

# LAMPIRAN

## KUESIONER

### Pengetahuan Umum

**Silahkan diberi tanda silang (X)**

#### IDENTITAS PRIBADI

Nama.....(boleh tidak isi)

Jenis kelamin

- a. Laki-laki
- b. Perempuan

Usia

- a. 20=29
- b. 30-39
- c. 40-50
- d. >50

Pekerjaan

- a. Karyawan Swasta
- b. Pegawai Negri/TNI/Polri
- c. Wiraswasta
- d. Lain-lain

Dalam sebulananda sudah pernah membeli nasi grombyang H.warso berapa kali ?

- a. 1 kali
- b. 2 kali
- c. 3 kali
- d. Lebih dari 3 kali

## Lampiran 1 Lampiran Kuesioner

### LEMBAR KUESIONER

#### PETUNJUK PENGISIAN

Berilah tanda centang dari pertanyaan yang ada di bawah ini dengan keterangan sebagai

berikut :

STS : Sangat tidak setuju

TS : Tidak setuju

N : Netral

S : Setuju

SS : Sangat setuju

#### 1 HARGA

NO	Pernyataan	STS	TS	N	S	SS
1	harga yang ditawarkan murah					
2	harga yang ditawarkan sesuai dengan kualitas rasa nasi grombyangnya					
3	Harga yang relative lebih murah dari beberapa pesaing					

#### 2 KUALITAS PRODUK

NO	Pernyataan	STS	TS	N	S	SS
1	Nasi grombyang yang disajikan memiliki tatanan sajian yang menarik					
2	RM h.warso menawarkan porsi yang pas					
3	Makanan yang disajikan RM. H WARSO tidak mudah basi dan enak meskipun dibawa pulang					

## 3 PELAYANAN

NO	PERNYATAAN	STS	TS	N	S	SS
1	Makanan yang saya pesan datang dengan cepat					
2	Tempat yang disediakan bersih dan rapi					
3	Kemudahan untuk melakukan pemesanan dan pembayaran					
4	Pelayanan berpenampilan menarik sopan dan ramah					
5	Banyaknya karyawan sehingga bisa cepat melakukan pemesanan					

## 4 KEPUASAN KONSUMEN

NO	PERNYATAAN	STS	TS	N	S	SS
1	Saya merasa senang dengan rasa dari nasi grombyang H.warso					
2	Rasa nasi grombyang sesuai dengan ekspektasi saya					
3	Saya selalu membeli ulang nasi grombyang .					

No.	x1.1	x1.2	x1.3	x1	x2.1	x2.2	x2.3	x2	x3.1	x3.2	x3.3	x3.4	x3.5	x3	y1.1	y1.2	y1.3	y1
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85	3	3	4	10	3	3	4	10	3	3	4	3	4	17	3	3	4	10
86	4	3	3	10	4	3	3	10	4	3	3	3	4	17	3	3	4	10
87	4	4	4	12	4	4	4	12	4	4	3	4	3	18	4	4	4	12
88	4	4	4	12	4	4	4	12	4	3	4	4	3	18	4	4	4	12
89	2	4	4	10	4	4	4	12	4	4	4	4	4	20	4	4	3	11
90	2	4	4	10	4	4	4	12	4	4	4	4	4	20	4	4	3	11
91	5	5	5	15	4	3	4	11	3	4	4	3	4	18	4	4	5	13
92	4	4	5	13	3	4	4	11	4	3	4	4	3	18	4	4	5	13
93	4	4	4	12	3	4	4	11	4	4	3	4	3	18	4	4	4	12
94	4	4	4	12	4	4	3	11	4	4	3	4	3	18	4	4	4	12
95	2	3	3	8	3	4	2	9	2	3	3	2	3	13	3	3	3	9
96	2	3	3	8	4	3	2	9	3	2	3	3	2	13	4	3	2	9
97	4	4	4	12	4	4	4	12	4	4	3	4	3	18	4	4	4	12
98	4	4	4	12	4	4	4	12	4	4	3	3	4	18	4	4	4	12
99	5	5	5	15	5	4	4	13	4	5	4	4	5	22	4	4	4	12
100	5	5	5	15	4	4	4	13	4	5	4	5	4	22	4	4	4	12

