

## LAMPIRAN 1. LEMBAR KUESIONER

### LEMBAR KUESIONER

Kepada Yth.

Bapak/IbuSdr/i

Konsumen Apotek Puspa Husada

Ponorogo

Saya mohon kesediaan anda untuk menjawab pertanyaan maupun pernyataan pada lembar kuesioner mengenai “ANALISIS PENGARUH KUALITAS PELAYANAN, PRODUK DAN PERSEPSI KONSUMEN TERHADAP LOYALITAS KONSUMEN (Studi Kasus Pada Apotek Puspa Husada Kota Ponorogo)”. Atas waktu, bantuan dan kesediaan anda dalam mengisi kuesioner, saya mengucapkan banyak terima kasih.

#### I. IDENTITAS RESPONDEN

No. Responden : .....

Nama : .....

Umur : ..... tahun

Jenis Kelamin : Laki-laki / Perempuan

Pendidikan : .....

Pekerjaan : .....

#### II. TANGGAPAN RESPONDEN

##### PETUNJUK PENGISIAN

Setiap Pertanyaan atau pernyataan berikut terdiri dari 5 pilihan jawaban yaitu :

- SS : Sangat Setuju
- S : Setuju
- R : Ragu-ragu
- TS : Tidak Setuju
- STS : Sangat Tidak Setuju

Para Responden yang saya hormati, mohon memberi jawaban yang sesungguhnya dengan memberi tanda (✓) pada jawaban yang menurut anda paling sesuai.

**KUALITAS PELAYANAN (X<sub>1</sub>)**

No.	Pertanyaan	SS	S	R	TS	STS
1.	Karyawan Apotek Puspa Husada pelayanannya cepat dan tepat waktu					
2.	Karyawan Apotek Puspa husada tanggung jawab terhadap pekerjaannya					
3.	Karyawan Apotek Puspa Husada tanggap terhadap keluhan konsumen					
4.	Karyawan Apotek Puspa Husada cepat dalam merespon permintaan konsumen					
5.	Karyawan Apotek Puspa Husada pengetahuannya luas					
6.	Karyawan Apotek Puspa Husada kinerjanya meyakinkan					
7.	Karyawan Apotek Puspa Husada selalu komunikasi dengan baik					
8.	Karyawan Apotek Puspa Husada selalu membantu konsumen dengan tulus					
9.	Apotek Puspa Husada tempat tunggunya nyaman					
10.	Apotek Puspa Husada bangunannya bagus					

PRODUK (X<sub>2</sub>)

No.	Pertanyaan	SS	S	R	TS	STS
1.	Obat/produk yang ada di Apotek Puspa Husada lengkap					
2.	Obat yang disediakan Apotek Puspa Husada sesuai kebutuhan konsumen					

PERSEPSI KONSUMEN (X<sub>3</sub>)

No	Pertanyaan	SS	S	R	TS	STS
1.	Karyawan Apotek Puspa Husada pelayanannya baik, ramah dan sopan					
2.	Apotek Puspa Husada obatnya lengkap					
3.	Apotek Puspa Husada pemberian obatnya sesuai dengan permintaan resep dokter					

LOYALITAS KONSUMEN (Y)

No	Pertanyaan	SS	S	R	TS	STS
1.	Saya ingin membeli lagi di Apotek Puspa Husada					
2.	Saya selalu ingat untuk membeli obat di Apotek Puspa Husada					
3.	Apotek Puspa Husada menjadi tujuan utama saya membeli obat					
4.	Saya memberitahukan hal positif tentang Apotek Puspa Husada kepada orang lain					
5.	Saya merekomendasikan Apotek Puspa Husada kepada orang lain					

