

KUESIONER RESPONDEN

I. PETUNJUK

Di mohon kepada responden untuk mengisi daftar pertanyaan seobyektif mungkin sehingga akan menghasilkan data yang bermanfaat bagi penelitian ini. Adapun caranya yaitu dengan memberi tanda silang (X) pada pilihan di bawah ini dan jawablah pertanyaan yang ada sesuai dengan keadaan Anda

II. IDENTITAS RESPONDEN

1. Jenis kelamin :
 - a. Pria
 - b. Wanita

2. Umur :tahun

3. Tingkat pendidikan :
 - a. SD/SLTP
 - b. SLTA
 - c. DIII
 - d. Sarjana

4. Masa Kerja :tahun

Keterangan :

- | | | |
|-----|-----------------------|---------|
| SS | : Sangat setuju | Bobot 5 |
| S | : Setuju | Bobot 4 |
| N | : Netral | Bobot 3 |
| TS | : Tidak setuju | Bobot 2 |
| STS | : Sangat tidak setuju | Bobot 1 |

A. Harga

No	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1.	Saya mendapatkan harga produk HP yang lebih murah di konter GPS Shop dibandingkan dengan konter lain					
2.	Saya melihat konter GPS Shop sering memberikan potongan harga (diskon) atau <i>cash back</i> disetiap pembelian produknya					
3.	Saya melihat harga HP di konter GPS Shop sesuai dengan kualitasnya					
4.	Saya melihat Harga produk di konter GPS Shop sesuai dengan kemampuan atau daya beli masyarakat					

B. Kualitas Pelayanan

No	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Saya melihat karyawan konter GPS Shop berpenampilan rapi, sopan, sesuai dengan situasi dan kondisi					
2	Saya merasakan karyawan konter GPS dapat menyampaikan informasi yang jelas dan mudah dimengerti mengenai produk					
3	Saya melihat karyawan GPS dapat memberi tanggapan yang cepat dan berkomunikasi baik dengan konsumen					

C. Kepuasan Konsumen

No	Keterangan	SS	S	N	TS	STS
		5	4	3	2	1
1.	Saya merekomendasikan kepada keluarga, teman, atau rekan kerja saya untuk membeli produk HP di GPS Shop					
2.	Saya merasa puas dengan sistem pelayanan yang diberikan GPS Shop					
3.	Saya mengatakan hal – hal yang positif mengenai produk dan pelayanan yang diberikan GPS Shop					

D. Minat Beli Ulang

No	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1.	Saya akan selalu membeli produk HP di GPS Shop di waktu mendatang					
2.	Saya mempertimbangkan GPS Shop sebagai pilihan pertama dalam membeli produk HP yang saya butuhkan					
3.	Saya sering merekomendasikan untuk membeli produk HP di konter GPS Shop terhadap orang lain					

Reliability

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.850	4

Item Statistics

	Mean	Std. Deviation	N
x1.1	3.38	.849	96
x1.2	3.42	.854	96
x1.3	3.43	.880	96
x1.4	3.39	.716	96

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	10.23	4.473	.655	.824
x1.2	10.19	4.575	.614	.842
x1.3	10.18	4.484	.615	.843
x1.4	10.22	4.299	.921	.724

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.60	7.547	2.747	4

Reliability

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.710	3

Item Statistics

	Mean	Std. Deviation	N
x2.1	3.47	.739	96
x2.2	3.40	.718	96
x2.3	3.42	.842	96

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	6.81	1.901	.449	.712
x2.2	6.89	1.681	.626	.507
x2.3	6.86	1.550	.526	.630

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.28	3.362	1.834	3

Reliability

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.684	3

Item Statistics

	Mean	Std. Deviation	N
y1.1	3.53	.739	96
y1.2	3.45	.857	96
y1.3	3.49	.940	96

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	6.94	2.312	.498	.600
y1.2	7.02	1.852	.597	.455
y1.3	6.98	1.979	.422	.706

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.47	3.978	1.994	3

Reliability

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.754	3

Item Statistics

	Mean	Std. Deviation	N
y2.1	3.54	.820	96
y2.2	3.29	.893	96
y2.3	3.43	.791	96

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y2.1	6.72	2.141	.585	.669
y2.2	6.97	1.904	.614	.637
y2.3	6.83	2.267	.555	.703

