

## LAMPIRAN KUESIONER

A. Identitas Responden :

Umur :

Jenis Kelamin :

Alamat :

B. Keterangan

Pertanyaan-pertanyaan yang ada hanya dijawab dengan :

Sangat Setuju (SS)

Setuju (S)

Netral (N)

Tidak Setuju (TS)

Sangat Tidak Setuju (STS)

**Mohon beri tanda silang (✓) pada jawaban yang bapak/ibu anggap paling sesuai.**

Pengaruh Harga ( $X^1$ )

| No | Item Pertanyaan   | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
| 1  | Apakah harga produk berada dalam batas kemampuan beli konsumen atau sesuai dengan ekspektasi mereka |    |   |   |    |     |
| 2  | Konsumen menilai apakah harga sepadan dengan mutu, daya tahan dan keandalan produk                  |    |   |   |    |     |
| 3  | Perbandingan harga produk dengan produk sejenis dari pesaing dipasar                                |    |   |   |    |     |
| 4  | Apakah manfaat atau nilai didapat konsumen sebanding atau lebih besar dari harga yang dibayar       |    |   |   |    |     |

Kualitas Pelayanan (X<sup>2</sup>)

| No | Item Pertanyaan   | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
| 1  | Apakah konsumen menilai penampilan gudang, peralatan dan karyawan yang rapi dan professional  |    |   |   |    |     |
| 2  | Menurut konsumen, kemampuan mengirimkan pesanan secara akurat, tepat waktu dan tanpa kesalahan (sesuai jumlah dan jenis barang)                                     |    |   |   |    |     |
| 3  | Bagaimana Konsumen menilai kecepatan dalam proses pesanan dan memberikan Solusi atas masalah, ketersediaan informasi yang cepat dan jelas                           |    |   |   |    |     |
| 4  | Apakah konsumen menilai Grosir Hasibuan terasa nyaman dan kepercayaan pelanggan terhadap transaksi (harga, kualitas, keamanan dan kesopanan karyawan dalam melayani |    |   |   |    |     |
| 5  | Apakah Grosir Hasibuan memberikan perhatian pribadi dan memahami spesifik setiap pelanggan, sikap ramah dan mudah didekati oleh karyawan                            |    |   |   |    |     |

## Kepuasan Pelanggan (Y)

| No | Item Pertanyaan  | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| 1  | Pelanggan merasa harga yang ditetapkan sesuai dan menguntungkan, harga yang ditawarkan sesuai dengan harapan konsumen  |    |   |   |    |     |
| 2  | Pelanggan merasa puas dengan pelayanan yang diberikan oleh Grosir Hasibuan   |    |   |   |    |     |
| 3  | Pelanggan puas dengan kondisi dan mutu barang, kualitas barang sesuai dengan yang diharapkan dan barang yang diterima dalam kondisi baik                     |    |   |   |    |     |
| 4  | Pelanggan merasa puas terhadap kemudahan dan kelancaran transaksi, proses pembelian berlangsung cepat dan mudah serta system pembayaran memudahkan pelanggan |    |   |   |    |     |
| 5  | Perbandingan antara harapan dan kenyataan, pelayanan dan harga sesuai dengan harapan saya, dan Grosir Hasibuan memenuhi kebutuhan saya sebagai pelanggan     |    |   |   |    |     |

