

Lampiran 1

Table Frekuensi Responden

gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid LAKI-LAKI	14	16.5	16.5	16.5
PEREMPUAN	71	83.5	83.5	100.0
Total	85	100.0	100.0	

pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMP	4	4.7	4.7	4.7
SMA	70	82.4	82.4	87.1
S-1	9	10.6	10.6	97.6
LAIN -LAIN	2	2.4	2.4	100.0
Total	85	100.0	100.0	

umur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 21 - 30	81	95.3	95.3	95.3
31 - 40	3	3.5	3.5	98.8
41 - 50	1	1.2	1.2	100.0
Total	85	100.0	100.0	

pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid PELAJAR / MAHASISWA	75	88.2	88.2	88.2
KARYAWAN	5	5.9	5.9	94.1
WIRASWASTA	1	1.2	1.2	95.3
IBU RUMAH TANGGA	4	4.7	4.7	100.0
Total	85	100.0	100.0	

penghasilan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<250000	14	16.5	16.7	16.7
	250000 - 500000	20	23.5	23.8	40.5
	500000 - 1000000	33	38.8	39.3	79.8
	1000000 - 1500000	12	14.1	14.3	94.0
	>1500000	5	5.9	6.0	100.0
	Total	84	98.8	100.0	
Missing	System	1	1.2		
	Total	85	100.0		

Lampiran 2

Tabel frekuensi jawaban responden

X11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.2	1.2	1.2
2	6	7.1	7.1	8.2
3	10	11.8	11.8	20.0
4	60	70.6	70.6	90.6
5	8	9.4	9.4	100.0
Total	85	100.0	100.0	

X13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.2	1.2	1.2
2	6	7.1	7.1	8.2
3	25	29.4	29.4	37.6
4	48	56.5	56.5	94.1
5	5	5.9	5.9	100.0
Total	85	100.0	100.0	

X12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	7.1	7.1	7.1
3	18	21.2	21.2	28.2
4	56	65.9	65.9	94.1
5	5	5.9	5.9	100.0
Total	85	100.0	100.0	

X21

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.2	1.2	1.2
2	9	10.6	10.6	11.8
3	8	9.4	9.4	21.2
4	52	61.2	61.2	82.4
5	15	17.6	17.6	100.0
Total	85	100.0	100.0	

X22

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.5	3.5	3.5
	2	8	9.4	9.4	12.9
	3	19	22.4	22.4	35.3
	4	44	51.8	51.8	87.1
	5	11	12.9	12.9	100.0
	Total	85	100.0	100.0	

X24

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	9	10.6	10.6	11.8
	3	17	20.0	20.0	31.8
	4	50	58.8	58.8	90.6
	5	8	9.4	9.4	100.0
	Total	85	100.0	100.0	

X23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	5.9	5.9	5.9
	2	14	16.5	16.5	22.4
	3	12	14.1	14.1	36.5
	4	43	50.6	50.6	87.1
	5	11	12.9	12.9	100.0
	Total	85	100.0	100.0	

X25

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	8	9.4	9.4	10.6
	3	29	34.1	34.1	44.7
	4	42	49.4	49.4	94.1
	5	5	5.9	5.9	100.0
	Total	85	100.0	100.0	

X31

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	14.1	14.1	14.1
	2	29	34.1	34.1	48.2
	3	29	34.1	34.1	82.4
	4	14	16.5	16.5	98.8
	5	1	1.2	1.2	100.0
	Total	85	100.0	100.0	

X41

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	28	32.9	32.9	34.1
	4	35	41.2	41.2	75.3
	5	21	24.7	24.7	100.0
	Total	85	100.0	100.0	

X32

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	18.8	18.8	18.8
	2	35	41.2	41.2	60.0
	3	22	25.9	25.9	85.9
	4	11	12.9	12.9	98.8
	5	1	1.2	1.2	100.0
	Total	85	100.0	100.0	

X42

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.4	2.4	2.4
	3	29	34.1	34.1	36.5
	4	49	57.6	57.6	94.1
	5	5	5.9	5.9	100.0
	Total	85	100.0	100.0	

X43

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	7.1	7.1	7.1
	3	27	31.8	31.8	38.8
	4	48	56.5	56.5	95.3
	5	4	4.7	4.7	100.0
	Total	85	100.0	100.0	