## LAMPIRAN 2. TABULASI DATA

## HASIL TABULASI DATA

No. Responden	Kualitas Pelayanan										Produk				Persepsi Konsumen				Loyalitas Konsumen				Y	
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	X1	P11	P12	X2	P13	P14	P15	X3	P16	P17	P18	P19		P20
1	4	4	4	4	4	4	5	4	3	4	40	5	4	9	4	4	5	13	4	3	4	4	3	18
2	4	4	5	4	5	4	4	3	4	3	40	4	4	8	4	4	4	12	4	4	3	4	4	19
3	5	5	5	5	4	4	5	5	4	4	46	4	4	8	4	4	5	13	4	3	5	4	5	21
4	5	5	5	5	4	4	5	5	4	4	46	3	5	8	4	4	4	12	4	4	5	4	4	21
5	5	5	4	5	4	5	5	5	5	5	48	4	5	9	4	4	5	13	4	5	5	5	5	24
6	5	5	4	4	5	5	4	3	3	4	42	4	4	8	4	4	4	12	4	4	4	4	4	20
7	5	5	4	4	3	4	4	3	3	3	38	4	3	7	4	4	4	12	4	3	4	4	4	19
8	4	4	4	4	4	4	4	3	3	4	38	4	4	8	4	4	4	12	5	4	3	4	3	19
9	5	5	4	4	4	4	4	5	4	3	42	4	5	9	4	4	5	13	4	5	5	5	4	23
10	3	4	3	4	4	3	4	4	3	3	35	5	4	9	4	3	5	12	4	3	4	4	3	18
11	3	4	4	3	4	4	4	4	3	2	35	4	2	6	4	4	5	13	4	4	3	4	4	19
12	4	4	4	4	3	3	4	4	3	3	36	3	3	6	4	4	4	12	4	4	3	4	4	19
13	5	4	4	3	4	4	3	3	3	3	36	3	4	7	4	3	4	11	4	3	3	4	4	18
14	4	4	4	4	3	4	4	4	3	2	36	5	4	9	4	4	4	12	4	3	4	4	3	18
15	4	5	4	3	4	4	4	4	3	2	37	4	4	8	4	4	5	13	4	3	3	4	4	18
16	5	5	4	4	4	3	4	4	4	3	40	5	4	9	4	4	5	13	5	4	4	4	4	21
17	5	4	3	4	4	4	4	4	4	4	40	4	4	8	3	4	4	11	4	4	3	4	4	19



39	5	5	5	4	4	4	4	4	4	3	4	42	4	4	8	4	4	5	13	4	5	4	5	4	22
40	4	5	4	5	5	4	4	4	5	4	4	44	3	4	7	4	4	4	12	4	4	3	4	4	19
41	5	4	4	4	4	4	4	4	4	4	3	40	3	3	6	3	4	3	10	3	3	3	3	3	15
42	5	5	4	4	4	4	4	4	4	4	4	42	5	5	10	5	4	5	14	4	4	5	5	5	23
43	4	4	4	4	4	4	3	4	4	3	3	36	4	4	8	4	4	4	12	4	4	4	4	4	20
44	5	4	4	4	5	4	4	4	4	4	4	42	4	5	9	4	5	4	13	5	4	4	4	5	22
45	5	5	4	4	4	4	5	4	4	4	4	43	4	4	8	4	4	4	12	4	4	4	5	4	21
46	5	5	5	5	4	4	4	5	4	3	4	44	4	5	9	4	4	4	13	4	4	4	4	4	20
47	5	4	3	3	3	4	4	4	4	3	3	35	4	4	8	4	4	4	12	4	4	3	3	4	18
48	3	4	3	4	4	4	4	4	4	3	3	35	4	4	8	4	4	4	12	4	4	4	4	4	20
49	5	5	4	4	4	4	4	4	4	4	4	42	3	4	7	4	4	4	12	4	4	4	2	2	16
50	4	4	4	4	4	4	4	4	4	4	4	40	4	4	8	4	4	4	12	4	4	3	3	3	17
51	5	4	4	5	4	4	4	4	4	5	4	43	4	5	9	4	5	4	13	4	5	4	4	4	21
52	4	5	5	4	5	4	4	4	4	5	4	43	4	5	9	5	4	4	13	4	5	5	5	4	23
53	5	5	5	4	4	4	4	4	4	4	4	43	3	3	6	4	5	4	14	4	4	2	2	2	14
54	4	4	4	4	5	4	4	4	4	3	3	39	5	4	9	4	4	4	12	4	3	4	4	4	19
55	4	4	4	4	5	4	4	5	4	4	4	43	3	3	6	5	5	4	14	4	4	5	4	4	21
56	4	4	4	4	4	4	4	4	4	3	3	37	5	4	9	4	4	4	12	4	3	4	4	4	19
57	5	5	4	5	4	4	4	5	4	4	4	45	4	3	7	5	5	4	15	5	4	5	5	5	24
58	4	4	4	4	4	4	5	4	5	5	4	44	5	2	7	4	4	5	13	4	4	5	5	5	23
59	4	3	4	4	4	4	4	4	4	4	3	38	4	5	9	4	4	5	13	4	5	4	4	4	21