31	33	41
41	45	37
20	19	19
7	3	3
1	0	0
100	100	100

30	26	23
42	46	43
21	25	29
7	3	4
0	0	1
100	100	100

32	28	22	26	33
42	41	51	52	37
25	30	21	19	24
1	1	5	3	6
0	0	1	0	0
100	100	100	100	100

29	28	26
49	50	51
21	21	18
1	1	5
0	0	0
100	100	100

155	165	205
164	180	148
60	57	57
14	6	6
1	0	0
394	408	416
3.94	4.08	4.16

150	130	115
168	184	172
63	75	87
14	6	8
0	0	1
395	395	383
3.95	3.95	3.83

160	140	110	130	165
168	164	204	208	148
75	90	63	57	72
2	2	10	6	12
0	0	1	0	0
405	396	388	401	397
4.05	3.96	3.88	4.01	3.97

145	140	130
196	200	204
63	63	54
2	2	10
0	0	0
406	405	398
4.06	4.05	3.98

### Lampiran 3

#### Uji Validitas Variabel Harga

##### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

##### Item Statistics

	Mean	Std. Deviation	N
x1.1	3.94	.941	100
x1.2	4.08	.800	100
x1.3	4.16	.838	100

##### 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	8.24	2.204	.611	.783
x1.2	8.10	2.475	.668	.718
x1.3	8.02	2.343	.683	.698

##### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.18	4.796	2.190	3

## Uji Validitas Variabel Kualitas Produk

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Item Statistics

	Mean	Std. Deviation	N
x2.1	3.95	.892	100
x2.2	3.95	.796	100
x2.3	3.83	.865	100

### 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	7.78	2.052	.521	.653
x2.2	7.78	2.113	.619	.538
x2.3	7.90	2.192	.483	.696

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.73	4.179	2.044	3

## Uji Validitas Variabel Kualitas Pelayanan

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Item Statistics

	Mean	Std. Deviation	N
x3.1	4.05	.783	100
x3.2	3.96	.790	100
x3.3	3.88	.844	100
x3.4	4.01	.759	100
x3.5	3.97	.904	100

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	15.82	7.402	.744	.841
x3.2	15.91	7.456	.719	.847
x3.3	15.99	7.444	.657	.862
x3.4	15.86	7.718	.686	.855
x3.5	15.90	6.879	.736	.844

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.87	11.185	3.344	5



## Uji Validitas Variabel Kepuasan Konsumen

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Item Statistics

	Mean	Std. Deviation	N
y1.1	4.06	.736	100
y1.2	4.05	.730	100
y1.3	3.98	.804	100

### 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	8.03	1.767	.556	.665
y1.2	8.04	1.615	.673	.529
y1.3	8.11	1.735	.479	.761

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.09	3.396	1.843	3

## Lampiran 4

### Uji Reliabilitas Variabel Harga

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.804	3

#### Item Statistics

	Mean	Std. Deviation	N
x1.1	3.94	.941	100
x1.2	4.08	.800	100
x1.3	4.16	.838	100

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.18	4.796	2.190	3

## Uji Reliabilitas Variabel Kualitas Produk

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.718	3

### Item Statistics

	Mean	Std. Deviation	N
x2.1	3.95	.892	100
x2.2	3.95	.796	100
x2.3	3.83	.865	100

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.73	4.179	2.044	3

## Uji Reliabilitas Variabel Kualitas Pelayanan

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.876	5

### Item Statistics

	Mean	Std. Deviation	N
x3.1	4.05	.783	100
x3.2	3.96	.790	100
x3.3	3.88	.844	100
x3.4	4.01	.759	100
x3.5	3.97	.904	100

