

Lampiran I

KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :

PENGARUH KUALITAS PRODUK DAN PROMOSI TERHADAP KEPUASAN KONSUMEN PADA PRODUK SUSU BEAR BRAND PADA MASA PANDEMI COVID-19 DI BANDAR LAMPUNG

Petunjuk pengisian daftar pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pertanyaan/pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda () pada jawaban yang telah disediakan oleh peneliti.

A. Penyaring Pernyataan

Apakah anda sudah pernah membeli susu Bear Brand ?

Ya

Tidak

Berapa kali anda sudah melakukan pembelian susu Bear Brand ?

Setiap minggu 2 kali

2 minggu 2 kali

Sebulan 2 kali

3 bulan 2 kali

6 bulan 2 kali

1 tahun 2 kali

B. Identitas Responden :

1. Jenis Kelamin :

Laki-Laki

Perempuan

2. Usia :

17 – 22 Tahun

23 – 27 Tahun

28 – 32 Tahun

33 - 40 Tahun

> 40 Tahun

3. Pekerjaan :

PNS/BUMN

Karyawan Swasta

Wirausaha

Pelajar/Mahasiswa

Yang Lain

Kriteria Penilaian :

SS	: Sangat Setuju	5
S	: Setuju	4
N	: Netral	3
TS	: Tidak Setuju	2
STS	: Sangat Tidak Setuju	1

KUALITAS PRODUK						
No	Pernyataan	STS	TS	CS	S	SS
Performa						
1	Produk susu Bear Brand bermanfaat menambah nutrisi untuk tubuh					
Keunggulan						
2	Rasa Susu Bear Brand lebih segar dibandingkan dengan susu merek lain					
Keterampilan						
3	Susu Bear Brand memiliki berbagai macam variasi ukuran sesuai kebutuhan					
Spesifikasi						
4	Produk Bear Brand memiliki kandungan mineral, lemak dan vitamin baik untuk tubuh					
Keindahan Pengemasan						
5	Susu Bear Brand memiliki kemasan yang menarik					

Sumber : Jefri Halim 2021

PROMOSI						
No	Pernyataan	STS	TS	CS	S	SS
Frekuensi						
6	Kegiatan promosi susu Bear Brand melalui berbagai sarana media (seperti iklan televisi, instagram, spanduk, dan lain – lainnya)					
Kualitas						
7	Promosi yang dilakukan Susu Bear Brand memberikan informasi yang jelas dan sudah mencakup segmentasi pasar					
Kuantitas						
8	Produk susu Bear Brand memberikan harga murah ketika membeli produk dengan jumlah yang banyak					
Waktu						
9	Susu Bear Brand dengan mempromosikan dengan waktu yang terus menerus					
Ketetapan atau Kesusaian						
10	Susu Bear Brand dengan ketepatan promosi dan menambah minat konsumen					

Sumber: Heri Yanto 2018

KEPUASAN KONSUMEN						
No	Pernyataan	STS	TS	CS	S	SS
Membeli Kembali						
11	Akan membeli Susu Bear Brand secara berulang					
Menciptakan <i>Word Of Mout</i>						
12	Bersedia menginformasikan hal positif terkait dengan Susu Bear Brand kepada orang lain					
Menciptakan Citra Merek						
13	Susu Bear Brand memiliki citra rasa yang khas					
Menciptakan Keputusan Pembelian						
14	Susu Bear Brand menjadi pilihan utama untuk mengkonsumsi susu					

Sumber : Farah Anastasia 2015

Lampiran II (Hasil Jawaban Responden)

No	KP1	KP2	KP3	KP4	KP5	KP	P1	P2	P3	P4	P5	P	KK1	KK2	KK3	KK4	KK
1	2	2	2	2	2	10	2	2	2	2	2	10	3	3	3	5	14
2	1	1	1	1	1	5	2	2	2	2	2	10	3	3	4	4	14
3	1	1	1	1	1	5	2	2	2	2	2	10	2	2	2	1	7
4	1	1	1	1	1	5	1	1	1	1	2	6	2	2	2	1	7
5	1	1	1	1	1	5	1	1	1	1	1	5	1	1	1	2	5
6	5	5	5	5	5	25	5	5	5	5	5	25	5	3	3	2	13
7	5	5	5	5	5	25	5	5	5	5	5	25	5	5	2	3	15
8	5	5	5	5	5	25	5	5	5	5	5	25	5	5	3	2	15
9	5	5	5	5	5	25	5	3	5	4	3	20	5	5	3	2	15
10	4	5	5	5	5	24	5	4	4	5	4	22	5	5	5	5	20
11	4	5	4	4	4	21	5	4	4	4	4	21	5	5	4	5	19
12	3	5	5	5	5	23	5	4	3	5	3	20	5	5	5	3	18
13	3	4	5	5	5	22	5	2	2	5	5	19	5	5	3	5	18
14	2	4	4	5	4	19	5	5	5	5	5	25	5	5	5	4	19
15	5	4	2	5	5	21	5	3	3	2	4	17	4	4	5	5	18
16	3	4	3	5	3	18	4	3	3	5	3	18	4	4	5	5	18
17	4	3	3	3	3	16	5	4	4	4	4	21	4	5	5	5	19
18	5	5	5	5	5	25	5	4	5	5	5	24	4	5	4	4	17
19	4	4	4	5	4	21	4	4	4	4	4	20	4	4	5	4	17
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27	3	4	3	4	3	17	4	3	3	4	5	19	3	3	3	3	12
28	3	3	3	3	3	15	4	3	3	4	5	19	3	4	4	4	15
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35	3	4	3	3	3	16	3	3	3	3	3	15	3	4	3	3	13
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92	5	5	4	5	5	24	5	5	2	5	3	20	5	5	5	5	20
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138	5	5	5	5	4	24	5	5	5	5	5	25	5	5	5	5	20
139	5	5	5	5	4	24	5	5	5	5	5	25	5	5	5	5	20
140	5	4	4	4	4	21	5	5	5	5	5	25	5	5	5	5	20