### LAMPIRAN 3. Frekuensi Jawaban Responden

#### Frequency Table

#### Kualitas Pelayanan

##### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	6.7	6.7	6.7
	4	46	61.3	61.3	68.0
	5	24	32.0	32.0	100.0
	Total	75	100.0	100.0	

##### X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	4.0	4.0	4.0
	4	45	60.0	60.0	64.0
	5	27	36.0	36.0	100.0
	Total	75	100.0	100.0	



**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	10.7	10.7	10.7
	4	57	76.0	76.0	86.7
	5	10	13.3	13.3	100.0
	Total	75	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	5.3	5.3	5.3
	4	52	69.3	69.3	74.7
	5	19	25.3	25.3	100.0
	Total	75	100.0	100.0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	9.3	9.3	9.3
	4	51	68.0	68.0	77.3
	5	17	22.7	22.7	100.0
	Total	75	100.0	100.0	

**X1.6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.3	1.3	1.3
3	4	5.3	5.3	6.7
4	50	66.7	66.7	73.3
5	20	26.7	26.7	100.0
Total	75	100.0	100.0	

**X1.7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	2	2.7	2.7	2.7
4	53	70.7	70.7	73.3
5	20	26.7	26.7	100.0
Total	75	100.0	100.0	

**X1.8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	13	17.3	17.3	17.3
4	41	54.7	54.7	72.0
5	21	28.0	28.0	100.0
Total	75	100.0	100.0	

**X1.9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	21	28.0	28.0	28.0
4	40	53.3	53.3	81.3
5	14	18.7	18.7	100.0
Total	75	100.0	100.0	

**X1.10**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	5.3	5.3	5.3
3	21	28.0	28.0	33.3
4	46	61.3	61.3	94.7
5	4	5.3	5.3	100.0
Total	75	100.0	100.0	

**Produk****X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	9.3	9.3	9.3
4	47	62.7	62.7	72.0
5	21	28.0	28.0	100.0
Total	75	100.0	100.0	

### **X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.7	2.7	2.7
	4	40	53.3	53.3	56.0
	5	33	44.0	44.0	100.0
	Total	75	100.0	100.0	

### **Persepsi Konsumen**

### **X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.7	2.7	2.7
	4	56	74.7	74.7	77.3
	5	17	22.7	22.7	100.0
	Total	75	100.0	100.0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	5.3	5.3	5.3
	4	53	70.7	70.7	76.0
	5	18	24.0	24.0	100.0
	Total	75	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.3	1.3	1.3
	4	43	57.3	57.3	58.7
	5	31	41.3	41.3	100.0
	Total	75	100.0	100.0	

**Loyalitas Konsumen****Y1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	5.3	5.3	5.3
	4	65	86.7	86.7	92.0
	5	6	8.0	8.0	100.0
	Total	75	100.0	100.0	

**Y2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	18.7	18.7	18.7
	4	50	66.7	66.7	85.3
	5	11	14.7	14.7	100.0
	Total	75	100.0	100.0	