*Terima Kasih.....*

*Semoga Kesuksesan Selalu mengiringi Langkah Kita*

**LAMPIRAN**  
**TABULASI PENELITIAN**

| <b>Responden</b> | <b>Variabel X<sub>1</sub></b> | <b>Variabel X<sub>2</sub></b> | <b>Variabel Y</b> | <b>Res</b> |
|------------------|-------------------------------|-------------------------------|-------------------|------------|
| 1                | 50                            | 51                            | 57                | 1.59309    |
| 2                | 61                            | 63                            | 65                | -2.74263   |
| 3                | 63                            | 61                            | 67                | -.90289    |
| 4                | 59                            | 58                            | 63                | -1.09628   |
| 5                | 52                            | 52                            | 57                | -.06120    |
| 6                | 53                            | 51                            | 60                | 2.85867    |
| 7                | 48                            | 49                            | 53                | -.25460    |
| 8                | 63                            | 63                            | 67                | -1.89892   |
| 9                | 64                            | 64                            | 68                | -1.97507   |
| 10               | 61                            | 63                            | 67                | -.74263    |
| 11               | 52                            | 52                            | 54                | -3.06120   |
| 12               | 61                            | 55                            | 70                | 6.24148    |
| 13               | 55                            | 50                            | 60                | 2.20040    |
| 14               | 59                            | 59                            | 68                | 3.40571    |
| 15               | 55                            | 47                            | 62                | 5.69444    |
| 16               | 62                            | 64                            | 69                | .18121     |
| 17               | 61                            | 62                            | 67                | -.24462    |
| 18               | 60                            | 53                            | 63                | .81565     |
| 19               | 50                            | 52                            | 57                | 1.09508    |
| 20               | 56                            | 63                            | 68                | 3.14808    |
| 21               | 48                            | 50                            | 53                | -.75261    |
| 22               | 55                            | 46                            | 48                | -7.80755   |
| 23               | 58                            | 52                            | 57                | -3.53006   |
| 24               | 59                            | 43                            | 54                | -2.62607   |
| 25               | 46                            | 48                            | 47                | -4.60030   |
| 26               | 46                            | 46                            | 52                | 1.39573    |
| 27               | 52                            | 52                            | 57                | -.06120    |
| 28               | 55                            | 46                            | 60                | 4.19245    |
| 29               | 50                            | 53                            | 56                | -.40293    |
| 30               | 52                            | 52                            | 57                | -.06120    |

**LAMPIRAN**  
**HASIL PENGOLAHAN DATA**

**Regression**

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

| Model | Variables Entered                               | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1     | Kualitas Pelayanan, Pengaruh Harga <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Kepuasan Pelanggan

b. All requested variables entered.

**R Square**

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .889 <sup>a</sup> | .790     | .774              | 3.098                      |

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

**Uji F**

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F     | Sig.              |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1     | Regression | 1618.515       | 2  | 809.258     | 8.735 | .001 <sup>b</sup> |
|       | Residual   | 2501.485       | 27 | 92.648      |       |                   |
|       | Total      | 4120.000       | 29 |             |       |                   |

a. Dependent Variable: KEPUASAN PELANGGAN

b. Predictors: (Constant), KUALITAS PELAYANAN, PENGARUH HARGA

## Uji T

### Coefficients<sup>a</sup>

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                    | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant)         | 1.101                       | 6.030      |                           | .183  | .856 |                         |       |
|       | Pengaruh Harga     | .578                        | .146       | .480                      | 3.952 | .001 | .527                    | 1.899 |
|       | Kualitas Pelayanan | .498                        | .124       | .487                      | 4.004 | .000 | .527                    | 1.899 |

a. Dependent Variable: Kepuasan Pelanggan

## Collinearity Diagnostics<sup>a</sup>

### Collinearity Diagnostics<sup>a</sup>

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |                |                    |
|-------|-----------|------------|-----------------|----------------------|----------------|--------------------|
|       |           |            |                 | (Constant)           | Pengaruh Harga | Kualitas Pelayanan |
| 1     | 1         | 2.990      | 1.000           | .00                  | .00            | .00                |
|       | 2         | .007       | 21.048          | .76                  | .01            | .42                |
|       | 3         | .003       | 30.749          | .24                  | .99            | .58                |

a. Dependent Variable: Kepuasan Pelanggan

## Uji Normalitas

### One-Sample Kolmogorov-Smirnov Test

|                                   |                | Unstandardized Residual |
|-----------------------------------|----------------|-------------------------|
| N                                 |                | 30                      |
| Normal Parameters <sup>a, b</sup> | Mean           | .0000000                |
|                                   | Std. Deviation | 2.98950298              |
| Most Extreme Differences          | Absolute       | .109                    |
|                                   | Positive       | .109                    |
|                                   | Negative       | -.090                   |
| Test Statistic                    |                | .109                    |
| Asymp. Sig. (2-tailed)            |                | .200 <sup>c, d</sup>    |

