

Lampiran 1

KUESIONER

Kepada Yth.

Sdr. Responden

Di Tempat

Berkaitan dengan kegiatan penelitian yang saya lakukan dengan judul **“Analisis Pengaruh Strategi Bauran Pemasaran Jasa 3p (*People, Process, Physical Evidence*) Terhadap Keputusan Pelanggan Untuk Menentukan Perbaikan Handphone Di Central Cellular Jember”** sebagai salah satu syarat untuk memperoleh gelar Sarjana Ekonomi pada Jurusan Manajemen Fakultas Ekonomi Universitas Muhammadiyah Jember, maka dengan ini saya mengharapkan bantuan saudara untu mengisi daftar pertanyaan yang saya sertakan dibawah ini.

Agar memperoleh masukan yang berarti saya berharap kuesionerini diisi dengan keadaan yang sebenarnya. Semua sumber dan data yang diperoleh dijamin kerahasiaannya. Atas perhatiannya dan bantuannya saya mengucapkan banyak terimakasih.

Jember , Juli 2020

Hormat saya

Fitriana Novita Sari

NIM. 16.10411.270

Lampiran 2

Data Responden

Nama :
Alamat :
Usia :
Jenis Kelamin : Pria / Wanita
Pekerjaan : a. Pelajar / Mahasiswa
 b. Pegawai
 c. Wiraswasta
 d. Lain-lain
 (.....)

Petunjuk Pengisian

Berilah tanda (√) pada salah satu jawaban dari pertanyaan dibawah ini, yang paling sesuai dengan keadaan sebenarnya.

Keterangan

Sangat Setuju (SS) : Skor 5
Setuju (S) : Skor 4
Cukup (C) : Skor 3
Tidak Setuju (TS) : Skor 2
Sangat Tidak Setuju (STS) : Skor 1

Lampiran 3

Pertanyaan :

A. People / orang (X1)

No.	Pertanyaan	Pilihan jawaban				
		SS	S	C	TS	STS
1.	Central Cellular memberikan pelayanan yang kesediaan dan siap untuk membantu.					
2.	Central Cellular memberikan keramahan untuk membantu.					
3.	Karyawan Central Cellular berpenampilan rapi dan sopan.					
4.	Central Cellular melayani konsumen dengan simpatik dan ramah dalam pelayanannya.					

B. Process / proses (X2)

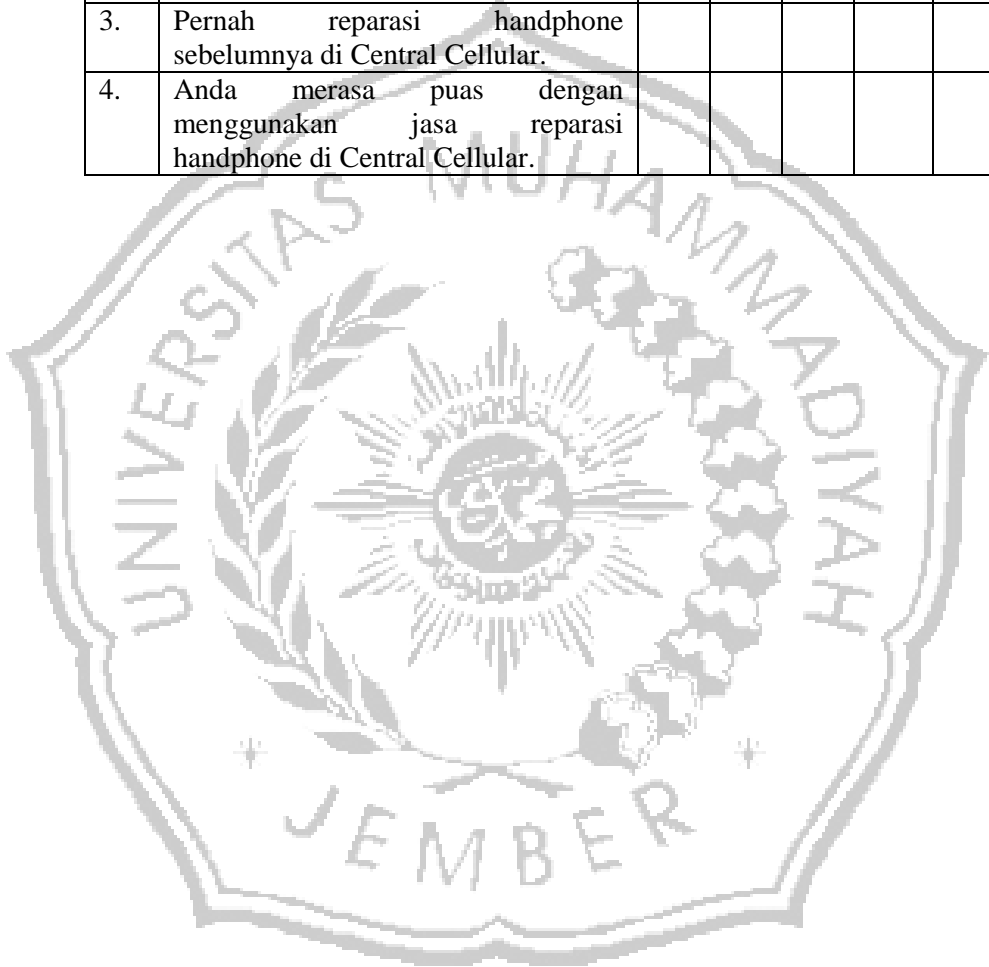
No.	Pertanyaan	Pilihan jawaban				
		SS	S	C	TS	STS
1.	Central cellular memberikan kecepatan dalam proses transaksi pembayaran.					
2.	Central cellular melakukan pelayanan dalam hal perbaikan handphone tepat waktu.					
3.	Central cellular jam buka tergolong panjang.					

