang diberikan					
2	Saya akan tetap memilih Koperasi karyawan PT.Tasik raja sebagai tempat untuk berbelanja					
3	Saya akan merekomendasikan Koperasi karyawan PT.Tasik raja kepada orang lain					
4	Saya akan kembali ke Koperasi karyawan PT.Tasik raja untuk berbelanja					

LAMPIRAN 2 HASIL SPSS

Reliability

Notes

Output Created Comments Input Missing Value Handling Syntax Resources	11-MAY-2023 09:14:20 DataSet1 <none> <none> <none> N of Rows in Working Data File Matrix Input Definition of Missing Cases Used User-defined missing values are treated as missing. Statistics are based on all cases with valid data for all variables in the procedure. RELIABILITY /VARIABLES=p1 p2 p3 p4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIV E SCALE CORR /SUMMARY=TOTAL. Processor Time Elapsed Time
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Scale: ALL VARIABLES

Case Processing Summary

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Cases	Valid	57	100.0
	Excluded ^a	0	.0
	Total	57	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	.835	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.51	.504	57
p2	4.56	.501	57
p3	4.42	.498	57
p4	4.47	.504	57

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.546	.269	.159
p2	.546	1.000	.253	.060
p3	.269	.253	1.000	.187
p4	.159	.060	.187	1.000

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
p1	13.46	1.003	.487	.327	.800
p2	13.40	1.066	.418	.312	.828
p3	13.54	1.145	.333	.111	.766
p4	13.49	1.290	.179	.051	.797

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.96	1.749	1.322	4

Reliability

Notes

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Missing Value Handling	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
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		/SUMMARY=TOTAL.
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Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	57	100.0
Cases	Excluded ^a	0	.0
	Total	57	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
.726	.752	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.49	.504	57
p2	4.53	.504	57
p3	4.39	.491	57
p4	4.35	.481	57

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.581	.374	.233
p2	.581	1.000	.391	.182
p3	.374	.391	1.000	.625
p4	.233	.182	.625	1.000

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
p1	13.26	1.305	.516	.364	.692
p2	13.23	1.322	.498	.379	.724
p3	13.37	1.237	.618	.479	.650
p4	13.40	1.424	.433	.397	.690

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.75	2.153	1.467	4

Reliability

Notes

Output Created		11-MAY-2023 09:15:31
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	File	
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	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
		RELIABILITY
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		/SCALE('ALL VARIABLES')
		ALL
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		/STATISTICS=DESCRIPTIV E SCALE CORR
		/SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,01

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	57	100.0
	Excluded ^a	0	.0
	Total	57	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
.737	.767	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.35	.481	57
p2	4.47	.504	57
p3	4.42	.498	57
p4	4.37	.487	57

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.701	.341	.277
p2	.701	1.000	.330	.150
p3	.341	.330	1.000	.675
p4	.277	.150	.675	1.000

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
p1	13.26	1.305	.576	.522	.692
p2	13.14	1.337	.497	.521	.750
p3	13.19	1.266	.585	.509	.689
p4	13.25	1.403	.460	.479	.737

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.61	2.170	1.473	4

Reliability

Notes

Output Created		11-MAY-2023 09:15:55
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	File	
	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling		Statistics are based on all cases with valid data for all variables in the procedure.
	Cases Used	RELIABILITY /VARIABLES=p1 p2 p3 p4 /SCALE('ALL VARIABLES')
Syntax		ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIV E SCALE CORR /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,12

Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	57	100.0
Cases	Excluded ^a	0	.0
	Total	57	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
.731	.752	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.46	.503	57
p2	4.37	.487	57
p3	4.37	.487	57
p4	4.49	.504	57

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.396	.323	.157
p2	.396	1.000	.321	.195
p3	.323	.321	1.000	.414
p4	.157	.195	.414	1.000

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
p1	13.23	1.179	.395	.199	.706
p2	13.32	1.184	.417	.202	.746
p3	13.32	1.113	.500	.264	.665
p4	13.19	1.230	.338	.175	.701

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.68	1.863	1.365	4

Reliability

Notes

Output Created		11-MAY-2023 09:16:19
Comments		
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	Weight	<none>
Input	Split File	<none>
	N of Rows in Working Data	57
	File	
	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling		Statistics are based on all cases with valid data for all variables in the procedure.
	Cases Used	RELIABILITY /VARIABLES=p1 p2 p3 p4 /SCALE('ALL VARIABLES')
Syntax		ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIV E SCALE CORR /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,06

Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	57	100.0
Cases	Excluded ^a	0	.0
	Total	57	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
.704	.737	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.33	.476	57
p2	4.47	.504	57
p3	4.56	.501	57
p4	4.54	.503	57

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.671	.175	.349
p2	.671	1.000	.201	.375
p3	.175	.201	1.000	.468
p4	.349	.375	.468	1.000

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
p1	13.58	1.284	.530	.461	.659
p2	13.44	1.215	.552	.473	.689
p3	13.35	1.410	.354	.220	.714
p4	13.37	1.237	.530	.313	.697

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.91	2.081	1.443	4

Regression

Notes

Output Created		11-MAY-2023 09:01:12	
Comments			
Input	Active Dataset	DataSet0	
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	Split File	<none>	
	N of Rows in Working Data File	57	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing. Statistics are based on	
	Cases Used	cases with no missing values for any variable used.	
Syntax		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 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) /SAVE PRED.	
	Processor Time	00:00:04,47	
	Elapsed Time	00:00:03,77	
	Resources	Memory Required	2308 bytes
		Additional Memory Required for Residual Plots	888 bytes
	Variables Created or Modified	PRE_1	Unstandardized Predicted Value

Descriptive Statistics

	Mean	Std. Deviation	N
kepuasan konsumen	17.91	1.443	57
kedekatan emosional	17.96	1.322	57
Lokasi	17.75	1.467	57
persepsi konsumen	17.61	1.473	57
kelengkapan produk	17.68	1.365	57

Correlations

		kepuasan konsumen	kedekatan emosional	lokasi
Pearson Correlation	kepuasan konsumen	1.000	.420	.783
	kedekatan emosional	.420	1.000	.557
	Lokasi	.783	.557	1.000
	persepsi konsumen	.858	.598	.831
	kelengkapan produk	.757	.479	.790
	kepuasan konsumen	.	.001	.000
Sig. (1-tailed)	kedekatan emosional	.001	.	.000
	Lokasi	.000	.000	.
	persepsi konsumen	.000	.000	.000
	kelengkapan produk	.000	.000	.000
N	kepuasan konsumen	57	57	57
	kedekatan emosional	57	57	57
	Lokasi	57	57	57
	persepsi konsumen	57	57	57
	kelengkapan produk	57	57	57

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	kelengkapan produk, kedekatan emosional, persepsi konsumen, 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
1	.892 ^a	.796	.781	.779

a. Predictors: (Constant), kelengkapan produk, kedekatan emosional, persepsi konsumen, lokasi

b. Dependent Variable: kepuasan konsumen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.050	4	30.263	49.896	.000 ^b
	Residual	30.932	53	.607		
	Total	151.982	57			

a. Dependent Variable: kepuasan konsumen

b. Predictors: (Constant), kelengkapan produk, kedekatan emosional, persepsi konsumen, lokasi

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.468	1.829		2.443	.018
	kedekatan emosional	.285	.102	.238	2.787	.007
	Lokasi	.336	.157	.334	2.145	.037
	persepsi konsumen	.433	.126	.462	3.439	.001
	Kelengkapan produk	.322	.115	.302	2.792	.007

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	kedekatan emosional	.547	1.828
	Lokasi	.164	6.094
	persepsi konsumen	.222	4.514
	kelengkapan produk	.342	2.926

a. Dependent Variable: kepuasan konsumen

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	kedekatan emosional	lokasi
1	1	4.990	1.000	.00	.00	.00
	2	.005	33.296	.45	.10	.06
	3	.003	42.629	.35	.71	.00
	4	.002	56.990	.20	.20	.01
	5	.001	69.411	.01	.00	.93

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions	
		persepsi konsumen	kelengkapan produk
1	1	.00	.00
	2	.06	.03
	3	.02	.12
	4	.43	.63
	5	.49	.22

