

LAMPIRAN 1

KUESIONER PENELITIAN **PENGARUH FAKTOR LOKASI, DAN KELENGKAPAN PRODUK DAN** **HARGA TERHADAP PEMBELIAN ULANG KONSUMEN TOKO** **GROSIR SINAR MADINAH JAYA KECAMATAN KLAKAH.**

Kepada

Yth. Responden Penelitian

Di Tempat

Dengan Hormat

Sehubungan dengan adanya tugas akhir (Skripsi) sebagai syarat menyelesaikan Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Jember dan memperoleh gelar sarjana (S1), maka saya memohon kesediaan Saudara/i untuk memberikan informasi dan berkenaan menjawab pertanyaan dalam kuesioner yang berkaitan dengan penelitian saya. Penelitian ini bertujuan untuk mengetahui “Pengaruh Lokasi, dan Kelengkapan Produk dan Harga Terhadap Pembelian Ulang Konsumen Toko Grosir Sinar Madinah Jaya”

Demikian surat ini dibuat, peneliti mengucapkan terima kasih kepada Bapak/ibu/saudara/i atas bantuan dan kerjasamanya untuk meluangkan waktu mengisi kuesioner ini, serta peneliti mohon maaf apabila terdapat kata-kata yang tidak berkenan.

Hormat peneliti,

Muhammad Yusuf
(1410411223)

LEMBAR KUESIONER

I. Identitas Responden

1. Nama : _____
2. Umur : 20-30 31-40 40
3. Jenis kelamin : Laki-laki Perempuan
4. Pekerjaan : PNS Wirausaha
 Karyawan

Petunjuk Pengisian

- a. Pernyataan-pernyataan berikut mohon diisi dengan jujur dan sesuai keadaan serta kenyataan yang ada.
- b. Berikan tanda *checklist* () pada salah satu kolom jawaban dan setiap pernyataan sesuai dengan apa yang Anda alami dan rasakan saat ini.
- c. Setiap jawaban pernyataan akan diberi skor sebagai berikut:
- a. Skor 5 : Sangat Setuju (SS)
 - b. Skor 4 : Setuju (S)
 - c. Skor 3 : Netral (N)
 - d. Skor 2 : Tidak Setuju (TS)
 - e. Skor 1 : Sangat Tidak Setuju (STS)

II. Daftar Pernyataan

a. Lokasi (X1)

No	Pernyataan	SS	S	CS	TS	STS
1.	Lokasi Toko Grosir Sinar Madinah Jaya mudah ditemukan dan dikunjungi bahkan dengan transportasi umum.					
2.	Lokasi terlihat jelas dari jalan.					
3.	Lokasi mudah untuk kendaraan keluar masuk dan tidak menyebabkan kemacetan.					
4.	Toko Sinar Grosir Madinah Jaya memiliki tempat parkir yang luas dan aman.					

b. Kelengkapan Produk (X2)

No	Pernyataan	SS	S	CS	TS	STS
1.	Produk yang dijual Toko Grosir Sinar Madinah Jaya sangat bervariasi					
2.	Ada berbagai Macam pilihan merk produk yang tersedia di Toko Grosir Sinar Madinah Jaya					
3.	Barang yang dibutuhkan konsumen selalu tersedia di Toko Grosir Sinar Madinah Jaya					

c. Harga (X1)

No	Pernyataan	SS	S	CS	TS	STS
1.	Harga setiap pelayanan jasa sudah terjangkau bagi konsumen.					
2.	Harga sesuai dengan kualitas layanan yang diberikan.					
3.	Harga pelayanan sudah tergolong murah.					
4.	Harga sudah sesuai dengan manfaat yang didapat konsumen.					

d. Pembelian Ulang (Y)

No	Pernyataan	SS	S	CS	TS	STS
1.	Saya berminat melakukan pembelian ulang di Toko Grosir Sinar Madinah Jaya.					
2.	Saya akan merekomendasikan hal-hal positif tentang Toko Grosir Sinar Madinah Jaya kepada orang lain					
3.	Saya lebih menyukai Toko Grosir Sinar Madinah Jaya disbanding took grosir lain.					

