

No. Responden :

KUESIONER PENELITIAN

**PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN DAN
KEPUASAN PELANGGAN TERHADAP LOYALITAS
PELANGGAN SIM CARD SIMPATI
(Studi kasus pada Mahasiswa Ekonomi Dan Bisnis Universitas
Labuhanbatu Selatan)**

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 Kualitas produk (X₁)

No	Pernyataan	SS	S	KS	TS	STS
1	Saya merasa bahwa sim card simpati mempunyai banyak keunggulan bila dibandingkan dengan sim card lain					
2	Saya merasa bahwa sim card simpati merupakan jenis sim card yang tahan lama					
3	Saya merasa bahwa sim card simpati merupakan jenis sim card yang memiliki brand terkenal					
4	Saya merasa bahwa sim card simpati merupakan jenis sim card yang memiliki banyak pengguna					
5	Sim card simpati memiliki pengguna yang banyak					

Variabel Kualitas pelayanan (X₂)

No	Pernyataan	SS	S	KS	TS	STS
1	Saya merasa kualitas pelayanan yang diberikan sangat baik					
2	Sim card simpati selalu mempromosikan program-program mereka dengan strategi pemasaran yang baik					
3	Saya merasa bahwa sim card simpati merupakan sim card yang paling familiar					
4	Harga yang ditawarkan sangat terjangkau kalangan mahasiswa					
5	Kualitas pelayanan pada sim card simpati sangat baik					

Variabel Kepuasan pelanggan (X₃)

No	Pernyataan	SS	S	KS	TS	STS
1	Saya merasa puas dengan menggunakan sim card simpati					
2	Saya akan selalu menggunakan sim card simpati					
3	Saya akan merekomendasikan sim card simpati kepada orang lain					
4	Apabila sim card saya bermasalah, saya akan kembali menggunakan sim card simpati					
5	Sim card simpati selalu berusaha menjamin kepuasan konsumen					

Variabel loyalitas pelanggan (Y)

No	Pernyataan	SS	S	KS	TS	STS
1	Saya memiliki kepercayaan terhadap berbagai fitur yang ditawarkan sim card simpati					
2	Saya telah beberapa kali membeli produk simpati					
3	Sim card simpati merupakan sim card dengan jumlah pengguna yang banyak					
4	Saya telah lama menggunakan sim card simpati					
5	Loyalitas konsumen pada pengguna simpati sangat baik					

LAMPIRAN 2

HASIL SPSS

Reliability

Notes	
Output Created	08-MAR-2023 00:36:25
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Active Dataset	DataSet0
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Weight	<none>
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N of Rows in Working Data	44
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 p5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA
Syntax	/STATISTICS=DESCRIPTIV E SCALE CORR /SUMMARY=TOTAL.
Resources	
Processor Time	00:00:00,02
Elapsed Time	00:00:00,02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	44	100.0
	Excluded ^a	0	.0
	Total	44	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
.835	.834	5

Item Statistics

	Mean	Std. Deviation	N
p1	4.48	.505	44
p2	4.41	.497	44
p3	4.27	.451	44
p4	4.50	.506	44
p5	4.39	.493	44

Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5
p1	1.000	.501	.437	.501	.457
p2	.501	1.000	.425	.740	.669
p3	.437	.425	1.000	.306	.457
p4	.501	.740	.306	1.000	.513
p5	.457	.669	.457	.513	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	17.57	2.437	.592	.360	.814
p2	17.64	2.237	.767	.670	.763
p3	17.77	2.691	.495	.287	.837
p4	17.55	2.347	.660	.573	.795
p5	17.66	2.369	.669	.492	.792

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.05	3.626	1.904	5

Reliability

Notes

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	File	
	Matrix Input	
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 for all variables in the procedure.
		RELIABILITY
		/VARIABLES=p1 p2 p3 p4
		p5
		/SCALE('ALL VARIABLES')
		ALL
		/MODEL=ALPHA
		/STATISTICS=DESCRIPTIV
		E SCALE CORR
		/SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,06
	Elapsed Time	00:00:00,08

