

LAMPIRAN A : KUISIONER PENELITIAN

KUESIONER PENELITIAN

“PENGARUH *MUTUAL BENEFIT*, KEPERCAYAAN DAN KOMITMEN MELALUI (MEDIATOR) KEPUASAN KONSUMEN TERHADAP LOYALITAS ANGGOTA KOPERASI “BANGUN JAYA” CABANG PONOROGO.”

Bersama ini , saya mengharapkan kesediaan Anda untuk mengisi daftar kuesioner yang diberikan sesuai dengan penilaian Anda. Informasi yang Anda berikan merupakan bantuan yang sangat berarti bagi saya dalam menyelesaikan penelitian ini. Atas bantuan dan perhatian saudara, saya ucapkan terima kasih.

Nama :

Usia :

Jenis kelamin : a. Laki-laki b. Perempuan

Pekerjaan : a. Pelajar b. PNS c. Karyawan
d. Mahasiswa e.

Lama menjadi Anggota : a. 1 Tahun b. 2 Tahun c. 3 tahun
d. >3 tahun

Isilah jawaban berikut sesuai dengan pendapat Bapak / Ibu, dengan cara memberikan tanda (\surd) pada kolom yang tersedia.

KETERANGAN

STS : Sangat Tidak Setuju = 1

TS : Tidak Setuju = 2

S : Setuju = 3

SS : Sangat Setuju = 4

1. Keuntungan Bersama (*Mutual benefit*) (X1)

No.	Pertanyaan	STS (1)	TS (2)	S (3)	SS (4)
1.	Saya ingin bekerja sama dengan Koperasi “Bangun Jaya” Cabang Ponorogo Karena reputasi yang dimiliki baik.				
2.	Koperasi “Bangun Jaya” Cabang Ponorogo selalu menepati janji mereka kepada saya terhadap jasa yang ditawarkan				
3.	Perlakuan yang saya terima dari Koperasi “Bangun Jaya” Cabang Ponorogo sangat baik.				
4.	Koperasi “Bangun Jaya” Cabang Ponorogo mengenal saya dengan baik.				
5.	Saya mendapat bunga ketika menyimpan uang di Koperasi “Bangun Jaya” Cabang Ponorogo.				
6.	Saya diundang ketika Koperasi “Bangun Jaya” Cabang Ponorogo mengadakan suatu acara				

2. Komitmen (X2)

No.	Pertanyaan	STS (1)	TS (2)	S (3)	SS (4)
1	Saya suka bekerja sama dengan Koperasi “Bangun Jaya” Cabang Ponorogo.				
2	Saya Bekerja sama dengan Koperasi “Bangun Jaya” Cabang Ponorogo supaya tidak repot mencari penyedia jasa simpan pinjam lain.				
3	Saya tidak pindah ke koperasi lain karena akan memakan biaya lagi.				
4	Saya ingin terus bermitra dengan Koperasi “Bangun Jaya” Cabang Ponorogo karena saya ingin merasakan keuntungan yang lebih lagi dari Koperasi “Bangun Jaya” Ponorogo.				

3. Loyalistas Anggota (Y2)

No.	Pertanyaan	STS (1)	TS (2)	S (3)	SS (4)
1.	Saya akan merekomendasikan kepada orang lain untuk menggunakan jasa dari Koperasi “Bangun Jaya” Cabang Ponorogo.				
2.	Saya akan kembali membeli jasa yang ditawarkan Koperasi “Bangun Jaya” Cabang Ponorogo.				
3.	Saya tidak akan beralih kepada perusahaan jasa lain yang menawarkan jasa simpan pinjam yang serupa.				

4. Kepuasan Konsumen (Y1)

No.	Pertanyaan	STS (1)	TS (2)	S (3)	SS (4)
1.	Saya Merasa jasa yang saya gunakan dari Koperasi “Bangun Jaya” Cabang Ponorogo memuaskan saya				
2.	Bunga simpanan maupun pinjaman yang ditawarkan atas jasa Koperasi “Bangun Jaya” Cabang Ponorogo sangat memuaskan.				
3.	Pelayanan yang saya terima selama menggunakan jasa Koperasi “Bangun Jaya” Cabang Ponorogo Memuaskan.				
4.	Jasa yang ditawarkan Koperasi “Bangun Jaya” Cabang Ponorogo sesuai dengan keinginan saya.				
5.	Proses untuk mendapatkan jasa yang ditawarkan Koperasi “Bangun Jaya” Cabang Ponorogo mudah.				