X52

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	7	8.2	8.2	9.4
	3	13	15.3	15.3	24.7
	4	48	56.5	56.5	81.2
	5	16	18.8	18.8	100.0
	Total	85	100.0	100.0	

X51

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.5	3.5	3.5
	2	11	12.9	12.9	16.5
	3	5	5.9	5.9	22.4
	4	52	61.2	61.2	83.5
	5	14	16.5	16.5	100.0
	Total	85	100.0	100.0	

X53

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	8.2	8.2	8.2
	2	19	22.4	22.4	30.6
	3	7	8.2	8.2	38.8
	4	36	42.4	42.4	81.2
	5	16	18.8	18.8	100.0
	Total	85	100.0	100.0	

X54

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	13	15.3	15.3	16.5
	3	15	17.6	17.6	34.1
	4	45	52.9	52.9	87.1
	5	11	12.9	12.9	100.0
	Total	85	100.0	100.0	

Lampiran 3

Tabel Anti Image

Anti-image Matrices

		X11	X12	X13	X21	X22	X23	X24	X25	X31	X32	X41	X42	X43	X51	X52	X53	X54
Anti-image Covariance	X11	.719	-.144	-.004	.053	-.004	-.043	.044	.082	-.065	.024	.164	.011	-.083	-.063	.036	.026	.006
	X12	-.144	.369	-.238	-.042	.027	-.051	.040	-.092	-.089	.027	-.034	.010	.077	.068	-.035	.027	-.023
	X13	-.004	-.238	.405	-.015	-.117	.052	.003	.069	.023	.029	-.024	-.028	-.054	-.007	.002	-.037	-.034
	X21	.053	-.042	-.015	.373	.049	-.105	-.040	-.022	-.012	.039	.097	.076	.034	-.185	-.046	.091	.026
	X22	-.004	.027	-.117	.049	.459	-.060	-.030	-.075	.032	-.026	.117	.010	.020	-.054	-.135	.054	.022
	X23	-.043	-.051	.052	-.105	-.060	.310	-.093	.035	.037	-.048	-.053	-.024	.054	.024	.026	-.192	.064
	X24	.044	.040	.003	-.040	-.030	-.093	.250	-.116	-.010	.013	.002	-.107	.021	.045	-.011	.063	-.173
	X25	.082	-.092	.069	-.022	-.075	.035	-.116	.641	.014	-.002	-.022	.032	-.055	-.033	-.033	.019	.028
	X31	-.065	-.089	.023	-.012	.032	.037	-.010	.014	.497	-.308	.014	.051	-.018	-.027	-.021	-.013	-.036
	X32	.024	.027	.029	.039	-.026	-.048	.013	-.002	-.308	.540	-.006	-.053	-.052	.057	-.066	-.026	.049
	X41	.164	-.034	-.024	.097	.117	-.053	.002	-.022	.014	-.006	.714	-.118	-.150	-.039	-.065	.062	.043
	X42	.011	.010	-.028	.076	.010	-.024	-.107	.032	.051	-.053	-.118	.701	-.197	-.041	.033	.013	.034
	X43	-.083	.077	-.054	.034	.020	.054	.021	-.055	-.018	-.052	-.150	-.197	.657	-.099	.035	.042	-.042
	X51	-.063	.068	-.007	-.185	-.054	.024	.045	-.033	-.027	.057	-.039	-.041	-.099	.313	-.056	-.114	-.019
	X52	.036	-.035	.002	-.046	-.135	.026	-.011	-.033	-.021	-.066	-.065	.033	.035	-.056	.289	-.049	-.066
	X53	.026	.027	-.037	.091	.054	-.192	.063	.019	-.013	-.026	.062	.013	.042	-.114	-.049	.283	-.067
	X54	.006	-.023	-.034	.026	.022	.064	-.173	.028	-.036	.049	.043	.034	-.042	-.019	-.066	-.067	.257
Anti-image Correlation	X11	.603 ^a	-.280	-.008	.102	-.008	-.091	.105	.120	-.108	.039	.229	.015	-.121	-.132	.079	.057	.014
	X12	-.280	.675 ^a	-.615	-.113	.065	-.151	.131	-.190	-.208	.061	-.066	.020	.156	.201	-.108	.084	-.074
	X13	-.008	-.615	.732 ^a	-.039	-.271	.146	.010	.135	.051	.061	-.045	-.052	-.105	-.020	.006	-.110	-.105
	X21	.102	-.113	-.039	.771 ^a	.118	-.310	-.130	-.045	-.027	.087	.187	.149	.069	-.542	-.139	.279	.084