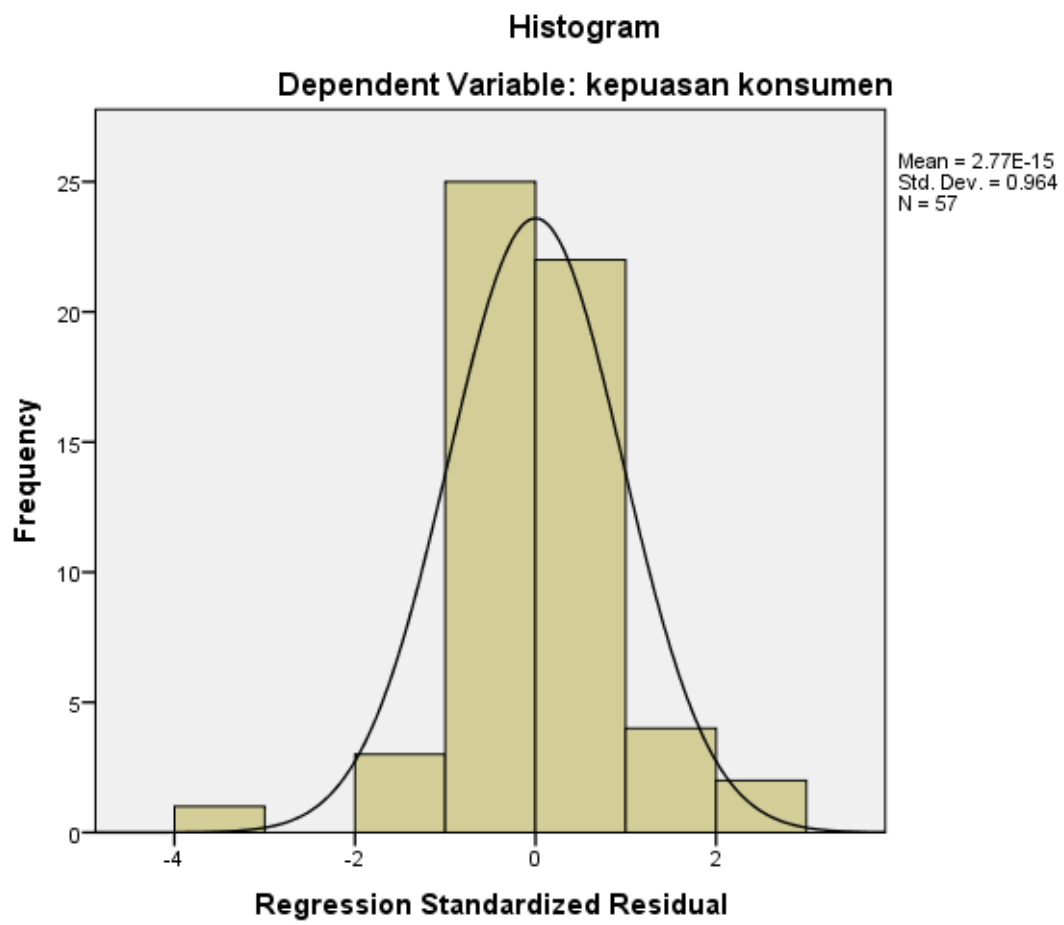
a. Dependent Variable: kepuasan konsumen

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	16.18	20.18	17.91	1.284	57
Std. Predicted Value	-1.346	1.766	.000	1.000	57
Standard Error of Predicted Value	.109	.390	.193	.059	57
Adjusted Predicted Value	16.13	20.20	17.92	1.295	57
Residual	-2.466	1.992	.000	.657	57
Std. Residual	-3.616	2.922	.000	.964	57
Stud. Residual	-3.988	2.984	-.005	1.017	57
Deleted Residual	-2.999	2.078	-.007	.734	57
Stud. Deleted Residual	-4.740	3.245	-.010	1.093	57
Mahal. Distance	.444	17.356	3.930	3.294	57
Cook's Distance	.000	.687	.024	.092	57
Centered Leverage Value	.008	.310	.070	.059	57

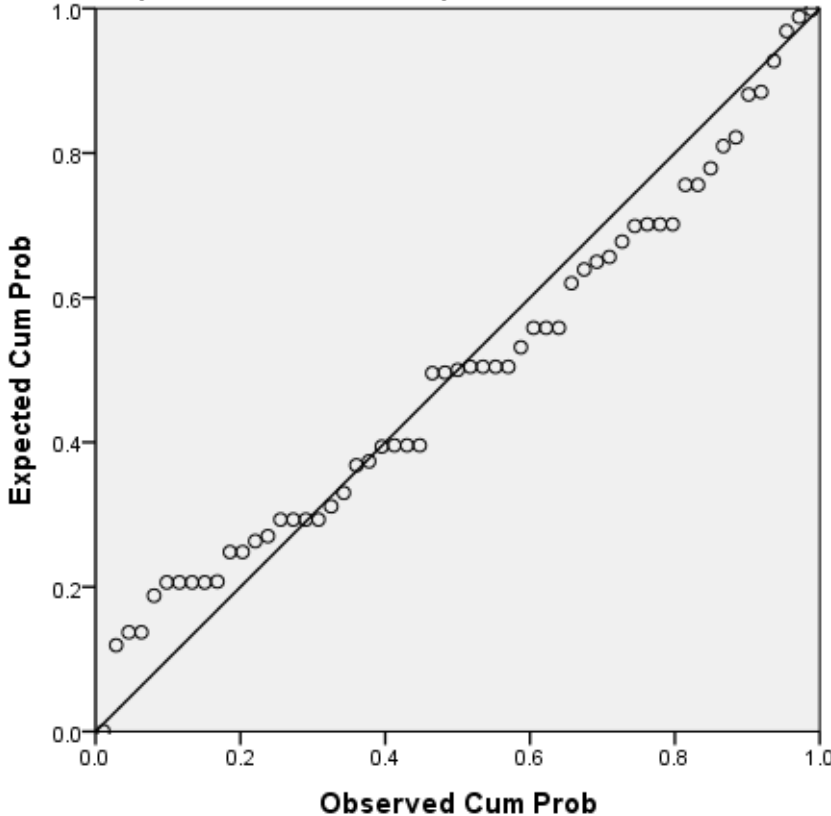
a. Dependent Variable: kepuasan konsumen