LAMPIRAN C : UJI VALIDITAS

1. VALIDITAS MUTUAL BENEFIT

Correlations

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1
X1.1 Pearson Correlation	1	.289**	.125	.125	.289**	1.000**	.659**
Sig. (2-tailed)		.007	.255	.255	.007	.000	.000
N	85	85	85	85	85	85	85
X1.2 Pearson Correlation	.289**	1	.219*	.219*	1.000**	.289**	.706**
Sig. (2-tailed)	.007		.044	.044	.000	.007	.000
N	85	85	85	85	85	85	85
X1.3 Pearson Correlation	.125	.219*	1	1.000**	.219*	.125	.696**
Sig. (2-tailed)	.255	.044		.000	.044	.255	.000
N	85	85	85	85	85	85	85
X1.4 Pearson Correlation	.125	.219*	1.000**	1	.219*	.125	.696**
Sig. (2-tailed)	.255	.044	.000		.044	.255	.000
N	85	85	85	85	85	85	85
X1.5 Pearson Correlation	.289**	1.000**	.219*	.219*	1	.289**	.706**
Sig. (2-tailed)	.007	.000	.044	.044		.007	.000
N	85	85	85	85	85	85	85
X1.6 Pearson Correlation	1.000**	.289**	.125	.125	.289**	1	.659**
Sig. (2-tailed)	.000	.007	.255	.255	.007		.000
N	85	85	85	85	85	85	85
X1 Pearson Correlation	.659**	.706**	.696**	.696**	.706**	.659**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	85	85	85	85	85	85	85

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

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

2. UJI VALIDITAS KOMITMEN (X2)

Correlations

	X3.1	X3.2	X3.3	X3.4	X3
X3.1 Pearson Correlation	1	.416**	.959**	.274*	.875**
X3.1 Sig. (2-tailed)		.000	.000	.011	.000
X3.1 N	85	85	85	85	85
X3.2 Pearson Correlation	.416**	1	.404**	.268*	.624**
X3.2 Sig. (2-tailed)	.000		.000	.013	.000
X3.2 N	85	85	85	85	85
X3.3 Pearson Correlation	.959**	.404**	1	.305**	.884**
X3.3 Sig. (2-tailed)	.000	.000		.005	.000
X3.3 N	85	85	85	85	85
X3.4 Pearson Correlation	.274*	.268*	.305**	1	.648**
X3.4 Sig. (2-tailed)	.011	.013	.005		.000
X3.4 N	85	85	85	85	85
X3 Pearson Correlation	.875**	.624**	.884**	.648**	1
X3 Sig. (2-tailed)	.000	.000	.000	.000	
X3 N	85	85	85	85	85

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

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

3. UJI VALIDITAS LOYALITAS KONSUMEN (Y2)

Correlations

	Y2.1	Y2.2	Y2.3	Y2
Y2.1 Pearson Correlation	1	.416**	.959**	.954**
Y2.1 Sig. (2-tailed)		.000	.000	.000
Y2.1 N	85	85	85	85
Y2.2 Pearson Correlation	.416**	1	.404**	.646**
Y2.2 Sig. (2-tailed)	.000		.000	.000
Y2.2 N	85	85	85	85
Y2.3 Pearson Correlation	.959**	.404**	1	.951**
Y2.3 Sig. (2-tailed)	.000	.000		.000
Y2.3 N	85	85	85	85
Y2 Pearson Correlation	.954**	.646**	.951**	1
Y2 Sig. (2-tailed)	.000	.000	.000	
Y2 N	85	85	85	85

4. VALIDITAS KEPUASAN KONSUMEN

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1
Y1.1	Pearson Correlation	1	.219*	.297**	.295**	.165	.556**
	Sig. (2-tailed)		.044	.006	.006	.131	.000
	N	85	85	85	85	85	85
Y1.2	Pearson Correlation	.219*	1	.319**	.341**	.822**	.738**
	Sig. (2-tailed)	.044		.003	.001	.000	.000
	N	85	85	85	85	85	85
Y1.3	Pearson Correlation	.297**	.319**	1	.940**	.300**	.797**
	Sig. (2-tailed)	.006	.003		.000	.005	.000
	N	85	85	85	85	85	85
Y1.4	Pearson Correlation	.295**	.341**	.940**	1	.304**	.804**
	Sig. (2-tailed)	.006	.001	.000		.005	.000
	N	85	85	85	85	85	85
Y1.5	Pearson Correlation	.165	.822**	.300**	.304**	1	.711**
	Sig. (2-tailed)	.131	.000	.005	.005		.000
	N	85	85	85	85	85	85
Y1	Pearson Correlation	.556**	.738**	.797**	.804**	.711**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	85	85	85	85	85	85

LAMPIRAN D : UJI REALIBILITAS

1. REALIBILITAS MUTUAL BENEFIT

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded ^a	0	.0
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.774	6