LAMPIRAN 3 Data Deskriptif Variabel Penelitian

Statistics

	X11	X12	X13	X14	X21	X22	X23	X31	X32	X33	X34	Y11	Y12	Y13
N	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Valid Missing	77	77	77	77	77	77	77	77	77	77	77	77	77	77
Mean	3.90	3.80	3.88	3.52	3.80	3.92	4.00	3.60	3.58	3.92	3.80	3.95	3.72	3.78

X11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	12	10.3	30.0	30.0
	4	20	17.1	50.0	80.0
	5	8	6.8	20.0	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		
Total		117	100.0		

X12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.9	2.5	2.5
	3	14	12.0	35.0	37.5
	4	17	14.5	42.5	80.0
	5	8	6.8	20.0	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		
Total		117	100.0		

X13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.9	2.5	2.5
	3	14	12.0	35.0	37.5
	4	14	12.0	35.0	72.5
	5	11	9.4	27.5	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		
Total		117	100.0		

X14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.6	7.5	7.5
	3	19	16.2	47.5	55.0
	4	12	10.3	30.0	85.0
	5	6	5.1	15.0	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		
Total		117	100.0		

X21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.4	10.0	10.0
	3	8	6.8	20.0	30.0
	4	20	17.1	50.0	80.0
	5	8	6.8	20.0	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		
Total		117	100.0		

X22

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.7	5.0	5.0
	3	6	5.1	15.0	20.0
	4	25	21.4	62.5	82.5
	5	7	6.0	17.5	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		
Total		117	100.0		

X23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.9	2.5	2.5
	3	5	4.3	12.5	15.0
	4	27	23.1	67.5	82.5
	5	7	6.0	17.5	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		
Total		117	100.0		

X31

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.7	5.0	5.0
	3	15	12.8	37.5	42.5
	4	20	17.1	50.0	92.5
	5	3	2.6	7.5	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		
Total		117	100.0		

X32

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.7	5.0	5.0
	3	16	13.7	40.0	45.0
	4	19	16.2	47.5	92.5
	5	3	2.6	7.5	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		

X32

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.7	5.0	5.0
	3	16	13.7	40.0	45.0
	4	19	16.2	47.5	92.5
	5	3	2.6	7.5	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		
Total		117	100.0		

X33

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.9	2.5	2.5
	3	5	4.3	12.5	15.0
	4	30	25.6	75.0	90.0
	5	4	3.4	10.0	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		
Total		117	100.0		

X34

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.4	10.0	10.0
	3	8	6.8	20.0	30.0
	4	20	17.1	50.0	80.0
	5	8	6.8	20.0	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		
Total		117	100.0		

Y11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.9	2.5	2.5
	3	4	3.4	10.0	12.5
	4	31	26.5	77.5	90.0
	5	4	3.4	10.0	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		
Total		117	100.0		

Y12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.4	10.0	10.0
	3	7	6.0	17.5	27.5
	4	25	21.4	62.5	90.0
	5	4	3.4	10.0	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		
Total		117	100.0		

Y13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.4	10.0	10.0
	3	5	4.3	12.5	22.5
	4	27	23.1	67.5	90.0
	5	4	3.4	10.0	100.0
	Total	40	34.2	100.0	
Missing	System	77	65.8		
Total		117	100.0		



LAMPIRAN 4 Uji Validitas

Correlations

		X11	X12	X13	X14	Lokasi
X11	Pearson Correlation	1	.101	.106	-.038	.403**
	Sig. (2-tailed)		.537	.515	.814	.010
	N	40	40	40	40	40
X12	Pearson Correlation	.101	1	.418**	.429**	.754**
	Sig. (2-tailed)	.537		.007	.006	.000
	N	40	40	40	40	40
X13	Pearson Correlation	.106	.418**	1	.342*	.738**
	Sig. (2-tailed)	.515	.007		.031	.000
	N	40	40	40	40	40
X14	Pearson Correlation	-.038	.429**	.342*	1	.691**
	Sig. (2-tailed)	.814	.006	.031		.000
	N	40	40	40	40	40
Lokasi	Pearson Correlation	.403**	.754**	.738**	.691**	1
	Sig. (2-tailed)	.010	.000	.000	.000	
	N	40	40	40	40	40

