

Lampiran 1

No. Responden :

KUESIONER PENELITIAN

**PENGARUH LOKASI, KELENGKAPAN PRODUK DAN KUALITAS
PRODUK TERHADAP MINAT BELI
KONSUMEN PADA TOKO HANI
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 lokasi (X₁)

No	Pernyataan	SS	S	KS	TS	STS
1	Lokasi toko hani aek batu merupakan lokasi yang strategis					
2	Lokasi toko hani merupakan lokasi mudah diakses					
3	Lokasi merupakan lokasi yang tidak jauh dari tempat saya					
4	Akses ke lokasi sangat mudah untuk dijangkau					
5	Lokasi akan membuat konsumen menentukan minat beli					

Variabel Kelengkapan produk (X₂)

No	Pernyataan	SS	S	KS	TS	STS
1	Produk yang saya beli ditoko hani merupakan produk dengan yang bervariasi					
2	Produk pada toko hani sangat lengkap					
3	Merk produk pada toko hani sangat beraneka ragam					
4	Saya merasa puas produk yang saya dapatkan					
5	Toko dengan kelengkapan yang baik akan menjadi pilihan konsumen					

Variabel Kualitas produk (X₃)

No	Pernyataan	SS	S	KS	TS	STS
1	Produk yang saya beli ditoko hani merupakan produk dengan daya tahan yang baik					
2	Produk yang dijual ditoko hani memiliki keistimewaan bila dibandingkan dengan produk lain					
3	Barang yang saya beli ditoko hani merupakan barang yang tahan lama					
4	Saya merasa puas dengan keindahan produk yang saya dapatkan ditoko hani					
5	Kualitas produk yang baik akan menentukan minat beli konsumen					

Variabel minat beli (y)

No	Pernyataan	SS	S	KS	TS	STS
1	Barang yang ditawarkan memiliki kualitas yang baik					
2	Toko hani menawarkan barang dengan berbagai jenis barang					
3	Harga yang ditawarkan merupakan harga yang terjangkau					
4	Secara keseluruhan saya puas dengan pelayanan yang diberikan					
5	Minat beli konsumen pada toko hani sangat tinggi					

LAMPIRAN 2

HASIL SPSS

Reliability

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Weight	<none>
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N of Rows in Working Data	60
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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 p5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA
Syntax	/STATISTICS=DESCRIPTIV E SCALE CORR /SUMMARY=TOTAL.
Resources	
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Elapsed Time	00:00:00,02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	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
.852	.852	5

Item Statistics

	Mean	Std. Deviation	N
p1	4.50	.504	60
p2	4.55	.502	60
p3	4.38	.490	60
p4	4.58	.497	60
p5	4.63	.486	60

Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5
p1	1.000	.570	.720	.439	.415
p2	.570	1.000	.644	.323	.355
p3	.720	.644	1.000	.597	.458
p4	.439	.323	.597	1.000	.830
p5	.415	.355	.458	.830	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	18.15	2.536	.665	.549	.821
p2	18.10	2.668	.573	.476	.845
p3	18.27	2.436	.772	.705	.792
p4	18.07	2.538	.678	.770	.817
p5	18.02	2.627	.632	.720	.829

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.65	3.858	1.964	5

Reliability

Notes

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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 p5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA
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Scale: ALL VARIABLES

Case Processing Summary

	N	%

	Valid	60	100.0
Cases	Excluded ^a	0	.0
	Total	60	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
.757	.757	5

Item Statistics

	Mean	Std. Deviation	N
p1	4.48	.504	60
p2	4.48	.504	60
p3	4.48	.504	60
p4	4.47	.503	60
p5	4.58	.497	60

Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5
p1	1.000	.666	.399	.299	.276
p2	.666	1.000	.399	.299	.073
p3	.399	.399	1.000	.767	.344
p4	.299	.299	.767	1.000	.316
p5	.276	.073	.344	.316	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	18.02	2.118	.567	.501	.699
p2	18.02	2.220	.486	.491	.728

p3	18.02	1.983	.681	.635	.655
p4	18.03	2.101	.583	.591	.693
p5	17.92	2.451	.325	.189	.781

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.50	3.203	1.790	5

Reliability

Notes

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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 p5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA
Syntax	/STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL.
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Elapsed Time

00:00:00,06

Scale: ALL VARIABLES**Case Processing Summary**

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	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
.770	.770	5

Item Statistics

	Mean	Std. Deviation	N
p1	4.37	.486	60
p2	4.48	.504	60
p3	4.57	.500	60
p4	4.45	.502	60
p5	4.67	.475	60

Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5
p1	1.000	.717	.316	.285	.465
p2	.717	1.000	.307	.265	.330
p3	.316	.307	1.000	.521	.309
p4	.285	.265	.521	1.000	.497
p5	.465	.330	.309	.497	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	18.17	2.073	.614	.576	.702
p2	18.05	2.116	.544	.524	.726
p3	17.97	2.202	.483	.307	.747
p4	18.08	2.145	.525	.398	.733
p5	17.87	2.185	.539	.363	.728

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.53	3.168	1.780	5

Reliability**Notes**

Output Created	07-MAR-2023 11:30:15
Comments	
Active Dataset	DataSet0
Filter	<none>
Weight	<none>
Split File	<none>
Input	
N of Rows in Working Data	60
File	
Matrix Input	
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Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

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