

Lampiran 1 Kuesioner

KUESIONER

Pengantar

Saya adalah Mahasiswi Jurusan Manajemen Fakultas Bisnis Universitas Katolik Widya Mandala Surabaya. Untuk menyelesaikan tugas akhir, saya bermaksud untuk mengadakan penelitian dengan judul “Perbedaan Kepuasan Konsumen Pada Pembelian Barang Elektronik Antara Toko Khusus Dan *Hypermarket* Di Surabaya”.

Bersama segala kesibukan Bapak/Ibu/Saudara, perkenankan untuk kesediaan Bapak/Ibu/Saudara untuk membantu mengisi kuisisioner ini. Adapun penelitian ini dilakukan untuk kepentingan ilmiah, sehingga jawaban jujur dari responden sangat saya harapkan.

Akhir kata saya ucapkan terima kasih atas waktu yang disediakan Bapak/Ibu/Saudara untuk kesediaanya mengisi kuisisioner ini.

Hormat saya,

Jane Christiani

1. Bagian ini menyatakan identitas responden:

- | | | |
|------------------|----------------------|--------------------|
| A. Usia | : a. 20 – 25 tahun | b. 26 – 35 tahun |
| | c. 36 – 45 tahun | d. > 45 tahun |
| B. Jenis Kelamin | : a. Laki-laki | b. Perempuan |
| C. Pendidikan | : a. SMA | b. Diploma |
| | c. Sarjana | |
| D. Pendapatan | : a. 1.0 jt – 1.5 jt | b. 1.6 jt – 2.0 jt |
| | c. 2.1 jt – 2.5 jt | d. 2.6 jt – 3.0 jt |

Lampiran1 (lanjutan)

E. Apakah anda tinggal di Surabaya: a. Ya b. Tidak

F. Dimana anda biasa membeli peralatan elektronik?

a. *Hypermarket* Surabaya b. Toko Khusus Elektronik Surabaya

2. Bagian ini menyatakan daftar pernyataan kepada responden untuk menentukan persepsi konsumen terhadap harga, *Product Assortment*, kualitas produk dan pelayanan untuk kedua jenis toko elektronik:

- a. *Hypermarket* di Surabaya, *Hypermarket* adalah toko besar yang menjual berbagai kebutuhan hidup secara retail atau grosir, produk-produk yang dijual mulai fashion hingga elektronik. Contohnya Carrefour
- b. Toko Khusus Elektronik Surabaya, adalah toko yang menjual produk khusus elektronika, seperti : Hartono Eloktronik.

Petunjuk:

Mohon memberikan tanda silang (X) pada pilihan jawaban yang tersedia. Setiap angka akan mewakili tingkat kesesuaian dengan pendapat Bapak/Ibu/Saudara, dimana:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

Lampiran 1 (lanjutan)

[illegible]

[illegible]

Lampiran 2

Jawaban Responden konsumen Carrefour

Resp	Jenis Kelamin	Usia	Pendidikan	Pendapatan
1	1	1	2	2
2	2	1	2	3
3	2	2	2	3
4	2	2	3	2
5	2	2	2	1
6	2	2	2	2
7	1	2	2	4
8	2	2	2	3
9	2	3	2	2
10	2	2	1	4
11	1	2	2	1
12	2	2	1	1
13	1	2	1	4
14	1	2	2	2
15	1	1	2	4
16	2	2	2	3
17	1	1	1	2
18	2	1	1	4
19	2	2	1	2
20	1	2	1	2
21	1	2	2	2
22	2	1	2	1
23	1	1	3	2
24	2	1	2	1

25	2	1	1	2
26	1	2	2	3
27	1	2	2	4
28	1	3	3	1
29	1	2	2	4
30	2	1	2	4
31	1	2	3	2
32	2	2	3	3
33	1	3	3	1
34	2	2	3	4
35	2	1	3	2
36	2	2	3	2
37	2	2	1	2
38	2	2	1	2
39	1	2	3	1
40	2	2	3	3
41	2	2	3	2
42	2	1	3	1
43	2	1	1	3
44	1	3	3	3
45	2	2	3	3
46	2	2	3	2
47	2	3	3	1
48	1	1	3	2
49	2	2	2	3
50	1	2	1	4
51	2	2	2	2
52	2	2	1	1
53	2	2	2	3
54	1	2	2	1
55	1	1	2	2