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

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

Correlations

		X21	X22	X23	Kelengkapan _Produk
X21	Pearson Correlation	1	.653**	.680**	.897**
	Sig. (2-tailed)		.000	.000	.000
	N	40	40	40	40
X22	Pearson Correlation	.653**	1	.713**	.881**
	Sig. (2-tailed)	.000		.000	.000
	N	40	40	40	40
X23	Pearson Correlation	.680**	.713**	1	.881**
	Sig. (2-tailed)	.000	.000		.000
	N	40	40	40	40
Kelengkapan_Produk	Pearson Correlation	.897**	.881**	.881**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

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

Correlations

		X31	X32	X33	X34	Harga
X31	Pearson Correlation	1	.975**	.556**	.524**	.896**
	Sig. (2-tailed)		.000	.000	.001	.000
	N	40	40	40	40	40
X32	Pearson Correlation	.975**	1	.612**	.595**	.935**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	40	40	40	40	40
X33	Pearson Correlation	.556**	.612**	1	.477**	.748**
	Sig. (2-tailed)	.000	.000		.002	.000
	N	40	40	40	40	40
X34	Pearson Correlation	.524**	.595**	.477**	1	.801**
	Sig. (2-tailed)	.001	.000	.002		.000
	N	40	40	40	40	40
Harga	Pearson Correlation	.896**	.935**	.748**	.801**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

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

Correlations

		Y11	Y12	Y13	Pembelian_Ulang
Y11	Pearson Correlation	1	.559**	.517**	.766**
	Sig. (2-tailed)		.000	.001	.000
	N	40	40	40	40
Y12	Pearson Correlation	.559**	1	.704**	.902**
	Sig. (2-tailed)	.000		.000	.000
	N	40	40	40	40
Y13	Pearson Correlation	.517**	.704**	1	.886**
	Sig. (2-tailed)	.001	.000		.000
	N	40	40	40	40
Pembelian_Ulang	Pearson Correlation	.766**	.902**	.886**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

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

LAMPIRAN 5. Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	40	34.2
	Excluded ^a	77	65.8
	Total	117	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.755	4

Case Processing Summary

		N	%
Cases	Valid	40	34.2
	Excluded ^a	77	65.8
	Total	117	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.854	3

Case Processing Summary

		N	%
Cases	Valid	40	34.2
	Excluded ^a	77	65.8
	Total	117	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.858	4

Case Processing Summary

		N	%
Cases	Valid	40	34.2
	Excluded ^a	77	65.8
	Total	117	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.810	3

LAMPIRAN 6. Uji Regresi Linear Berganda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Harga, Lokasi, Kelengkapan _Produk ^a		.Enter

a. All requested variables entered.

b. Dependent Variable: Pembelian_Ulang

Tabel R

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 ^a	.803	.787	.836

a. Predictors: (Constant), Harga, Lokasi, Kelengkapan_Produk

Tabel Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.876	1.231		2.336	.025
	Lokasi	-.134	.065	-.155	-2.060	.047
	Kelengkapan_Produk	.429	.095	.474	4.496	.000
	Harga	.374	.079	.503	4.713	.000

