

**STIE (Sekolah Tinggi Ilmu Ekonomi) Malangkuççwara**

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printed:

2020-10-03 14:41:57

verification:

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Log Bimbingan Skripsi

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No.	Tahap	Tanggal	Keterangan	Maret 2020
1	1	26-03-2020	Tgl.26 Maret 2020 konsultasi judul skripsi	
2	1	28-03-2020	Tgl.28 Maret acc Judul Skripsi	
No.	Tahap	Tanggal	Keterangan	Mei 2020
3	1	18-05-2020	Tgl.18 Mei 2020 konsultasi bab.1	
No.	Tahap	Tanggal	Keterangan	Agustus 2020
4	1	07-08-2020	Tgl.7 Agustus 2020 acc bab 1 sd bab.3	
5	1	08-08-2020	Tgl.8 Agustus 2020 acc bab1.bab.3	
6	2	14-08-2020	Tgl.14 Agustus 2020 konsultasi bab.4 dan bab.5	
7	2	16-08-2020	Tgl.16 Agustus 2020 acc.bab.1 sd bab.5 dan daftar semhas	

Keterangan: Tahap 1 (Bab 1-3) dan Tahap 2 (Bab 4-5)

Lampiran-1

KUESIONER PENELITIAN

PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUASAN PELANGGAN

(Studi Pada Bolu AS Malang)

Assalamualaikum wr.wb

Dalam rangka menyelesaikan tugas skripsi pada program studi Manajemen di STIE Malangkececwara, dengan ini saya mohon bantuan dari teman-teman mahasiswa agar berkenan memberikan jawaban atas pernyataan kuesioner yang telah saya siapkan dengan petunjuk pengisian sebagai berikut :

1. Baca dan pahami setiap pertanyaan, mohon untuk memberikan tanda (√) pada salah satu jawaban yang anda anggap sesuai dengan tanggapan anda
2. Berilah tanda (√) pada kolom Jenis Kelamin dan Usia
3. Jawaban dari setiap pertanyaan disajikan dalam bentuk skala angka 1 s/d 5 dengan keterangan sebagai berikut :
 - 1) STS : Sangat Tidak Setuju
 - 2) TS : Tidak Setuju
 - 3) N : Netral
 - 4) S : Setuju
 - 5) SS : Sangat Setuju

DAFTAR PERNYATAAN

Kualitas Produk (X1)

No	Pernyataan	SS	S	N	TS	STS
1	Kualitas produk dari Bolu AS sesuai dengan harga yang ditawarkan					
2	Tampilan dari produk Bolu AS cukup menarik minat pelanggan					
3	Saya merasa puas dengan produk yang dijual Bolu AS					

4	Rasa yang ditawarkan kue Bolu AS sesuai dengan harapan saya					
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Harga (X2)

No	Pernyataan	SS	S	N	TS	STS
1	Harga Bolu AS masih terjangkau					
2	Saya merasa puas dengan harga produk yang ditawarkan					
3	Harga Bolu AS sesuai dengan kualitas produknya					
4	Harga Bolu AS yang dapat bersaing dengan produk lain					

Kepuasan Pelanggan (Y)

No	Pernyataan	SS	S	N	TS	STS
1	Saya sering membeli kue Bolu AS					
2	Saya tertarik untuk membeli lagi produk dari Bolu AS					
3	Saya akan merekomendasikan kue Bolu AS kepada orang lain					
4	Pihak Bolu AS selalu memberikan pelayanan yang baik dan ramah					

Lampiran-2 Hasil Analisis Data

1. Tabel Frekuensi Diolah Menggunakan SPSS

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,7	1,7	1,7
	3	2	3,4	3,4	5,2
	4	27	46,6	46,6	51,7
	5	28	48,3	48,3	100,0
	Total	58	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	6,9	6,9	6,9
	3	1	1,7	1,7	8,6
	4	30	51,7	51,7	60,3
	5	23	39,7	39,7	100,0
	Total	58	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,7	1,7	1,7
	3	5	8,6	8,6	10,3
	4	31	53,4	53,4	63,8
	5	21	36,2	36,2	100,0
	Total	58	100,0	100,0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	6,9	6,9	6,9
	3	8	13,8	13,8	20,7
	4	33	56,9	56,9	77,6