	X22	-.008	.065	-.271	.118	.848 ^a	-.160	-.089	-.139	.067	-.052	.205	.017	.036	-.143	-.371	.149	.063
	X23	-.091	-.151	.146	-.310	-.160	.710 ^a	-.334	.079	.095	-.117	-.113	-.051	.119	.077	.087	-.647	.226
	X24	.105	.131	.010	-.130	-.089	-.334	.700 ^a	-.289	-.029	.035	.004	-.254	.051	.160	-.042	.236	-.682
	X25	.120	-.190	.135	-.045	-.139	.079	-.289	.836 ^a	.025	-.003	-.033	.048	-.084	-.075	-.076	.044	.068
	X31	-.108	-.208	.051	-.027	.067	.095	-.029	.025	.699 ^a	-.594	.024	.087	-.032	-.068	-.055	-.034	-.101
	X32	.039	.061	.061	.087	-.052	-.117	.035	-.003	-.594	.528 ^a	-.010	-.087	-.087	.138	-.167	-.067	.131
	X41	.229	-.066	-.045	.187	.205	-.113	.004	-.033	.024	-.010	.654 ^a	-.166	-.219	-.083	-.143	.139	.101
	X42	.015	.020	-.052	.149	.017	-.051	-.254	.048	.087	-.087	-.166	.615 ^a	-.290	-.089	.074	.028	.079
	X43	-.121	.156	-.105	.069	.036	.119	.051	-.084	-.032	-.087	-.219	-.290	.611 ^a	-.218	.079	.097	-.103
	X51	-.132	.201	-.020	-.542	-.143	.077	.160	-.075	-.068	.138	-.083	-.089	-.218	.757 ^a	-.185	-.383	-.066
	X52	.079	-.108	.006	-.139	-.371	.087	-.042	-.076	-.055	-.167	-.143	.074	.079	-.185	.890 ^a	-.173	-.242
	X53	.057	.084	-.110	.279	.149	-.647	.236	.044	-.034	-.067	.139	.028	.097	-.383	-.173	.705 ^a	-.247
	X54	.014	-.074	-.105	.084	.063	.226	-.682	.068	-.101	.131	.101	.079	-.103	-.066	-.242	-.247	.766 ^a

Lampiran 4

Tabel statistic deskriptif variable penelitian

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X11	85	1.00	5.00	3.8000	.75277
X12	85	2.00	5.00	3.7059	.68701
X13	85	1.00	5.00	3.5882	.76055
X21	85	1.00	5.00	3.8353	.88435
X22	85	1.00	5.00	3.6118	.95237
X23	85	1.00	5.00	3.4824	1.09774
X24	85	1.00	5.00	3.6471	.84100
X25	85	1.00	5.00	3.4941	.79617
X31	85	1.00	5.00	2.5647	.96913
X32	85	1.00	5.00	2.3647	.97403
X41	85	2.00	5.00	3.8941	.78715
X42	85	2.00	5.00	3.6706	.62466
X43	85	2.00	5.00	3.5882	.69512
X51	85	1.00	5.00	3.7412	1.00182
X52	85	1.00	5.00	3.8353	.87078
X53	85	1.00	5.00	3.4118	1.25636
X54	85	1.00	5.00	3.6118	.93978
Valid N (listwise)	85				

Lampiran 5

OUTPUT UJI VALIDITAS

(sample 30)

Correlations

		X1
X11	Pearson Correlation	.708**
	Sig. (2-tailed)	.000
	N	30
X12	Pearson Correlation	.864**
	Sig. (2-tailed)	.000
	N	30
X13	Pearson Correlation	.801**
	Sig. (2-tailed)	.000
	N	30
X1	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

