

LAMPIRAN

Lampiran 1 Pertanyaan Kuesioner

Halo, perkenalkan nama saya Anthony Satria Setiono, mahasiswa S1 program studi Kewirausahaan di Universitas Agung Podomoro. Saat ini, saya sedang melakukan penelitian untuk menyelesaikan tugas akhir saya dengan judul "Pengaruh Kualitas dan Harga Produk Terhadap Kepuasan Konsumen Pada Produk Beans Kopi 88". Jika Anda pernah melakukan pembelian di Beans Kopi 88, saya memohon kesediaannya untuk membantu mengisi kuisisioner ini.

Bila Anda memiliki pertanyaan mengenai kuisisioner ini, silahkan menghubungi saya melalui email : anthonysatria6@gmail.com

Terima Kasih

*Note : Seluruh informasi yang diberikan akan dirahasiakan dan hanya digunakan untuk kepentingan penelitian.

Pertanyaan Saringan

Apakah Anda pernah merasakan atau meminum Kopi produk Beans Kopi 88 ?

- a. Ya
- b. Tidak

Bio Data

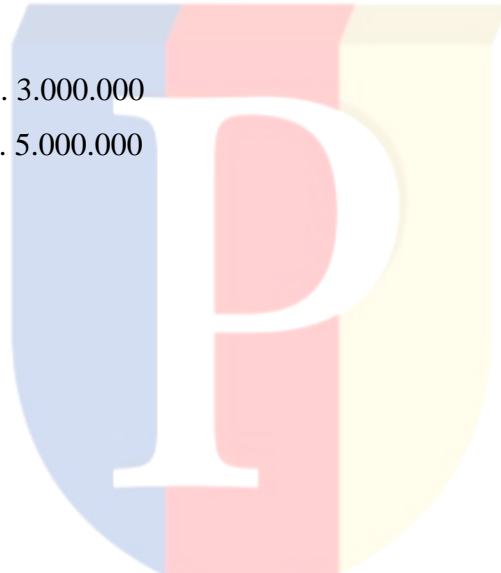
1. Jenis Kelamin Responden

- a. Laki-Laki
- b. Perempuan

2. Usia

- a. 17 - 25 Tahun

- b. 26 - 35 Tahun
 - c. 36 - 45 Tahun
 - d. > 46 Tahun
3. Profesi Responden
- a. Ibu Rumah Tangga
 - b. Wiraswasta
 - c. Pegawai Negri (PNS)
 - d. Pegawai Swasta
 - e. Pelajar atau Mahasiswa
 - f. Pensiunan
4. Pendapatan Responden
- a. < Rp. 1.000.000
 - b. Rp. 1.000.000 - Rp. 3.000.000
 - c. Rp. 3.000.000 - Rp. 5.000.000
 - d. > Rp. 5.000.000
5. Domisili
- a. DKI Jakarta
 - b. Bogor
 - c. Depok
 - d. Tangerang
 - e. Bekasi
6. Sudah berapa lama Anda mengkonsumsi Kopi
- a. <1 tahun
 - b. 1-2 tahun
 - c. 3-4 tahun
 - d. 5-6 tahun
 - e. >7 tahun
7. Sudah berapa kali atau seberapa sering Anda membeli Kopi di Beans Kopi 88
- a. 1x
 - b. 2x
 - c. 3x
 - d. 4x



e. 5x

f. >5x

Pada bagian ini, Anda diminta untuk mengisi jawaban sesuai dengan keadaan nyata yang Anda rasakan dan alami saat mengkonsumsi produk Beans Kopi 88 dengan parameter penilaian berupa angka 1 - 5 Dengan keterangan :

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Note : Tidak ada jawaban yang benar maupun salah. Jawablah sesuai keadaan nyata yang Anda rasakan dan alami.