	5	13	22,4	22,4	100,0
	Total	58	100,0	100,0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,7	1,7	1,7
	3	3	5,2	5,2	6,9
	4	24	41,4	41,4	48,3
	5	30	51,7	51,7	100,0
	Total	58	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3,4	3,4	3,4
	3	5	8,6	8,6	12,1
	4	25	43,1	43,1	55,2
	5	26	44,8	44,8	100,0
	Total	58	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,7	1,7	1,7
	3	8	13,8	13,8	15,5
	4	26	44,8	44,8	60,3
	5	23	39,7	39,7	100,0
	Total	58	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,7	1,7	1,7
	2	3	5,2	5,2	6,9
	3	16	27,6	27,6	34,5

	4	28	48,3	48,3	82,8
	5	10	17,2	17,2	100,0
	Total	58	100,0	100,0	

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	13,8	13,8	13,8
	4	25	43,1	43,1	56,9
	5	25	43,1	43,1	100,0
	Total	58	100,0	100,0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	10,3	10,3	10,3
	3	28	48,3	48,3	58,6
	4	19	32,8	32,8	91,4
	5	5	8,6	8,6	100,0
	Total	58	100,0	100,0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3,4	3,4	3,4
	3	14	24,1	24,1	27,6
	4	25	43,1	43,1	70,7
	5	17	29,3	29,3	100,0
	Total	58	100,0	100,0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3,4	3,4	3,4
	3	4	6,9	6,9	10,3
	4	29	50,0	50,0	60,3

5	23	39,7	39,7	100,0
Total	58	100,0	100,0	

Hasil Uji Validitas Diolah Menggunakan SPSS

Correlations

		X1.1	X1.2	X1.3	X1.4	Kualitas Produk (X1)
X1.1	Pearson Correlation	1	,445**	,443**	,210	,695**
	Sig. (2-tailed)		,000	,001	,114	,000
	N	58	58	58	58	58
X1.2	Pearson Correlation	,445**	1	,372**	,319*	,753**
	Sig. (2-tailed)	,000		,004	,015	,000
	N	58	58	58	58	58
X1.3	Pearson Correlation	,443**	,372**	1	,406**	,751**
	Sig. (2-tailed)	,001	,004		,002	,000
	N	58	58	58	58	58
X1.4	Pearson Correlation	,210	,319*	,406**	1	,693**
	Sig. (2-tailed)	,114	,015	,002		,000
	N	58	58	58	58	58
Kualitas Produk (X1)	Pearson Correlation	,695**	,753**	,751**	,693**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	58	58	58	58	58

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

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

Correlations

		X2.1	X2.2	X2.3	X2.4	Harga (X2)
X2.1	Pearson Correlation	1	,290*	,600**	,192	,676**
	Sig. (2-tailed)		,027	,000	,148	,000
	N	58	58	58	58	58
X2.2	Pearson Correlation	,290*	1	,520**	,402**	,760**
	Sig. (2-tailed)	,027		,000	,002	,000
	N	58	58	58	58	58
X2.3	Pearson Correlation	,600**	,520**	1	,305*	,811**
	Sig. (2-tailed)	,000	,000		,020	,000

	N	58	58	58	58	58
X2.4	Pearson Correlation	,192	,402**	,305*	1	,685**
	Sig. (2-tailed)	,148	,002	,020		,000
	N	58	58	58	58	58
Harga (X2)	Pearson Correlation	,676**	,760**	,811**	,685**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	58	58	58	58	58

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

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

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Kepuasan Pelanggan (Y)
Y1.1	Pearson Correlation	1	,260*	-,112	,054	,493**
	Sig. (2-tailed)		,048	,402	,686	,000
	N	58	58	58	58	58
Y1.2	Pearson Correlation	,260*	1	,037	,031	,593**
	Sig. (2-tailed)	,048		,781	,815	,000
	N	58	58	58	58	58
Y1.3	Pearson Correlation	-,112	,037	1	,295*	,574**
	Sig. (2-tailed)	,402	,781		,025	,000
	N	58	58	58	58	58
Y1.4	Pearson Correlation	,054	,031	,295*	1	,602**
	Sig. (2-tailed)	,686	,815	,025		,000
	N	58	58	58	58	58
Kepuasan Pelanggan (Y)	Pearson Correlation	,493**	,593**	,574**	,602**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	58	58	58	58	58