Charts



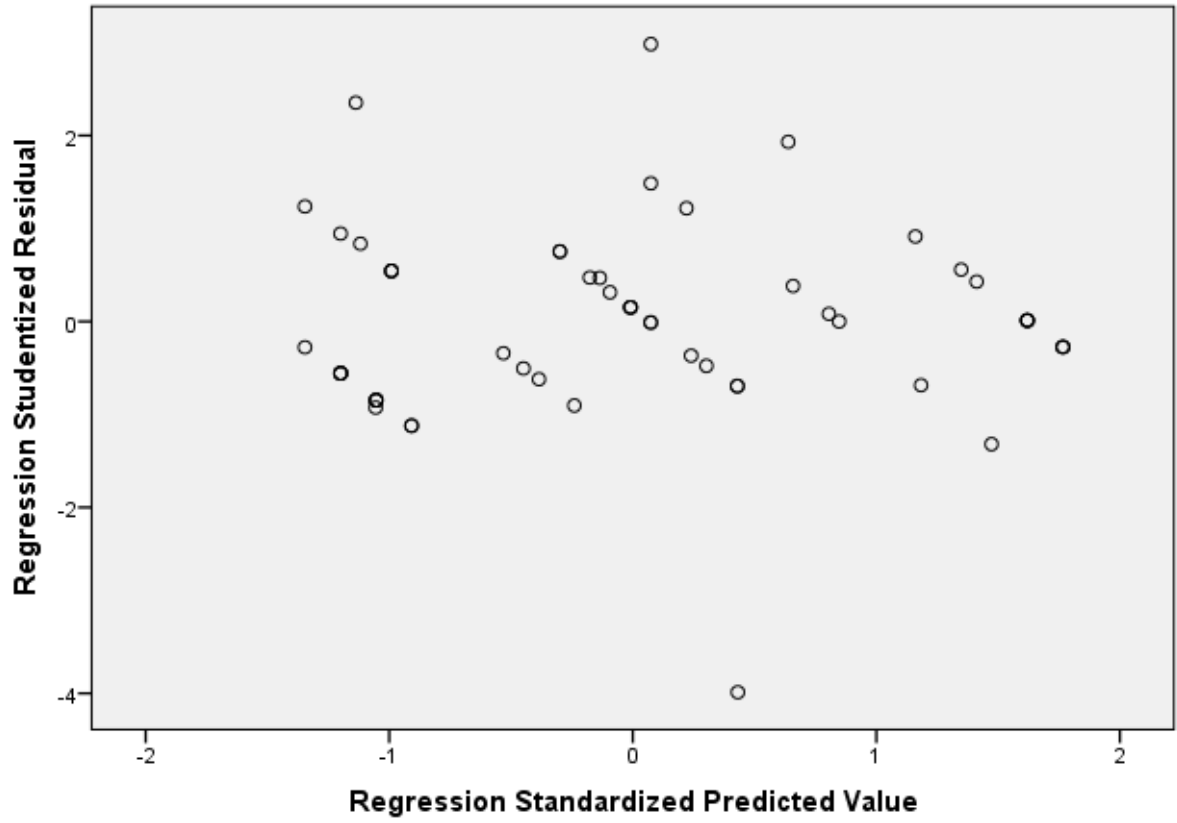
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: kepuasan konsumen



Scatterplot

Dependent Variable: kepuasan konsumen



Frequencies

Notes

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	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES	
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	/ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,03