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	44	100.0
	Excluded ^a	0	.0
	Total	44	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
.798	.795	5

Item Statistics

	Mean	Std. Deviation	N
p1	4.25	.438	44
p2	4.50	.506	44
p3	4.36	.487	44
p4	4.48	.505	44
p5	4.45	.504	44

Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5
p1	1.000	.262	.546	.289	.316
p2	.262	1.000	.283	.683	.730
p3	.546	.283	1.000	.318	.354
p4	.289	.683	.318	1.000	.590
p5	.316	.730	.354	.590	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	17.80	2.492	.446	.319	.797
p2	17.55	2.068	.672	.631	.729
p3	17.68	2.362	.469	.340	.793
p4	17.57	2.112	.636	.496	.741
p5	17.59	2.061	.681	.569	.725

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.05	3.300	1.817	5

Reliability

Notes

Output Created	08-MAR-2023 00:37:27
Comments	
Active Dataset	DataSet0
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Input	
N of Rows in Working Data	44
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	

Syntax		RELIABILITY /VARIABLES=p1 p2 p3 p4 p5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIV E SCALE CORR /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	44	100.0
	Excluded ^a	0	.0
	Total	44	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
.838	.837	5

Item Statistics

	Mean	Std. Deviation	N
p1	4.50	.506	44
p2	4.43	.501	44
p3	4.36	.487	44

p4	4.55	.504	44
p5	4.41	.497	44

Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5
p1	1.000	.505	.283	.456	.462
p2	.505	1.000	.581	.704	.674
p3	.283	.581	1.000	.405	.428
p4	.456	.704	.405	1.000	.574
p5	.462	.674	.428	.574	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	17.75	2.657	.522	.295	.837
p2	17.82	2.292	.811	.676	.755
p3	17.89	2.708	.518	.341	.837
p4	17.70	2.446	.682	.522	.793
p5	17.84	2.462	.681	.491	.793

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.25	3.773	1.942	5

Reliability

Notes

Output Created	08-MAR-2023 00:37:53
Comments	
Active Dataset	DataSet0
Filter	<none>
Weight	<none>
Split File	<none>
N of Rows in Working Data	44
File	

	Matrix Input	
	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.
	Syntax	RELIABILITY /VARIABLES=p1 p2 p3 p4 p5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIV E SCALE CORR /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,08

Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	44	100.0
Cases	Excluded ^a	0	.0
	Total	44	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
.819	.818	5

Item Statistics

	Mean	Std. Deviation	N
p1	4.30	.462	44
p2	4.55	.504	44
p3	4.39	.493	44
p4	4.52	.505	44
p5	4.50	.506	44

Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5
p1	1.000	.291	.612	.320	.349
p2	.291	1.000	.349	.681	.730
p3	.612	.349	1.000	.384	.420
p4	.320	.681	.384	1.000	.592
p5	.349	.730	.420	.592	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	17.95	2.603	.487	.386	.817
p2	17.70	2.260	.679	.629	.763
p3	17.86	2.446	.553	.432	.800
p4	17.73	2.296	.646	.500	.773
p5	17.75	2.238	.691	.575	.759

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.25	3.541	1.882	5

Regression

Notes

Output Created	07-MAR-2023 23:46:45
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	Comments	
	Active Dataset	DataSet0
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Input	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	44
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 /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 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) /SAVE PRED.
Resources	Processor Time	00:00:03,39
	Elapsed Time	00:00:02,39
	Memory Required	1956 bytes
	Additional Memory Required for Residual Plots	896 bytes
Variables Created or Modified	PRE_1	Unstandardized Predicted Value

Descriptive Statistics

	Mean	Std. Deviation	N
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loyalitas konsumen	22.25	1.882	44
kualitas produk	22.05	1.904	44
kualitas pelayanan	22.05	1.817	44
kepuasan konsumen	22.25	1.942	44