Lampiran III (Hasil Uji Karakteristik Responden)

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	88	62.9	62.9	62.9
Perempuan	52	37.1	37.1	100.0
Total	140	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid > 40 Tahun	15	10.7	10.7	10.7
17 – 22 Tahun	33	23.6	23.6	34.3
23 – 27 Tahun	38	27.1	27.1	61.4
28 – 32 Tahun	36	25.7	25.7	87.1
33 - 40 Tahun	18	12.9	12.9	100.0
Total	140	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Karyawan Swasta	37	26.4	26.4	26.4
Pelajar/Mahasiswa	35	25.0	25.0	51.4
PNS/BUMN	18	12.9	12.9	64.3
Wirausaha	26	18.6	18.6	82.9
Yang Lain	24	17.1	17.1	100.0
Total	140	100.0	100.0	

Lampiran IV (Hasil Uji Deskriptif Jawaban Responden)

KP1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	5.0	5.0	5.0
2	7	5.0	5.0	10.0
3	33	23.6	23.6	33.6
4	40	28.6	28.6	62.1
5	53	37.9	37.9	100.0
Total	140	100.0	100.0	

KP2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.9	2.9	2.9
2	7	5.0	5.0	7.9
3	16	11.4	11.4	19.3
4	63	45.0	45.0	64.3
5	50	35.7	35.7	100.0
Total	140	100.0	100.0	

KP3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.9	2.9	2.9
2	9	6.4	6.4	9.3
3	36	25.7	25.7	35.0
4	47	33.6	33.6	68.6
5	44	31.4	31.4	100.0
Total	140	100.0	100.0	

KP4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.9	2.9	2.9
2	1	.7	.7	3.6
3	15	10.7	10.7	14.3
4	55	39.3	39.3	53.6
5	65	46.4	46.4	100.0
Total	140	100.0	100.0	

KP5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.9	2.9	2.9
Valid 2	1	.7	.7	3.6
Valid 3	25	17.9	17.9	21.4
Valid 4	56	40.0	40.0	61.4
Valid 5	54	38.6	38.6	100.0
Total	140	100.0	100.0	

P1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.9	2.9	2.9
Valid 2	7	5.0	5.0	7.9
Valid 3	16	11.4	11.4	19.3
Valid 4	42	30.0	30.0	49.3
Valid 5	71	50.7	50.7	100.0
Total	140	100.0	100.0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.9	2.9	2.9
Valid 2	11	7.9	7.9	10.7
Valid 3	35	25.0	25.0	35.7
Valid 4	49	35.0	35.0	70.7
Valid 5	41	29.3	29.3	100.0
Total	140	100.0	100.0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.4	1.4	1.4
Valid 2	10	7.1	7.1	8.6
Valid 3	31	22.1	22.1	30.7
Valid 4	55	39.3	39.3	70.0
Valid 5	42	30.0	30.0	100.0
Total	140	100.0	100.0	

P4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2.1	2.1	2.1
2	9	6.4	6.4	8.6
3	13	9.3	9.3	17.9
4	65	46.4	46.4	64.3
5	50	35.7	35.7	100.0
Total	140	100.0	100.0	

P5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.9	2.9	2.9
2	14	10.0	10.0	12.9
3	40	28.6	28.6	41.4
4	37	26.4	26.4	67.9
5	45	32.1	32.1	100.0
Total	140	100.0	100.0	

KK1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.7	.7	.7
2	2	1.4	1.4	2.1
3	15	10.7	10.7	12.9
4	56	40.0	40.0	52.9
5	66	47.1	47.1	100.0
Total	140	100.0	100.0	

