

KUESIONER PENELITIAN

Mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner ini. Kuesioner ini merupakan kuesioner yang penulis susun dalam rangka pelaksanaan penelitian.

Jawaban yang Bapak/Ibu/Sdr berikan tidak akan mempengaruhi kedudukan maupun jabatan, mengingat kerahasiaan identitas Bapak/Ibu/Sdr akan kami jaga.

IDENTITAS RESPONDEN

No	Identitas	Penjelasan
1	Nama Responden (boleh tidak diisi)
2	Jenis Kelamin	<input type="checkbox"/> Laki-laki <input type="checkbox"/> Perempuan
3	Usia tahun
4	Status	<input type="checkbox"/> Pelajar <input type="checkbox"/> Mahasiswa <input type="checkbox"/> Karyawan <input type="checkbox"/> Wirausaha
5	Asal Daerah
6	Pengalaman perawatan kecantikan disalon	<input type="checkbox"/> Tidak Pernah <input type="checkbox"/> Pernah(sekali) <input type="checkbox"/> Pernah (jarang) <input type="checkbox"/> Pernah (sering)
7	Nama tempat salon kecantikan yang menjadi langganan
8.	Pernahkah anda melakukan perawatan berulang pada salon kecantikan yang sama?	<input type="checkbox"/> Tidak Pernah <input type="checkbox"/> Pernah(sekali) <input type="checkbox"/> Pernah (jarang) <input type="checkbox"/> Pernah (sering)

	sesuai dengan usia saya mbak, ibu, sist, bro)													
2	Karyawan salon mampu menjalin hubungan dengan saya.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
3	Selama proses pelayanan, karyawan salon mampu menciptakan rasa nyaman kepada saya	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
4	Saya merasakan ketulusan ketika karyawan meminta pendapat dari saya.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
5	Karyawan mampu menciptakan komunikasi dua arah dengan saya	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			

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2. Ethical interaction capability

No	Pertanyaan/Pernyataan	Jawaban											
1	Saat saya melakukan transaksi, penyedia layanan salon tidak pernah memaksa pelanggan untuk mempromosikan salonnya	STS	1	2	3	4	5	6	7	8	9	10	SS
2	Saya berpartisipasi dalam membantu penyedia layanan membuat produk lebih nikmat, membahagiakan, serta	STS	1	2	3	4	5	6	7	8	9	10	SS

	membanggakan ketika digunakan pelanggan														
3	Karyawan salon ramah dalam pelayanan kepada saya	STS	1	2	3	4	5	6	7	8	9	10	SS		
4	Karyawan salon selalu menerapkan sopan santun dalam pelayanan kepada saya	STS	1	2	3	4	5	6	7	8	9	10	SS		
5	Dalam pelayanan, penyedia layanan memisahkan pelayanan untuk wanita dan pria	STS	1	2	3	4	5	6	7	8	9	10	SS		

3. Social Value co – creation

No	Pertanyaan/Pernyataan	Jawaban
	aan	

1	<p>Saya berpartisipasi dalam membantu penyedia layanan dalam meningkatkan daya tarik sebuah produk</p>	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
2	<p>Saya berpartisipasi membantu penyedia layanan salon dalam meningkatkan citra merk</p>	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
3	<p>Saya berpartisipasi membantu penyedia layanan salon dalam meningkatkan status pelanggan.</p>	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			

4	Saya berpartisipasi membantu penyedia layanan salon dalam meningkatkan citra diri kepada pelanggan	STS	1	2	3	4	5	6	7	8	9	10	SS

4. Economic value co – creation

No	Pertanyaan/Pernyataan	Jawaban											
1	Saya termasuk pelanggan setia yang datang setiap ada diskon / promo	STS	1	2	3	4	5	6	7	8	9	10	SS
2	Saya berpartisipasi dalam membahas pengalaman kreasi harga jual setiap pelayanan bersama penyedia layanan	STS	1	2	3	4	5	6	7	8	9	10	SS

3	Saya puas dengan pelayanannya. Karena harga setiap pelayanan sesuai dengan hasilnya	STS	1	2	3	4	5	6	7	8	9	10	SS
4	Saya ikut berpartisipasi aktif dalam pengalaman kreasi investasi bersama penyedia layanan	STS	1	2	3	4	5	6	7	8	9	10	SS

