

## **PENGANTAR KUESIONER**



### **PENGARUH PELAYANAN, TATA LETAK DAN KENYAMANAN TOKO TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN (Studi kasus pada Indomaret di Jalan Raya Pakisan Bondowoso)**

Kepada Yth.

Sdr/i. Pelanggan Indomaret

Di tempat

Berkaitan dengan kegiatan penelitian yang saya lakukan dengan judul “Pengaruh Pelayanan, Tata letak, Kenyamanan Toko Terhadap Keputusan Pembelian Konsumen pada Indomaret di Jalan Raya Pakisan Bondowoso” sebagai salah satu syarat untuk memperoleh gelar Sarjana Ekonomi pada Universitas Muhammadiyah Jember, maka dengan ini saya sertakan di bawah ini.

Agar memperoleh masukan yang berarti, saya berharap kuesioner ini diisi dengan keadaan yang sebenarnya. Semua sumber dan data yang diperoleh dijamin kerahasiannya.

Atas perhatiannya dan bantuannya saya mengucapkan banyak terima kasih.

**Siti Mutmainatul Hasanah**  
**NIM. 1410411293**

Petunjuk Pengisian

Berilah tanda chec list (√) pada jawaban yang dipilih.

1. Pendapat anda sangat setuju (SS)
2. Pendapat anda setuju (S)
3. Pendapat anda kurang setuju (KS)
4. Pendapat anda tidak setuju (TS)

Identitas responden

1. Usia

.....

2. Jenis kelamin

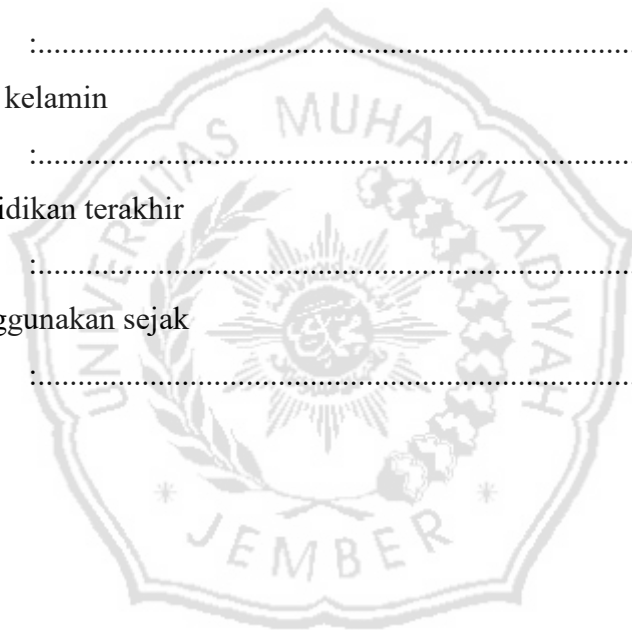
.....

3. Pendidikan terakhir

.....

4. Menggunakan sejak

.....



### 1. Variabel Pelayanan (X<sub>1</sub>)

NO	Pertanyaan	Pilihan jawaban			
		TS	KS	S	SS
1	Kemampuan dalam memberikan pelayanan yang baik di Indomaret Jalan Raya Pakisan Bondowoso				
2	Cepat dan tepat dalam melayani konsumen di Indomaret Jalan Raya Pakisan Bondowoso				
3	Menunjukkan sikap yang ramah dalam melayani konsumen di Indomaret Jalan Raya Pakisan Bondowoso				
4	Menyediakan kebutuhan konsumen yang lengkap di Indomaret Jalan Raya Pakisan Bondowoso				
5.	Sikap perhatian dan pengertian pegawai dapat memahami keluhan konsumen di Indomaret Jalan Raya Pakisan Bondowoso				

### 2. Variabel Tata Letak (X<sub>2</sub>)

NO	Pertanyaan	Pilihan jawaban			
		TS	KS	S	SS
1	Luas ruangan di indomaret jalan raya pakisan Bbondowoso sudah sesuai				
2	Penempatan meja kasir di Indomaret Jalan Raya Pakisan Bondowoso nyaman untuk melakukan traksaksi				
3	Lokasi penempatan produk di Indomaret Jalan Raya Pakisan Bondowoso tertata dengan baik				