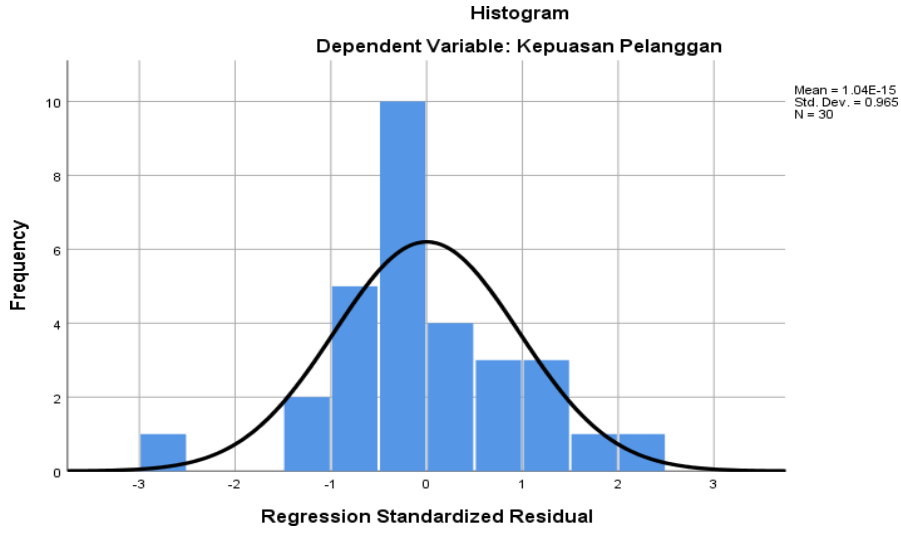
a. Test distribution is Normal.

b. Calculated from data.

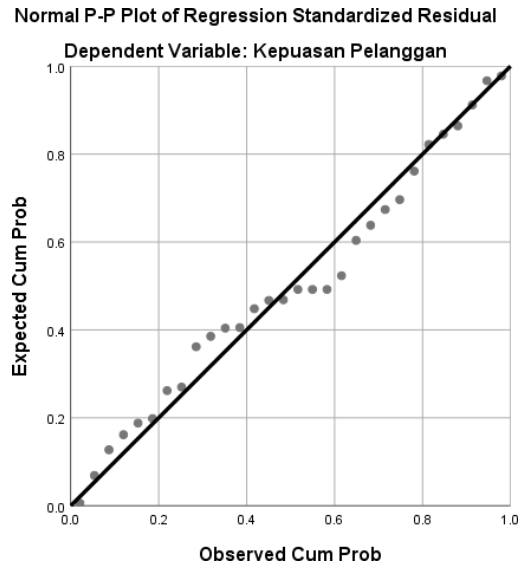
c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

### Histogram



### Normal P-P PLOT



## Uji Validitas Pengaruh Harga

|               |                     | Correlations |        |        |        |        | PengaruhHar<br>ga |
|---------------|---------------------|--------------|--------|--------|--------|--------|-------------------|
|               |                     | X1.1         | X1.2   | X1.3   | X1.4   |        |                   |
| X1.1          | Pearson Correlation | 1            | .416*  | .480** | .544** | .815** |                   |
|               | Sig. (2-tailed)     |              | .022   | .007   | .002   | .000   |                   |
|               | N                   | 30           | 30     | 30     | 30     | 30     |                   |
| X1.2          | Pearson Correlation | .416*        | 1      | .266   | .381*  | .693** |                   |
|               | Sig. (2-tailed)     | .022         |        | .156   | .038   | .000   |                   |
|               | N                   | 30           | 30     | 30     | 30     | 30     |                   |
| X1.3          | Pearson Correlation | .480**       | .266   | 1      | .333   | .687** |                   |
|               | Sig. (2-tailed)     | .007         | .156   |        | .072   | .000   |                   |
|               | N                   | 30           | 30     | 30     | 30     | 30     |                   |
| X1.4          | Pearson Correlation | .544**       | .381*  | .333   | 1      | .776** |                   |
|               | Sig. (2-tailed)     | .002         | .038   | .072   |        | .000   |                   |
|               | N                   | 30           | 30     | 30     | 30     | 30     |                   |
| PengaruhHarga | Pearson Correlation | .815**       | .693** | .687** | .776** | 1      |                   |
|               | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        |                   |
|               | N                   | 30           | 30     | 30     | 30     | 30     |                   |