5. Market performance

No	Pertanyaan/Pernyataan	Jawaban											
1	Kualitas pelayanan salon sesuai dengan harapan saya	STS	1	2	3	4	5	6	7	8	9	10	SS

2	Kepuasan saya meningkat ketika selesai melakukan perawatan salon disana.	STS	1	2	3	4	5	6	7	8	9	10	SS
3	Saya merekomendasikan salon yang biasa saya gunakan kepada saudara, teman, maupun kenalan saya.	STS	1	2	3	4	5	6	7	8	9	10	SS
4	Pelayanan salon yang diberikan membuat saya ingin melakukan pembelian ulang di masa yang akan datang.	STS	1	2	3	4	5	6	7	8	9	10	SS
5	Saya tidak terpengaruh dengan harga yang diberikan oleh	STS	1	2	3	4	5	6	7	8	9	10	SS

	pihak salon kecantikan.												
6	Saya membujuk teman/ kenalan agar melakukan perawatan kecantikan di salon langganan saya.	STS	1	2	3	4	5	6	7	8	9	10	SS



TABULASI DATA PENELITIAN

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EVC 1	EVC 2	EVC 3	EVC 4	SVC 1	SVC 2	SVC 3	SVC 4	MP 1	MP 2	MP 3	MP 4	MP 5	MP 6
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Karakteristik Responden

Statistics

		Jenis Kelamin	Pekerjaan	Status	Umur	Pendidikan Terakhir	Lama berlangganan dengan Salon Favorit	Pengalaman menggunakan Salon Favorit
N	Valid	150	150	150	150	150	150	150
	Missing	0	0	0	0	0	0	0

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	36	24.0	24.0	24.0
	Perempuan	114	76.0	76.0	100.0
	Total	150	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belum Bekerja	14	9.3	9.3	9.3
	Lainnya	7	4.7	4.7	14.0
	Mahasiswa/Mahasiswi/Pelajar	106	70.7	70.7	84.7
	Pegawai Swasta	16	10.7	10.7	95.3
	PNS	1	.7	.7	96.0
	Wirausaha	6	4.0	4.0	100.0
	Total	150	100.0	100.0	

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belum Menikah	137	91.3	91.3	91.3
	Janda/Duda	1	.7	.7	92.0
	Menikah	12	8.0	8.0	100.0
	Total	150	100.0	100.0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	≥ 35 tahun	6	4.0	4.0	4.0
	17 – 20 tahun	47	31.3	31.3	35.3
	21 – 25 tahun	89	59.3	59.3	94.7
	26 – 30 tahun	4	2.7	2.7	97.3
	31 – 35 tahun	4	2.7	2.7	100.0
	Total	150	100.0	100.0	

Pendidikan Terakhir

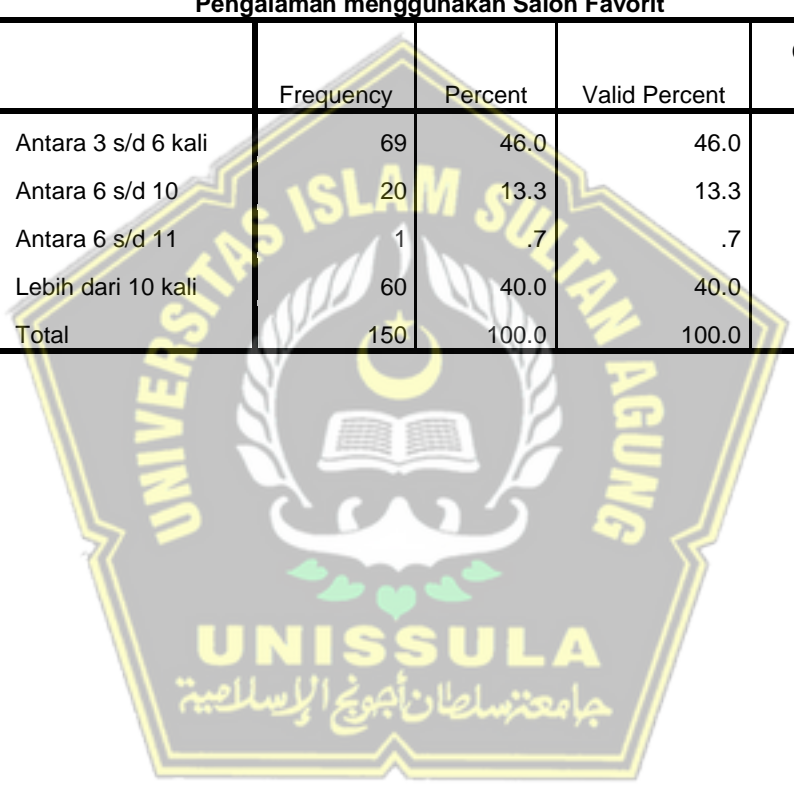
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	9	6.0	6.0	6.0
	Pascasarjana (S2 dan S3)	2	1.3	1.3	7.3
	Sarjana S1	46	30.7	30.7	38.0
	SMU	93	62.0	62.0	100.0
	Total	150	100.0	100.0	