### 3. Variabel Kenyamanan ( $X_3$ )

NO	Pertanyaan	Pilihan jawaban			
		TS	KS	S	SS
1	Kondisi kebersihan ruang di Indomaret Jalan Raya Pakisan Bondowoso sudah bersih				
2	Kondisi suhu ruang di Indomaret Jalan Raya Pakisan Bondowoso membuat konsumen merasa nyaman				
3	Lokasi parkir di Indomaret Jalan Raya Pakisan Bondowoso luas dan aman				

### 4. Variabel Keputusan Pembelian

NO	Pertanyaan	Pilihan jawaban			
		TS	KS	S	SS
1	Kemampuan untuk meyakinkan konsumen untuk membeli produk di Indomaret Jalan Raya Pakisan Bondowoso				
2	Pertimbangan konsumen dalam membeli makanan dan minuman di Indomaret Jalan Raya Pakisan Bondowoso				
3	Rekomendasikan makanan dan minuman di Indomaret Jalan Raya Pakisan Bondowoso				

## LAMPIRAN: REKAPITULASI KUESIONER

NO	Usia	Jenis Kelamin	Pekerjaan	Frekuensi Berkunjung
1	d	P	Wiraswasta	2
2	c	P	Ibu Rumah Tangga	2
3	b	P	Karyawan Swasta	3
4	e	P	PNS	3
5	c	L	Ibu Rumah Tangga	3
6	a	P	Mahasiswa	2
7	f	P	Ibu Rumah Tangga	2
8	a	P	Karyawan Swasta	3
9	a	P	Karyawan Swasta	3
10	a	P	Karyawan Swasta	2
11	c	P	Ibu Rumah Tangga	4
12	a	P	Pelajar	2
13	b	P	Mahasiswa	1
14	b	P	Karyawan Swasta	2
15	b	L	Mahasiswa	2
16	b	P	Wiraswasta	2
17	b	P	Wiraswasta	2
18	b	P	Wiraswasta	2
19	b	P	Karyawan Swasta	3
20	b	L	Karyawan Swasta	1
21	b	P	Wiraswasta	3
22	f	P	Ibu Rumah Tangga	3
23	a	L	Mahasiswa	1
24	a	P	Mahasiswa	2
25	f	P	PNS	7
26	b	P	Wiraswasta	2
27	a	L	Karyawan Swasta	2
28	a	P	Pelajar	1
29	b	L	Wiraswasta	2
30	a	P	Mahasiswa	2
31	b	L	Ibu Rumah Tangga	2
32	c	P	Ibu Rumah Tangga	3
33	b	L	Wiraswasta	1
34	b	P	Wiraswasta	2
35	a	P	Karyawan Swasta	2
36	a	P	Karyawan Swasta	2
37	f	P	Wiraswasta	3
38	b	P	Wiraswasta	2
39	a	P	Karyawan Swasta	2

40	b	P	Mahasiswa	1
41	a	L	Pelajar	2
42	b	P	Wiraswasta	2
43	b	P	Mahasiswa	2
44	a	P	Karyawan Swasta	2
45	a	P	Wiraswasta	3
46	b	L	Mahasiswa	2
47	c	P	PNS	4
48	b	P	Wiraswasta	2
49	a	P	Pelajar	2
50	b	L	Wiraswasta	4
51	b	P	Wiraswasta	2
52	b	L	Mahasiswa	2
53	b	L	Wiraswasta	2
54	c	P	Ibu Rumah Tangga	3
55	b	P	Wiraswasta	1
56	b	P	Mahasiswa	1
57	b	P	Mahasiswa	2
58	b	P	Wiraswasta	2
59	b	P	Wiraswasta	2
60	c	P	PNS	2
61	b	P	Wiraswasta	4
62	a	P	Karyawan Swasta	2
63	b	P	Wiraswasta	3
64	a	L	Karyawan Swasta	3
65	b	P	Wiraswasta	3
66	b	P	Wiraswasta	3
67	b	P	Wiraswasta	3
68	b	L	Mahasiswa	1
69	a	L	Pelajar	2
70	b	P	Wiraswasta	2

Sumber: Data primer yang diolah 2018

Keterangan:

Usia

- a. 17 – 20 Tahun
- b. 21 – 25 Tahun
- c. 26 – 30 Tahun
- d. 31 – 35 Tahun
- e. 36 – 40 Tahun
- f. > 40 Tahun