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

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

## Uji Validitas Kualitas Pelayanan

|                   |                     | Correlations |        |        |        |        | KualitasPelay<br>anan |
|-------------------|---------------------|--------------|--------|--------|--------|--------|-----------------------|
|                   |                     | X2.1         | X2.2   | X2.3   | X2.4   | X2.5   |                       |
| X2.1              | Pearson Correlation | 1            | .694** | .539** | .711** | .643** | .917**                |
|                   | Sig. (2-tailed)     |              | .000   | .002   | .000   | .000   | .000                  |
|                   | N                   | 30           | 30     | 30     | 30     | 30     | 30                    |
| X2.2              | Pearson Correlation | .694**       | 1      | .439*  | .385*  | .411*  | .723**                |
|                   | Sig. (2-tailed)     | .000         |        | .015   | .036   | .024   | .000                  |
|                   | N                   | 30           | 30     | 30     | 30     | 30     | 30                    |
| X2.3              | Pearson Correlation | .539**       | .439*  | 1      | .476** | .389*  | .734**                |
|                   | Sig. (2-tailed)     | .002         | .015   |        | .008   | .034   | .000                  |
|                   | N                   | 30           | 30     | 30     | 30     | 30     | 30                    |
| X2.4              | Pearson Correlation | .711**       | .385*  | .476** | 1      | .475** | .807**                |
|                   | Sig. (2-tailed)     | .000         | .036   | .008   |        | .008   | .000                  |
|                   | N                   | 30           | 30     | 30     | 30     | 30     | 30                    |
| X2.5              | Pearson Correlation | .643**       | .411*  | .389*  | .475** | 1      | .727**                |
|                   | Sig. (2-tailed)     | .000         | .024   | .034   | .008   |        | .000                  |
|                   | N                   | 30           | 30     | 30     | 30     | 30     | 30                    |
| KualitasPelayanan | Pearson Correlation | .917**       | .723** | .734** | .807** | .727** | 1                     |
|                   | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   |                       |
|                   | N                   | 30           | 30     | 30     | 30     | 30     | 30                    |

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

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

## Uji Validitas Kepuasan Pelanggan

|                   |                     | Correlations |        |        |        |        | KepuasanPel<br>anggan |
|-------------------|---------------------|--------------|--------|--------|--------|--------|-----------------------|
|                   |                     | Y1.1         | Y1.2   | Y1.3   | Y1.4   | Y1.5   |                       |
| Y1.1              | Pearson Correlation | 1            | .301   | .357   | .265   | .511** | .734**                |
|                   | Sig. (2-tailed)     |              | .107   | .053   | .157   | .004   | .000                  |
|                   | N                   | 30           | 30     | 30     | 30     | 30     | 30                    |
| Y1.2              | Pearson Correlation | .301         | 1      | .272   | .291   | .273   | .709**                |
|                   | Sig. (2-tailed)     | .107         |        | .146   | .118   | .144   | .000                  |
|                   | N                   | 30           | 30     | 30     | 30     | 30     | 30                    |
| Y1.3              | Pearson Correlation | .357         | .272   | 1      | .308   | .323   | .643**                |
|                   | Sig. (2-tailed)     | .053         | .146   |        | .098   | .082   | .000                  |
|                   | N                   | 30           | 30     | 30     | 30     | 30     | 30                    |
| Y1.4              | Pearson Correlation | .265         | .291   | .308   | 1      | -.038  | .547**                |
|                   | Sig. (2-tailed)     | .157         | .118   | .098   |        | .841   | .002                  |
|                   | N                   | 30           | 30     | 30     | 30     | 30     | 30                    |
| Y1.5              | Pearson Correlation | .511**       | .273   | .323   | -.038  | 1      | .628**                |
|                   | Sig. (2-tailed)     | .004         | .144   | .082   | .841   |        | .000                  |
|                   | N                   | 30           | 30     | 30     | 30     | 30     | 30                    |
| KepuasanPelanggan | Pearson Correlation | .734**       | .709** | .643** | .547** | .628** | 1                     |
|                   | Sig. (2-tailed)     | .000         | .000   | .000   | .002   | .000   |                       |
|                   | N                   | 30           | 30     | 30     | 30     | 30     | 30                    |

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

### Uji Reabilitas Pengaruh Harga

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .729             | 4          |

### Uji Reabilitas Kualitas Pelayanan

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .840             | 5          |

### Uji Reabilitas Kepuasan Pelanggan

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .657             | 5          |

### Scatterplot