Kualitas Produk						
No.	Pernyataan	STS	TS	N	S	SS
1.	Beans Kopi 88 hanya menyediakan kopi dengan kualitas terbaik dan sesuai dengan harapan Anda					
2.	Saya merasa puas setelah mengkonsumsi produk Beans Kopi 88					
3.	Toko kopi Beans Kopi 88 menyediakan berbagai jenis kopi yang bermacam-macam dibandingkan toko kopi lainnya.					
3.	Beans Kopi 88 menjual kopi yang spesifikasinya sesuai dengan yang telah diinformasikan					
5.	Produk kopi Beans Kopi 88 memiliki karakter rasa yang lebih kuat serta aroma yang lebih tajam					
6.	Kemasan Beans Kopi 88 memiliki bahan material yang tidak mudah sobek dan kedap udara					
7.	Spesifikasi kualitas yang diinformasikan oleh Beans Kopi 88 sesuai dengan spesifikasi produk yang dijual					

8.	Biji Kopi yang dijual merupakan biji Kopi dengan kualitas terbaik sehingga setelah diseduh memiliki aroma dan cita rasa yang lebih kuat					
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Harga						
No.	Pernyataan	STS	TS	N	S	SS
1.	Terdapat harga yang tertera pada setiap produk yang dijual Beans Kopi 88					
2.	Harga yang tertera lengkap dengan harga untuk pembelian dalam jumlah yang berbeda mulai dari 250g, 500g hingga 1000g					
3.	Harga yang diberikan sesuai dengan kualitas produk yang ditawarkan					
3.	Beans Kopi 88 menetapkan harga sesuai dengan yang saya harapkan.					
5.	Saya merasa bahwa manfaat yang diterima dari produk Beans Kopi 88 sesuai dengan harapan saya					
6.	Saya merasa harga yang diberikan sesuai dengan manfaat yang diterima					

Kepuasan Konsumen						
No.	Pernyataan	STS	TS	N	S	SS
1.	Saya akan melakukan pembelian ulang di Beans Kopi 88					
2.	Saya akan menjadi pelanggan tetap Beans Kopi 88					
3.	Saya bersedia merekomendasikan Beans Kopi 88 kepada orang lain					
3.	Saya akan dengan senang hati menyarankan kepada saudara dan teman untuk membeli produk kopi di Beans Kopi 88					
5.	Saya tertarik terhadap produk Beans Kopi 88 yang lain					

6.	Saya ingin melakukan pembelian dan mencoba terhadap produk Beans Kopi 88 yang lain					
7.	Saya bersedia membayar lebih untuk mendapatkan produk Beans Kopi 88					
8.	Saya merasa produk Beans Kopi 88 pantas untuk dibayar lebih.					

Lampiran 2 Hasil Kuesioer Penelitian

Lampiran hasil kuesioner kualitas produk

	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8
	4	4	5	4	4	5	5	4
	5	5	5	5	5	5	5	5
	4	4	3	4	4	5	4	4
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Lampiran hasil kuisisioner harga

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Lampiran hasil kuesioner kepuasan konsumen

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Lampiran 3 Hasil Uji Pre-Test Menggunakan Aplikasi SPSS