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

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

Correlations

		X2
X21	Pearson Correlation	.510**
	Sig. (2-tailed)	.004
	N	30
X22	Pearson Correlation	.613**
	Sig. (2-tailed)	.000
	N	30
X23	Pearson Correlation	.755**
	Sig. (2-tailed)	.000
	N	30
X24	Pearson Correlation	.799**
	Sig. (2-tailed)	.000
	N	30
X25	Pearson Correlation	.707**
	Sig. (2-tailed)	.000
	N	30
X2	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

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

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

Correlations

		X3
X31	Pearson Correlation	.940**
	Sig. (2-tailed)	.000
	N	30
X32	Pearson Correlation	.918**
	Sig. (2-tailed)	.000
	N	30
X3	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

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

Correlations

		X4
X41	Pearson Correlation	.646**
	Sig. (2-tailed)	.000
	N	30
X42	Pearson Correlation	.804**
	Sig. (2-tailed)	.000
	N	30
X43	Pearson Correlation	.806**
	Sig. (2-tailed)	.000
	N	30
X4	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

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

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

Correlations

		X5
X51	Pearson Correlation	.640**
	Sig. (2-tailed)	.000
	N	30
X52	Pearson Correlation	.789**
	Sig. (2-tailed)	.000
	N	30
X53	Pearson Correlation	.892**
	Sig. (2-tailed)	.000
	N	30
X54	Pearson Correlation	.760**
	Sig. (2-tailed)	.000
	N	30
X5	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

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

**OUTPUT UJI VALIDITAS
(sample 85)**

Correlations

		X1
X11	Pearson Correlation	.676**
	Sig. (2-tailed)	.000
	N	85
X12	Pearson Correlation	.859**
	Sig. (2-tailed)	.000
	N	85
X13	Pearson Correlation	.821**
	Sig. (2-tailed)	.000
	N	85
X1	Pearson Correlation	1
	Sig. (2-tailed)	
	N	85

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

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

Correlations

		X2
X21	Pearson Correlation	.741 ^{**}
	Sig. (2-tailed)	.000
	N	85
X22	Pearson Correlation	.743 ^{**}
	Sig. (2-tailed)	.000
	N	85
X23	Pearson Correlation	.739 ^{**}
	Sig. (2-tailed)	.000
	N	85
X24	Pearson Correlation	.750 ^{**}
	Sig. (2-tailed)	.000
	N	85
X25	Pearson Correlation	.629 ^{**}
	Sig. (2-tailed)	.000
	N	85
X2	Pearson Correlation	1
	Sig. (2-tailed)	
	N	85

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

Correlations

		X3
X31	Pearson Correlation	.894 ^{**}
	Sig. (2-tailed)	.000
	N	85
X32	Pearson Correlation	.895 ^{**}
	Sig. (2-tailed)	.000
	N	85
X3	Pearson Correlation	1
	Sig. (2-tailed)	
	N	85

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

Correlations

		X4
X41	Pearson Correlation	.767 ^{**}
	Sig. (2-tailed)	.000
	N	85
X42	Pearson Correlation	.725 ^{**}
	Sig. (2-tailed)	.000
	N	85
X43	Pearson Correlation	.760 ^{**}
	Sig. (2-tailed)	.000
	N	85
X4	Pearson Correlation	1
	Sig. (2-tailed)	
	N	85

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

Correlations

		X5
X51	Pearson Correlation	.816 ^{**}
	Sig. (2-tailed)	.000
	N	85
X52	Pearson Correlation	.844 ^{**}
	Sig. (2-tailed)	.000
	N	85
X53	Pearson Correlation	.831 ^{**}
	Sig. (2-tailed)	.000
	N	85
X54	Pearson Correlation	.745 ^{**}
	Sig. (2-tailed)	.000
	N	85
X5	Pearson Correlation	1
	Sig. (2-tailed)	
	N	85

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

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OUTPUT UJI RELIABILITAS
(sample 30)

X1

Reliability Statistics

Cronbach's Alpha	N of Items
.674	3

X4

Reliability Statistics

Cronbach's Alpha	N of Items
.613	3

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.695	5

X5

Reliability Statistics

Cronbach's Alpha	N of Items
.764	4

X3

Reliability Statistics

Cronbach's Alpha	N of Items
.837	2

OUTPUT UJI RELIABILITAS
(sample 85)