60	4	5	5	4	5	4.6	4	5	4	4.33	5	4	5	4.667	5	4	4	4.333
61	4	4	4	4	4	4	4	4	4	4	4	4	5	4.333	4	4	4	4
62	5	5	4	4	5	4.6	5	5	5	5	5	4	5	4.667	4	5	4	4.333
63	5	5	4	4	4	4.4	4	4	4	4	4	4	4	4	5	4	4	4.333
64	5	5	4	4	5	4.6	4	5	4	4.33	5	5	4	4.667	5	4	4	4.333
65	5	5	5	5	4	4.8	4	4	4	4	4	4	4	4	5	5	4	4.667
66	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
67	4	3	3	3	3	3.2	4	4	4	4	4	4	4	5	4.333	4	4	4
68	4	5	5	5	5	4.8	5	5	5	5	5	5	5	5	5	5	5	5
69	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
70	4	4	4	4	4	4	4	3	4	3.67	4	4	4	4	4	4	4	4

Sumber: Data primer yang diolah 2018





## LAMPIRAN: FREKUENSI PERNYATAAN RESPONDEN

### 1. Usia

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a	20	28.6	28.6	28.6
	b	37	52.9	52.9	81.4
	c	7	10.0	10.0	91.4
	d	1	1.4	1.4	92.9
	e	1	1.4	1.4	94.3
	f	4	5.7	5.7	100.0
	Total	70	100.0	100.0	

### 2. Jenis Kelamin

		* Jenis Kelamin *			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	L	16	22.9	22.9	22.9
	P	54	77.1	77.1	100.0
	Total	70	100.0	100.0	

### 3. Pekerja

		Pekerjaan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ibu Rumah Tangga	8	11.4	11.4	11.4
	Karyawan Swasta	14	20.0	20.0	31.4
	Mahasiswa	13	18.6	18.6	50.0
	Pelajar	5	7.1	7.1	57.1
	PNS	4	5.7	5.7	62.9
	Wiraswasta	26	37.1	37.1	100.0
	Total	70	100.0	100.0	

### 4. Frekuensi Berkunjung

		Frekuensi Berkunjung			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	12.9	12.9	12.9
	2	39	55.7	55.7	68.6
	3	17	24.3	24.3	92.9
	4	4	5.7	5.7	98.6
	7	1	1.4	1.4	100.0
	Total	70	100.0	100.0	

## 1. Pelayanan (X<sub>1</sub>)

### Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5
N	Valid	70	70	70	70	70
	Missing	0	0	0	0	0
Mean		4.41	4.13	4.09	3.97	4.24

### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	41	58.6	58.6	58.6
	5	29	41.4	41.4	100.0
Total		70	100.0	100.0	

### X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	12.9	12.9	12.9
	4	43	61.4	61.4	74.3
	5	18	25.7	25.7	100.0
Total		70	100.0	100.0	

### X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	15.7	15.7	15.7
	4	42	60.0	60.0	75.7
	5	17	24.3	24.3	100.0
Total		70	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	25.7	25.7	25.7
	4	36	51.4	51.4	77.1
	5	16	22.9	22.9	100.0
	Total	70	100.0	100.0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	15.7	15.7	15.7
	4	31	44.3	44.3	60.0
	5	28	40.0	40.0	100.0
	Total	70	100.0	100.0	

**2. Tata Letak (X<sub>2</sub>)****Statistics**

		X2.1	X2.2	X2.3
N	Valid	70	70	70
	Missing	0	0	0
Mean		4.14	4.20	4.31

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	8.6	8.6	8.6
	4	48	68.6	68.6	77.1
	5	16	22.9	22.9	100.0
	Total	70	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	12.9	12.9	12.9
	4	38	54.3	54.3	67.1
	5	23	32.9	32.9	100.0
	Total	70	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	48	68.6	68.6	68.6
	5	22	31.4	31.4	100.0
	Total	70	100.0	100.0	

**3. Kenyamanan (X<sub>3</sub>)****Statistics**

		X3.1	X3.2	X3.3
N	Valid	70	70	70
	Missing	0	0	0
	Mean	4.31	4.26	4.33

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.4	1.4	1.4
	4	46	65.7	65.7	67.1
	5	23	32.9	32.9	100.0
	Total	70	100.0	100.0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.9	2.9	2.9
	4	48	68.6	68.6	71.4
	5	20	28.6	28.6	100.0
	Total	70	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	7.1	7.1	7.1
	4	37	52.9	52.9	60.0
	5	28	40.0	40.0	100.0
	Total	70	100.0	100.0	