**Y3**

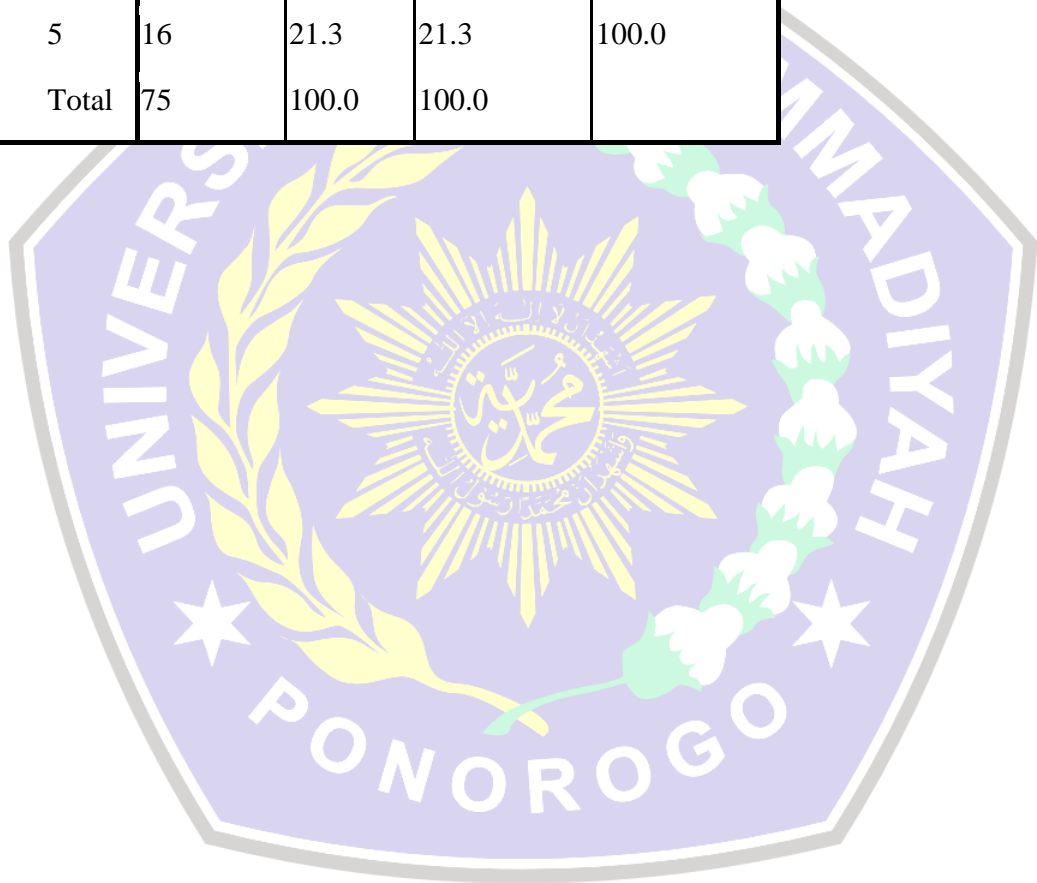
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	4.0	4.0	4.0
	3	18	24.0	24.0	28.0
	4	38	50.7	50.7	78.7
	5	16	21.3	21.3	100.0
	Total	75	100.0	100.0	

**Y4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	5.3	5.3	5.3
	3	7	9.3	9.3	14.7
	4	44	58.7	58.7	73.3
	5	20	26.7	26.7	100.0
	Total	75	100.0	100.0	

Y5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	5.3	5.3	5.3
3	10	13.3	13.3	18.7
4	45	60.0	60.0	78.7
5	16	21.3	21.3	100.0
Total	75	100.0	100.0	



#### LAMPIRAN 4. Hasil Uji Validitas dan Reliabilitas

##### Kualitas Pelayanan

##### Reliability Statistics

Cronbach's Alpha	N of Items
.745	11

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	77.55	38.386	.450	.729
X1.2	77.52	38.658	.457	.730
X1.3	77.95	39.511	.392	.736
X1.4	77.88	37.485	.644	.718
X1.5	77.89	39.124	.416	.734
X1.6	77.95	38.754	.463	.731
X1.7	77.91	38.680	.502	.729
X1.8	78.00	36.919	.624	.715
X1.9	78.33	35.955	.667	.708
X1.10	78.53	37.063	.618	.716
X1	41.03	10.486	1.000	.788



## **Produk**

### **Reliability Statistics**

Cronbach's Alpha	N of Items
.737	3

### **Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	12.12	2.404	.326	.871
X2.2	12.08	1.723	.529	.688
X2	8.07	.820	1.000	-.069 <sup>a</sup>