C. Physical Evidence / Bukti fisik (X3)

No.	Pertanyaan	Pilihan jawaban				
		SS	S	C	TS	STS
1.	Desain dan tata ruang Central Cellular yang menarik.					
2.	Central Cellular menjual accessories yang lengkap.					
3.	Area di central cellular terjaga kebersihannya.					

D. Keputusan pembelian (Y)

No.	Pertanyaan	Pilihan jawaban				
		SS	S	C	TS	STS
1.	Anda melakukan perbaikan handphone karena yakin pada kualitasnya.					
2.	Produk sesuai apa yang diinginkan oleh anda.					
3.	Pernah reparasi handphone sebelumnya di Central Cellular.					
4.	Anda merasa puas dengan menggunakan jasa reparasi handphone di Central Cellular.					



Lampiran 4

Rekapitulasi Data Jawaban Responden

No Responden	People (X1)				Total X1	Process (X2)			Total X2	Physical Evidence (X3)			Total X3	Keputusan Pembelian (Y)				
	X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3		X3.1	X3.2	X3.3		Y.1	Y.2	Y.3	Y.4	
1	5	5	5	4	19	4	4	4	12	5	4	5	14	4	4	5	5	18
2	4	4	3	4	15	4	5	4	13	4	5	5	14	5	4	4	5	18
3	4	4	4	3	15	4	5	4	13	3	3	3	9	4	4	3	4	15
4	5	4	4	4	17	5	4	4	13	5	4	5	14	5	4	4	4	17
5	5	5	4	4	18	4	5	5	14	4	4	4	12	4	3	3	4	14
6	4	5	4	3	16	5	5	5	15	5	4	4	13	4	4	4	3	15
7	5	4	3	4	16	4	4	5	13	4	4	5	13	4	5	5	5	19
8	5	5	5	4	19	3	3	3	9	5	4	3	12	4	3	4	3	14
9	4	5	5	4	18	4	5	3	12	5	5	4	14	4	4	5	4	17
10	5	5	4	4	18	4	3	5	12	3	3	3	9	4	4	5	5	18
11	4	5	5	4	18	4	4	4	12	5	4	4	13	4	4	4	4	16
12	5	5	5	4	19	5	5	5	15	4	4	4	12	5	4	4	5	18
13	5	5	5	5	20	5	5	4	14	5	5	5	15	4	5	5	4	18
14	5	4	4	3	16	5	4	4	13	4	4	3	11	3	3	2	3	11
15	3	3	3	3	12	3	3	3	9	5	5	5	15	5	4	4	5	18
16	5	4	5	5	19	4	5	5	14	5	4	2	11	3	3	3	4	13
17	5	5	5	4	19	5	5	5	15	5	4	4	13	4	5	5	4	18
18	5	4	4	4	17	5	5	4	14	5	5	4	14	5	5	5	4	19
19	5	5	5	4	19	5	5	4	14	4	4	5	13	4	3	3	4	14
20	4	5	4	5	18	4	5	4	13	3	4	4	11	5	5	4	5	19
21	4	5	5	4	18	5	5	5	15	4	4	5	13	5	4	4	5	18
22	4	4	4	4	16	5	4	3	12	5	4	4	13	4	3	3	4	14
23	5	5	5	5	20	5	4	4	13	5	4	4	13	4	4	5	4	17
24	4	4	5	4	17	4	4	4	12	5	5	5	15	4	4	4	5	17
25	5	4	5	5	19	5	4	4	13	5	4	4	13	5	4	4	4	17
26	5	4	5	3	17	5	4	4	13	3	3	4	10	3	3	2	4	12
27	5	5	5	5	20	5	5	4	14	4	5	5	14	4	5	5	4	18
28	4	4	4	4	16	4	3	5	12	4	4	5	13	4	5	4	5	18
29	4	5	4	4	17	5	4	4	13	4	5	4	13	4	4	4	4	16
