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LEMBAR KUESIONER

Assalamualaikum Wr. Wb.

Dalam rangka penyusunan skripsi yang berjudul “Pengaruh *Marketing Mix* terhadap kepuasan konsumen di Yotta Drink Jl. Aroepala Kota Makassar, maka saya :

Nama : Muh Rezkita Arief Cama

Nim 02220200015

Fakultas/Jurusan : Fakultas Ekonomi dan Bisnis / Manajemen

Mohon untuk kesediaanya untuk menjadi responden dengan mengisi lembar kuesioner ini, mengingat data yang saya kumpulkan ini sangat besar arti dan pengaruhnya terhadap hasil penelitian ini, maka saya mohon kepada responden untuk mengisi kuesioner ini dengan jujur dan benar. Atas ketersediaan dan bantuan para responden untuk mengisi kuesioner ini, saya ucapkan terima kasih.

Penulis

Muh Rezkita Arief Cama

II. RESPONDEN

Nama :

Jenis Kelamin :

Usia :

Pekerjaan :

Petunjuk Pengisian Kuesioner Skala Likert :

SS : Sangat Setuju

S : Setuju

KS : Kurang Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

III. Tanggapan Responden

Untuk menjawab pernyataan di bawah ini berikan tanda () untuk pilihan yang benar menurut pendapat anda pada kolom yang telah tersedia

A. Variabel Harga (X1)

No.	Pernyataan	SS	S	KS	TS	STS
1	Yotta Drink menawarkan harga yang terjangkau bagi tiap kalangan					
2	Yotta Drink menawarkan harga sesuai dengan kualitas					
3	Harga yang ditawarkan Yotta Drink sesuai dengan porsi yang disajikan					
4	Harga Yotta Drink dapat bersaing dengan pesaing lain					

B. Variabel Produk (X2)

No.	Pernyataan	SS	S	KS	TS	STS
1	Yotta Drink memiliki bentuk kemasan produk yang praktis					
2	Yotta Drink menawarkan banyak varian minuman					
3	Yotta Drink menyajikan tampilan produk sesuai dengan yang ada di gambar					
4	Yotta Drink memiliki kemasan produk yang menarik					

C. Variabel Promosi (X3)

No.	Pernyataan	SS	S	KS	TS	STS
1	Yotta Drink menawarkan promosi hadiah untuk pembelian paket yang disediakan					
2	Iklan yang ditampilkan Yotta Drink di media sosial sangat menarik perhatian					
3	Yotta Drink menawarkan promosi di peringatan hari besar (hari kemerdekaan, hari raya keagamaan, dan hari besar lainnya)					
4	Yotta Drink sangat sering memberikan penawaran yang menarik perhatian					

D. Variabel Tempat (X4)

No.	Pernyataan	SS	S	KS	TS	STS
1	Yotta Drink Jl. Aroepala memiliki tempat yang mudah diakses					
2	Yotta Drink Jl. Aroepala memiliki tempat yang mudah ditemukan					
3	Lokasi sekitar Yotta Drink Jl. Aroepala memiliki tempat yang sering dilalui banyak orang.					
4	Lokasi sekitar Yotta Drink Jl. Aroepala memungkinkan untuk memperluas usaha dikemudian hari					

E. Variabel Kepuasan Konsumen (Y)

No.	Pernyataan	SS	S	KS	TS	STS
1	Saya merasa puas dengan cita rasa minuman Yotta Drink Jl. Aroepala					
2	Saya merasa puas terhadap produk Yotta Drink dan akan melakukan pembelian kembali					

3	Saya akan merekomendasikan kepada kerabat, teman, dan rekan mengenai produk Yotta Drink					
4	Produk dan pelayanan Yotta Drink dapat memenuhi harapan saya					

