

Lampiran 1. Kuesioner

SURAT PERMOHONAN MENJADI RESPONDEN

Kepada Yth
Bapak/Ibu/Saudara Responden
Di tempat

Dengan hormat, yang bertanda tangan dibawah ini :

Nama : Moh. Taufiq Anshori
NIM : 30401411330
Prodi : Ekonomi / Manajemen
Universitas : Universitas Islam Sultan Agung (UNISSULA)

Sehubungan dengan penyelesaian tugas skripsi/karya ilmiah saya, mohon Bapak/Ibu/Sdr/i berkenan untuk mengisi kuesioner dengan judul **“Pengaruh Reliability, Responsiveness, dan Kepercayaan terhadap Kepuasan Pelanggan dalam meningkatkan Loyalitas Pelanggan ”** (Studi Pelanggan Hoka-Hoka Bento di Kota Semarang)

Semua informasi yang terkumpul melalui kuesioner ini hanya akan digunakan untuk kepentingan ilmiah semata dan akan dijamin kerahasiaannya. Akhir kata kami haturkan terima kasih atas bantuan Bapak/Ibu/Saudara dalam mengisi kuesioner ini. Semoga Tuhan membalas kebaikan Bapak/Ibu/Sdr, aamiin.

Hormat saya,

Moh. Taufiq Anshori

KUESIONER

1	Nama	
2	Jenis Kelamin	a. Laki-laki b. Perempuan
3	Usia	a. 17-20 tahun b. 21-25 tahun c. 26-35 tahun d. 36-45 tahun e. > 45 tahun
4	Pendidikan Terakhir	a. SLTA/Sederajat b. S1 c. S2 d. S3
5	Berapa kali membeli produk Hokben?	

IDENTITAS RESPONDEN

PERNYATAAN PENELITIAN

Petunjuk Pengisian, Berilah respon terhadap pernyataan dalam tabel dengan memberikan tanda centang (√) pada kolom yang sesuai dengan persepsi Bapak/Ibu/sdr/i mengenai pernyataan tersebut. Skala respon adalah sebagai berikut :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

Reliability (X1)

N O	PERNYATAAN	STS	TS	N	S	SS
1	Hokben melayani sesuai dengan yang dijanjikan.					
2	Hokben dapat diandalkan dalam menangani masalah yang dikeluhkan pelanggan.					
3	Hokben melakukan pelayanan secara benar sejak pertama kali.					
4	Hokben telah memiliki keamanan dalam bertransaksi					

Responsiveness (X2)

N O	PERNYATAAN	STS	TS	N	S	SS
1	Hokben menginformasikan pada pelanggan tentang kepastian waktu memberikan pelayanan.					
2	Hokben melayani dengan cepat kepada pelanggan.					
3	Pelayan Hokben bersedia membantu pelanggan.					
4	Pelayan Hokben merespon semua keluhan pelanggan					

Kepercayaan (X3)

NO	PERNYATAAN	STS	TS	N	S	SS
1	Saya percaya kinerja Hokben sesuai dengan harapan pelanggan					
2	Saya percaya Hokben mengerjakan pekerjaan sesuai dengan standar.					
3	Saya percaya Hokben mampu memberikan pekerjaan yang benar / tidak menyalahi.					
4	Saya percaya Hokben pelayanannya konsisten.					
5	Saya percaya Hokben bertahan lama.					

Kepuasan Pelanggan (Y1)

NO	PERNYATAAN	STS	TS	N	S	SS
1	Hokben mampu memenuhi kebutuhan sesuai dengan harapan pelanggan.					
2	Saya sering menggunakan produk Hokben.					
3	Saya puas ketika membeliproduk Hokben.					
4	Saya tidak komplain terhadap produk-produk dan pelayanan Hokben.					

Loyalitas Pelanggan (Y2)

N	PERNYATAAN	STS	TS	N	S	SS
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0					
1	Saya selalu membeli produk Hokben secara berulang.				
2	Saya akan merekomendasikan kepada teman, keluarga untuk membeli produk Hokben				
3	Saya berkomitmen untuk tidak berpindah kerestoran lain selain Hokben				

LAMPIRAN 2 TABULASI DATA

x1.1	x1.2	x1.3	x1.4	x1	x2.1	x2.2	x2.3	x2.4	x2
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LAMPIRAN 3 HASIL OLAH DATA

ANALISIS DESKRIPTIF

Statistics

		X1.1	X1.2	X1.3	X1.4	Reliability
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.8800	3.9400	3.9000	3.9200	15.6400
Std. Deviation		.70036	.74968	.75879	.70611	2.19972

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	28	28.0	28.0	29.0
	4.00	53	53.0	53.0	82.0
	5.00	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	25	25.0	25.0	27.0
	4.00	50	50.0	50.0	77.0
	5.00	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	28	28.0	28.0	30.0

