

Lampiran 1**KUESIONER PENELITIAN****Data I: Pembuka**

Responden Yang Terhormat,

Perkenalkan nama saya Kartika Nofianti, mahasiswa tingkat akhir di Universitas Esa Unggul Fakultas Ekonomi dan Bisnis Program Studi Ilmu Manajemen. Saya sedang melakukan penelitian mengenai **“Pengaruh Kualitas Produk, *E-Service Quality* dan Harga Terhadap Kepuasan Pelanggan Pada *Western Food Owan* (Studi Kasus: www.westernfoodowan.com)”** dalam rangka menyusun tugas akhir. Maka dari itu saya meminta kesediaan saudara/i untuk mengisi kuesioner ini. Terima kasih atas kesediaan dan partisipasi saudara/i

Hormat Saya,

Kartika Nofianti

II: Data Responden**Nama** :**Usia** : ___ tahun**Jenis kelamin** : Perempuan/Laki-Laki**Pendidikan Terakhir** : __SMA

__Diploma

__Sarjana (S1)

__Master (S2)

__Doktor (S3)

Pekerjaan : __PNS

__Mahasiswa/i

__Wiraswasta

__Pegawai Swasta

__Ibu Rumah Tangga

__Lainnya

Penghasilan : 1. ___ > 3.000.000

2. ___ > 3.000.000 – 8.000.000

3. ___ > 8.000.000 – 10.000.00

III: Petunjuk pengisian angket

Berikut ini terdapat pertanyaan-pertanyaan yang dapat anda jawab dengan memberi tanda silang (X) pada kolom jawaban. Pastikan setiap pernyataan diisi, sesuai dengan keadaan anda saat ini.

- Point 4 :SS (Sangat Setuju)
- Point 3 :S (Setuju)
- Point 2 :TS (Tidak Setuju)
- Point 1 :STS (Sangat Tidak Setuju)

| PERNYATAAN | STS | TS | S | SS |
|---|-----|----|---|----|
| 1. Produk <i>Owan</i> mudah dikenali dari bentuk makanan | | | | |
| 2. Produk <i>Owan</i> memiliki ukuran porsi yang pas | | | | |
| 3. Produk <i>Owan</i> memiliki struktur produk yang unik | | | | |
| 4. Karakteristik produk <i>Owan</i> sesuai dengan penikmat makanan <i>western</i> | | | | |
| 5. Pengiriman <i>Owan</i> selalu sesuai dengan pesanan | | | | |
| 6. Produk <i>Owan</i> memiliki ketahanan dua hari untuk dikonsumsi | | | | |
| 7. Produk <i>Owan</i> menggunakan bahan alami (tidak menggunakan pengawet) | | | | |
| 8. Saya puas dengan cita rasa yang disajikan <i>Owan</i> | | | | |
| 9. <i>Owan</i> memiliki desain <i>packaging</i> yang menarik | | | | |
| 10. Saya dapat mengakses <i>website Owan</i> kapanpun | | | | |

| PERNYATAAN | STS | TS | S | SS |
|---|-----|----|---|----|
| 11. Saya mencari produk melalui <i>website</i> | | | | |
| 12. Saya dapat melihat daftar harga melalui <i>website</i> | | | | |
| 13. Saya dapat melakukan pemesanan melalui <i>website</i> | | | | |
| 14. Produk yang tertera di <i>website</i> selalu tersedia | | | | |
| 15. Pengiriman <i>Owan</i> selalu tepat waktu | | | | |
| 16. <i>Owan</i> berkomitmen untuk menjaga privasi pelanggan | | | | |
| 17. Saya dapat melakukan pemesanan melalui telepon | | | | |
| 18. Harga yang ditawarkan <i>Owan</i> terjangkau | | | | |
| 19. <i>Owan</i> mengadakan potongan harga atau promo setiap bulannya | | | | |
| 20. Saya senang melakukan pemesanan pada <i>Owan</i> karena memiliki menu yang bervariasi | | | | |

| PERNYATAAN | STS | TS | S | SS |
|---|------------|-----------|----------|-----------|
| 21. Saya puas dengan adanya promo yang diadakan Owan | | | | |
| 22. Meskipun harga sedikit lebih mahal tetapi kualitas produk Owan memuaskan | | | | |
| 23. Saya puas dengan pelayanan yang diberikan <i>Owan</i> (ramah dan cepat tanggap) | | | | |
| 24. Apabila dalam melakukan pemesanan lebih efisien melalui <i>website</i> | | | | |