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

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

Uji Reliabilitas Diolah Menggunakan SPSS

X1

Case Processing Summary

		N	%
Cases	Valid	58	100,0
	Excluded ^a	0	,0
	Total	58	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,691	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	4,41	,650	58
X1.2	4,24	,802	58
X1.3	4,24	,683	58
X1.4	3,95	,804	58

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	12,43	3,021	,476	,628
X1.2	12,60	2,594	,497	,612
X1.3	12,60	2,805	,545	,585
X1.4	12,90	2,796	,400	,678

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,84	4,519	2,126	4

X2

Case Processing Summary

		N	%
Cases	Valid	58	100,0
	Excluded ^a	0	,0
	Total	58	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
,707	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	12,26	3,458	,453	,669
X2.2	12,40	3,015	,540	,615
X2.3	12,47	2,885	,633	,557
X2.4	12,95	3,138	,378	,726

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,69	5,060	2,249	4

Y

Case Processing Summary

		N	%
Cases	Valid	58	100,0
	Excluded ^a	0	,0
	Total	58	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
,729	4

Item Statistics

	Mean	Std. Deviation	N
Y1.1	4,29	,701	58
Y1.2	3,40	,793	58
Y1.3	3,98	,827	58
Y1.4	4,26	,739	58

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	11,64	2,305	,101	,290
Y1.2	12,53	2,008	,167	,214
Y1.3	11,95	2,050	,118	,280
Y1.4	11,67	2,014	,216	,155

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandard ized Residual
N		58
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,6424782
Most Extreme Differences		8
	Absolute	,103
	Positive	,103
	Negative	-,062
Kolmogorov-Smirnov Z		,784

Asymp. Sig. (2-tailed)	,570
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- a. Test distribution is Normal.
b. Calculated from data.

Hasil Analisis Regresi

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	11,64	2,305	,101	,290
Y1.2	12,53	2,008	,167	,214
Y1.3	11,95	2,050	,118	,280
Y1.4	11,67	2,014	,216	,155

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin- Watson
1	,710 ^a	,504	,486	1,672	1,873

- a. Predictors: (Constant), Harga, Kualitas Produk
b. Dependent Variable: Kepuasan Pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156,315	2	78,158	27,955	,000 ^b
	Residual	153,771	55	2,796		
	Total	310,086	57			

- a. Dependent Variable: Kepuasan Pelanggan
b. Predictors: (Constant), Harga, Kualitas Produk

Coefficients^a

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

1	(Constant)	13,863	1,929		7,186	,000		
	Kualitas Produk	,356	,072	,474	4,974	,000	,993	1,007
	Harga	-,442	,086	-,490	-5,143	,000	,993	1,007

a. Dependent Variable: Kepuasan Pelanggan

Collinearity Diagnosticsa

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Kualitas Produk	Harga
1	1	2,961	1,000	,00	,00	,00
	2	,030	9,896	,00	,44	,47
	3	,009	18,540	1,00	,56	,52