56	2	2	3	4
57	1	1	2	2
58	1	2	3	2
59	2	2	3	4
60	1	2	3	3
61	1	3	3	1
62	2	2	2	2
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66	1	3	1	3
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72	2	1	2	3
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77	1	2	2	2
78	2	2	2	4
79	2	3	2	2
80	2	2	1	3
81	1	2	2	3
82	2	2	1	4
83	1	2	1	1
84	1	2	2	2
85	1	1	2	2
86	2	2	2	2

87	1	1	1	1
88	2	1	1	1
89	2	2	1	3
90	1	2	1	2
91	1	2	2	3
92	2	1	2	2
93	1	1	3	3
94	2	1	2	3
95	2	1	1	2
96	1	2	2	4

Harga (X1)

1	2	3	4	5	6
3	4	4	3	3	3
3	4	5	4	4	4
3	4	4	3	4	4
3	4	4	3	4	4
3	3	4	3	3	3
4	3	4	4	5	4
3	4	4	4	4	3
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3	4	4	4	4	3
4	4	5	3	4	4
2	3	4	3	4	4
4	3	4	3	3	3
3	3	4	3	4	3
4	4	4	3	4	3

4	3	4	3	4	3
3	4	4	3	5	4
2	3	4	3	3	3
3	3	3	3	4	3
3	3	3	4	4	3
4	4	4	4	3	3
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3	3	3	3	3	2
4	4	5	4	5	4
4	4	4	5	4	3
3	4	4	2	2	2
3	3	3	3	3	2
4	4	4	4	4	3

2	3	4	2	3	3
3	3	4	3	4	4
4	4	4	2	3	3
3	4	4	4	4	4
4	4	5	4	4	4
3	4	4	3	4	3
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4	4	4	2	4	3

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3	4	4	4	4	3
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2	3	4	3	4	4
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4	4	4	4	3	3
2	3	3	3	3	3
2	3	4	4	4	4
4	4	4	3	5	4
3	3	3	3	3	2

Product Assorment (X2)

1	2	3
2	3	4
3	4	4
3	4	3
3	4	2
3	4	3
5	5	5
4	4	4
3	4	3

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4	4	4
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3	4	3
4	4	3
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3	4	3
3	4	3
3	4	4
3	3	3
4	4	4

Kualitas Produk (X3)

1	2	3	4	5
4	3	4	3	4
4	4	3	4	3
5	5	3	4	3
4	3	2	2	2
4	4	4	4	4
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4	4	4	3	4
4	4	3	2	3
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4	4	4	3	4
4	4	3	3	3
4	3	3	4	3

3	2	2	2	2
4	4	5	3	5
4	3	3	3	3
4	4	5	4	5
5	4	5	4	5
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Pelayanan (X4)

1	2	3	4	5
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4	4	4	5	3
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4	4	3	5	3
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4	3	4	4	2
4	4	4	4	4
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4	5	3	5	4
4	3	4	4	4
3	4	4	4	3
4	3	3	3	4
3	5	3	4	4
3	5	3	4	3

Lampiran 2 (lanjutan)

Jawaban Responden konsumen HARTONO ELEKTRONIK

Resp	Jenis Kelamin	Usia	Pendidikan	Pendapatan
1	1	3	2	2
2	1	2	2	4
3	2	1	3	1
4	2	2	2	3
5	1	1	3	2
6	2	2	2	4
7	1	2	3	2
8	2	3	2	2
9	2	1	1	1
10	1	2	1	2
11	2	1	2	3
12	2	1	1	3
13	2	2	1	2
14	1	1	2	2
15	1	1	3	3
16	1	2	2	1
17	2	2	2	2
18	1	3	3	1
19	2	3	2	2
20	1	2	1	4
21	2	1	2	1
22	2	2	3	2
23	2	2	3	3

24	2	2	1	1
25	2	1	2	1
26	2	2	2	3
27	2	3	3	2
28	1	2	3	2
29	2	1	3	2
30	2	2	2	2
31	2	2	2	3
32	1	3	1	3
33	2	3	2	4
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35	2	2	1	1
36	2	2	3	3
37	2	3	1	4
38	1	2	2	3
39	2	2	1	2
40	2	2	1	4
41	2	1	1	1
42	2	3	3	4
43	2	1	2	2
44	1	2	1	4
45	1	2	3	4
46	1	2	2	4
47	1	2	1	4
48	2	2	2	4
49	2	2	3	1
50	2	2	1	3
51	2	1	1	2
52	1	3	2	2
53	1	1	3	2
54	2	2	2	3