Lama berlangganan dengan Salon Favorit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Antara 3 s/d 6 tahun	116	77.3	77.3	77.3
	Lebih dari 6 tahun	34	22.7	22.7	100.0
	Total	150	100.0	100.0	

Pengalaman menggunakan Salon Favorit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Antara 3 s/d 6 kali	69	46.0	46.0	46.0
	Antara 6 s/d 10	20	13.3	13.3	59.3
	Antara 6 s/d 11	1	.7	.7	60.0
	Lebih dari 10 kali	60	40.0	40.0	100.0
	Total	150	100.0	100.0	



Frequencies

Statistics

		EIC1	EIC2	EIC3	EIC4	EIC5
N	Valid	150	150	150	150	150
	Missing	0	0	0	0	0
Mean		8.75	8.41	8.86	8.43	8.45

Frequency Table

		EIC1			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	8	55	36.7	36.7	36.7
	9	77	51.3	51.3	88.0
	10	18	12.0	12.0	100.0
	Total	150	100.0	100.0	

		EIC2			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	7	37	24.7	24.7	24.7
	8	26	17.3	17.3	42.0
	9	75	50.0	50.0	92.0
	10	12	8.0	8.0	100.0
	Total	150	100.0	100.0	

EIC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	42	28.0	28.0	28.0
	9	87	58.0	58.0	86.0
	10	21	14.0	14.0	100.0
	Total	150	100.0	100.0	

EIC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	37	24.7	24.7	24.7
	8	23	15.3	15.3	40.0
	9	79	52.7	52.7	92.7
	10	11	7.3	7.3	100.0
	Total	150	100.0	100.0	

EIC5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	35	23.3	23.3	23.3
	8	23	15.3	15.3	38.7
	9	81	54.0	54.0	92.7
	10	11	7.3	7.3	100.0
	Total	150	100.0	100.0	

Frequencies

Statistics

		RIC1	RIC2	RIC3	RIC4	RIC5
N	Valid	150	150	150	150	150
	Missing	0	0	0	0	0
Mean		8.76	8.76	8.75	8.73	8.83

Frequency Table

RIC1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	7	14	9.3	9.3	10.0
	8	28	18.7	18.7	28.7
	9	79	52.7	52.7	81.3
	10	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

RIC2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	4	2.7	2.7	2.7
	8	44	29.3	29.3	32.0
	9	86	57.3	57.3	89.3
	10	16	10.7	10.7	100.0
	Total	150	100.0	100.0	

RIC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	14	9.3	9.3	9.3
	8	39	26.0	26.0	35.3
	9	67	44.7	44.7	80.0
	10	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

RIC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	15	10.0	10.0	10.0
	8	32	21.3	21.3	31.3
	9	81	54.0	54.0	85.3
	10	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

RIC5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	8	5.3	5.3	5.3
	8	35	23.3	23.3	28.7
	9	81	54.0	54.0	82.7
	10	26	17.3	17.3	100.0
	Total	150	100.0	100.0	