## **Persepsi Konsumen**

### **Reliability Statistics**

Cronbach's Alpha	N of Items
.705	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	21.31	2.540	.664	.586
X3.2	21.32	2.680	.476	.660
X3.3	21.11	2.799	.385	.700
X3	12.79	1.224	.673	.583

### Loyalitas Konsumen

#### Reliability Statistics

Cronbach's Alpha	N of Items
.787	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	35.81	22.262	.362	.801
Y2	35.88	20.756	.484	.780
Y3	35.95	18.078	.747	.730
Y4	35.77	17.664	.847	.715
Y5	35.87	18.063	.784	.726
Y	19.92	5.912	1.000	.780

**LAMPIRAN 5. Uji Regresi Linier Berganda  
Regression**

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

Model	Variables Entered	Variables Removed	Method
1	persepsi konsumen, produk, Kualitas pelayanan <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: loyalitas konsumen

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.605 <sup>a</sup>	.366	.339	1.976

a. Predictors: (Constant), persepsi konsumen, produk, Kualitas pelayanan

**LAMPIRAN 6. Hasil Uji t**

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-3.934	3.752		-1.049	.298
	Kualitas pelayanan	.212	.075	.283	2.818	.006
	produk	.639	.264	.238	2.420	.018
	persepsi konsumen	.788	.250	.327	3.156	.002

a. Dependent Variable: loyalitas konsumen



## LAMPIRAN 7. Hasil Uji F

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.244	3	53.415	13.678	.000 <sup>a</sup>
	Residual	277.276	71	3.905		
	Total	437.520	74			

a. Predictors: (Constant), persepsi konsumen, produk, Kualitas pelayanan

b. Dependent Variable: loyalitas konsumen





**UNIVERSITAS MUHAMMADIYAH PONOROGO**  
**FAKULTAS EKONOMI**  
 Kampus : Jl. Budi Utomo No. 10 Telp. (0352) 481124 Fax. (0352) 461796  
**PONOROGO - 63471**

**BERITA ACARA BIMBINGAN SKRIPSI**

1. Nama Mahasiswa : **BINTI LAELATUL MAESYAROH**
  2. NIM : 13413104
  3. Jurusan : Manajemen
  4. Bidang : Pemasaran
  5. Alamat : Jl. Teratai 2 Dkh. Mirah RT/RW.03/02 Ds. Nambangrejo Kec. Sukorejo Kab. Ponorogo
  6. Judul Skripsi : Analisis Pengaruh Kualitas Pelayanan, Produk Dan Persepsi Konsumen Terhadap Loyalitas Konsumen (Study Kasus Pada Apotek Puspa Husada Kota Ponorogo)
- Masa Pembimbingan : September 2016 s/d Agustus 2017
8. Tanggal Mengajukan Skripsi :
  9. Konsultasi :

Tanggal Disetujui	BAB	Paraf Pembimbing
14/11 - 2016	Acc Judul	
21/12 - 2016	Acc Proposal	
19/1 - 2017	Revisi Bab I - III	
28/1 - 2017	Acc Bab I - IV	
2/2 - 2017	Revisi Bab II & III	
5/2 - 2017	Acc Bab I, II, III & IV	
8/2 - 2017	Revisi Bab IV + V	
26/2 - 2017	Acc Bab IV + V	
2/3 17	Revisi Kesimpulan & DAFTAR ISI	
4/3 17	Acc Uraian & Daftar Isi	

10. Tanggal Selesai Penulisan Skripsi : \_\_\_\_\_
11. Keterangan Bimbingan Telah selesai : \_\_\_\_\_
12. Telah Di Evaluasi/Di Uji Dengan Nilai : \_\_\_\_\_ (angka)  
 \_\_\_\_\_ (huruf)

Pembimbing,

**Drs. H. SETYO ADJI, MM**  
 NIK. 19520510 198601 11

Ponorogo, 17 November 2016  
 Dekan,  
  
**EPI RAPINI, SE, MM**  
 NIP. 19630505 199003 2 003