Lampiran 2

No	Profil Responden				Harga (X1)				Produk (X2)				Promosi (X3)				Tempat (X4)				Kepuasan Konsumen (Y)			
	Jenis Kelamin	Usia	Pekerjaan	Total Pembelian di Yotta	X1.1	X1.2	X1.3	X1.4	X2.1	X2.2	X2.3	X2.4	X3.1	X3.2	X3.3	X3.4	X4.1	X4.2	X4.3	X4.4	Y1	Y2	Y3	Y4
1	2	2	1	4	5	5	4	4	4	4	5	4	4	5	5	4	4	4	4	3	5	4	4	4
2	1	2	1	4	4	4	3	4	4	5	4	5	3	4	4	4	4	4	5	5	5	4	3	4
3	2	2	1	4	5	4	4	5	4	5	4	4	4	4	5	4	4	4	4	4	4	5	5	4
4	1	2	1	4	4	4	5	5	4	4	5	3	4	5	5	4	4	3	3	3	4	4	4	4
5	2	2	5	4	4	4	4	4	4	5	5	4	3	4	4	3	3	3	3	4	4	4	4	4
6	1	2	1	2	4	4	5	5	5	5	5	4	5	4	4	4	4	4	3	4	5	5	4	5
7	2	2	1	3	4	4	4	4	4	5	5	5	4	4	4	5	4	4	4	4	5	5	4	5
8	2	2	5	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4
9	1	2	1	3	4	4	3	4	4	4	3	4	3	3	4	4	4	3	4	4	4	4	3	4
10	1	2	1	2	4	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	5	5	5	5
11	1	1	1	3	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5
12	2	2	1	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
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97	2	2	1	4	5	5	4	4	4	4	5	4	4	5	5	4	4	4	4	3	5	4	4	4

Frequencies

Statistics

	N		Mean	Sum
	Valid	Missing		
Jenis Kelamin	96	0	1.6146	155.00
Usia	96	0	1.8229	175.00
Pekerjaan	96	0	1.7604	169.00
Frekuensi Belanja di Yotta Drink	96	0	3.4375	330.00
X1.1	96	0	4.1458	398.00
X1.2	96	0	4.1354	397.00
X1.3	96	0	4.1563	399.00
X1.4	96	0	4.1563	399.00
X2.1	96	0	4.1875	402.00
X2.2	96	0	4.2708	410.00
X2.3	96	0	4.1771	401.00
X2.4	96	0	3.9896	383.00
X3.1	96	0	3.9375	378.00
X3.2	96	0	3.9271	377.00
X3.3	96	0	4.0625	390.00
X3.4	96	0	3.8438	369.00
X4.1	96	0	4.0729	391.00
X4.2	96	0	4.0625	390.00
X4.3	96	0	4.0938	393.00
X4.4	96	0	4.1875	402.00
Y1	96	0	4.2500	408.00
Y2	96	0	4.1146	395.00
Y3	96	0	3.9792	382.00
Y4	96	0	4.2604	409.00

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	37	38.5	38.5	38.5
	Perempuan	59	61.5	61.5	100.0
	Total	96	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-20 Tahun	29	30.2	30.2	30.2
	21-24 Tahun	57	59.4	59.4	89.6
	25-28 Tahun	8	8.3	8.3	97.9
	< 29 Tahun	2	2.1	2.1	100.0
	Total	96	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	64	66.7	66.7	66.7
	Wiraswasta	11	11.5	11.5	78.1
	Peg. Swasta	7	7.3	7.3	85.4
	PNS	8	8.3	8.3	93.8
	Lainnya	6	6.3	6.3	100.0
	Total	96	100.0	100.0	

Frekuensi Belanja di Yotta Drink

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 kali	6	6.3	6.3	6.3
	2 kali	9	9.4	9.4	15.6
	3 kali	18	18.8	18.8	34.4
	< 4 kali	63	65.6	65.6	100.0
	Total	96	100.0	100.0	

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.1	2.1	2.1
	KS	10	10.4	10.4	12.5
	S	56	58.3	58.3	70.8
	SS	28	29.2	29.2	100.0
	Total	96	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	11	11.5	11.5	11.5
	S	61	63.5	63.5	75.0
	SS	24	25.0	25.0	100.0
	Total	96	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	12	12.5	12.5	12.5
	S	57	59.4	59.4	71.9
	SS	27	28.1	28.1	100.0
	Total	96	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	11	11.5	11.5	12.5
	S	56	58.3	58.3	70.8
	SS	28	29.2	29.2	100.0
	Total	96	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	10	10.4	10.4	10.4
	S	58	60.4	60.4	70.8
	SS	28	29.2	29.2	100.0
	Total	96	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	12	12.5	12.5	12.5
	S	46	47.9	47.9	60.4
	SS	38	39.6	39.6	100.0
	Total	96	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	12	12.5	12.5	13.5
	S	52	54.2	54.2	67.7
	SS	31	32.3	32.3	100.0
	Total	96	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.1	3.1	3.1
	KS	18	18.8	18.8	21.9
	S	52	54.2	54.2	76.0
	SS	23	24.0	24.0	100.0
	Total	96	100.0	100.0	