Frequencies

Statistics

		EVC1	EVC2	EVC3	EVC4
N	Valid	150	150	150	150
	Missing	0	0	0	0
Mean		8.87	9.10	9.08	9.11

Frequency Table

EVC1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	23	15.3	15.3	15.3
	9	123	82.0	82.0	97.3
	10	4	2.7	2.7	100.0
	Total	150	100.0	100.0	

EVC2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	35	23.3	23.3	23.3
	9	65	43.3	43.3	66.7
	10	50	33.3	33.3	100.0
	Total	150	100.0	100.0	

EVC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	37	24.7	24.7	24.7
	9	64	42.7	42.7	67.3
	10	49	32.7	32.7	100.0
	Total	150	100.0	100.0	

EVC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	23	15.3	15.3	15.3
	9	87	58.0	58.0	73.3
	10	40	26.7	26.7	100.0
	Total	150	100.0	100.0	



Frequencies

Statistics

		SVC1	SVC2	SVC3	SVC4
N	Valid	150	150	150	150
	Missing	0	0	0	0
Mean		9.07	8.75	8.67	8.68

Frequency Table

		SVC1			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	8	37	24.7	24.7	24.7
	9	65	43.3	43.3	68.0
	10	48	32.0	32.0	100.0
Total		150	100.0	100.0	

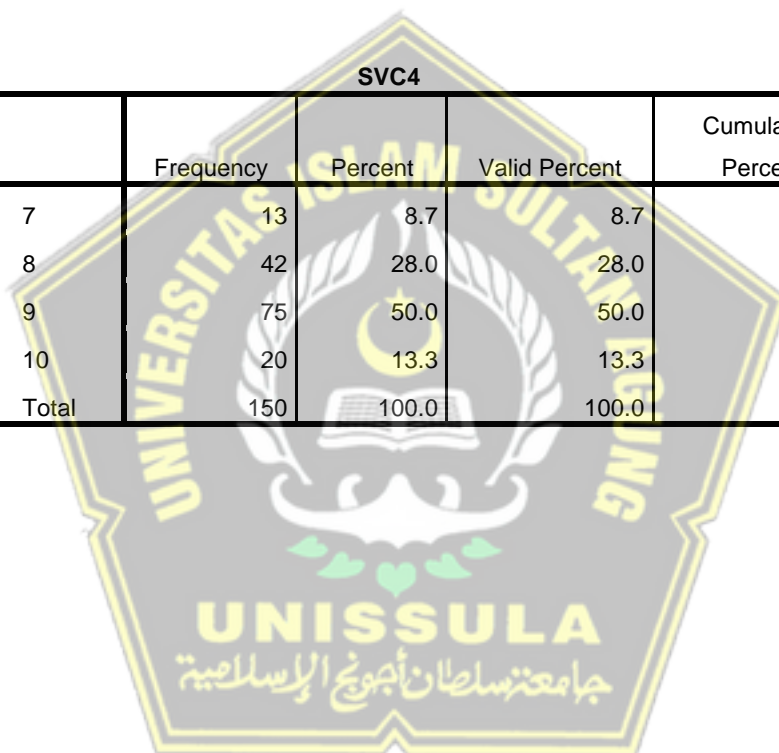
		SVC2			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	8	42	28.0	28.0	28.0
	9	104	69.3	69.3	97.3
	10	4	2.7	2.7	100.0
Total		150	100.0	100.0	

SVC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	15	10.0	10.0	10.0
	8	38	25.3	25.3	35.3
	9	78	52.0	52.0	87.3
	10	19	12.7	12.7	100.0
	Total	150	100.0	100.0	

SVC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	13	8.7	8.7	8.7
	8	42	28.0	28.0	36.7
	9	75	50.0	50.0	86.7
	10	20	13.3	13.3	100.0
	Total	150	100.0	100.0	



Frequencies

Statistics

		MP1	MP2	MP3	MP4	MP5	MP6
N	Valid	150	150	150	150	150	150
	Missing	0	0	0	0	0	0
Mean		8.93	8.89	8.59	8.64	8.75	8.71

Frequency Table

MP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	9	6.0	6.0	6.0
	8	33	22.0	22.0	28.0
	9	68	45.3	45.3	73.3
	10	40	26.7	26.7	100.0
Total		150	100.0	100.0	