30	5	5	4	4	18	4	4	5	13	5	4	3	12	5	5	5	4	19
31	5	5	4	4	18	5	4	4	13	4	4	4	12	5	4	4	4	17
32	5	4	4	5	18	5	4	4	13	3	3	3	9	4	4	4	4	16
33	4	4	4	4	16	3	3	3	9	4	5	4	13	4	3	3	4	14
34	4	5	5	4	18	5	4	4	13	5	4	4	13	5	4	4	5	18
35	5	5	5	4	19	5	4	5	14	5	5	4	14	5	5	4	3	17
36	5	4	5	5	19	4	5	4	13	4	3	4	11	4	4	3	4	15
37	4	5	4	4	17	5	4	5	14	4	4	4	12	4	4	4	4	16
38	5	5	4	4	18	5	5	5	15	4	5	5	14	4	5	5	4	18
39	5	4	4	5	18	4	4	5	13	5	5	5	15	3	4	4	3	14
40	4	4	4	5	17	4	5	5	14	5	5	4	14	5	5	5	5	20
41	4	4	5	5	18	4	4	4	12	5	5	4	14	5	4	4	5	18
42	5	4	5	5	19	4	5	5	14	4	4	5	13	5	5	4	4	18
43	5	5	5	4	19	4	5	5	14	5	5	5	15	4	3	3	3	13
44	3	3	3	3	12	4	4	4	12	4	4	4	12	4	4	4	5	17
45	5	4	4	5	18	5	5	5	15	5	5	4	14	4	5	5	4	18
46	4	5	5	4	18	4	4	5	13	4	4	4	12	4	4	4	5	17
47	5	4	4	3	16	4	3	4	11	4	4	3	11	3	5	4	3	15
48	4	4	4	3	15	4	4	4	12	3	3	3	9	4	3	4	4	15
49	5	4	4	5	18	5	5	5	15	4	4	5	13	5	4	4	4	17
50	5	5	5	5	20	4	5	5	14	4	5	4	13	4	5	5	4	18
51	5	4	4	5	18	5	4	4	13	5	5	4	14	5	5	5	5	20
52	5	5	5	5	20	5	5	5	15	4	5	4	13	5	4	4	5	18
53	5	4	4	3	16	5	4	4	13	4	5	5	14	4	4	4	4	16
54	4	4	4	3	15	3	3	3	9	5	5	5	15	4	5	4	3	16
55	4	5	5	4	18	4	4	4	12	4	5	4	13	5	5	5	4	19
56	4	5	5	4	18	3	3	3	9	4	4	3	11	4	4	4	3	15
57	4	4	3	3	14	5	4	4	13	5	4	4	13	2	4	4	3	13
58	4	4	4	5	17	4	5	5	14	5	5	5	15	4	5	4	3	16
59	4	5	5	5	19	5	4	4	13	4	4	3	11	4	4	3	4	15
60	4	3	4	4	15	4	4	4	12	4	4	4	12	4	4	4	5	17

Lampiran 5

Frekuensi Pertanyaan Responden

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	3.3	3.3	3.3
	4	25	41.7	41.7	45.0
	5	33	55.0	55.0	100.0
	Total	60	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	5.0	5.0	5.0
	4	28	46.7	46.7	51.7
	5	29	48.3	48.3	100.0
	Total	60	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	8.3	8.3	8.3
	4	28	46.7	46.7	55.0
	5	27	45.0	45.0	100.0
	Total	60	100.0	100.0	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	18.3	18.3	18.3
	4	30	50.0	50.0	68.3
	5	19	31.7	31.7	100.0
Total		60	100.0	100.0	

total_x1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	2	3.3	3.3	3.3
	14	1	1.7	1.7	5.0
	15	5	8.3	8.3	13.3
	16	8	13.3	13.3	26.7
	17	8	13.3	13.3	40.0
	18	19	31.7	31.7	71.7
	19	12	20.0	20.0	91.7
	20	5	8.3	8.3	100.0
	Total		60	100.0	100.0