KK2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.7	.7	.7
2	4	2.9	2.9	3.6
3	22	15.7	15.7	19.3
4	55	39.3	39.3	58.6
5	58	41.4	41.4	100.0
Total	140	100.0	100.0	

KK3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.4	1.4	1.4
2	8	5.7	5.7	7.1
3	34	24.3	24.3	31.4
4	53	37.9	37.9	69.3
5	43	30.7	30.7	100.0
Total	140	100.0	100.0	

KK4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.4	1.4	1.4
2	7	5.0	5.0	6.4
3	22	15.7	15.7	22.1
4	56	40.0	40.0	62.1
5	53	37.9	37.9	100.0
Total	140	100.0	100.0	

Lampiran V (Hasil Uji Validitas Variabel)

Correlations

		KP1	KP2	KP3	KP4	KP5	KP
KP1	Pearson Correlation	1	.789**	.695**	.783**	.783**	.867**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
KP2	Pearson Correlation	.789**	1	.871**	.918**	.889**	.957**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
KP3	Pearson Correlation	.695**	.871**	1	.841**	.918**	.927**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
KP4	Pearson Correlation	.783**	.918**	.841**	1	.902**	.953**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
KP5	Pearson Correlation	.783**	.889**	.918**	.902**	1	.963**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
KP	Pearson Correlation	.867**	.957**	.927**	.953**	.963**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

Correlations

		P1	P2	P3	P4	P5	P
P1	Pearson Correlation	1	.779**	.780**	.837**	.757**	.922**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
P2	Pearson Correlation	.779**	1	.927**	.763**	.703**	.922**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
P3	Pearson Correlation	.780**	.927**	1	.733**	.678**	.911**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
P4	Pearson Correlation	.837**	.763**	.733**	1	.742**	.904**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
P5	Pearson Correlation	.757**	.703**	.678**	.742**	1	.858**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
P	Pearson Correlation	.922**	.922**	.911**	.904**	.858**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

Correlations

		KK1	KK2	KK3	KK4	KK
KK1	Pearson Correlation	1	.826**	.429*	.329	.780**
	Sig. (2-tailed)		.000	.018	.076	.000
	N	30	30	30	30	30
KK2	Pearson Correlation	.826**	1	.602**	.454*	.875**
	Sig. (2-tailed)	.000		.000	.012	.000
	N	30	30	30	30	30
KK3	Pearson Correlation	.429*	.602**	1	.665**	.830**
	Sig. (2-tailed)	.018	.000		.000	.000
	N	30	30	30	30	30
KK4	Pearson Correlation	.329	.454*	.665**	1	.771**
	Sig. (2-tailed)	.076	.012	.000		.000
	N	30	30	30	30	30
KK	Pearson Correlation	.780**	.875**	.830**	.771**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

Lampiran VI (Hasil Uji Reliabilitas Variabel)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.963	5

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.943	5

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.827	4

Lampiran VII (Hasil Uji Normalitas Variabel)

One-Sample Kolmogorov-Smirnov Test

		KP	P	KK
N		140	140	140
Normal Parameters ^{a,b}	Mean	20.16	19.72	16.48
	Std. Deviation	3.988	3.978	2.922
Most Extreme Differences	Absolute	.113	.111	.114
	Positive	.112	.110	.114
	Negative	-.113	-.111	-.107
Kolmogorov-Smirnov Z		1.335	1.316	1.350
Asymp. Sig. (2-tailed)		.057	.063	.052

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VIII (Hasil Uji Linieritas Variabel)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KK *	Between Groups	(Combined)	540.257	14	38.590	7.459	.000
		Linearity	502.050	1	502.050	97.044	.000
		Deviation from Linearity	38.207	13	2.939	.568	.875
	Within Groups	646.679	125	5.173			
Total			1186.936	139			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KK *	Between Groups	(Combined)	583.164	15	38.878	7.985	.000
		Linearity	500.785	1	500.785	102.849	.000
		Deviation from Linearity	82.379	14	5.884	1.208	.277
	Within Groups	603.772	124	4.869			
Total			1186.936	139			

Lampiran IX (Hasil Uji Multikolinearitas Variabel)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.793	.977		5.927	.000		
	KP	.269	.072	.367	3.714	.000	.392	2.549
	P	.267	.073	.363	3.676	.000	.392	2.549

a. Dependent Variable: KK

Lampiran X (Hasil Uji Regresi Berganda)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689 ^a	.475	.467	2.133

a. Predictors: (Constant), P, KP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.793	.977		5.927	.000
	KP	.269	.072	.367	3.714	.000
	P	.267	.073	.363	3.676	.000

a. Dependent Variable: KK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	563.540	2	281.770	61.923	.000 ^b
	Residual	623.396	137	4.550		
	Total	1186.936	139			

a. Dependent Variable: KK

b. Predictors: (Constant), P, KP