MP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	11	7.3	7.3	7.3
	8	26	17.3	17.3	24.7
	9	82	54.7	54.7	79.3
	10	31	20.7	20.7	100.0
Total		150	100.0	100.0	

MP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	14	9.3	9.3	9.3
	8	48	32.0	32.0	41.3
	9	74	49.3	49.3	90.7
	10	14	9.3	9.3	100.0
	Total	150	100.0	100.0	

MP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	10	6.7	6.7	6.7
	8	41	27.3	27.3	34.0
	9	92	61.3	61.3	95.3
	10	7	4.7	4.7	100.0
	Total	150	100.0	100.0	

MP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	19	12.7	12.7	12.7
	8	33	22.0	22.0	34.7
	9	65	43.3	43.3	78.0
	10	33	22.0	22.0	100.0
	Total	150	100.0	100.0	

MP6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	10	6.7	6.7	6.7
	8	53	35.3	35.3	42.0
	9	58	38.7	38.7	80.7
	10	29	19.3	19.3	100.0
	Total	150	100.0	100.0	

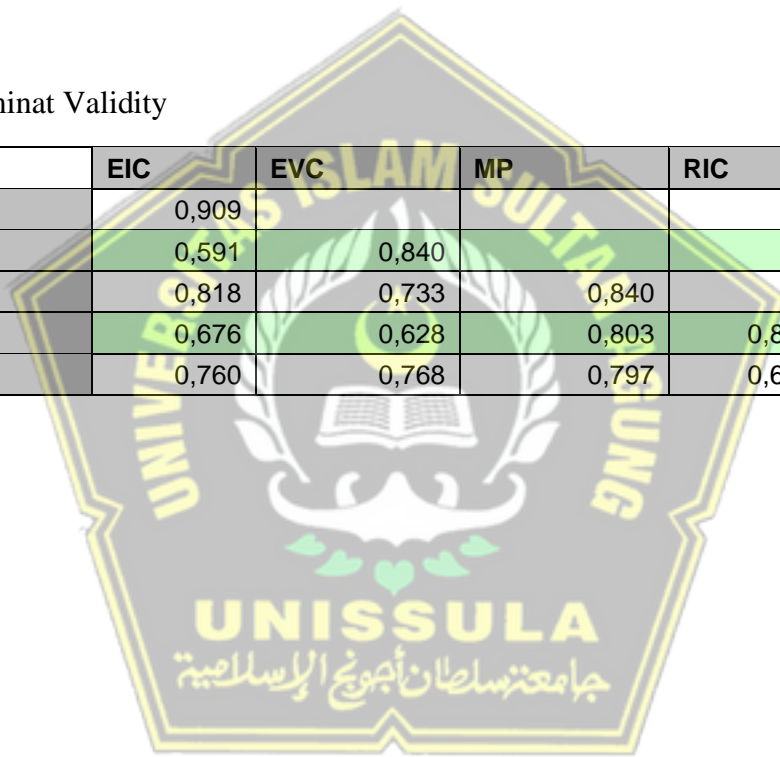


Hasil Validitas

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
EIC	0,947	0,961	0,960	0,827
EVC	0,858	0,863	0,905	0,706
MP	0,916	0,918	0,935	0,705
RIC	0,892	0,898	0,920	0,697
SVC	0,701	0,707	0,818	0,530