X1

Reliability Statistics

Cronbach's Alpha	N of Items
.683	3

X4

Reliability Statistics

Cronbach's Alpha	N of Items
.608	3

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.765	5

X5

Reliability Statistics

Cronbach's Alpha	N of Items
.815	4

X3

Reliability Statistics

Cronbach's Alpha	N of Items
.749	2

Lampiran 7

Output KMO

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.742
Bartlett's Test of Sphericity	654.232
Approx. Chi-Square	
df	136
Sig.	.000

Lampiran 8**OUTPUT COMMUNALITAS****Communalities**

	Initial	Extraction
X11	1.000	.616
X12	1.000	.780
X13	1.000	.762
X21	1.000	.622
X22	1.000	.556
X23	1.000	.675
X24	1.000	.767
X25	1.000	.547
X31	1.000	.780
X32	1.000	.846
X41	1.000	.468
X42	1.000	.589
X43	1.000	.672
X51	1.000	.768
X52	1.000	.749
X53	1.000	.754
X54	1.000	.696

Extraction Method: Principal
Component Analysis.

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Output total variance explained

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.370	31.589	31.589	5.370	31.589	31.589
2	2.013	11.838	43.428	2.013	11.838	43.428
3	1.652	9.718	53.146	1.652	9.718	53.146
4	1.459	8.585	61.730	1.459	8.585	61.730
5	1.153	6.783	68.513	1.153	6.783	68.513
6	.859	5.055	73.568			
7	.816	4.803	78.370			
8	.652	3.834	82.205			
9	.621	3.654	85.859			
10	.535	3.146	89.005			
11	.462	2.717	91.722			
12	.395	2.324	94.046			
13	.299	1.761	95.807			
14	.253	1.489	97.296			
15	.189	1.114	98.410			
16	.150	.884	99.294			
17	.120	.706	100.000			

Extraction Method: Principal Component Analysis.

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OUTPUT KOMPONEN MATRIK SEBELUM ROTASI

Component Matrix^a

	Component				
	1	2	3	4	5
X11	.094	-.578	.312	.205	.366
X12	.526	-.381	.317	.507	-.013
X13	.557	-.193	.275	.564	.149
X21	.709	-.025	-.283	-.053	.188
X22	.725	.047	-.035	.153	-.057
X23	.688	-.075	-.155	-.368	.191
X24	.652	.500	-.098	.125	-.259
X25	.484	.411	-.059	.217	-.305
X31	.437	-.223	.616	-.270	-.296
X32	.216	-.110	.634	-.530	-.324
X41	-.282	.486	.346	-.006	.180
X42	-.107	.619	.340	.010	.279
X43	-.188	.502	.473	.051	.398
X51	.703	.089	-.113	-.224	.451
X52	.855	.108	.038	-.039	-.054
X53	.690	-.136	-.076	-.428	.265
X54	.740	.313	-.009	.164	-.156

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Lampiran 11

OUTPUT KOMPONEN MATRIK SETELAH ROTASI

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
X11	.123	-.407	.651	-.064	.082
X12	.062	.235	.818	-.174	.149
X13	.146	.301	.806	.006	-.005
X21	.664	.331	.154	-.196	-.099
X22	.393	.537	.303	-.131	.065
X23	.770	.178	.014	-.165	.153
X24	.243	.839	-.021	.059	.025
X25	.058	.736	.025	.028	.007
X31	.136	.131	.253	-.045	.823
X32	.083	-.008	-.045	.059	.913
X41	-.180	-.024	-.128	.647	.022
X42	-.019	.112	-.091	.753	-.019
X43	-.052	-.059	.046	.814	.006
X51	.840	.193	.126	.094	-.027
X52	.552	.579	.226	-.075	.228
X53	.824	.084	.055	-.131	.218
X54	.329	.741	.183	.015	.076

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Lampiran 12



KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG
FAKULTAS EKONOMI
JURUSAN MANAJEMEN

Terakreditasi "A" SK BAN-PT Depdiknas Nomor : 005/BAN-PT/Ak-X/S1/II/2007
 Jalan Gajayana 50 Malang 65144, Telp/Fax. (0341) 558881, e-mail: feuinmlg@yahoo.co.id

Nomor : Un.3.5/PP.00/0597/2012 09 Mei 2012
 Sifat : -
 Hal : Permohonan Ijin Penelitian Skripsi

Yth. PT Sumber Alfaria Trijaya DC Malang
 Jl Raya Singosari KM 73
 di Tempat

Assalamu'alaikum Wr. Wb.