Lampiran uji validitas pre-test

		Correlations								
		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	Total
KP1	Pearson Correlation	1	.916**	.344	.184	.762*	.745*	.184	.904**	.817**
	Sig. (2-tailed)		.000	.331	.611	.010	.013	.611	.000	.004
	N	10	10	10	10	10	10	10	10	10
KP2	Pearson Correlation	.916**	1	.286	.344	.757*	.598	.153	.845**	.796**
	Sig. (2-tailed)	.000		.424	.331	.011	.068	.674	.002	.006
	N	10	10	10	10	10	10	10	10	10
KP3	Pearson Correlation	.344	.286	1	.535	.312	.398	.725*	.423	.669*
	Sig. (2-tailed)	.331	.424		.111	.380	.254	.018	.224	.034
	N	10	10	10	10	10	10	10	10	10
KP4	Pearson Correlation	.184	.344	.535	1	.524	.319	.796**	.226	.647*
	Sig. (2-tailed)	.611	.331	.111		.120	.368	.006	.530	.043
	N	10	10	10	10	10	10	10	10	10
KP5	Pearson Correlation	.762*	.757*	.312	.524	1	.745*	.524	.791**	.874**
	Sig. (2-tailed)	.010	.011	.380	.120		.013	.120	.006	.001
	N	10	10	10	10	10	10	10	10	10
KP6	Pearson Correlation	.745*	.598	.398	.319	.745*	1	.532	.707*	.817**
	Sig. (2-tailed)	.013	.068	.254	.368	.013		.113	.022	.004
	N	10	10	10	10	10	10	10	10	10
KP7	Pearson Correlation	.184	.153	.725*	.796**	.524	.532	1	.226	.681*
	Sig. (2-tailed)	.611	.674	.018	.006	.120	.113		.530	.030
	N	10	10	10	10	10	10	10	10	10
KP8	Pearson Correlation	.904**	.845**	.423	.226	.791**	.707*	.226	1	.829**
	Sig. (2-tailed)	.000	.002	.224	.530	.006	.022	.530		.003
	N	10	10	10	10	10	10	10	10	10
Total	Pearson Correlation	.817**	.796**	.669*	.647*	.874**	.817**	.681*	.829**	1
	Sig. (2-tailed)	.004	.006	.034	.043	.001	.004	.030	.003	
	N	10	10	10	10	10	10	10	10	10

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

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

Correlations

		H1	H2	H3	H4	H5	H6	Total
H1	Pearson Correlation	1	1.000**	.408	.598	.175	.342	.683 [†]
	Sig. (2-tailed)		.000	.242	.068	.629	.334	.029
	N	10	10	10	10	10	10	10
H2	Pearson Correlation	1.000**	1	.408	.598	.175	.342	.683 [†]
	Sig. (2-tailed)	.000		.242	.068	.629	.334	.029
	N	10	10	10	10	10	10	10
H3	Pearson Correlation	.408	.408	1	.366	.786**	.837**	.837**
	Sig. (2-tailed)	.242	.242		.298	.007	.003	.003
	N	10	10	10	10	10	10	10
H4	Pearson Correlation	.598	.598	.366	1	.244	.440	.735 [†]
	Sig. (2-tailed)	.068	.068	.298		.497	.204	.015
	N	10	10	10	10	10	10	10
H5	Pearson Correlation	.175	.175	.786**	.244	1	.933**	.757 [†]
	Sig. (2-tailed)	.629	.629	.007	.497		.000	.011
	N	10	10	10	10	10	10	10
H6	Pearson Correlation	.342	.342	.837**	.440	.933**	1	.879**
	Sig. (2-tailed)	.334	.334	.003	.204	.000		.001
	N	10	10	10	10	10	10	10
Total	Pearson Correlation	.683 [†]	.683 [†]	.837**	.735 [†]	.757 [†]	.879**	1
	Sig. (2-tailed)	.029	.029	.003	.015	.011	.001	
	N	10	10	10	10	10	10	10