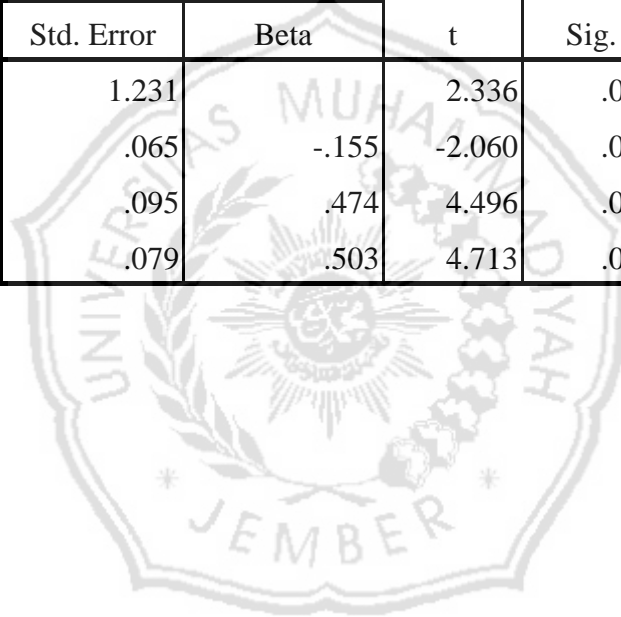
a. Dependent Variable: Pembelian_Ulang

Tabel Multikolinieritas

Coefficients^a

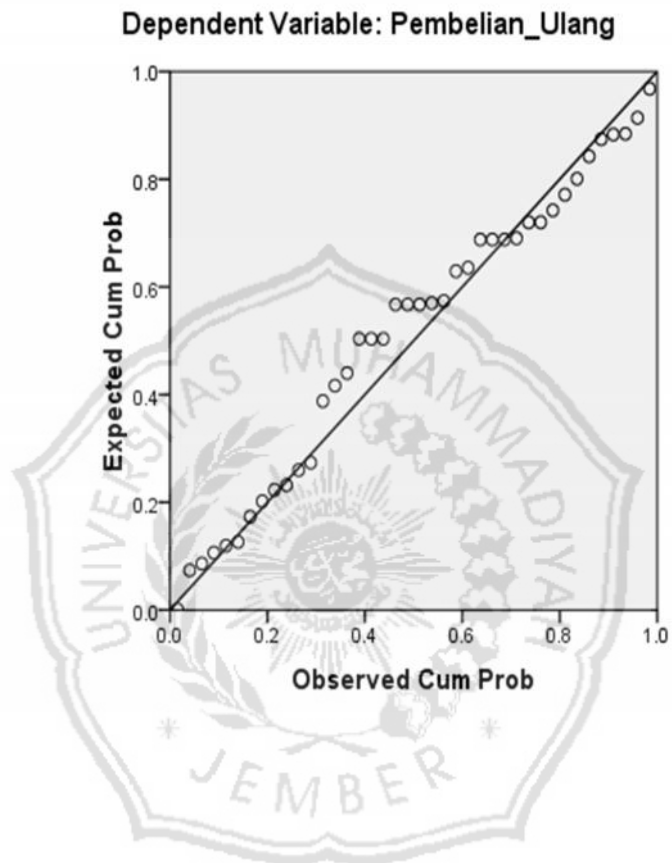
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.876	1.231		2.336	.025		
Lokasi	-.134	.065	-.155	-2.060	.047	.963	1.039
Kelengkapan_Produk	.429	.095	.474	4.496	.000	.492	2.031
Harga	.374	.079	.503	4.713	.000	.480	2.085

