

Lampiran 1

No. Responden :

KUESIONER PENELITIAN

**PENGARUH KEPERCAYAAN, KEPUASAN DAN LOKASI TERHADAP MINAT
BELI ULANG KONSUMEN PADA MINI MARKET AA
CIKAMPAK**

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 Kepercayaan(X₁)

No	Pernyataan	SS	S	KS	TS	STS
1	Mini market AA selalu menjaga kualitas pelayanan mereka					
2	Pelayanan yang diberikan sangat baik					
3	Harga barang yang ditawarkan sangat terjangkau					
4	Mini market AA selalu menjaga kedekatan emosional dengan konsumen					

Variabel Kepuasan konsumen (X₂)

No	Pernyataan	SS	S	KS	TS	STS
1	Saya memiliki perasaan puas ketika berbelanja di mini market AA					
2	Kepuasan akan meningkatkan loyalitas konsumen					
3	Saya akan merekomendasikan mini market AA kepada teman saya					
4	Kualitas pelayanan yang diberikan sesuai dengan harapan saya					

Variabel Lokasi (X₃)

No	Pernyataan	SS	S	KS	TS	STS
1	Mini market AA memiliki lokasi yang mudah dijangkau					
2	Mini market AA memiliki tempat parkir yang luas					
3	Mini market AA memiliki lokasi yang mudah dijangkau					
4	Lingkungan pada mini market AA memberikan kenyamanan bagi pelanggan					

Variabel Minat beli ulang (y)

No	Pernyataan	SS	S	KS	TS	STS
1	Saya memilih berbelanja mini market AA sesuai dengan minat saya					
2	Saya memilih mini market AA setelah mencari referensi yang baik					
3	Saya akan merekomendasikan untuk berbelanja di mini market AA					
4	Secara keseluruhan saya puas dengan mini market AA					

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Reliability

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Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.586	.609	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.75	.435	100
p2	4.76	.429	100
p3	4.62	.488	100
p4	4.53	.502	100

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.973	.119	.150
p2	.973	1.000	.139	.128
p3	.119	.139	1.000	.171
p4	.150	.128	.171	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	13.91	.871	.591	.948	.339
p2	13.90	.879	.592	.948	.341
p3	14.04	1.109	.187	.051	.655
p4	14.13	1.084	.196	.056	.654

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.66	1.540	1.241	4

RELIABILITY

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Reliability

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Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.677	.677	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.72	.451	100
p2	4.72	.451	100
p3	4.75	.435	100
p4	4.78	.416	100

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.355	.360	.314
p2	.355	1.000	.309	.422
p3	.360	.309	1.000	.307
p4	.314	.422	.307	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	14.25	.957	.458	.212	.612
p2	14.25	.937	.486	.248	.593
p3	14.22	1.002	.429	.188	.630
p4	14.19	1.004	.464	.229	.609

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.97	1.565	1.251	4

RELIABILITY

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Reliability

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Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.695	.696	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.60	.492	100
p2	4.56	.499	100
p3	4.70	.461	100
p4	4.76	.429	100

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.387	.445	.449
p2	.387	1.000	.255	.351
p3	.445	.255	1.000	.296
p4	.449	.351	.296	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	14.02	1.030	.582	.346	.560
p2	14.06	1.148	.428	.194	.665
p3	13.92	1.206	.431	.215	.660
p4	13.86	1.213	.484	.247	.630

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.62	1.854	1.362	4

RELIABILITY

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Reliability

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Case Processing Summary

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Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.741	.744	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.74	.441	100
p2	4.76	.429	100
p3	4.78	.416	100
p4	4.86	.349	100

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.361	.511	.484
p2	.361	1.000	.380	.381
p3	.511	.380	1.000	.412
p4	.484	.381	.412	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	14.40	.848	.582	.362	.653
p2	14.38	.945	.463	.218	.723
p3	14.36	.899	.561	.324	.666
p4	14.28	1.012	.545	.303	.682

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.14	1.516	1.231	4