55	2	2	2	2
56	2	2	2	2
57	2	2	3	4
58	2	2	3	2
59	1	3	3	4
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64	1	1	2	2
65	2	2	3	2
66	1	1	2	4
67	1	2	2	2
68	1	3	3	3
69	2	2	3	2
70	1	2	2	3
71	1	2	2	1
72	1	1	2	2
73	2	2	3	4
74	1	2	2	3
75	1	3	3	1
76	2	2	1	2
77	2	2	2	3
78	1	3	2	2
79	2	2	3	3
80	1	3	3	4
81	2	1	2	3
82	2	2	1	4
83	2	2	3	2
84	2	2	2	1
85	2	2	3	4

86	1	1	2	2
87	2	2	2	2
88	2	2	2	2
89	2	2	3	3
90	1	2	2	4
91	2	2	1	4
92	2	1	1	2
93	1	2	2	2
94	1	2	3	1
95	1	2	3	2
96	1	2	2	2

KEPUASAN KONSUMEN TOKO ELEKTONIK					
Harga (X1)					
1	2	3	4	5	6
4	4	3	4	4	4
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4	3	4	4	4	3
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5	4	4	4	5	4
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5	5	4	3	5	5

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5	4	4	3	5	4
4	4	3	5	4	4
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4	4	4	4	4	4
4	4	3	3	4	4
3	3	4	4	3	3
4	3	4	5	4	3
5	5	4	4	5	5
5	5	4	4	5	5
5	4	4	4	5	4

5	4	4	5	5	4
5	4	3	2	5	4
5	4	4	5	5	4
5	4	4	4	5	4
4	4	4	4	4	4
4	4	3	4	4	4
5	4	5	4	5	4
4	4	3	4	4	4
4	3	4	4	4	3
4	4	4	3	3	3
3	4	4	4	5	4
4	4	3	3	4	4
4	3	4	4	5	4
4	2	4	5	4	3
5	3	4	4	3	3
5	4	4	3	4	4
4	3	4	4	4	4
5	4	3	3	4	3
4	5	4	3	5	4
4	4	4	4	5	4
5	3	3	4	4	3

	Product Assorment (X2)			Kualitas Produk (X3)			
1	2	3	1	2	3	4	5
4	4	4	3	3	5	4	5

5	5	4	4	3	3	2	3
4	3	5	5	5	4	2	4
4	3	4	5	5	3	4	3
4	4	3	5	4	3	2	3
4	4	4	5	4	5	4	5
5	3	4	5	4	5	3	5
4	4	4	5	4	5	4	5
5	4	5	5	4	5	4	5
3	5	3	4	4	5	5	5
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4	4	4	5	4	5	3	5
3	3	5	4	4	4	4	4
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4	4	4	3	3	4	3	4
4	3	3	5	4	5	3	5
4	4	3	4	4	4	4	4
4	4	4	5	4	4	3	4
4	4	3	4	3	5	3	5
5	4	4	3	3	4	4	4
4	3	4	4	4	4	4	4

4	4	3	4	4	3	2	3
4	3	4	4	3	3	3	3
4	4	3	5	4	4	4	4
4	3	4	5	4	4	2	4
4	3	4	4	3	4	4	4
4	4	3	5	4	5	2	5
4	3	4	4	3	5	2	5
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5	4	4	5	5	4	4	2
3	3	3	4	3	4	4	4
4	4	4	4	4	5	4	2
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5	4	4	5	4	4	4	4
4	4	3	4	3	5	4	5

3	3	3	3	3	3	4	2
5	4	4	5	5	4	4	2
4	4	4	5	5	3	4	3
4	4	3	4	3	3	2	3
3	3	3	5	4	5	4	2
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4	3	2	4	4	4	3	4
4	3	3	4	4	5	3	5
5	5	5	4	3	4	4	4
5	5	5	3	5	4	4	4

4	3	3	4	4	3	5	3
4	3	3	4	3	3	3	3
4	3	4	4	4	4	4	4
4	4	3	5	4	4	2	4
3	5	5	3	3	4	4	4
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4	4	4	4	4	5	5	5
4	3	4	4	4	4	4	4
4	3	3	4	4	4	4	4
4	4	3	3	3	5	4	5
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4	4	3	5	5	4	5	4
4	4	3	5	5	3	4	3
4	3	3	5	4	3	5	3
4	3	4	5	4	5	4	5
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4	4	4	5	4	5	4	5
4	3	3	5	4	5	4	5
5	5	5	4	4	5	5	5
4	4	3	4	4	3	4	3