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.26	4.216	2.053	3

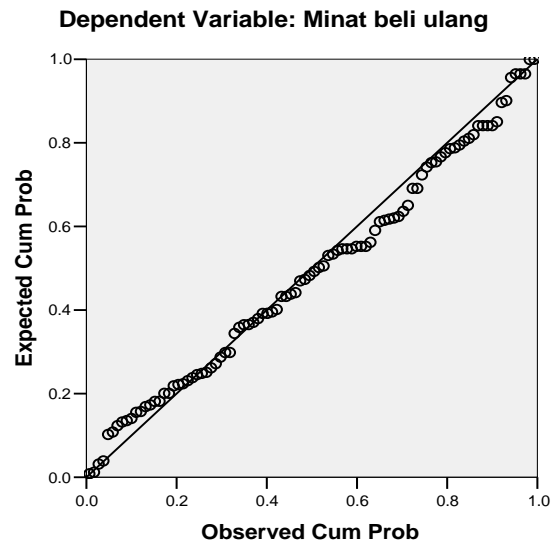
Uji Asumsi Klasik

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Harga	.481	2.077
	Kualitas Pelayanan	.508	1.969
	Kepuasan konsumen	.433	2.307

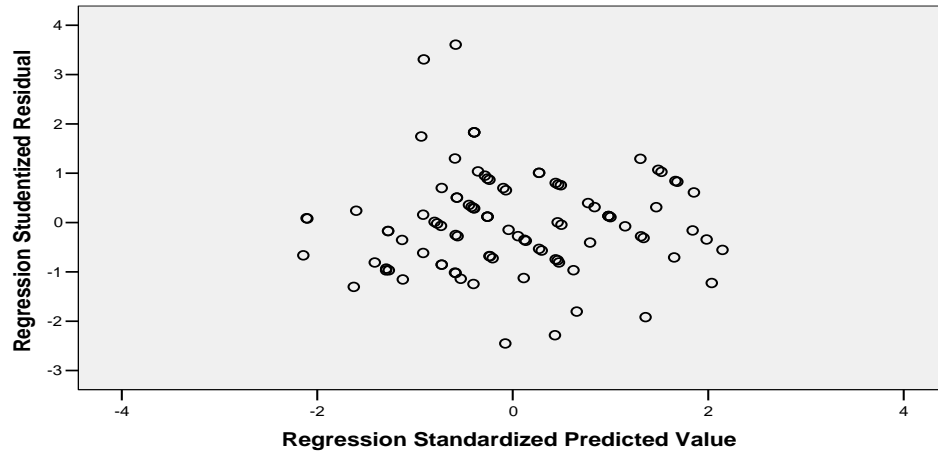
a. Dependent Variable: Minat beli ulang

Normal P-P Plot of Regression Standardized Residual



Scatterplot

Dependent Variable: Minat beli ulang



Regression_1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan, Harga	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: Kepuasan konsumen

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.567	.557	1.327

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

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	214.116	2	107.058	60.788	.000 ^a
	Residual	163.790	93	1.761		
	Total	377.906	95			

- a. Predictors: (Constant), Kualitas Pelayanan, Harga
 b. Dependent Variable: Kepuasan konsumen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.698	.817		2.078	.040
	Harga	.324	.063	.446	5.141	.000
	Kualitas Pelayanan	.424	.094	.390	4.492	.000

- a. Dependent Variable: Kepuasan konsumen

Regression_2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan konsumen, Kualitas Pelayanan, Harga	.	Enter

- a. All requested variables entered.
b. Dependent Variable: Minat beli ulang

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.606	.594	1.309

- a. Predictors: (Constant), Kepuasan konsumen, Kualitas Pelayanan, Harga

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	242.869	3	80.956	47.253	.000 ^a
	Residual	157.621	92	1.713		
	Total	400.490	95			

- a. Predictors: (Constant), Kepuasan konsumen, Kualitas Pelayanan, Harga
b. Dependent Variable: Minat beli ulang

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.739	.824		.896	.372
	Harga	.178	.070	.152	2.543	.013
	Kualitas Pelayanan	.303	.103	.200	2.944	.004
	Kepuasan konsumen	.392	.102	.563	3.848	.000

- a. Dependent Variable: Minat beli ulang

Tabulasi Jawaban Responden

No.	X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2	Y1.1	Y1.2	Y1.3	Y1	Y2.1	Y2.2	Y2.3	Y2
1	4	3	5	4	16	4	4	3	11	4	3	3	10	4	4	4	12
2	4	4	3	4	15	4	4	5	13	4	4	3	11	4	4	4	12
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