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	8.3	8.3	8.3
	4	27	45.0	45.0	53.3
	5	28	46.7	46.7	100.0
	Total	60	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	13.3	13.3	13.3
	4	28	46.7	46.7	60.0
	5	24	40.0	40.0	100.0
	Total	60	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	11.7	11.7	11.7
	4	30	50.0	50.0	61.7
	5	23	38.3	38.3	100.0
	Total	60	100.0	100.0	

total_x2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	5	8.3	8.3	8.3
	11	1	1.7	1.7	10.0
	12	12	20.0	20.0	30.0
	13	21	35.0	35.0	65.0
	14	13	21.7	21.7	86.7
	15	8	13.3	13.3	100.0
Total		60	100.0	100.0	

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	10.0	10.0	10.0
	4	27	45.0	45.0	55.0
	5	27	45.0	45.0	100.0
Total		60	100.0	100.0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	10.0	10.0	10.0
	4	31	51.7	51.7	61.7
	5	23	38.3	38.3	100.0
Total		60	100.0	100.0	

x3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.7	1.7	1.7
	3	10	16.7	16.7	18.3
	4	30	50.0	50.0	68.3
	5	19	31.7	31.7	100.0
	Total	60	100.0	100.0	

total_x3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	4	6.7	6.7	6.7
	10	1	1.7	1.7	8.3
	11	7	11.7	11.7	20.0
	12	9	15.0	15.0	35.0
	13	19	31.7	31.7	66.7
	14	13	21.7	21.7	88.3
	15	7	11.7	11.7	100.0
	Total	60	100.0	100.0	

y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.7	1.7	1.7
	3	5	8.3	8.3	10.0
	4	35	58.3	58.3	68.3
	5	19	31.7	31.7	100.0
	Total	60	100.0	100.0	

y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	16.7	16.7	16.7
	4	31	51.7	51.7	68.3
	5	19	31.7	31.7	100.0
	Total	60	100.0	100.0	

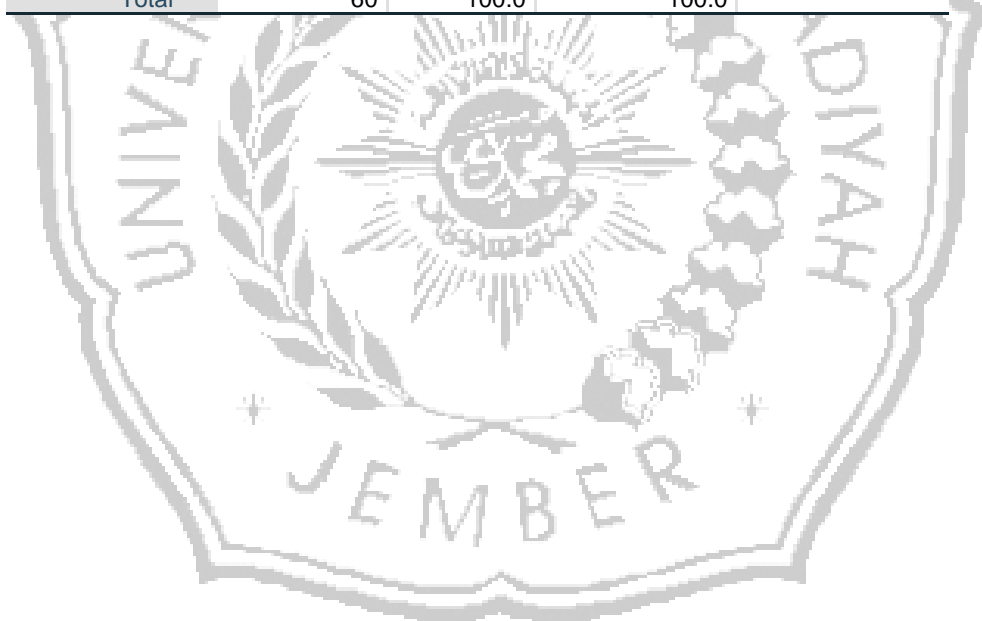
y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3.3	3.3	3.3
	3	9	15.0	15.0	18.3
	4	33	55.0	55.0	73.3
	5	16	26.7	26.7	100.0
	Total	60	100.0	100.0	

y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	18.3	18.3	18.3
	4	31	51.7	51.7	70.0
	5	18	30.0	30.0	100.0
	Total	60	100.0	100.0	

		total_y1			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	11	1	1.7	1.7	1.7
	12	1	1.7	1.7	3.3
	13	3	5.0	5.0	8.3
	14	6	10.0	10.0	18.3
	15	7	11.7	11.7	30.0
	16	7	11.7	11.7	41.7
	17	11	18.3	18.3	60.0
	18	17	28.3	28.3	88.3
	19	5	8.3	8.3	96.7
	20	2	3.3	3.3	100.0
	Total	60	100.0	100.0	