Correlations

		loyalitas konsumen	kualitas produk	kualitas pelayanan
Pearson Correlation	loyalitas konsumen	1.000	.776	.867
	kualitas produk	.776	1.000	.860
	kualitas pelayanan	.867	.860	1.000
	kepuasan konsumen	.861	.915	.794
Sig. (1-tailed)	loyalitas konsumen	.	.000	.000
	kualitas produk	.000	.	.000
	kualitas pelayanan	.000	.000	.
	kepuasan konsumen	.000	.000	.000
N	loyalitas konsumen	44	44	44
	kualitas produk	44	44	44
	kualitas pelayanan	44	44	44
	kepuasan konsumen	44	44	44

Correlations

		kepuasan konsumen
Pearson Correlation	loyalitas konsumen	.861
	kualitas produk	.915
	kualitas pelayanan	.794
	kepuasan konsumen	1.000
Sig. (1-tailed)	loyalitas konsumen	.000
	kualitas produk	.000
	kualitas pelayanan	.000
	kepuasan konsumen	.
N	loyalitas konsumen	44
	kualitas produk	44
	kualitas pelayanan	44
	kepuasan konsumen	44

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	kepuasan konsumen, kualitas pelayanan, kualitas produk ^b	.	Enter

a. Dependent Variable: loyalitas konsumen

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.941 ^a	.885	.877	.661

a. Predictors: (Constant), kepuasan konsumen, kualitas pelayanan, kualitas produk

b. Dependent Variable: loyalitas konsumen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134.786	3	44.929	102.907	.000 ^b
	Residual	17.464	40	.437		
	Total	152.250	43			

a. Dependent Variable: loyalitas konsumen

b. Predictors: (Constant), kepuasan konsumen, kualitas pelayanan, kualitas produk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.855	1.263		.676	.503
	kualitas produk	.672	.156	.680	4.302	.000
	kualitas pelayanan	.770	.109	.744	7.085	.000
	kepuasan konsumen	.864	.129	.892	6.720	.000

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	kualitas produk	.115	8.703
	kualitas pelayanan	.260	3.843
	kepuasan konsumen	.163	6.139

a. Dependent Variable: loyalitas konsumen

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	kualitas produk	kualitas pelayanan
1	1	3.993	1.000	.00	.00	.00
	2	.005	28.689	.95	.02	.01
	3	.001	52.383	.04	.01	.76
	4	.001	86.714	.01	.97	.23

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions
		kepuasan konsumen
1	1	.00
	2	.03
	3	.28
	4	.70