5	4	4	5	4	5	3	5
4	3	2	4	4	4	4	4
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4	3	3	3	3	4	3	4
4	4	4	5	4	5	3	5
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4	3	5	5	4	4	4	4
4	3	4	5	4	4	2	4
4	5	4	4	3	4	4	4

	Pelayanan (X4)		
1	2	3	4
4	4	3	4
4	5	4	4
3	4	5	3

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5	5	5	5
5	5	5	5
4	4	4	4
5	5	4	5
5	4	4	5
4	4	4	4
5	5	5	5

Lampiran 3 Deskriptif

Karakteristik Responden *Hypermarket (Carrefour)* Frequencies

Statistics

	Jenis Kelamin	Usia	Pendidikan	Pendapatan
N Valid	96	96	96	96
Missing	0	0	0	0

Frequency Table

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	42	43.8	43.8	43.8
Perempuan	54	56.3	56.3	100.0
Total	96	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20 - 25 tahun	25	26.0	26.0	26.0
26 - 35 tahun	59	61.5	61.5	87.5
36 - 45 tahun	12	12.5	12.5	100.0
Total	96	100.0	100.0	

Pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMA	23	24.0	24.0	24.0
Diploma	47	49.0	49.0	72.9
Sarjana	26	27.1	27.1	100.0
Total	96	100.0	100.0	

Lampiran 3 (lanjutan)

Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0 jt - 1.5 jt	18	18.8	18.8	18.8
	1.6 jt - 2.0 jt	39	40.6	40.6	59.4
	2.1 jt - 2.5 jt	22	22.9	22.9	82.3
	2.6 jt - 3.0 jt	17	17.7	17.7	100.0
	Total	96	100.0	100.0	

Lampiran 3 (lanjutan)

Karakteristik Responden Hartono Frequencies

Statistics

	Jenis Kelamin	Usia	Pendidikan	Pendapatan
N	Valid 96	96	96	96
	Missing 0	0	0	0

Frequency Table

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	39	40.6	40.6	40.6
Perempuan	57	59.4	59.4	100.0
Total	96	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20 - 25 tahun	23	24.0	24.0	24.0
26 - 35 tahun	58	60.4	60.4	84.4
36 - 45 tahun	15	15.6	15.6	100.0
Total	96	100.0	100.0	

Lampiran 3 (lanjutan)

Pendidikan

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	SMA	22	22.9	22.9	22.9
	Diploma	43	44.8	44.8	67.7
	Sarjana	31	32.3	32.3	100.0
	Total	96	100.0	100.0	

Pendapatan

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	1.0 jt - 1.5 jt	14	14.6	14.6	14.6
	1.6 jt - 2.0 jt	39	40.6	40.6	55.2
	2.1 jt - 2.5 jt	22	22.9	22.9	78.1
	2.6 jt - 3.0 jt	21	21.9	21.9	100.0
	Total	96	100.0	100.0	

Lampiran 3 (lanjutan)

Variabel Penelitian Kepuasan Harga

Group Statistics

Jenis Toko		N	Mean	Std. Deviation	Std. Error Mean
H1.1	Toko Elektronik	96	4.26	.603	.061
	Hypermarket	96	3.24	.661	.067
H1.2	Toko Elektronik	96	3.76	.645	.066
	Hypermarket	96	3.49	.523	.053
H1.3	Toko Elektronik	96	3.67	.574	.059
	Hypermarket	96	3.92	.556	.057
H1.4	Toko Elektronik	96	3.90	.718	.073
	Hypermarket	96	3.19	.670	.068
H1.5	Toko Elektronik	96	4.25	.616	.063
	Hypermarket	96	3.80	.659	.067
H1.6	Toko Elektronik	96	3.76	.611	.062
	Hypermarket	96	3.27	.607	.062

Kepuasan Product Assorment

Group Statistics

Jenis Toko		N	Mean	Std. Deviation	Std. Error Mean
PA1.1	Toko Elektronik	96	4.14	.535	.055
	Hypermarket	96	3.18	.696	.071
PA1.2	Toko Elektronik	96	3.74	.684	.070
	Hypermarket	96	3.71	.631	.064
PA1.3	Toko Elektronik	96	3.74	.757	.077
	Hypermarket	96	3.68	.840	.086