Lampiran 6

Hasil Uji Validitas

		Correlations				
		x1.1	x1.2	x1.3	x1.4	total_x1
x1.1	Pearson Correlation	1	.281*	.311*	.336**	.656**
	Sig. (2-tailed)		.030	.016	.009	.000
	N	60	60	60	60	60
x1.2	Pearson Correlation	.281*	1	.560**	.185	.696**
	Sig. (2-tailed)	.030		.000	.157	.000
	N	60	60	60	60	60
x1.3	Pearson Correlation	.311*	.560**	1	.383**	.794**
	Sig. (2-tailed)	.016	.000		.003	.000
	N	60	60	60	60	60
x1.4	Pearson Correlation	.336**	.185	.383**	1	.699**
	Sig. (2-tailed)	.009	.157	.003		.000
	N	60	60	60	60	60
total_x1	Pearson Correlation	.656**	.696**	.794**	.699**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

		x2.1	x2.2	x2.3	total_x2
x2.1	Pearson Correlation	1	.420**	.315*	.736**
	Sig. (2-tailed)		.001	.014	.000
	N	60	60	60	60
x2.2	Pearson Correlation	.420**	1	.477**	.822**
	Sig. (2-tailed)	.001		.000	.000
	N	60	60	60	60
x2.3	Pearson Correlation	.315*	.477**	1	.770**
	Sig. (2-tailed)	.014	.000		.000
	N	60	60	60	60
total_x2	Pearson Correlation	.736**	.822**	.770**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

		x3.1	x3.2	x3.3	total_x3
x3.1	Pearson Correlation	1	.524**	.228	.736**
	Sig. (2-tailed)		.000	.080	.000
	N	60	60	60	60
x3.2	Pearson Correlation	.524**	1	.467**	.842**
	Sig. (2-tailed)	.000		.000	.000
	N	60	60	60	60
x3.3	Pearson Correlation	.228	.467**	1	.752**
	Sig. (2-tailed)	.080	.000		.000
	N	60	60	60	60
total_x3	Pearson Correlation	.736**	.842**	.752**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

		y1.1	y1.2	y1.3	y1.4	total_y1
y1.1	Pearson Correlation	1	.308*	.324*	.469**	.713**
	Sig. (2-tailed)		.017	.012	.000	.000
	N	60	60	60	60	60
y1.2	Pearson Correlation	.308*	1	.715**	.106	.742**
	Sig. (2-tailed)	.017		.000	.422	.000
	N	60	60	60	60	60
y1.3	Pearson Correlation	.324*	.715**	1	.251	.806**
	Sig. (2-tailed)	.012	.000		.053	.000
	N	60	60	60	60	60
y1.4	Pearson Correlation	.469**	.106	.251	1	.626**
	Sig. (2-tailed)	.000	.422	.053		.000
	N	60	60	60	60	60
total_y1	Pearson Correlation	.713**	.742**	.806**	.626**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