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

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



		Correlations								
		KK1	KK2	KK3	KK4	KK5	KK6	KK7	KK8	Total
KK1	Pearson Correlation	1	.859**	.815**	.815**	.745*	.745*	.328	.328	.865**
	Sig. (2-tailed)		.001	.004	.004	.013	.013	.355	.355	.001
	N	10	10	10	10	10	10	10	10	10
KK2	Pearson Correlation	.859**	1	.820**	.820**	.726*	.726*	.259	.259	.831**
	Sig. (2-tailed)	.001		.004	.004	.018	.018	.469	.469	.003
	N	10	10	10	10	10	10	10	10	10
KK3	Pearson Correlation	.815**	.820**	1	1.000**	.885**	.885**	.041	.041	.779**
	Sig. (2-tailed)	.004	.004		.000	.001	.001	.910	.910	.008
	N	10	10	10	10	10	10	10	10	10
KK4	Pearson Correlation	.815**	.820**	1.000**	1	.885**	.885**	.041	.041	.779**
	Sig. (2-tailed)	.004	.004	.000		.001	.001	.910	.910	.008
	N	10	10	10	10	10	10	10	10	10
KK5	Pearson Correlation	.745*	.726*	.885**	.885**	1	1.000**	.176	.176	.817**
	Sig. (2-tailed)	.013	.018	.001	.001		.000	.627	.627	.004
	N	10	10	10	10	10	10	10	10	10
KK6	Pearson Correlation	.745*	.726*	.885**	.885**	1.000**	1	.176	.176	.817**
	Sig. (2-tailed)	.013	.018	.001	.001	.000		.627	.627	.004
	N	10	10	10	10	10	10	10	10	10
KK7	Pearson Correlation	.328	.259	.041	.041	.176	.176	1	1.000**	.636*
	Sig. (2-tailed)	.355	.469	.910	.910	.627	.627		.000	.048
	N	10	10	10	10	10	10	10	10	10
KK8	Pearson Correlation	.328	.259	.041	.041	.176	.176	1.000**	1	.636*
	Sig. (2-tailed)	.355	.469	.910	.910	.627	.627	.000		.048
	N	10	10	10	10	10	10	10	10	10
Total	Pearson Correlation	.865**	.831**	.779**	.779**	.817**	.817**	.636*	.636*	1
	Sig. (2-tailed)	.001	.003	.008	.008	.004	.004	.048	.048	
	N	10	10	10	10	10	10	10	10	10

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

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

Lampiran uji reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.896	8

Reliability Statistics

Cronbach's Alpha	N of Items
.834	6

Reliability Statistics

Cronbach's	
Alpha	N of Items
.869	8

Lampiran uji normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		10
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.40821406
	Most Extreme Absolute Differences	.162
	Positive	.123
	Negative	-.162
Test Statistic		.162
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		10
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.45775784
	Most Extreme Absolute Differences	.189

Differences	Positive	.121
	Negative	-.189
Test Statistic		.189
Asymp. Sig. (2-tailed)		.200^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Lampiran 4 Hasil Uji Main-Test

Lampiran uji validitas

		Correlations								
		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	TOTALKP
KP1	Pearson Correlation	1	.642**	.413**	.456**	.519**	.384**	.528**	.533**	.748**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
KP2	Pearson Correlation	.642**	1	.419**	.542**	.588**	.323**	.502**	.506**	.757**
	Sig. (2-tailed)	.000		.000	.000	.000	.001	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
KP3	Pearson Correlation	.413**	.419**	1	.492**	.472**	.244*	.490**	.458**	.667**
	Sig. (2-tailed)	.000	.000		.000	.000	.010	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
KP4	Pearson Correlation	.456**	.542**	.492**	1	.641**	.290**	.800**	.568**	.795**
	Sig. (2-tailed)	.000	.000	.000		.000	.002	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
KP5	Pearson Correlation	.519**	.588**	.472**	.641**	1	.402**	.681**	.735**	.846**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
KP6	Pearson Correlation	.384**	.323**	.244*	.290**	.402**	1	.357**	.265**	.559**
	Sig. (2-tailed)	.000	.001	.010	.002	.000		.000	.005	.000
	N	110	110	110	110	110	110	110	110	110
KP7	Pearson Correlation	.528**	.502**	.490**	.800**	.681**	.357**	1	.601**	.823**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	110	110	110	110	110	110	110	110	110
KP8	Pearson Correlation	.533**	.506**	.458**	.568**	.735**	.265**	.601**	1	.780**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.005	.000		.000
	N	110	110	110	110	110	110	110	110	110
TOTALKP	Pearson Correlation	.748**	.757**	.667**	.795**	.846**	.559**	.823**	.780**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110	110	110	110