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.87	11.185	3.344	5

## Uji Reliabilitas Variabel Kepuasan Konsumen

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.740	3

### Item Statistics

	Mean	Std. Deviation	N
y1.1	4.06	.736	100
y1.2	4.05	.730	100
y1.3	3.98	.804	100

### Scale Statistics

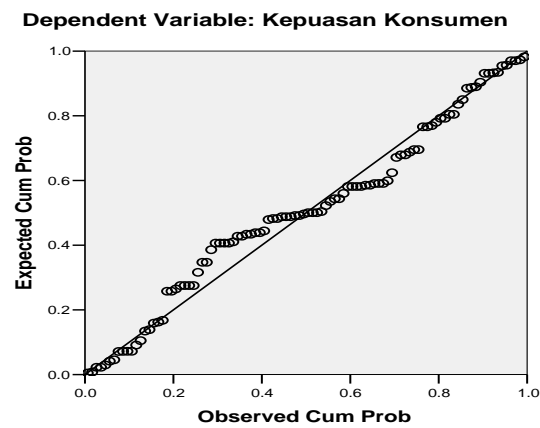
Mean	Variance	Std. Deviation	N of Items
12.09	3.396	1.843	3

## Lampiran 5

### Uji Asumsi Klasik

#### Uji Normalitas Data

Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.99865349
Most Extreme Differences	Absolute	.115
	Positive	.089
	Negative	-.115
Kolmogorov-Smirnov Z		1.150
Asymp. Sig. (2-tailed)		.142

a. Test distribution is Normal.

b. Calculated from data.

## Uji Multikolinearitas

**Coefficients<sup>a</sup>**

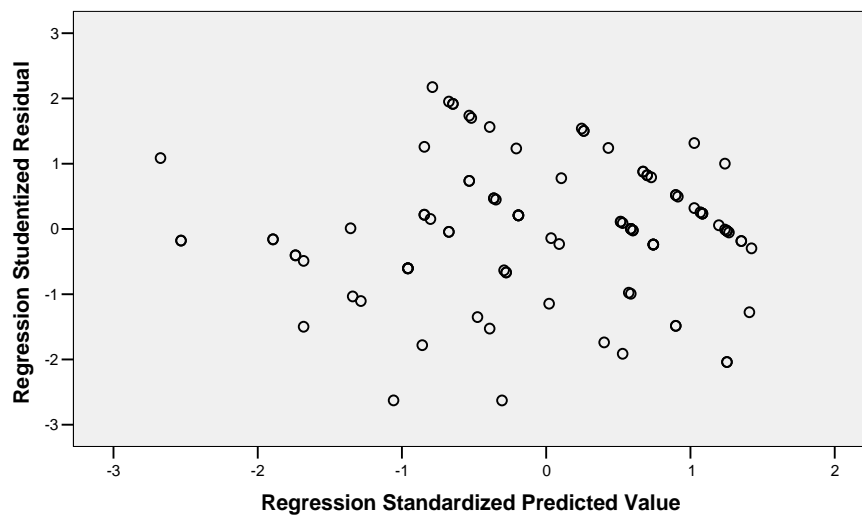
Model		Collinearity Statistics	
		Tolerance	VIF
1	Harga	.315	3.179
	Kualitas produk	.267	3.748
	Kualitas Pelayanan	.316	3.164

a. Dependent Variable: Kepuasan Konsumen

## Uji Heteroskedastisitas

**Scatterplot**

**Dependent Variable: Kepuasan Konsumen**



## Lampiran 6

### Analisis Regressi

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan, Harga, Kualitas produk	.	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	.840 <sup>a</sup>	.706	.697	1.014

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

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	237.456	3	79.152	76.961	.000 <sup>a</sup>
	Residual	98.734	96	1.028		
	Total	336.190	99			

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

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.570	.639		4.023	.000
	Harga	.241	.081	.294	2.982	.004
	Kualitas produk	.264	.096	.294	2.743	.007
	Kualitas Pelayanan	.176	.054	.319	3.238	.002

- a. Dependent Variable: Kepuasan Konsumen