**4. Keputusan Pembelian (Y)****Statistics**

		Y.1	Y.2	Y.3
N	Valid	70	70	70
	Missing	0	0	0
Mean		4.46	4.30	4.29

**Y.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	38	54.3	54.3	54.3
	5	32	45.7	45.7	100.0
	Total	70	100.0	100.0	

**Y.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.4	1.4	1.4
	4	47	67.1	67.1	68.6
	5	22	31.4	31.4	100.0
	Total	70	100.0	100.0	

**Y.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.4	1.4	1.4
	4	48	68.6	68.6	70.0
	5	21	30.0	30.0	100.0
	Total	70	100.0	100.0	



## LAMPIRAN: HASIL UJI VALIDITAS

### 1. Pelayanan (X<sub>1</sub>)

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.156	.116	.159	-.043	.318**
	Sig. (2-tailed)		.197	.337	.187	.725	.007
	N	70	70	70	70	70	70
X1.2	Pearson Correlation	.156	1	.872**	.718**	.493**	.891**
	Sig. (2-tailed)	.197		.000	.000	.000	.000
	N	70	70	70	70	70	70
X1.3	Pearson Correlation	.116	.872**	1	.791**	.470**	.898**
	Sig. (2-tailed)	.337	.000		.000	.000	.000
	N	70	70	70	70	70	70
X1.4	Pearson Correlation	.159	.718**	.791**	1	.421**	.859**
	Sig. (2-tailed)	.187	.000	.000		.000	.000
	N	70	70	70	70	70	70
X1.5	Pearson Correlation	-.043	.493**	.470**	.421**	1	.674**
	Sig. (2-tailed)	.725	.000	.000	.000		.000
	N	70	70	70	70	70	70
X1	Pearson Correlation	.318**	.891**	.898**	.859**	.674**	1
	Sig. (2-tailed)	.007	.000	.000	.000	.000	
	N	70	70	70	70	70	70

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



## 2. Tata Letak (X<sub>2</sub>)

Correlations

		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	.653**	.389**	.854**
	Sig. (2-tailed)		.000	.001	.000
	N	70	70	70	70
X2.2	Pearson Correlation	.653**	1	.362**	.871**
	Sig. (2-tailed)	.000		.002	.000
	N	70	70	70	70
X2.3	Pearson Correlation	.389**	.362**	1	.678**
	Sig. (2-tailed)	.001	.002		.000
	N	70	70	70	70
X2	Pearson Correlation	.854**	.871**	.678**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	70	70	70	70

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

## 3. Kenyamanan (X<sub>3</sub>)

Correlations

		X3.1	X3.2	X3.3	X3
X3.1	Pearson Correlation	1	.774**	.517**	.867**
	Sig. (2-tailed)		.000	.000	.000
	N	70	70	70	70
X3.2	Pearson Correlation	.774**	1	.575**	.893**
	Sig. (2-tailed)	.000		.000	.000
	N	70	70	70	70
X3.3	Pearson Correlation	.517**	.575**	1	.833**
	Sig. (2-tailed)	.000	.000		.000
	N	70	70	70	70
X3	Pearson Correlation	.867**	.893**	.833**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	70	70	70	70

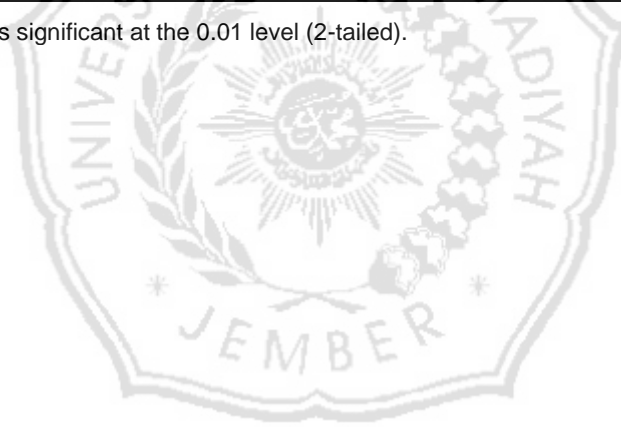
\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### 4. Keputusan Pembelian (Y)