Lampiran 3 (lanjutan)

Kepuasan Kualitas Produk

Group Statistics

Jenis Toko		N	Mean	Std. Deviation	Std. Error Mean
KP1.1	Toko Elektronik	96	4.28	.644	.066
	Hypermarket	96	4.28	.610	.062
KP1.2	Toko Elektronik	96	3.84	.621	.063
	Hypermarket	96	3.81	.670	.068
KP1.3	Toko Elektronik	96	4.17	.749	.076
	Hypermarket	96	3.77	.978	.100
KP1.4	Toko Elektronik	96	3.65	.821	.084
	Hypermarket	96	3.58	.763	.078
KP1.5	Toko Elektronik	96	4.03	.876	.089
	Hypermarket	96	3.67	1.053	.107

Kepuasan Pelayanan

Group Statistics

Jenis Toko		N	Mean	Std. Deviation	Std. Error Mean
Pel1.1	Toko Elektronik	96	3.74	.669	.068
	Hypermarket	96	3.67	.610	.062
Pel1.2	Toko Elektronik	96	4.10	.513	.052
	Hypermarket	96	3.96	.753	.077
Pel1.3	Toko Elektronik	96	3.78	.699	.071
	Hypermarket	96	3.64	.600	.061
Pel1.4	Toko Elektronik	96	3.77	.672	.069
	Hypermarket	96	3.93	.714	.073
Pel1.5	Toko Elektronik	96	4.09	.741	.076
	Hypermarket	96	3.60	.747	.076

Lampiran 4

Uji Validitas

Harga

Correlations

Correlations

		H1.1	H1.2	H1.3	H1.4	H1.5	H1.6	Harga
H1.1	Pearson Correlation	1	.526**	.123	.348**	.633**	.499**	.763**
	Sig. (2-tailed)		.000	.090	.000	.000	.000	.000
	N	192	192	192	192	192	192	192
H1.2	Pearson Correlation	.526**	1	.347**	.235**	.515**	.693**	.759**
	Sig. (2-tailed)	.000		.000	.001	.000	.000	.000
	N	192	192	192	192	192	192	192
H1.3	Pearson Correlation	.123	.347**	1	.148*	.256**	.355**	.482**
	Sig. (2-tailed)	.090	.000		.041	.000	.000	.000
	N	192	192	192	192	192	192	192
H1.4	Pearson Correlation	.348**	.235**	.148*	1	.332**	.353**	.598**
	Sig. (2-tailed)	.000	.001	.041		.000	.000	.000
	N	192	192	192	192	192	192	192
H1.5	Pearson Correlation	.633**	.515**	.256**	.332**	1	.716**	.814**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	192	192	192	192	192	192	192
H1.6	Pearson Correlation	.499**	.693**	.355**	.353**	.716**	1	.837**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	192	192	192	192	192	192	192
Harga	Pearson Correlation	.763**	.759**	.482**	.598**	.814**	.837**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	192	192	192	192	192	192	192

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

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

Lampiran 4 (lanjutan)

Product Assorment Correlations

Correlations

		PA1.1	PA1.2	PA1.3	Product assortment
PA1.1	Pearson Correlation	1	.445**	.308**	.782**
	Sig. (2-tailed)		.000	.000	.000
	N	192	192	192	192
PA1.2	Pearson Correlation	.445**	1	.315**	.744**
	Sig. (2-tailed)	.000		.000	.000
	N	192	192	192	192
PA1.3	Pearson Correlation	.308**	.315**	1	.737**
	Sig. (2-tailed)	.000	.000		.000
	N	192	192	192	192
Product assortment	Pearson Correlation	.782**	.744**	.737**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	192	192	192	192