Statistics

		p1	p2	p3	p4	p5	p6	p7
N	Valid	57	57	57	57	57	57	57
	Missing	0	0	0	0	0	0	0

Statistics

		p8	p9	p10	p11	p12	p13	p14
N	Valid	57	57	57	57	57	57	57
	Missing	0	0	0	0	0	0	0

Statistics

		p15	p16	p17	p18	p19	p20
N	Valid	57	57	57	57	57	57
	Missing	0	0	0	0	0	0

Frequency Table

p1

	Frequency	Percent	Valid Percent	Cumulative Percent
4	28	49.1	49.1	49.1
Valid 5	29	50.9	50.9	100.0
Total	57	100.0	100.0	

p2

	Frequency	Percent	Valid Percent	Cumulative Percent
4	25	43.9	43.9	43.9
Valid 5	32	56.1	56.1	100.0
Total	57	100.0	100.0	

p3

	Frequency	Percent	Valid Percent	Cumulative Percent
4	33	57.9	57.9	57.9
Valid 5	24	42.1	42.1	100.0
Total	57	100.0	100.0	

p4

	Frequency	Percent	Valid Percent	Cumulative Percent
4	30	52.6	52.6	52.6
Valid 5	27	47.4	47.4	100.0
Total	57	100.0	100.0	

p5

	Frequency	Percent	Valid Percent	Cumulative Percent
4	29	50.9	50.9	50.9
Valid 5	28	49.1	49.1	100.0
Total	57	100.0	100.0	

p6

	Frequency	Percent	Valid Percent	Cumulative Percent
4	27	47.4	47.4	47.4
Valid 5	30	52.6	52.6	100.0
Total	57	100.0	100.0	

p7

	Frequency	Percent	Valid Percent	Cumulative Percent
4	35	61.4	61.4	61.4
Valid 5	22	38.6	38.6	100.0
Total	57	100.0	100.0	

p8

	Frequency	Percent	Valid Percent	Cumulative Percent
4	37	64.9	64.9	64.9
Valid 5	20	35.1	35.1	100.0
Total	57	100.0	100.0	

p9

	Frequency	Percent	Valid Percent	Cumulative Percent
4	37	64.9	64.9	64.9
Valid 5	20	35.1	35.1	100.0
Total	57	100.0	100.0	

p10

	Frequency	Percent	Valid Percent	Cumulative Percent
4	30	52.6	52.6	52.6
Valid 5	27	47.4	47.4	100.0
Total	57	100.0	100.0	

p11

	Frequency	Percent	Valid Percent	Cumulative Percent
4	33	57.9	57.9	57.9
Valid 5	24	42.1	42.1	100.0
Total	57	100.0	100.0	

p12

	Frequency	Percent	Valid Percent	Cumulative Percent
4	36	63.2	63.2	63.2
Valid 5	21	36.8	36.8	100.0
Total	57	100.0	100.0	

p13

	Frequency	Percent	Valid Percent	Cumulative Percent
4	31	54.4	54.4	54.4
Valid 5	26	45.6	45.6	100.0
Total	57	100.0	100.0	

p14

	Frequency	Percent	Valid Percent	Cumulative Percent
4	36	63.2	63.2	63.2
Valid 5	21	36.8	36.8	100.0
Total	57	100.0	100.0	

p15

	Frequency	Percent	Valid Percent	Cumulative Percent
4	36	63.2	63.2	63.2
Valid 5	21	36.8	36.8	100.0
Total	57	100.0	100.0	

p16

	Frequency	Percent	Valid Percent	Cumulative Percent
4	29	50.9	50.9	50.9
Valid 5	28	49.1	49.1	100.0
Total	57	100.0	100.0	

p17

	Frequency	Percent	Valid Percent	Cumulative Percent
4	38	66.7	66.7	66.7
Valid 5	19	33.3	33.3	100.0
Total	57	100.0	100.0	

p18

	Frequency	Percent	Valid Percent	Cumulative Percent
4	30	52.6	52.6	52.6
Valid 5	27	47.4	47.4	100.0
Total	57	100.0	100.0	

p19

	Frequency	Percent	Valid Percent	Cumulative Percent
4	25	43.9	43.9	43.9
Valid 5	32	56.1	56.1	100.0
Total	57	100.0	100.0	

p20

	Frequency	Percent	Valid Percent	Cumulative Percent
4	26	45.6	45.6	45.6
Valid 5	31	54.4	54.4	100.0
Total	57	100.0	100.0	