a. Dependent Variable: loyalitas konsumen

Residuals Statistics^a

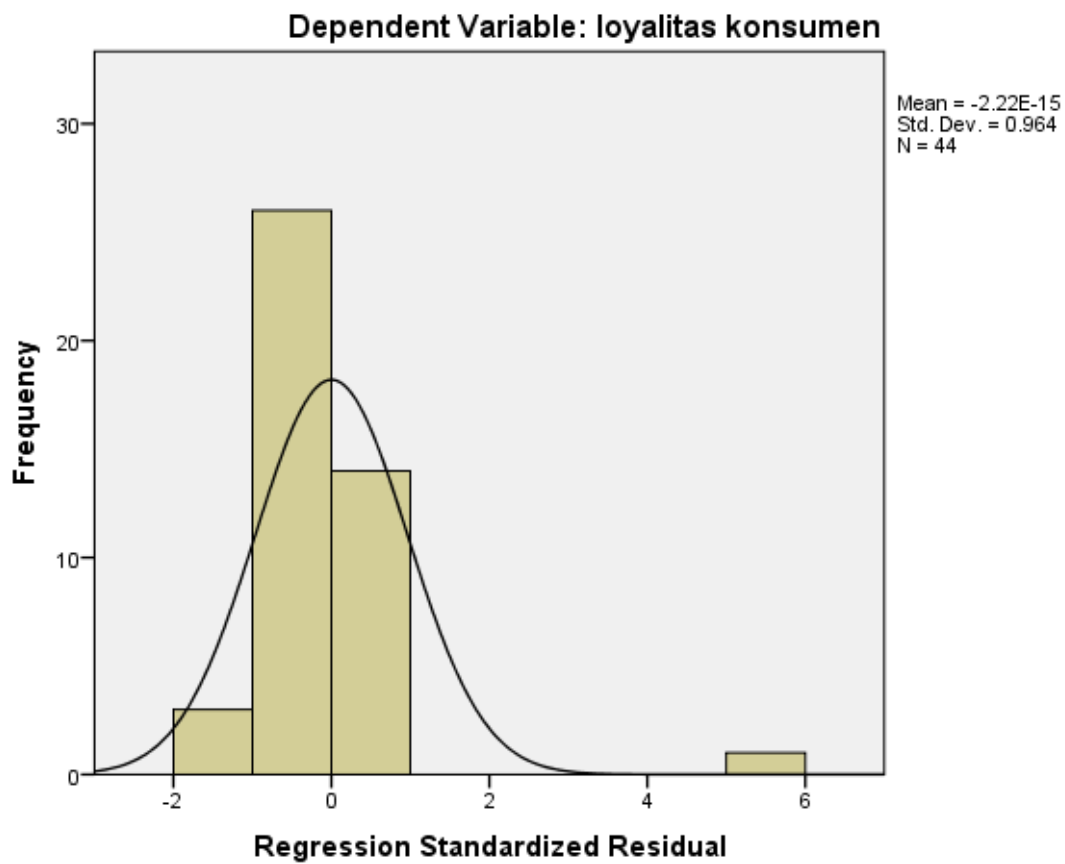
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	20.10	25.19	22.25	1.770	44

Std. Predicted Value	-1.212	1.663	.000	1.000	44
Standard Error of Predicted Value	.103	.618	.183	.081	44
Adjusted Predicted Value	20.11	26.55	22.26	1.834	44
Residual	-1.085	3.648	.000	.637	44
Std. Residual	-1.643	5.520	.000	.964	44
Stud. Residual	-1.709	6.021	.002	1.052	44
Deleted Residual	-1.546	4.339	-.011	.785	44
Stud. Deleted Residual	-1.753	19.426	.306	2.991	44
Mahal. Distance	.071	36.640	2.932	5.575	44
Cook's Distance	.000	1.719	.075	.312	44
Centered Leverage Value	.002	.852	.068	.130	44