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	26	27.1	27.1	27.1
	S	50	52.1	52.1	79.2
	SS	20	20.8	20.8	100.0
	Total	96	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	24	25.0	25.0	25.0
	S	55	57.3	57.3	82.3
	SS	17	17.7	17.7	100.0
	Total	96	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	15	15.6	15.6	16.7
	S	57	59.4	59.4	76.0
	SS	23	24.0	24.0	100.0
	Total	96	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.2	4.2	4.2
	KS	24	25.0	25.0	29.2
	S	51	53.1	53.1	82.3
	SS	17	17.7	17.7	100.0
	Total	96	100.0	100.0	

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	14	14.6	14.6	14.6
	S	61	63.5	63.5	78.1
	SS	21	21.9	21.9	100.0
	Total	96	100.0	100.0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.1	2.1	2.1
	KS	15	15.6	15.6	17.7
	S	54	56.3	56.3	74.0
	SS	25	26.0	26.0	100.0
	Total	96	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	15	15.6	15.6	15.6
	S	57	59.4	59.4	75.0
	SS	24	25.0	25.0	100.0
	Total	96	100.0	100.0	

X4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.1	3.1	3.1
	KS	8	8.3	8.3	11.5
	S	53	55.2	55.2	66.7
	SS	32	33.3	33.3	100.0
	Total	96	100.0	100.0	

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	12	12.5	12.5	12.5
	S	48	50.0	50.0	62.5
	SS	36	37.5	37.5	100.0
	Total	96	100.0	100.0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	15	15.6	15.6	15.6
	S	55	57.3	57.3	72.9
	SS	26	27.1	27.1	100.0
	Total	96	100.0	100.0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.1	3.1	3.1
	KS	20	20.8	20.8	24.0
	S	49	51.0	51.0	75.0
	SS	24	25.0	25.0	100.0
	Total	96	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	7	7.3	7.3	8.3
	S	54	56.3	56.3	64.6
	SS	34	35.4	35.4	100.0
	Total	96	100.0	100.0	

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.729	4

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	12.4479	2.145	.494	.686
X1.2	12.4583	2.230	.573	.641
X1.3	12.4375	2.270	.500	.680
X1.4	12.4375	2.164	.519	.669

Reliability

Scale: ALL VARIABLES

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.712	4

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	12.4375	2.817	.375	.716
X2.2	12.3542	2.336	.561	.611
X2.3	12.4479	2.292	.576	.600
X2.4	12.6354	2.276	.492	.657

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.721	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	11.8333	2.646	.467	.684
X3.2	11.8438	2.512	.599	.608
X3.3	11.7083	2.651	.505	.662
X3.4	11.9271	2.468	.476	.683

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.755	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	12.3438	2.733	.503	.724
X4.2	12.3542	2.357	.570	.688
X4.3	12.3229	2.516	.587	.679
X4.4	12.2292	2.368	.553	.698

Reliability

Scale: ALL VARIABLES

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.700	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	12.3542	2.400	.516	.617
Y2	12.4896	2.484	.492	.633
Y3	12.6250	2.195	.493	.635
Y4	12.3437	2.586	.446	.659

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Tempat (Place), Promosi (Promotion), Produk (Product), Harga (Price) ^b	.	Enter

a. Dependent Variable: Kepuasan Konsumen

b. All requested variables entered.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 ^a	.512	.490	1.41070

a. Predictors: (Constant), Tempat (Place), Promosi (Promotion), Produk (Product), Harga (Price)

b. Dependent Variable: Kepuasan Konsumen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	189.861	4	47.465	23.851	.000 ^b
	Residual	181.097	91	1.990		
	Total	370.958	95			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Tempat (Place), Promosi (Promotion), Produk (Product), Harga (Price)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.387	1.573		.882	.380
	Harga (Price)	.323	.100	.310	3.225	.002
	Produk (Product)	.196	.092	.197	2.118	.037
	Promosi (Promotion)	.183	.088	.190	2.084	.040
	Tempat (Place)	.226	.080	.231	2.821	.006

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Harga (Price)	.582	1.719
	Produk (Product)	.621	1.610
	Promosi (Promotion)	.648	1.544
	Tempat (Place)	.797	1.254

a. Dependent Variable: Kepuasan Konsumen

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Harga (Price)	Produk (Product)
1	1	4.969	1.000	.00	.00	.00
	2	.011	21.292	.03	.02	.03
	3	.008	25.675	.05	.03	.43
	4	.007	27.389	.84	.00	.30
	5	.006	29.396	.09	.94	.25