Lampiran 7

Hasil Uji Reliabilitas

Nilai Cronbach alpha X.1

Reliability Statistics

Cronbach's Alpha	N of Items
.673	4

Nilai Cronbach alpha X.2

Reliability Statistics

Cronbach's Alpha	N of Items
.671	3

Nilai Cronbach alpha X.3

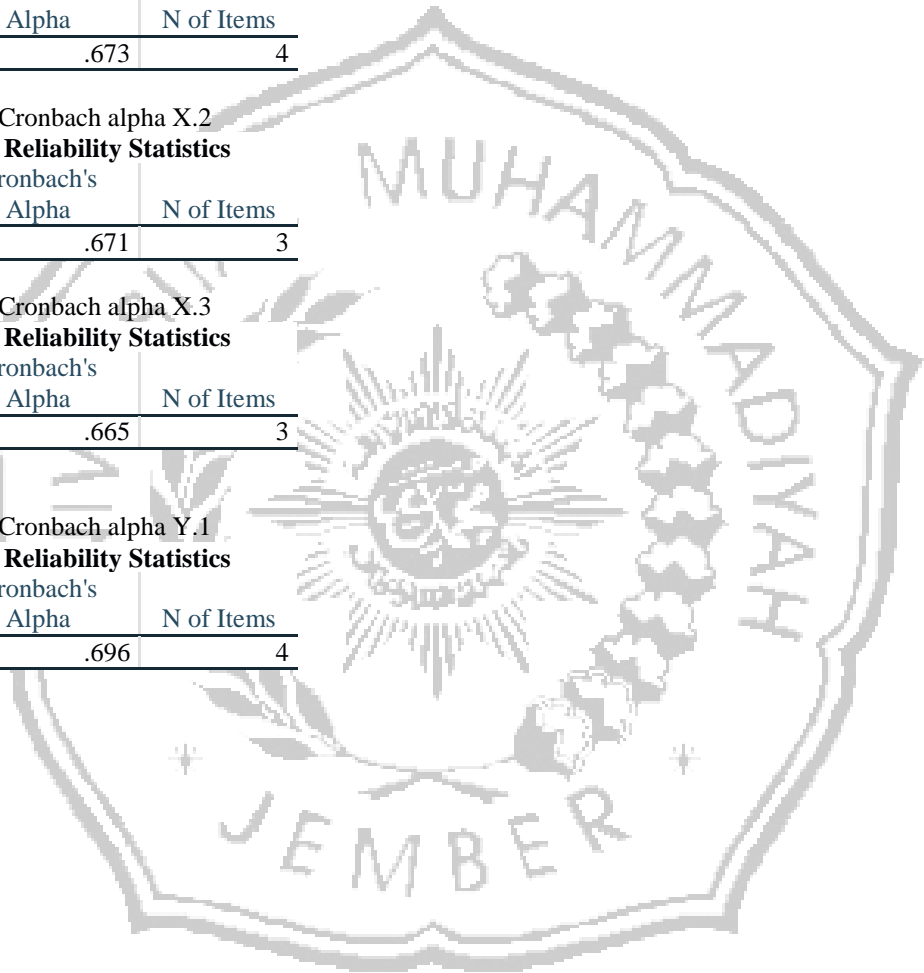
Reliability Statistics

Cronbach's Alpha	N of Items
.665	3

Nilai Cronbach alpha Y.1

Reliability Statistics

Cronbach's Alpha	N of Items
.696	4

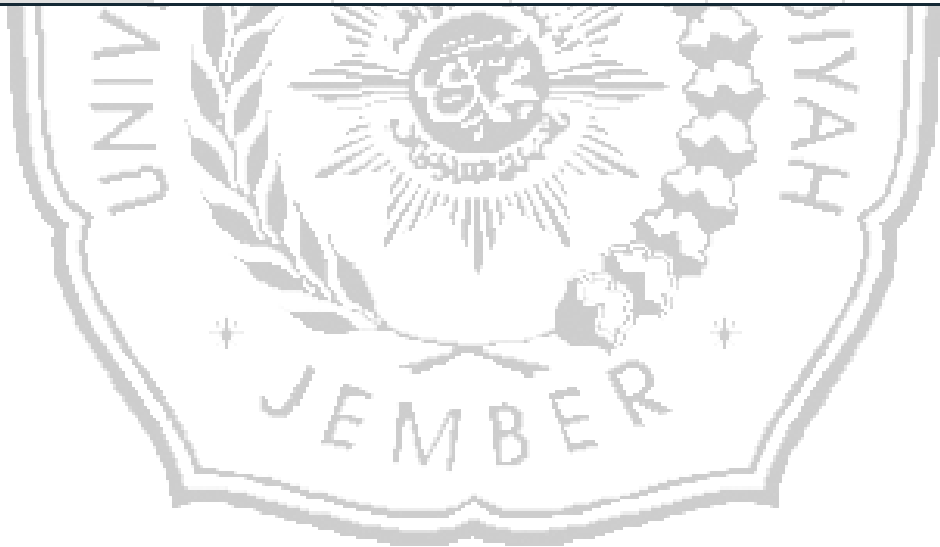


Lampiran 8

Hasil Analisis Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.950	3.290		2.417	.019
	total_x1	.085	.155	.075	.548	.586
	total_x2	.173	.180	.133	.962	.340
	total_x3	.380	.159	.298	2.385	.021