Dalam rangka menyelesaikan tugas akhir dan pengembangan keilmuan bagi mahasiswa, kami mohon bantuan Bapak / Ibu memberikan ijin penelitian mahasiswa kami :

Nama : Mei Andika
 NIM : 08510086
 Konsentrasi : Manajemen Pemasaran
 Judul : Analisis Faktor-Faktor Yang Mempengaruhi Kepuasan Pelanggan Pada Minimarket Alfamart di Kota Malang

Perlu kami informasikan bahwa data-data yang diperlukan oleh mahasiswa kami hanya sebatas kajian keilmuan, tidak dipublikasikan serta tidak merugikan instansi yang Bapak/ Ibu pimpin.

Demikian surat permohonan kami, atas perhatian dan kerjasama yang baik, disampaikan terima kasih.

Wassalamu'alaikum Wr. Wb.

Ketua Jurusan,

 Achmad Sani Supriyanto, SE., M.Si
 NIP.19720212 200312 1 003



Tembusan :

1. Pembantu Dekan Bidang Akademik
2. Arsip.




Page 1 of 1

Manj/5.5.3/2012

Lampiran 13

Kuisisioner

ANALISIS FAKTOR – FAKTOR YANG MEMPENGARUHI KEPUASAN PELANGGAN PADA MINIMARKET ALFAMART DI KOTA MALANG

Assalamu'alaikum..

Salam ceria,

Responden yang terhormat saya meminta sedikit waktu anda untuk mengisi beberapa pertanyaan dalam kuisisioner berikut ini. Kuisisioner ini akan digunakan sebagai bahan penelitian dalam mengerjakan tugas akhir sebagai syarat untuk meraih gelar Sarjana (S1). Untuk itu, saya mohon kesediaan anda untuk mengisi kuisisioner dibawah ini:

A. Identitas Responden

1. Nama
2. Jenis Kelamin (Lingkari nomor)
 - a. Laki-Laki
 - b. Perempuan
3. Usia (Lingkari nomor)

a. < 20 tahun	d. 41 – 50 tahun
b. 21 – 30 tahun	e. > 50 tahun
c. 31 – 40 tahun	
4. Pendidikan (Lingkari nomor)

a. Sekolah Dasar (SD)	d. Sarjana (S-1)
b. Sekolah Menengah Pertama (SMP)	e. Lain - Lain
c. Sekolah Menengah Atas (SMA)	
5. Pekerjaan (Lingkari nomor)

a. Pelajar/mahasiswa	d. Ibu rumah tangga
b. Karyawan	e. Lain-lain
c. Wiraswasta	
6. Pendapatan perbulan (Lingkari nomor)

a. < 250.000	d. 1.000.000 – 1.500.000
b. 250.000 – 500.000	e. > 1.500.000
c. 500.000 – 1.000.000	

B. Daftar Pertanyaan Kuesioner

Setiap pertanyaan dibawah ini mohon diberikan respon dengan memberi tanda cek (√) pada kolom pilihan yang telah tersedia.

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

Kualitas Produk (X1)

Pertanyaan	Jawaban				
	SS	S	R	TS	STS
1. Saya merasa produk yang dijual di minimarket Alfamart beragam					
2. Produk yang tersedia di Alfamart berkualitas					
3. Produk yang tersedia di Alfamart memiliki daya tahan yang bagus					

Kualitas Pelayanan (X2)

Pertanyaan	Jawaban				
	SS	S	R	TS	STS
1. Tempat yang bersih, nyaman, dan rapi di minimarket Alfamart					
2. Pelayanan di Alfamart sesuai dengan yang dijanjikan di iklan yaitu “belanja puas harga pas”					
3. Pelayanan yang maksimal selalu diberikan oleh karyawan Alfamart kepada saya					
4. Karyawan Alfamart yang sopan dan santun kepada saya					
5. Karyawan Alfamart selalu memberikan perhatian setiap saya berbelanja					