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

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

Correlations

		H1	H2	H3	H4	H5	H6	TOTALH
H1	Pearson Correlation	1	.859**	.271**	.210*	.351**	.210*	.609**
	Sig. (2-tailed)		.000	.004	.028	.000	.028	.000
	N	110	110	110	110	110	110	110
H2	Pearson Correlation	.859**	1	.334**	.307**	.371**	.231*	.660**
	Sig. (2-tailed)	.000		.000	.001	.000	.015	.000
	N	110	110	110	110	110	110	110
H3	Pearson Correlation	.271**	.334**	1	.623**	.609**	.689**	.817**
	Sig. (2-tailed)	.004	.000		.000	.000	.000	.000
	N	110	110	110	110	110	110	110
H4	Pearson Correlation	.210*	.307**	.623**	1	.416**	.524**	.758**
	Sig. (2-tailed)	.028	.001	.000		.000	.000	.000
	N	110	110	110	110	110	110	110
H5	Pearson Correlation	.351**	.371**	.609**	.416**	1	.702**	.770**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	110	110	110	110	110	110	110
H6	Pearson Correlation	.210*	.231*	.689**	.524**	.702**	1	.773**
	Sig. (2-tailed)	.028	.015	.000	.000	.000		.000
	N	110	110	110	110	110	110	110
TOTALH	Pearson Correlation	.609**	.660**	.817**	.758**	.770**	.773**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110	110

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

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



		Correlations								
		KK1	KK2	KK3	KK4	KK5	KK6	KK7	KK8	TOTALKK
KK1	Pearson Correlation	1	.704**	.582**	.645**	.631**	.414**	.266**	.211*	.669**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.005	.027	.000
	N	110	110	110	110	110	110	110	110	110
KK2	Pearson Correlation	.704**	1	.536**	.574**	.662**	.502**	.317**	.253**	.706**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.001	.008	.000
	N	110	110	110	110	110	110	110	110	110
KK3	Pearson Correlation	.582**	.536**	1	.843**	.630**	.483**	.296**	.350**	.732**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.002	.000	.000
	N	110	110	110	110	110	110	110	110	110
KK4	Pearson Correlation	.645**	.574**	.843**	1	.712**	.448**	.317**	.349**	.757**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.001	.000	.000
	N	110	110	110	110	110	110	110	110	110
KK5	Pearson Correlation	.631**	.662**	.630**	.712**	1	.639**	.377**	.389**	.796**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
KK6	Pearson Correlation	.414**	.502**	.483**	.448**	.639**	1	.445**	.398**	.715**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
KK7	Pearson Correlation	.266**	.317**	.296**	.317**	.377**	.445**	1	.776**	.750**
	Sig. (2-tailed)	.005	.001	.002	.001	.000	.000		.000	.000
	N	110	110	110	110	110	110	110	110	110
KK8	Pearson Correlation	.211*	.253**	.350**	.349**	.389**	.398**	.776**	1	.739**
	Sig. (2-tailed)	.027	.008	.000	.000	.000	.000	.000		.000
	N	110	110	110	110	110	110	110	110	110
TOTALKK	Pearson Correlation	.669**	.706**	.732**	.757**	.796**	.715**	.750**	.739**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110	110	110	110

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

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

Hasil uji reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.884	8

Reliability Statistics

Cronbach's Alpha	N of Items
.818	6

Reliability Statistics

Cronbach's

Alpha	N of Items
.852	8

Hasil uji normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.39724794
Most Extreme Differences	Absolute	.174
	Positive	.090
	Negative	-.174
Test Statistic		.174
Asymp. Sig. (2-tailed)		.000 ^c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Hasil uji multikolinearitas

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.877	2.794		.672	.503		
	X1	.606	.098	.520	6.154	.000	.533	1.877
	X2	.437	.117	.314	3.719	.000	.533	1.877

a. Dependent Variable: Y

Hasil uji heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.351	1.641		4.480	.000
	Kualitas Produk	-.094	.058	-.205	-1.632	.106
	Harga	-.075	.069	-.136	-1.080	.283

a. Dependent Variable: Abs_Res



Hasil Uji Hipotesis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.877	2.794		.672	.503
	X1	.606	.098	.520	6.154	.000
	X2	.437	.117	.314	3.719	.000

a. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	807.703	2	403.851	77.902	.000 ^b
	Residual	554.697	107	5.184		
	Total	1362.400	109			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.770 ^a	.593	.585	2.277

a. Predictors: (Constant), X2, X1