	4.00	48	48.0	48.0	78.0
	5.00	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	1	1.0	1.0
	3.00	26	26.0	27.0
Valid	4.00	53	53.0	80.0
	5.00	20	20.0	100.0
	Total	100	100.0	

Statistics

		X2.1	X2.2	X2.3	X2.4	Responsiveness
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.8200	3.8800	3.9100	3.7800	15.4400
Std. Deviation		.70180	.72864	.79258	.70467	2.55177

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0
	3.00	29	29.0	31.0
	4.00	54	54.0	85.0
	5.00	15	15.0	100.0
	Total	100	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0
	3.00	27	27.0	29.0

	4.00	52	52.0	52.0	81.0
	5.00	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	2	2.0	2.0
	3.00	30	30.0	32.0
Valid	4.00	43	43.0	75.0
	5.00	25	25.0	100.0
	Total	100	100.0	100.0

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	2	2.0	2.0
	3.00	32	32.0	34.0
Valid	4.00	52	52.0	86.0
	5.00	14	14.0	100.0
	Total	100	100.0	100.0

Statistics

	X3.1	X3.2	X3.3	X3.4	X3.5	Kepercayaan
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.7900	3.8300	3.8000	3.7100	3.8900
Std. Deviation		.57375	.75284	.63564	.64031	.66507

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
--	-----------	---------	---------------	--------------------

	3.00	29	29.0	29.0	29.0
Valid	4.00	63	63.0	63.0	92.0
	5.00	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	2	2.0	2.0
	3.00	32	32.0	34.0
Valid	4.00	47	47.0	81.0
	5.00	19	19.0	100.0
	Total	100	100.0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
	3.00	32	32.0	32.0
Valid	4.00	56	56.0	88.0
	5.00	12	12.0	100.0
	Total	100	100.0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	2	2.0	2.0
	3.00	33	33.0	35.0
Valid	4.00	57	57.0	92.0
	5.00	8	8.0	100.0
	Total	100	100.0	

X3.5

	Frequency	Percent	Valid Percent	Cumulative Percent

	3.00	28	28.0	28.0	28.0
Valid	4.00	55	55.0	55.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Statistics

		Y1.1	Y1.2	Y1.3	Y1.4	Kepuasan
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.8200	3.8800	3.8700	3.8000	15.3700
Std. Deviation		.74373	.85611	.73382	.76541	2.68800

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	3	3.0	3.0	3.0
	3.00	29	29.0	29.0	32.0
Valid	4.00	51	51.0	51.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	4	4.0	4.0	4.0
	3.00	31	31.0	31.0	35.0
Valid	4.00	38	38.0	38.0	73.0
	5.00	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0

	3.00	28	28.0	28.0	30.0
	4.00	51	51.0	51.0	81.0
	5.00	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Y1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	3	3.0	3.0
	3.00	32	32.0	35.0
Valid	4.00	47	47.0	82.0
	5.00	18	18.0	100.0
	Total	100	100.0	

Statistics

		Y2.1	Y2.2	Y2.3	Loyalitas
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.8900	3.9700	3.9300	11.7900
Std. Deviation		.63397	.74475	.78180	1.84935

Y2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
	3.00	26	26.0	26.0
Valid	4.00	59	59.0	85.0
	5.00	15	15.0	100.0
	Total	100	100.0	

Y2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0

	3.00	26	26.0	26.0	27.0
	4.00	48	48.0	48.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Y2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
	2	2.0	2.0	2.0
	28	28.0	28.0	30.0
Valid	45	45.0	45.0	75.0
	25	25.0	25.0	100.0
	Total	100	100.0	

HASIL UJI VALIDITAS

Correlations

		X1.1	X1.2	X1.3	X1.4	Reliabilit y
X1.1	Pearson Correlation	1	.448**	.433**	.348**	.732**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.448**	1	.575**	.411**	.814**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.433**	.575**	1	.324**	.783**
	Sig. (2-tailed)	.000	.000		.001	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.348**	.411**	.324**	1	.684**
	Sig. (2-tailed)	.000	.000	.001		.000
	N	100	100	100	100	100
Reliabilit y	Pearson Correlation	.732**	.814**	.783**	.684**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		X2.1	X2.2	X2.3	X2.4	Responsivene ss
X2.1	Pearson Correlation	1	.550**	.679**	.511**	.817**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.550**	1	.576**	.519**	.789**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.679**	.576**	1	.561**	.844**
	Sig. (2-tailed)	.000	.000		.000	.000