Emosional (X3)

Pertanyaan	Jawaban				
	SS	S	R	TS	STS
1. Saya merasa bangga jika berbelanja di Minimarket Alfamart					
2. Saya yakin orang lain akan kagum jika saya berbelanja di Alfamart					

Harga (X4)

Pertanyaan	Jawaban				
	SS	S	R	TS	STS
1. Produk yang tersedia di Alfamart lebih murah dibanding minimarket yang lain					
2. Produk yang tersedia di Alfamart kurang lebih memiliki harga yang sama dengan minimarket yang lain.					
3. Harga yang tersedia di Alfamart sesuai dengan kualitas produk.					

Biaya (X5)

Pertanyaan	Jawaban				
	SS	S	R	TS	STS
1. Lokasi alfamart dekat dengan permukiman atau perumahan yang saya tinggali					
2. Minimarket Alfamart berada di Lokasi yang strategis					
3. Tempat Alfamart berada di lokasi arah pulang rumah saya					
4. Penempatan minimarket Alfamart dekat dengan fasilitas seperti sekolah, tempat ibadah, dan tempat-tempat yang biasa saya kunjungi lainnya					

*** Terima Kasih ***

Lampiran 14

BIODATA PENELITI

A. Data Pribadi

1. Nama : Mei Andika
2. Tempat & Tanggal Lahir : Kediri, 5 Mei 1990
3. Jenis Kelamin : Laki-Laki
4. Alamat Asal : Ds. Sugihwaras, Kec. Ngancar, Kab. Kediri
5. Telepon & Hp : 085645724510
6. E-mail : bukit_harapan_mei@yahoo.com

B. Riwayat Pendidikan Formal

1. SDN Babadan III Ngancar Kediri
2. SMPN 1 Ngancar Kediri
3. SMAN 5 Kediri
4. Fakultas Ekonomi UIN Maulana Malik Ibrahim Malang

C. Riwayat Pendidikan Non Formal (Seminar, Kursus dan Pelatihan)

1. Program Khusus Perkuliahan Bahasa Arab dan Bahasa Inggris UIN Maulana Malik Ibrahim Malang
2. SPSS *Training Program* Fakultas Ekonomi UIN Maulana Malik Ibrahim Malang Tahun 2011
3. Pelatihan *Enterprenourship* 2008

D. Pengalaman Organisasi

1. Anggota Menteri Agama Badan Eksekutif Mahasiswa (BEM-FE) UIN Maliki Malang Tahun 2009
2. Menteri Pendidikan Senat Mahasiswa (SEMA-FE) UIN Maliki Malang Tahun 2010
3. Wakil Ketua Forum SMAN 5 Kediri di Malang (FORSDIMA) tahun 2009

Demikian Daftar Riwayat Hidup ini dibuat dengan benar dan dapat dipertanggungjawabkan.

Malang, 20 Juni 2012



KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG
PROGRAM KHUSUS PENGEMBANGAN BAHASA INGGRIS (PKPBI)
 Jalan Gajayana 50 Telp. (0341) 551354, 572533 – Fax. (0341) 572533 Malang 65144
<http://www.uin-malang.ac.id> email://info@uin-malang.ac.id

SURAT KETERANGAN

Nomor: Un.03/PKPBI/KP.01.2/90/2012

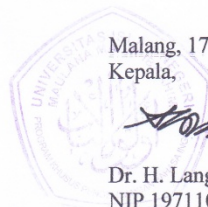
Dengan ini kami menerangkan bahwa bahasa Inggris dalam Abstrak skripsi mahasiswa :

Nama : Mei Andika
 N I M : 08510086
 Fakultas / Jurusan : Ekonomi/ Manajemen

telah dikoreksi oleh Tim Korektor Unit PKPBI UIN Maulana Malik Ibrahim Malang. Akan tetapi, kami tidak bertanggung jawab terhadap isi dari Abstrak tersebut.

Demikian surat keterangan ini dibuat untuk dipergunakan sebagaimana mestinya.

Malang, 17 Juli 2012
 Kepala,



Dr. H. Langgeng Budianto, M. Pd
 NIP 1971104 200312 1 001