Correlations

		Y.1	Y.2	Y.3	Y
Y.1	Pearson Correlation	1	.493**	.527**	.782**
	Sig. (2-tailed)		.000	.000	.000
	N	70	70	70	70
Y.2	Pearson Correlation	.493**	1	.849**	.901**
	Sig. (2-tailed)	.000		.000	.000
	N	70	70	70	70
Y.3	Pearson Correlation	.527**	.849**	1	.913**
	Sig. (2-tailed)	.000	.000		.000
	N	70	70	70	70
Y	Pearson Correlation	.782**	.901**	.913**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	70	70	70	70

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



## LAMPIRAN: HASIL UJI RELIABILITAS

### 1. Pelayanan ( $X_1$ )

#### Reliability Statistics

Cronbach's Alpha	N of Items
.794	5

### 2. Tata Letak ( $X_2$ )

#### Reliability Statistics

Cronbach's Alpha	N of Items
.726	3

### 3. Kenyamanan ( $X_3$ )

#### Reliability Statistics

Cronbach's Alpha	N of Items
.821	3

### 4. Keputusan Pembelian (Y)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.831	3

**LAMPIRAN: HASIL UJI UJI REGRESI, UJI ASUMSI KLASIK DAN UJI HIPOTESIS**

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2 X3
  /SCATTERPLOT=(*SRESID ,*ZPRED)
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) .
    