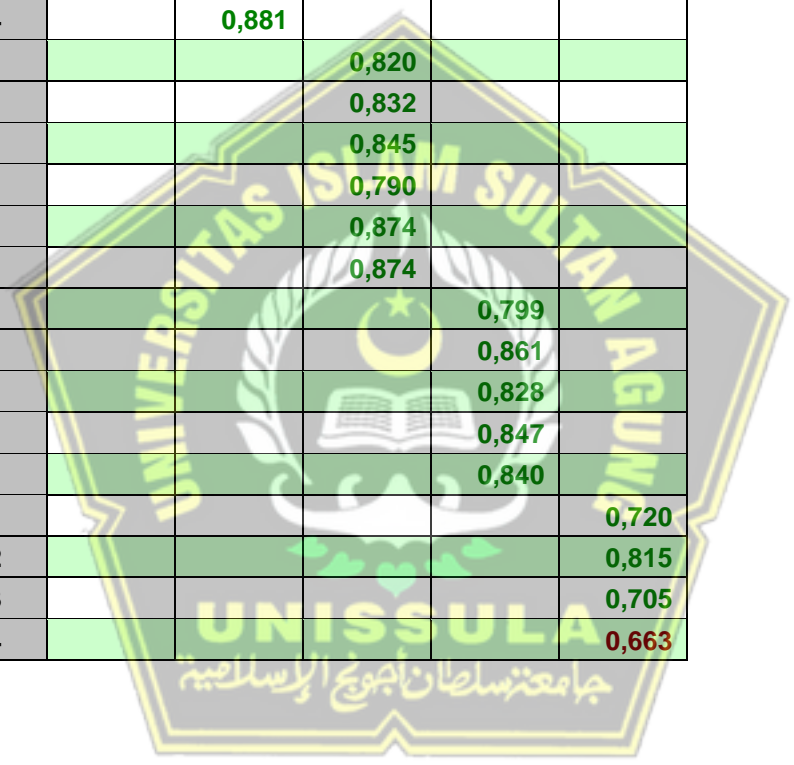
Discriminat Validity

	EIC	EVC	MP	RIC	SVC
EIC	0,909				
EVC	0,591	0,840			
MP	0,818	0,733	0,840		
RIC	0,676	0,628	0,803	0,835	
SVC	0,760	0,768	0,797	0,642	0,728



HASIL OUTER LOADINGN

	EIC	EVC	MP	RIC	SVC
EIC1	0,793				
EIC2	0,949				
EIC3	0,885				
EIC4	0,963				
EIC5	0,946				
EVC1		0,717			
EVC2		0,877			
EVC3		0,875			
EVC4		0,881			
MP1			0,820		
MP2			0,832		
MP3			0,845		
MP4			0,790		
MP5			0,874		
MP6			0,874		
RIC1				0,799	
RIC2				0,861	
RIC3				0,828	
RIC4				0,847	
RIC5				0,840	
SVC1					0,720
SVC2					0,815
SVC3					0,705
SVC4					0,663



Fornell Larcker

	EIC	EVC	MP	RIC	SVC
EIC	0,909				
EVC	0,591	0,840			
MP	0,818	0,733	0,840		
RIC	0,676	0,628	0,803	0,835	
SVC	0,760	0,768	0,797	0,642	0,728