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	12.91	11.586	.495	.747
X1.2	12.68	11.291	.560	.731
X1.3	12.35	10.779	.511	.744
X1.4	12.35	10.779	.511	.744
X1.5	12.68	11.291	.560	.731
X1.6	12.91	11.586	.495	.747

2. UJI REALIBILITY KOMITMEN

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded ^a	0	.0
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.747	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	8.98	4.404	.741	.567
X3.2	8.56	6.392	.440	.744
X3.3	8.92	4.315	.756	.556
X3.4	9.08	5.481	.325	.828

3. REALIBILITY LOYALITAS ANGGOTA**Reliability****Case Processing Summary**

		N	%
Cases	Valid	85	100.0
	Excluded ^a	0	.0
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.828	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	6.21	2.050	.872	.550
Y2.2	5.80	3.852	.414	.979
Y2.3	6.15	2.036	.861	.564

4.REALIBITY KEPUASAN KONSUMEN

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded ^a	0	.0
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.767	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	10.58	7.223	.308	.802
Y1.2	10.26	6.480	.579	.712
Y1.3	10.31	6.072	.656	.683
Y1.4	10.28	5.824	.653	.681
Y1.5	10.25	6.426	.521	.730

LAMPIRAN E: PENGUJIAN HIPOTESIS SECARA PARTIAL DAN SECARA SIMULTAN

Regression

Notes		
Output Created		22-AUG-2017 15:23:27
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	85
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION
		/MISSING LISTWISE
		/STATISTICS COEFF OUTS
		R ANOVA
		/CRITERIA=PIN(.05)
		POUT(.10)
		/NOORIGIN
		/DEPENDENT
		KepuasanKonsumen
		/METHOD=ENTER
	Mutualbenefit Komitmen.	
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02
	Memory Required	1676 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Komitmen, Mutual benefit ^b		Enter

a. Dependent Variable: Kepuasan konsumen

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.599 ^a	.358	.343	2.493

a. Predictors: (Constant), Komitmen, Mutual benefit

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	284.777	2	142.389	22.910	.000 ^b
	Residual	509.646	82	6.215		
	Total	794.424	84			

a. Dependent Variable: Kepuasan konsumen

b. Predictors: (Constant), Komitmen, Mutual benefit

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.830	1.324		3.650	.000
	Mutua lbenefit	.411	.075	.525	5.467	.000
	Komitmen	.156	.102	.147	1.534	.129

a. Dependent Variable: Kepuasan konsumen

Regression

Notes

Output Created		22-AUG-2017 15:24:05
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	85
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION
		/MISSING LISTWISE
		/STATISTICS COEFF OUTS
		R ANOVA
		/CRITERIA=PIN(.05)
		POUT(.10)
		/NOORIGIN
		/DEPENDENT
		Loyalitaskonsumen
		/METHOD=ENTER
Resources		Mutualbenefit Komitmen.
	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.01
	Memory Required	1676 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KepuasanKonsumen, Komitmen, Mutualbenefit ^b	.	Enter

a. Dependent Variable: Loyalitaskonsumen

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	.658	.646	1.575

a. Predictors: (Constant), Kepuasan konsumen, Komitmen, Mutual benefit

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	387.096	3	129.032	52.011	.000 ^b
	Residual	200.951	81	2.481		
	Total	588.047	84			

a. Dependent Variable: Loyalitas konsumen

b. Predictors: (Constant), Kepuasan konsumen, Komitmen, Mutual benefit

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	-2.093		
	Mutual benefit	.358	.055	.532	6.456	.000
	Komitmen	.393	.065	.432	6.032	.000
	Kepuasan konsumen	.008	.070	.009	.116	.908

a. Dependent Variable: Loyalitas konsumen

LAMPIRAN F : BERITA ACARA



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PONOROGO – 63471

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : **ERNI DWI LESTARI**
2. NIM : 13413125
3. Jurusan : Manajemen
4. Bidang : Pemasaran
5. Alamat : Desa Ngebel, Kec. Ngebel Kab. Ponorogo
6. Judul Skripsi : Pengaruh *Matual benefit*, dan Komitmen Melalui (Meditor) Kepuasan Konsumen Terhadap Loyalitas Konsumen KSP “Bangun Jaya Cabang Ponorogo”
7. Masa Pembimbingan : September 2016 s/d Agustus 2017
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	BAB	Paraf Pembimbing
13/3/2017	Acc proposal	
26/4/2017	Acc Bab I, II, III	
24/7/2017	Acc Bab IV, V	
7/8/2017	Acc bab IV & V	

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

Pembimbing,

TITI RAPINI, SE, MM
 NIP. 19630505 199003 2 003

Ponorogo, 3 Februari 2017
Dekan,

TITI RAPINI, SE, MM
 NIP. 19630505 199003 2 003