```

**Regression**

		Notes
Output Created		28-JUN-2018 23:57:43
Comments		
Input	Active Dataset Filter Weight Split File N of Rows in Working Data File	DataSet1 <none> <none> <none> 70
Missing Value Handling	Definition of Missing  Cases Used	User-defined missing values are treated as missing. Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X1 X2 X3 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time Elapsed Time Memory Required Additional Memory Required for Residual Plots	00:00:00.61 00:00:01.00 2356 bytes 896 bytes

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	X3, X1, X2 <sup>b</sup>		Enter

a. Dependent Variable: Y

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804 <sup>a</sup>	.647	.631	.259092

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.111	3	2.704	40.275	.000 <sup>b</sup>
	Residual	4.430	66	.067		
	Total	12.541	69			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.550	.350		1.572	.121		
	X1	.339	.079	.374	4.278	.000	.700	1.428
	X2	.358	.090	.378	3.959	.000	.587	1.704
	X3	.203	.085	.220	2.386	.020	.632	1.582

a. Dependent Variable: Y

**Coefficient Correlations<sup>a</sup>**

Model			X3	X1	X2
1	Correlations	X3	1.000	-.225	-.452
		X1	-.225	1.000	-.344
		X2	-.452	-.344	1.000
	Covariances	X3	.007	-.002	-.003
		X1	-.002	.006	-.002
		X2	-.003	-.002	.008

a. Dependent Variable: Y

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	X1	X2	X3
1	1	3.983	1.000	.00	.00	.00	.00
	2	.007	24.441	.02	.90	.04	.26
	3	.006	26.049	.97	.03	.15	.14
	4	.005	29.391	.01	.07	.81	.60

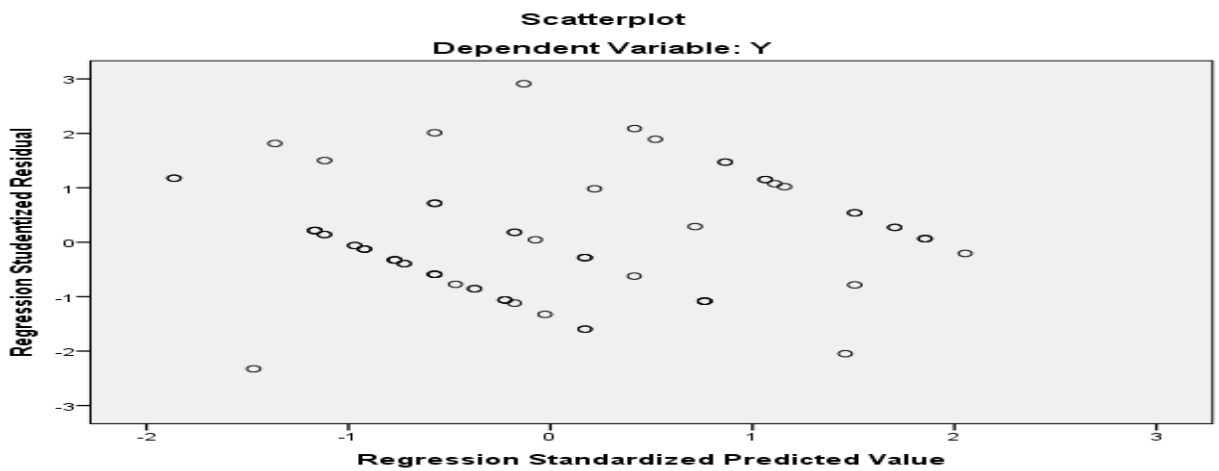
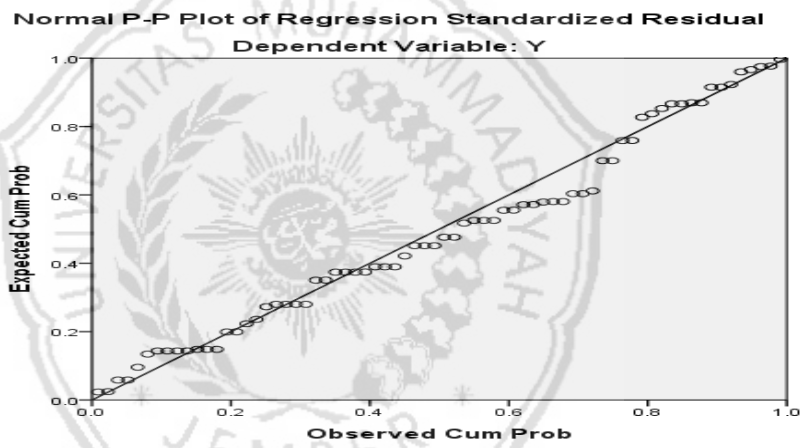
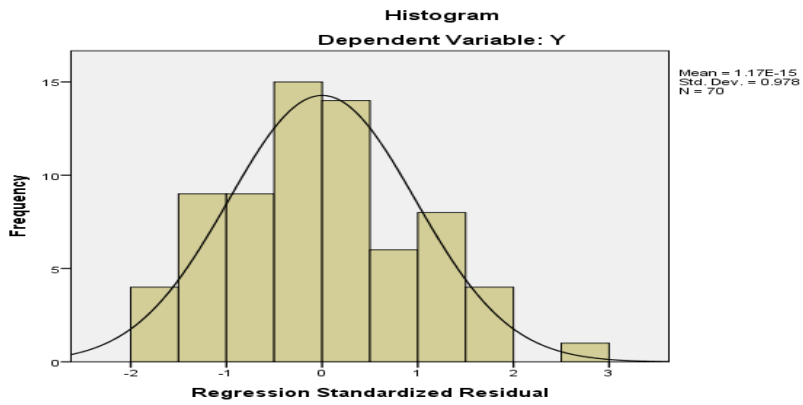
a. Dependent Variable: Y

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.70877	5.05140	4.34762	.342852	70
Std. Predicted Value	-1.863	2.053	.000	1.000	70
Standard Error of Predicted Value	.032	.138	.059	.020	70
Adjusted Predicted Value	3.68102	5.05560	4.34496	.340722	70
Residual	-.514766	.697602	.000000	.253397	70
Std. Residual	-1.987	2.692	.000	.978	70
Stud. Residual	-2.325	2.911	.005	1.024	70
Deleted Residual	-.711181	.815581	.002662	.278512	70
Stud. Deleted Residual	-2.409	3.095	.009	1.042	70
Mahal. Distance	.076	18.490	2.957	2.990	70
Cook's Distance	.000	.532	.027	.078	70
Centered Leverage Value	.001	.268	.043	.043	70

a. Dependent Variable: Y

## Charts



## UJI LINIERITAS

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
X1 * Y Between Groups (Combined)	7.194	4	1.799	14.511	.000
Linearity	6.795	1	6.795	54.824	.000
Deviation from Linearity	.399	3	.133	1.074	.366
Within Groups	8.056	65	.124		
Total	15.251	69			

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
X2 * Y Between Groups (Combined)	6.872	4	1.718	15.724	.000
Linearity	6.786	1	6.786	62.107	.000
Deviation from Linearity	.086	3	.029	.262	.852
Within Groups	7.102	65	.109		
Total	13.975	69			

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
X3 * Y Between Groups (Combined)	7.688	4	1.922	17.815	.000
Linearity	5.434	1	5.434	50.374	.000
Deviation from Linearity	2.253	3	.751	6.962	.000
Within Groups	7.012	65	.108		
Total	14.700	69			