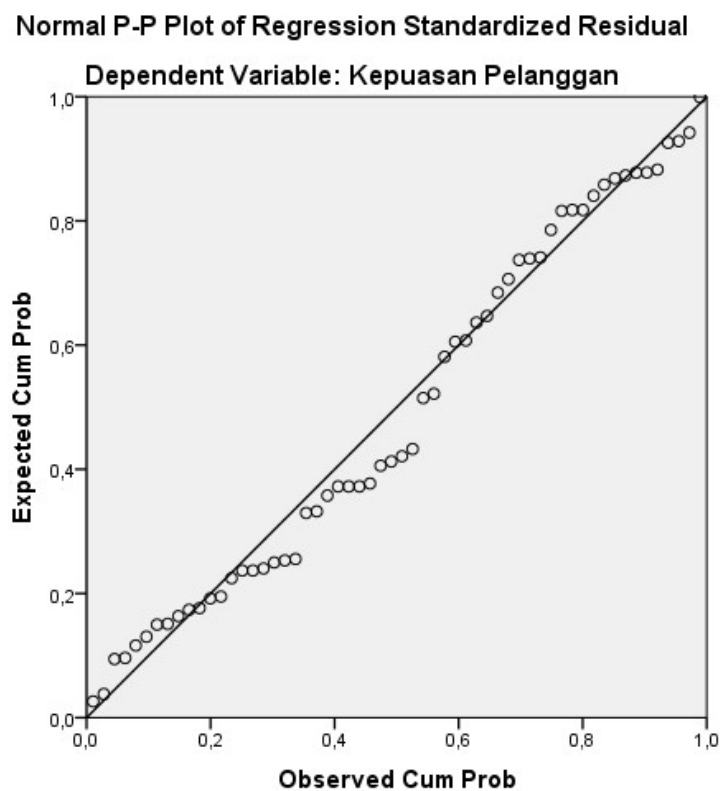
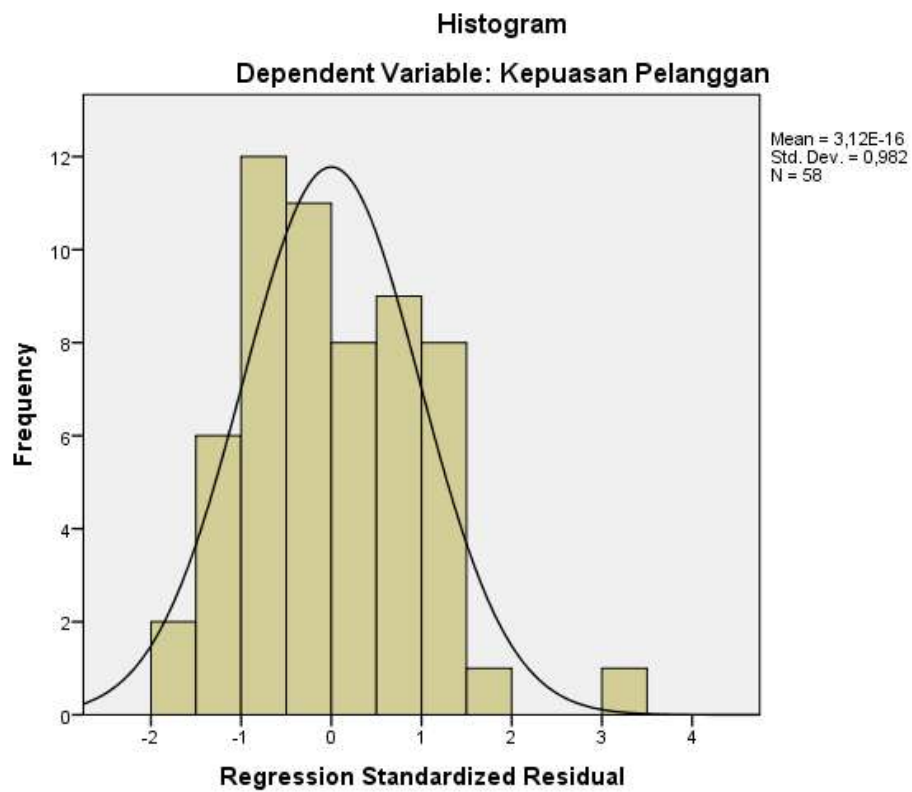
a. Dependent Variable: Kepuasan Pelanggan

Residuals Statisticsa

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9,73	17,54	13,78	1,656	58
Residual	-3,245	5,361	,000	1,642	58
Std. Predicted Value	-2,441	2,276	,000	1,000	58
Std. Residual	-1,940	3,206	,000	,982	58

a. Dependent Variable: Kepuasan Pelanggan

Charts



Scatterplot

Dependent Variable: Kepuasan Pelanggan