Heterotraits

	EIC	EVC	MP	RIC	SVC
EIC					
EVC	0,649				
MP	0,878	0,823			
RIC	0,725	0,712	0,882		
SVC	0,926	0,992	0,988	0,803	

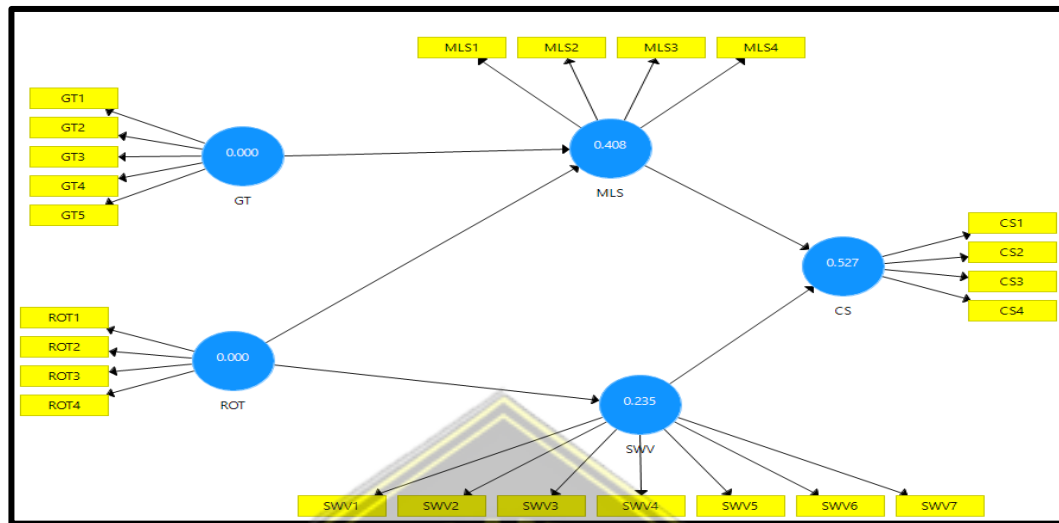
R Square

	R Square	R Square Adjusted
EVC	0,445	0,438
MP	0,671	0,666
SVC	0,608	0,603

F Square

	EIC	EVC	MP	RIC	SVC
EIC		0,093			0,501
EVC			0,110		
MP					
RIC		0,172			0,077
SVC			0,403		

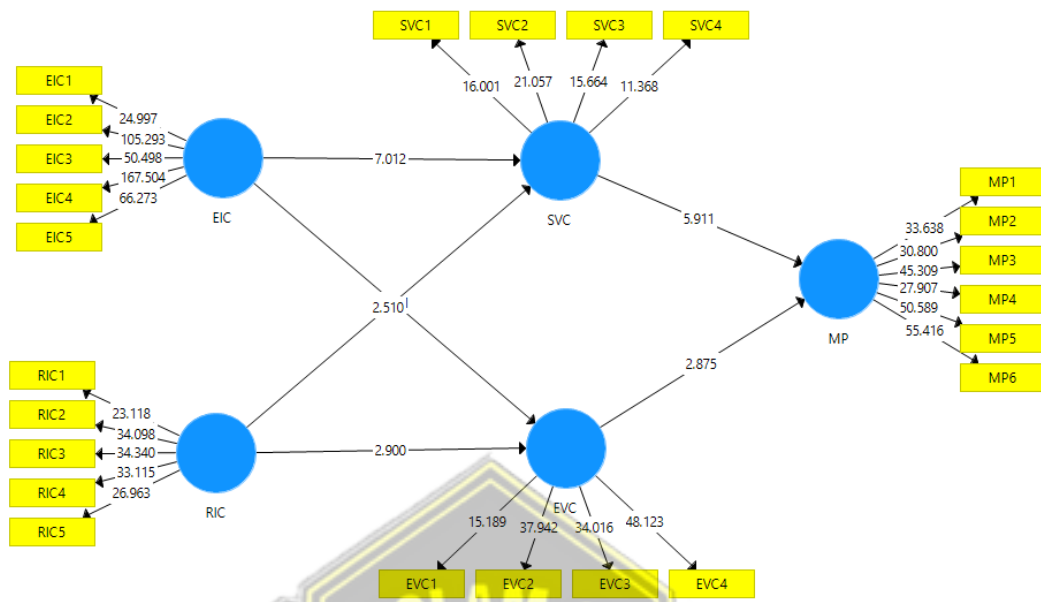
Blindfolding



CV Redudancy

	SSO	SSE	Q ² (=1-SSE/SSO)
EIC	750,000	750,000	
EVC	600,000	419,571	0,301
MP	900,000	484,129	0,462
RIC	750,000	750,000	
SVC	600,000	413,119	0,311

	SSO	SSE	Q ² (=1-SSE/SSO)
EIC	750,000	196,230	0,738
EVC	600,000	298,618	0,502
MP	900,000	376,616	0,582
RIC	750,000	345,101	0,540
SVC	600,000	464,287	0,226



Bootstrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
EIC -> EVC	0,308	0,277	0,137	2,253	0,025
EIC -> SVC	0,601	0,582	0,083	7,224	0,000
EVC -> MP	0,297	0,294	0,099	2,996	0,003
RIC -> EVC	0,419	0,459	0,140	2,989	0,003
RIC -> SVC	0,236	0,262	0,090	2,611	0,009
SVC -> MP	0,569	0,574	0,093	6,087	0,000

Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
EIC -> EVC					
EIC -> MP	0,433	0,415	0,088	4,916	0,000
EIC -> SVC					
EVC -> MP					
RIC -> EVC					
RIC -> MP	0,259	0,289	0,091	2,829	0,005
RIC -> SVC					
SVC -> MP					