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions	
		Promosi (Promotion)	Tempat (Place)
1	1	.00	.00
	2	.32	.61
	3	.60	.19
	4	.00	.19
	5	.08	.00

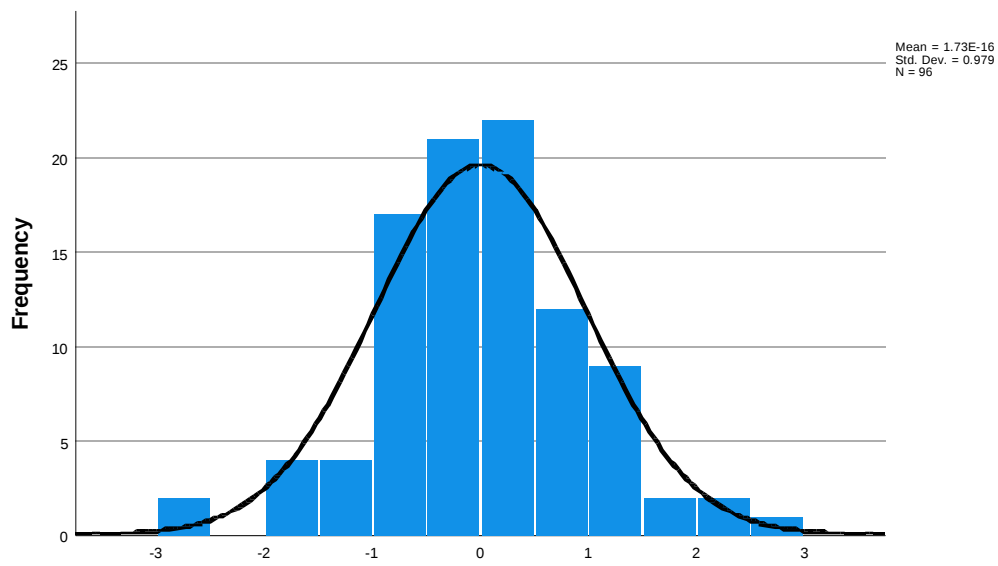
a. Dependent Variable: Kepuasan Konsumen

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13.7519	19.9504	16.6042	1.41370	96
Std. Predicted Value	-2.018	2.367	.000	1.000	96
Standard Error of Predicted Value	.156	.640	.305	.103	96
Adjusted Predicted Value	13.7282	19.9465	16.6065	1.41045	96
Residual	-4.16596	4.12880	.00000	1.38068	96
Std. Residual	-2.953	2.927	.000	.979	96
Stud. Residual	-3.154	2.955	-.001	1.005	96
Deleted Residual	-4.76419	4.20754	-.00233	1.45840	96
Stud. Deleted Residual	-3.323	3.090	-.001	1.026	96
Mahal. Distance	.171	18.539	3.958	3.409	96
Cook's Distance	.000	.292	.011	.031	96
Centered Leverage Value	.002	.195	.042	.036	96

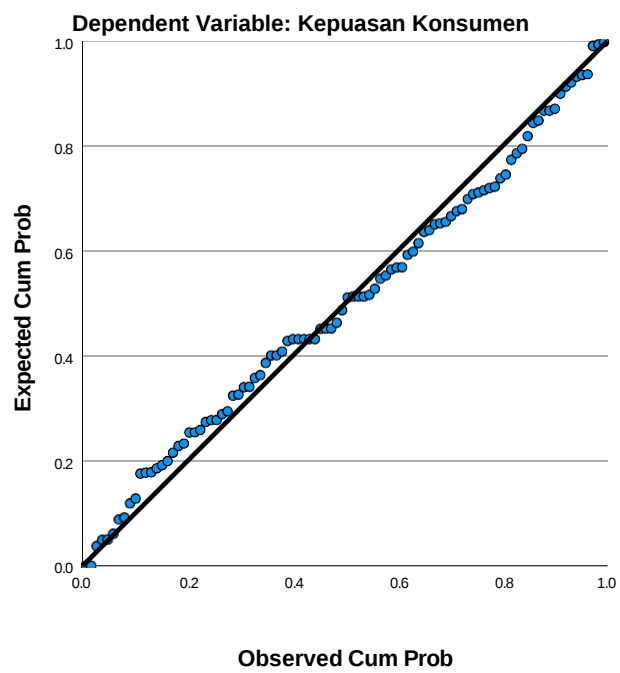
a. Dependent Variable: Kepuasan Konsumen