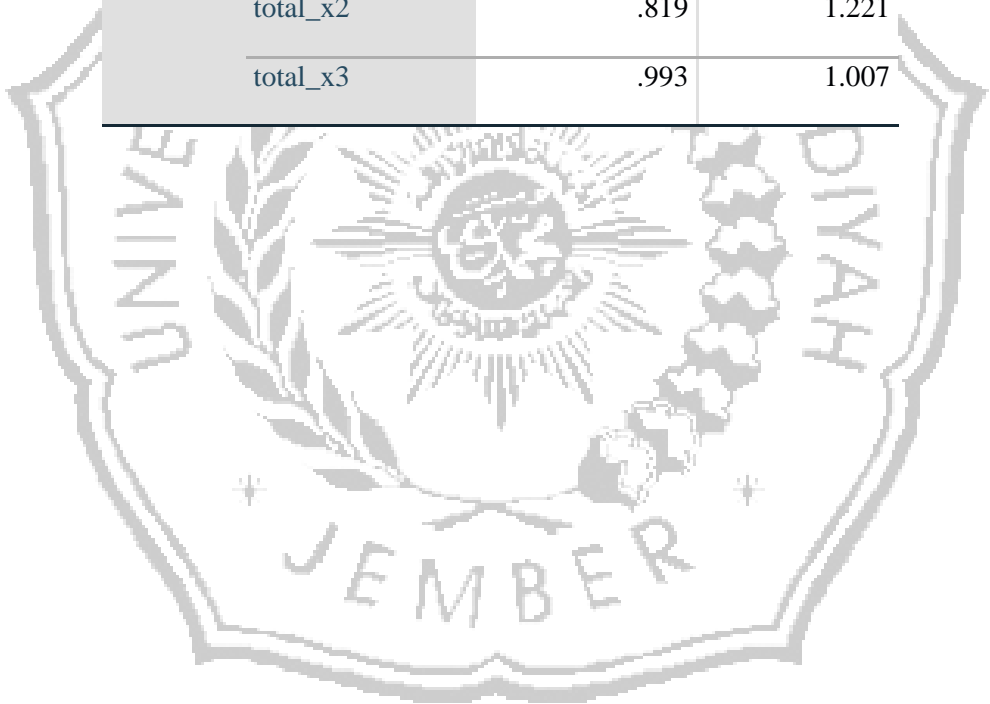
Lampiran 9

Hasil Uji Multikolinearitas

Coefficients^a

Collinearity Statistics

Model		Tolerance	VIF
1	(Constant)		
	total_x1	.822	1.216
	total_x2	.819	1.221
	total_x3	.993	1.007

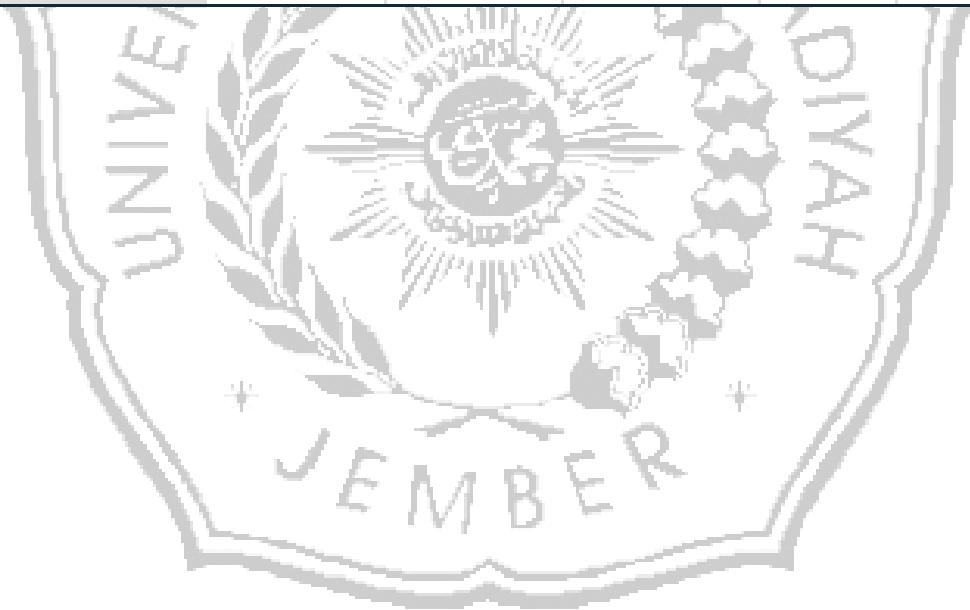


Lampiran 10

Hasil Uji T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.950	3.290		2.417	.019
	total_x1	.085	.155	.075	.548	.586
	total_x2	.173	.180	.133	.962	.340
	total_x3	.380	.159	.298	2.385	.021