	N	100	100	100	100	100
X2.4	Pearson Correlation	.511**	.519**	.561**	1	.773**
	Sig. (2-tailed)	.000	.000	.000		.000
Responsiveness	N	100	100	100	100	100
	Pearson Correlation	.817**	.789**	.844**	.773**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	Kepercayaan
X3.1	Pearson Correlation	1	.408**	.382**	.410**	.071	.625**
	Sig. (2-tailed)		.000	.000	.000	.481	.000
	N	100	100	100	100	100	100
X3.2	Pearson Correlation	.408**	1	.583**	.609**	.164	.815**
	Sig. (2-tailed)	.000		.000	.000	.103	.000
	N	100	100	100	100	100	100
X3.3	Pearson Correlation	.382**	.583**	1	.476**	.115	.733**
	Sig. (2-tailed)	.000	.000		.000	.256	.000
	N	100	100	100	100	100	100
X3.4	Pearson Correlation	.410**	.609**	.476**	1	.162	.761**
	Sig. (2-tailed)	.000	.000	.000		.108	.000
	N	100	100	100	100	100	100
X3.5	Pearson Correlation	.071	.164	.115	.162	1	.407**
	Sig. (2-tailed)	.481	.103	.256	.108		.000
	N	100	100	100	100	100	100
Kepercayaan	Pearson Correlation	.625**	.815**	.733**	.761**	.407**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

		Correlations				
		Y1.1	Y1.2	Y1.3	Y1.4	Kepuasan
Y1.1	Pearson Correlation	1	.695**	.623**	.681**	.862**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y1.2	Pearson Correlation	.695**	1	.554**	.734**	.871**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y1.3	Pearson Correlation	.623**	.554**	1	.727**	.829**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y1.4	Pearson Correlation	.681**	.734**	.727**	1	.905**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Kepuasan	Pearson Correlation	.862**	.871**	.829**	.905**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

		Correlations			
		Y2.1	Y2.2	Y2.3	Loyalitas
Y2.1	Pearson Correlation	1	.571**	.575**	.816**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y2.2	Pearson Correlation	.571**	1	.638**	.868**
	Sig. (2-tailed)	.000		.000	.000

Y2.3	N	100	100	100	100
	Pearson Correlation	.575**	.638**	1	.877**
	Sig. (2-tailed)	.000	.000		.000
Loyalitas	N	100	100	100	100
	Pearson Correlation	.816**	.868**	.877**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

HASIL UJI RELIABILITAS

(X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.747	4

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.839	4

X3

Reliability Statistics

Cronbach's Alpha	N of Items
.719	5

Y1

Reliability Statistics

Cronbach's Alpha	N of Items
.889	4

Y2

Reliability Statistics

Cronbach's Alpha	N of Items
.812	3

HASIL UJI REGRESI LINEAR BERGANDA

Output Regresi persamaan 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepercayaan, Reliability, Responsivene ss ^b	.	Enter

a. Dependent Variable: Kepuasan

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.546	.532	1.83934

a. Predictors: (Constant), Kepercayaan, Reliability, Responsiveness

b. Dependent Variable: Kepuasan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	390.525	3	130.175	38.477	.000 ^b
	Residual	324.785	96	3.383		
	Total	715.310	99			

a. Dependent Variable: Kepuasan

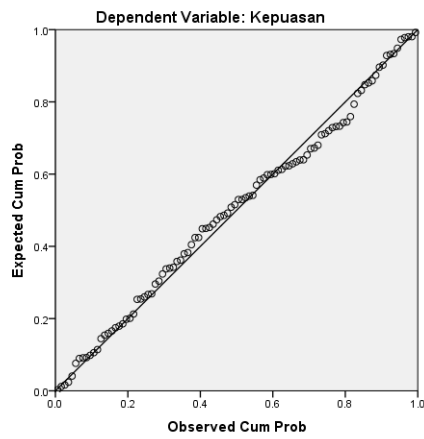
b. Predictors: (Constant), Kepercayaan, Reliability, Responsiveness

Coefficients^a

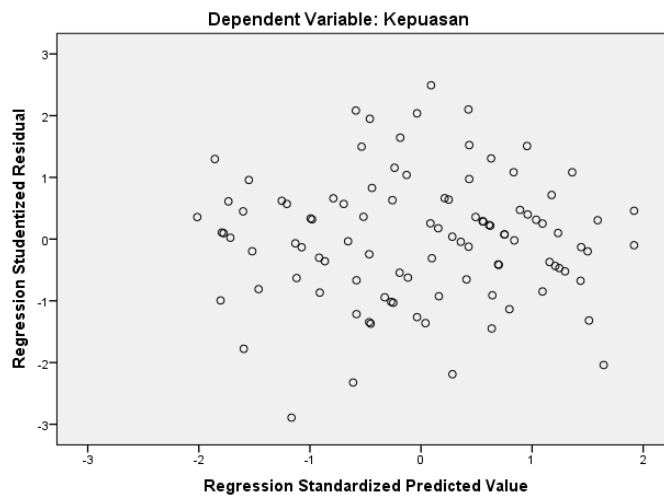
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.661	1.739		-1.530	.129
	Reliability	.391	.099	.320	3.953	.000
	Responsiveness	.277	.090	.263	3.071	.003
	Kepercayaan	.403	.096	.339	4.183	.000

a. Dependent Variable: Kepuasan

Normal P-P Plot of Regression Standardized Residual



Scatterplot



One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
--	-------------------------