a. Dependent Variable: loyalitas konsumen

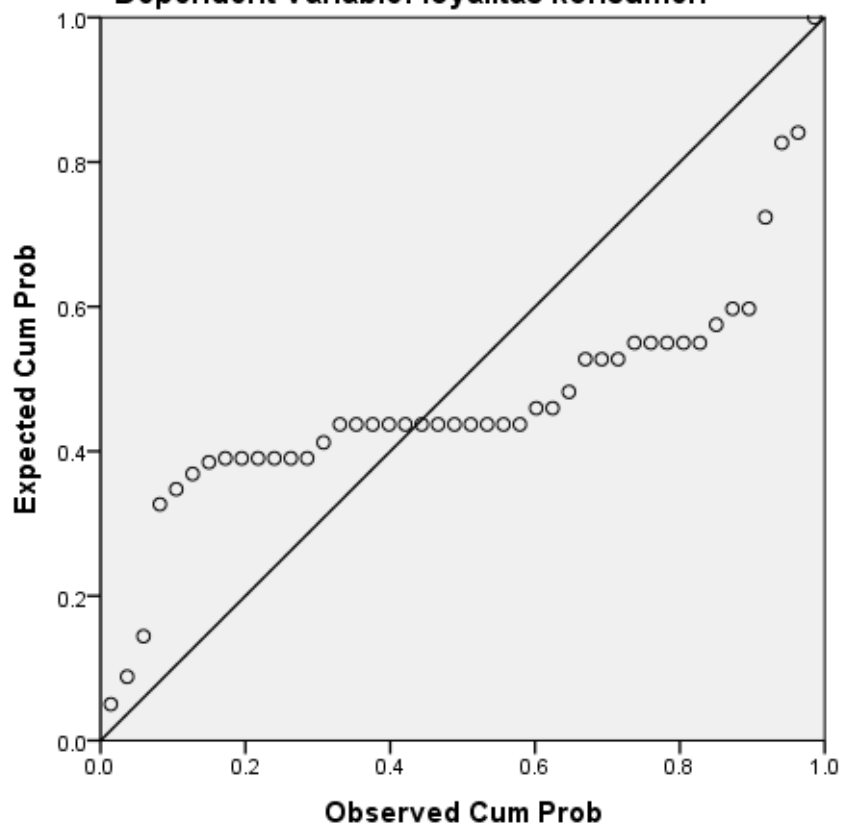
Charts

Histogram



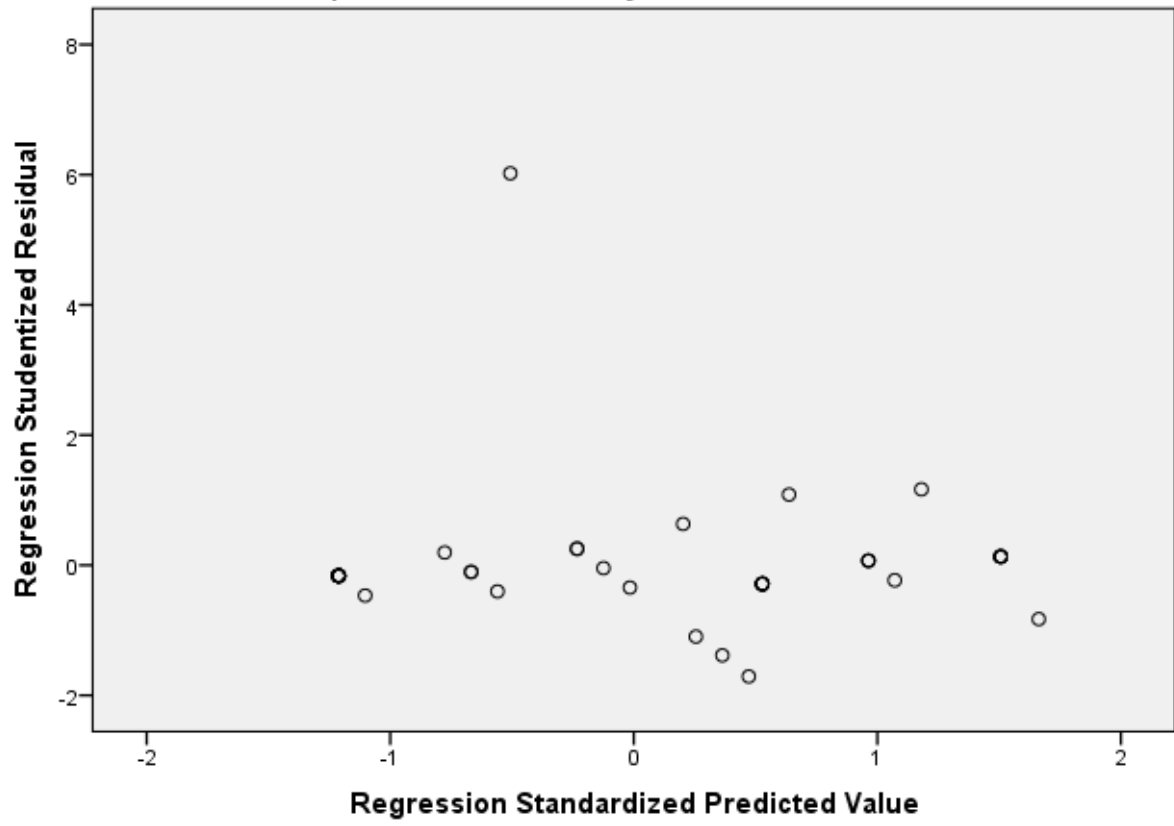
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: loyalitas konsumen