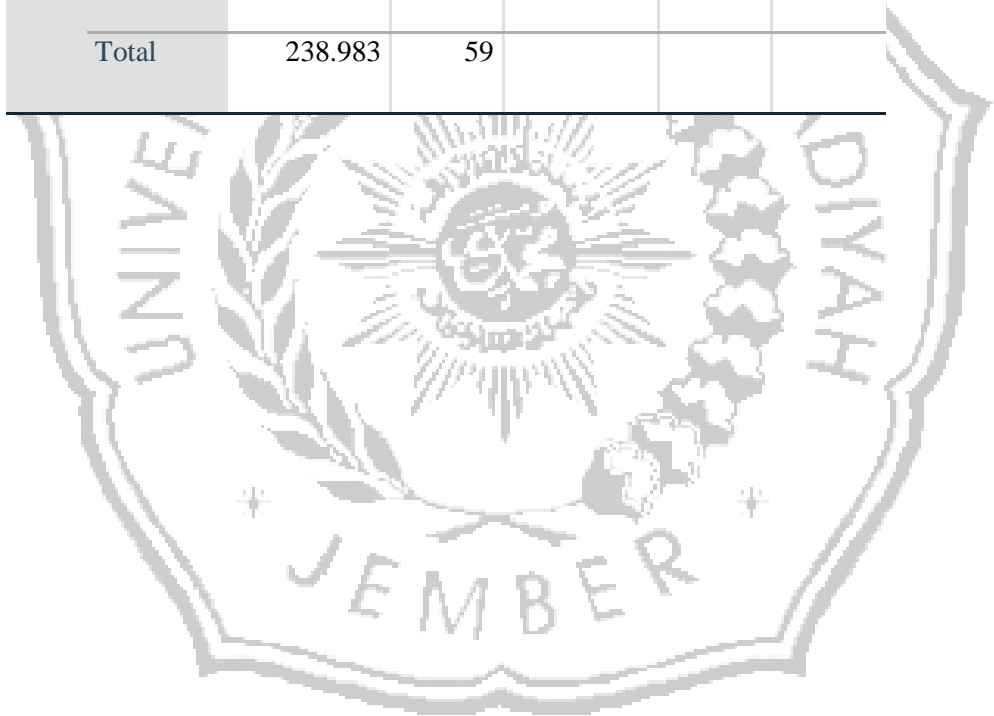


Lampiran 11

Uji Hasil F

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	30.957	3	10.319	2.778	.050 ^b
	Residual	208.027	56	3.715		
	Total	238.983	59			

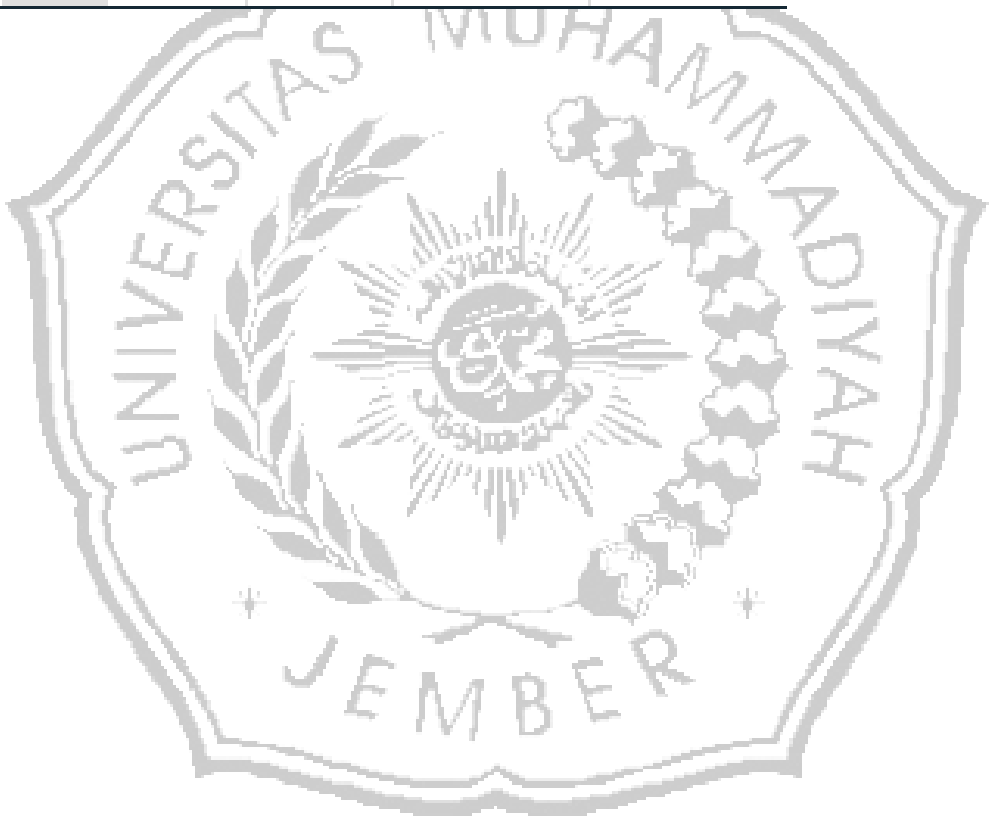


Lampiran 12

Hasil Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.360 ^a	.130	.083		1.927



Lampiran 13

Dokumentasi