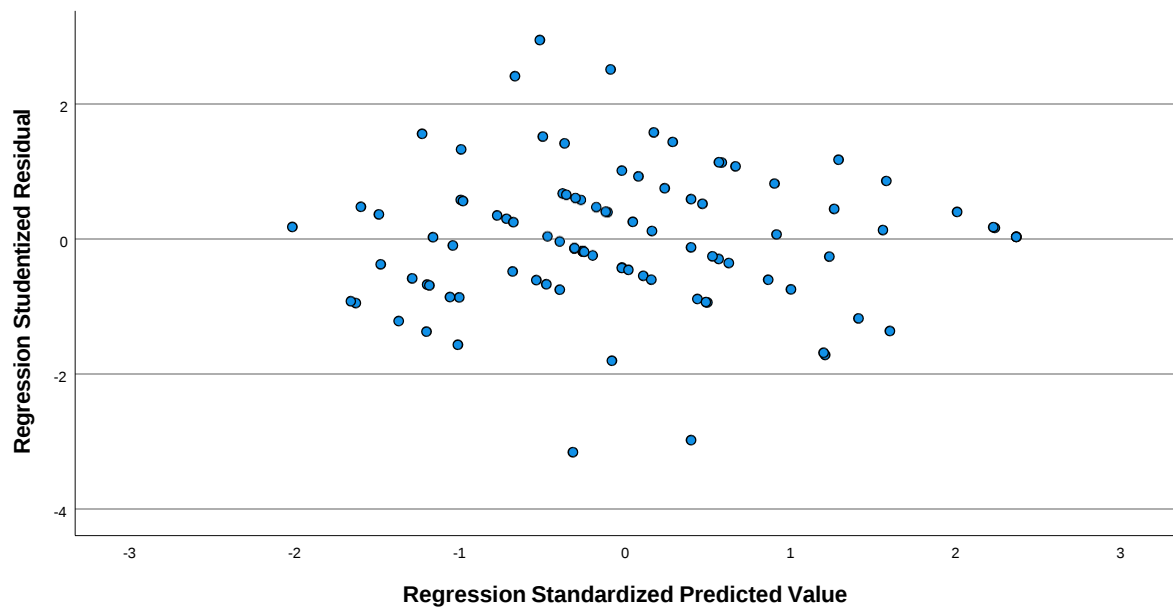
Charts



Regression Standardized Residual

Normal P-P Plot of Regression Standardized Residual





NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.38068267
Most Extreme Differences	Absolute	.068
	Positive	.065
	Negative	-.068
Test Statistic		.068
Asymp. Sig. (2-tailed) ^c		.200 ^d

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Correlations

[illegible]

[illegible]

[illegible]

[illegible]

Correlations

		X3.4	X4.1	X4.2	X4.3	X4.4	Y1	Y2	Y3	Y4	TOTAL
X4.3	Pearson Correlation	.315**	.368**	.550**	1	.448**	.294**	.282**	.372**	.409**	.593**
	Sig. (2-tailed)	.002	.000	.000		.000	.004	.005	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96
X4.4	Pearson Correlation	.113	.456**	.413**	.448**	1	.188	.272**	.084	.238*	.415**
	Sig. (2-tailed)	.274	.000	.000	.000		.066	.007	.417	.019	.000
	N	96	96	96	96	96	96	96	96	96	96
Y1	Pearson Correlation	.454**	.085	.257*	.294**	.188	1	.349**	.361**	.466**	.586**
	Sig. (2-tailed)	.000	.408	.011	.004	.066		.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96
Y2	Pearson Correlation	.251*	.384**	.421**	.282**	.272**	.349**	1	.471**	.285**	.573**
	Sig. (2-tailed)	.013	.000	.000	.005	.007	.000		.000	.005	.000
	N	96	96	96	96	96	96	96	96	96	96
Y3	Pearson Correlation	.356**	.208*	.409**	.372**	.084	.361**	.471**	1	.291**	.659**
	Sig. (2-tailed)	.000	.042	.000	.000	.417	.000	.000		.004	.000
	N	96	96	96	96	96	96	96	96	96	96
Y4	Pearson Correlation	.303**	.279**	.197	.409**	.238*	.466**	.285**	.291**	1	.582**
	Sig. (2-tailed)	.003	.006	.054	.000	.019	.000	.005	.004		.000
	N	96	96	96	96	96	96	96	96	96	96
TOTAL	Pearson Correlation	.625**	.479**	.586**	.593**	.415**	.586**	.573**	.659**	.582**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96	96	96	96

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

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