a. Dependent Variable: Pembelian_Ulang



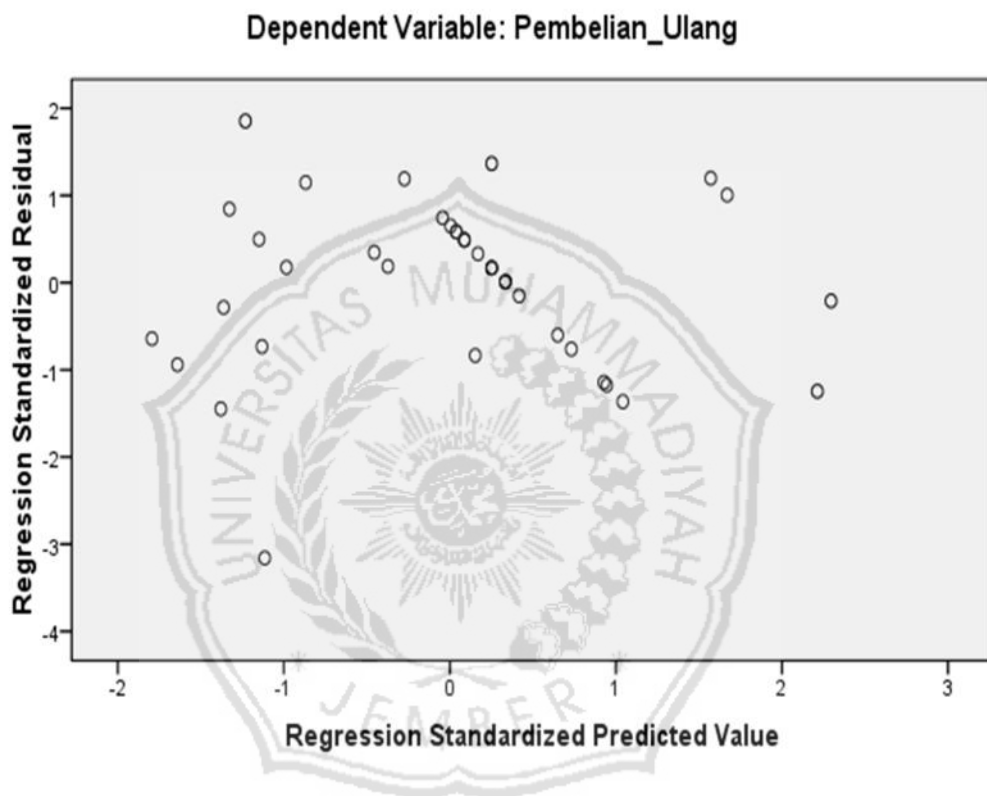
Grafik Normalitas

Normal P-P Plot of Regression Standardized Residual



Grafik Heteroskedisitas

Scatterplot



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.546	10.311		.150	.882
LnX1	1.501	3.238	.078	.464	.646
LnX2	1.861	3.143	.127	.592	.557
LnX3	-4.519	3.469	-.286	-1.303	.201

a. Dependent Variable: LnE2

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Lokasi * Pembelian_Ulang	Between (Combined) Groups	49.448	8	6.181	1.569	.175
	Linearity	.263	1	.263	.067	.798
	Deviation from Linearity	49.185	7	7.026	1.783	.126
	Within Groups	122.152	31	3.940		
	Total	171.600	39			
Harga * Pembelian_Ulang	Between (Combined) Groups	172.400	8	21.550	11.285	.000
	Linearity	152.807	1	152.807	80.017	.000
	Deviation from Linearity	19.593	7	2.799	1.466	.216
	Within Groups	59.200	31	1.910		
	Total	231.600	39			
Kelengkapan_Produk * * Pembelian_Ulang	Between (Combined) Groups	121.037	8	15.130	13.424	.000
	Linearity	105.117	1	105.117	93.268	.000
	Deviation from Linearity	15.920	7	2.274	2.018	.084
	Within Groups	34.938	31	1.127		
	Total					

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Lokasi * Pembelian_Ulang	Between Groups	(Combined)	49.448	8	6.181	1.569	.175
		Linearity	.263	1	.263	.067	.798
		Deviation from Linearity	49.185	7	7.026	1.783	.126
		Within Groups	122.152	31	3.940		
		Total	171.600	39			
Harga * Pembelian_Ulang	Between Groups	(Combined)	172.400	8	21.550	11.285	.000
		Linearity	152.807	1	152.807	80.017	.000
		Deviation from Linearity	19.593	7	2.799	1.466	.216
		Within Groups	59.200	31	1.910		
		Total	231.600	39			
Kelengkapan_Produk * * Pembelian_Ulang	Between Groups	(Combined)	121.037	8	15.130	13.424	.000
		Linearity	105.117	1	105.117	93.268	.000
		Deviation from Linearity	15.920	7	2.274	2.018	.084
		Within Groups	34.938	31	1.127		
		Total	155.975	39			

Lampiran 7

Tabel R

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432

LAM PIRAN 8. Tabel T

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688