N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.81125733
Most Extreme Differences	Absolute	.062
	Positive	.062
	Negative	-.048
Kolmogorov-Smirnov Z		.624
Asymp. Sig. (2-tailed)		.831

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Reliability	.721	1.386
	Responsiveness	.645	1.551
	Kepercayaan	.721	1.388

a. Dependent Variable: Kepuasan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.150	1.093		1.968	.052
	Reliability	-.084	.062	-.160	-1.344	.182
	Responsiveness	.010	.057	.021	.170	.866
	Kepercayaan	.021	.060	.042	.350	.727

a. Dependent Variable: Absres1

Output Regresi persamaan 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method

1	Kepuasan, Reliability, Kepercayaan, Responsivene ss ^b	.	Enter
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- a. Dependent Variable: Loyalitas
b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861 ^a	.741	.731	.96003

- a. Predictors: (Constant), Kepuasan, Reliability, Kepercayaan, Responsiveness
b. Dependent Variable: Loyalitas

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	251.033	4	62.758	68.093	.000 ^b
	Residual	87.557	95	.922		
	Total	338.590	99			

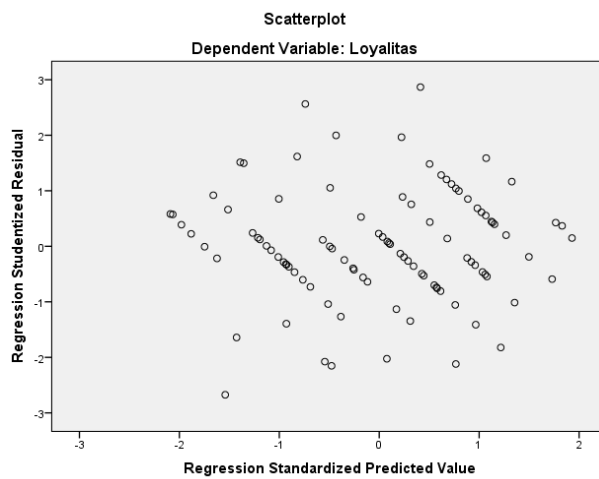
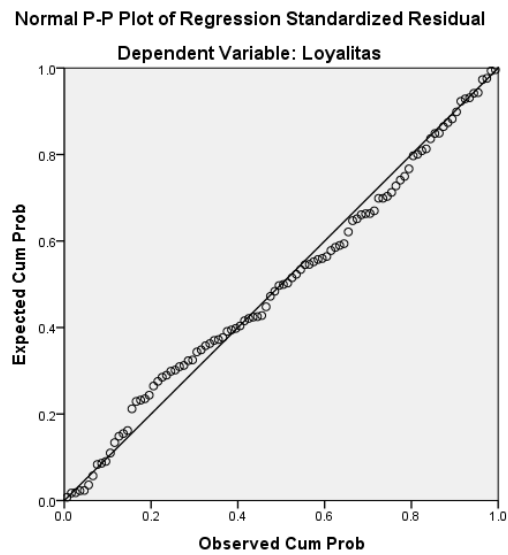
- a. Dependent Variable: Loyalitas
b. Predictors: (Constant), Kepuasan, Reliability, Kepercayaan, Responsiveness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.161	.919		-1.264	.209
	Reliability	.233	.056	.278	4.193	.000
	Responsiveness	.149	.049	.206	3.021	.003

Kepercayaan	.159	.055	.194	2.905	.005
Kepuasan	.259	.053	.377	4.870	.000

a. Dependent Variable: Loyalitas



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.94043335

Most Extreme Differences	Absolute Positive	.064
	Negative	-.064
Kolmogorov-Smirnov Z		.645
Asymp. Sig. (2-tailed)		.800

- a. Test distribution is Normal.
b. Calculated from data.

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 Reliability	.620	1.612
Responsiveness	.587	1.703
Kepercayaan	.609	1.641
Kepuasan	.454	2.202

- a. Dependent Variable: Loyalitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.421	.584		.722	.472
1 Reliability	.053	.035	.193	1.505	.136
Responsiveness	-.034	.031	-.143	-1.084	.281
Kepercayaan	.017	.035	.064	.493	.623
Kepuasan	-.022	.034	-.098	-.652	.516

- a. Dependent Variable: Absres2