Scatterplot

Dependent Variable: loyalitas konsumen



Frequencies

Notes

Output Created	05-MAR-2023 10:27:13
Comments	
Active Dataset	DataSet0
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Split File	<none>
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N of Rows in Working Data	44
File	
Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Statistics are based on all cases with valid data.
Cases Used	

		FREQUENCIES
Syntax		VARIABLES=p1 p2 p3 p4 p5 p6 p7 p8 p9 p10 p11 p12 p13 p14 p15 p16 p17 p18 p19 p20 /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	44	44	44	44	44	44	44
	Missing	0	0	0	0	0	0	0

Statistics

		p8	p9	p10	p11	p12	p13	p14
N	Valid	44	44	44	44	44	44	44
	Missing	0	0	0	0	0	0	0

Statistics

		p15	p16	p17	p18	p19	p20
N	Valid	44	44	44	44	44	44
	Missing	0	0	0	0	0	0

Frequency Table

p1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	23	52.3	52.3	52.3
	5	21	47.7	47.7	100.0
	Total	44	100.0	100.0	

p2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	26	59.1	59.1	59.1
Valid 5	18	40.9	40.9	100.0
Total	44	100.0	100.0	

p3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	32	72.7	72.7	72.7
Valid 5	12	27.3	27.3	100.0
Total	44	100.0	100.0	

p4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	22	50.0	50.0	50.0
Valid 5	22	50.0	50.0	100.0
Total	44	100.0	100.0	

p5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	27	61.4	61.4	61.4
Valid 5	17	38.6	38.6	100.0
Total	44	100.0	100.0	

p6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	33	75.0	75.0	75.0
Valid 5	11	25.0	25.0	100.0
Total	44	100.0	100.0	

p7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	22	50.0	50.0	50.0
Valid 5	22	50.0	50.0	100.0
Total	44	100.0	100.0	

p8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	28	63.6	63.6	63.6
Valid 5	16	36.4	36.4	100.0
Total	44	100.0	100.0	

p9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	23	52.3	52.3	52.3
Valid 5	21	47.7	47.7	100.0
Total	44	100.0	100.0	

p10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	24	54.5	54.5	54.5
Valid 5	20	45.5	45.5	100.0
Total	44	100.0	100.0	

p11

	Frequency	Percent	Valid Percent	Cumulative Percent

	4	22	50.0	50.0	50.0
Valid	5	22	50.0	50.0	100.0
	Total	44	100.0	100.0	

p12

		Frequency	Percent	Valid Percent	Cumulative Percent
	4	25	56.8	56.8	56.8
Valid	5	19	43.2	43.2	100.0
	Total	44	100.0	100.0	

p13

		Frequency	Percent	Valid Percent	Cumulative Percent
	4	28	63.6	63.6	63.6
Valid	5	16	36.4	36.4	100.0
	Total	44	100.0	100.0	

p14

		Frequency	Percent	Valid Percent	Cumulative Percent
	4	20	45.5	45.5	45.5
Valid	5	24	54.5	54.5	100.0
	Total	44	100.0	100.0	

p15

		Frequency	Percent	Valid Percent	Cumulative Percent
	4	26	59.1	59.1	59.1
Valid	5	18	40.9	40.9	100.0
	Total	44	100.0	100.0	

p16

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	31	70.5	70.5	70.5
Valid 5	13	29.5	29.5	100.0
Total	44	100.0	100.0	

p17

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	20	45.5	45.5	45.5
Valid 5	24	54.5	54.5	100.0
Total	44	100.0	100.0	

p18

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	27	61.4	61.4	61.4
Valid 5	17	38.6	38.6	100.0
Total	44	100.0	100.0	

p19

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	21	47.7	47.7	47.7
Valid 5	23	52.3	52.3	100.0
Total	44	100.0	100.0	

p20

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	22	50.0	50.0	50.0
Valid 5	22	50.0	50.0	100.0
Total	44	100.0	100.0	