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

Kualitas Produk Correlations

Correlations

		KP1.1	KP1.2	KP1.3	KP1.4	KP1.5	Kualitas Produk
KP1.1	Pearson Correlation	1	.640**	.241**	.072	.103	.534**
	Sig. (2-tailed)		.000	.001	.321	.153	.000
	N	192	192	192	192	192	192
KP1.2	Pearson Correlation	.640**	1	.273**	.270**	.141	.620**
	Sig. (2-tailed)	.000		.000	.000	.052	.000
	N	192	192	192	192	192	192
KP1.3	Pearson Correlation	.241**	.273**	1	.250**	.843**	.849**
	Sig. (2-tailed)	.001	.000		.000	.000	.000
	N	192	192	192	192	192	192
KP1.4	Pearson Correlation	.072	.270**	.250**	1	.140	.518**
	Sig. (2-tailed)	.321	.000	.000		.052	.000
	N	192	192	192	192	192	192
KP1.5	Pearson Correlation	.103	.141	.843**	.140	1	.757**
	Sig. (2-tailed)	.153	.052	.000	.052		.000
	N	192	192	192	192	192	192
Kualitas Produk	Pearson Correlation	.534**	.620**	.849**	.518**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	192	192	192	192	192	192

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

Lampiran 4 (lanjutan)

Pelayanan Correlations

Correlations

		Pel1.1	Pel1.2	Pel1.3	Pel1.4	Pel1.5	Pelayanan
Pel1.1	Pearson Correlation	1	.352**	.218**	.487**	.151*	.709**
	Sig. (2-tailed)		.000	.002	.000	.037	.000
	N	192	192	192	192	192	192
Pel1.2	Pearson Correlation	.352**	1	.158*	.243**	.072	.580**
	Sig. (2-tailed)	.000		.029	.001	.324	.000
	N	192	192	192	192	192	192
Pel1.3	Pearson Correlation	.218**	.158*	1	.259**	.221**	.603**
	Sig. (2-tailed)	.002	.029		.000	.002	.000
	N	192	192	192	192	192	192
Pel1.4	Pearson Correlation	.487**	.243**	.259**	1	-.013	.640**
	Sig. (2-tailed)	.000	.001	.000		.855	.000
	N	192	192	192	192	192	192
Pel1.5	Pearson Correlation	.151*	.072	.221**	-.013	1	.512**
	Sig. (2-tailed)	.037	.324	.002	.855		.000
	N	192	192	192	192	192	192
Pelayanan	Pearson Correlation	.709**	.580**	.603**	.640**	.512**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	192	192	192	192	192	192

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

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

Lampiran 5

Uji Reliabilitas

Harga

Reliability

Case Processing Summary

		N	%
Cases	Valid	192	100.0
	Excluded ^a	0	.0
	Total	192	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.799	6

Product Assortment Reliability

Case Processing Summary

		N	%
Cases	Valid	192	100.0
	Excluded ^a	0	.0
	Total	192	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.616	3

Lampiran 5 (lanjutan)

Kualitas Produk

Reliability

Case Processing Summary

		N	%
Cases	Valid	192	100.0
	Excluded ^a	0	.0
	Total	192	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.679	5

Pelayanan

Reliability

Case Processing Summary

		N	%
Cases	Valid	192	100.0
	Excluded ^a	0	.0
	Total	192	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.664	5

Lampiran 6

Uji Beda Independent t test

T-Test

Group Statistics

	Jenis Toko	N	Mean	Std. Deviation	Std. Error Mean
Harga	Toko Elektronik	96	3.9323	.43477	.04437
	Hypermarket	96	3.4842	.42963	.04385
Product Assorment	Toko Elektronik	96	3.8721	.49850	.05088
	Hypermarket	96	3.5209	.57208	.05839
Kualitas Produk	Toko Elektronik	96	3.9938	.42989	.04388
	Hypermarket	96	3.8229	.60236	.06148
Pelayanan	Toko Elektronik	96	3.8979	.44956	.04588
	Hypermarket	96	3.7583	.36351	.03710

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Harga	Equal variances assumed	.018	.894	7.183	190	.000	.44813	.06238	.32507	.57118
	Equal variances not assumed			7.183	189.973	.000	.44813	.06238	.32507	.57118
Product Assortment	Equal variances assumed	.992	.321	4.534	190	.000	.35115	.07744	.19838	.50391
	Equal variances not assumed			4.534	186.509	.000	.35115	.07744	.19837	.50393
Kualitas Produk	Equal variances assumed	12.647	.475	2.262	190	.025	.17083	.07553	.02185	.31982
	Equal variances not assumed			2.262	171.839	.025	.17083	.07553	.02175	.31992
Pelayanan	Equal variances assumed	4.227	.411	2.366	190	.019	.13958	.05901	.02319	.25597
	Equal variances not assumed			2.366	182.025	.019	.13958	.05901	.02316	.25601