Lampiran 2

Data Pretest Hasil Kuesioner Tabulasi Jawaban Kuesioner Kualitas Produk

| Resp Kualitas Produk | Pernyataan | | | | | | | | | Total |
|----------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| | KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 | KP9 | |
| 1 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 35 |
| 2 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 38 |
| 3 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 37 |
| 4 | 2 | 2 | 3 | 2 | 3 | 2 | 1 | 4 | 1 | 20 |
| 5 | 3 | 5 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 34 |
| 6 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 39 |
| 7 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 37 |
| 8 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 40 |
| 9 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 34 |
| 10 | 2 | 2 | 3 | 4 | 5 | 5 | 3 | 3 | 4 | 31 |
| 11 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 34 |
| 12 | 2 | 2 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 29 |
| 13 | 1 | 5 | 2 | 4 | 5 | 5 | 4 | 5 | 4 | 35 |
| 14 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 31 |
| 15 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 37 |
| 16 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 37 |
| 17 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 39 |
| 18 | 3 | 4 | 2 | 3 | 3 | 4 | 5 | 4 | 5 | 33 |
| 19 | 2 | 4 | 2 | 3 | 3 | 2 | 3 | 4 | 3 | 26 |
| 20 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 21 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 32 |
| 22 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 39 |

| Kualitas Produk | KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 | KP9 | Total |
|------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|
| 23 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 25 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 40 |
| 26 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 40 |
| 27 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 32 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 29 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 5 | 33 |
| 30 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 37 |

Lampiran 3
Data Hasil Kuesioner
Tabulasi Jawaban Kuesioner E-Service Quality

| Resp <i>E-Service Quality</i> | Pernyataan | | | | | | | | Total |
|--------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|
| | <i>ESQ1</i> | <i>ESQ2</i> | <i>ESQ3</i> | <i>ESQ4</i> | <i>ESQ5</i> | <i>ESQ6</i> | <i>ESQ7</i> | <i>ESQ8</i> | |
| 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 11 |
| 2 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 30 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 31 |
| 6 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 35 |
| 7 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 32 |
| 8 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 10 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 32 |
| 11 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 39 |
| 12 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 30 |
| 13 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 42 |
| 14 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 28 |
| 15 | 3 | 4 | 2 | 4 | 4 | 4 | 2 | 3 | 41 |
| 16 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 3 | 28 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 47 |
| 18 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 48 |
| 19 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 20 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 45 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 53 |
| 22 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 34 |
| 23 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 51 |

| <i>E-Service Quality</i> | <i>ESQ1</i> | <i>ESQ2</i> | <i>ESQ3</i> | <i>ESQ4</i> | <i>ESQ5</i> | <i>ESQ6</i> | <i>ESQ7</i> | <i>ESQ7</i> | Total |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| 24 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 48 |
| 25 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 54 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 57 |
| 27 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 56 |
| 28 | 3 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 55 |
| 29 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 58 |
| 30 | 2 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 57 |

Lampiran 4
Data Hasil Kuesioner
Tabulasi Jawaban Kuesioner Harga

| Resp Harga | Pernyataan | | Total |
|---------------|------------|----|-------|
| | H1 | H2 | |
| 1 | 4 | 3 | 7 |
| 2 | 3 | 4 | 7 |
| 3 | 3 | 4 | 7 |
| 4 | 4 | 3 | 7 |
| 5 | 2 | 3 | 5 |
| 6 | 3 | 3 | 6 |
| 7 | 2 | 3 | 5 |
| 8 | 2 | 3 | 5 |
| 9 | 3 | 3 | 6 |
| 10 | 2 | 3 | 5 |
| 11 | 2 | 3 | 5 |
| 12 | 3 | 3 | 6 |
| 13 | 4 | 3 | 7 |
| 14 | 2 | 3 | 5 |
| 15 | 3 | 3 | 6 |
| 16 | 2 | 3 | 5 |
| 17 | 2 | 3 | 5 |
| 18 | 3 | 3 | 6 |
| 19 | 2 | 4 | 6 |
| 20 | 2 | 3 | 5 |
| 21 | 3 | 4 | 7 |
| 22 | 2 | 4 | 6 |
| 23 | 2 | 3 | 5 |

| Harga | H1 | H2 | Total |
|--------------|-----------|-----------|--------------|
| 24 | 4 | 4 | 8 |
| 25 | 2 | 3 | 5 |
| 26 | 3 | 3 | 6 |
| 27 | 3 | 4 | 7 |
| 28 | 4 | 3 | 7 |
| 29 | 3 | 3 | 6 |
| 30 | 4 | 3 | 7 |

Lampiran 5
Data Hasil Kuesioner
Tabulasi Jawaban Kuesioner Kepuasan Pelanggan

| Resp Kepuasan Pelanggan | Pernyataan | | | | | Total |
|-------------------------------|------------|------|------|------|------|-------|
| | KEP1 | KEP2 | KEP3 | KEP4 | KEP5 | |
| 1 | 1 | 3 | 1 | 1 | 1 | 7 |
| 2 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 3 | 3 | 1 | 3 | 3 | 13 |
| 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 3 | 3 | 4 | 3 | 3 | 16 |
| 6 | 4 | 4 | 4 | 4 | 4 | 20 |
| 7 | 2 | 3 | 3 | 3 | 3 | 14 |
| 8 | 3 | 3 | 3 | 3 | 3 | 15 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 |
| 10 | 2 | 3 | 2 | 2 | 2 | 11 |
| 11 | 4 | 4 | 3 | 4 | 4 | 19 |
| 12 | 2 | 3 | 3 | 3 | 3 | 14 |
| 13 | 3 | 4 | 3 | 2 | 3 | 15 |
| 14 | 3 | 3 | 3 | 2 | 2 | 13 |
| 15 | 2 | 4 | 3 | 4 | 4 | 17 |
| 16 | 2 | 2 | 3 | 2 | 2 | 11 |
| 17 | 4 | 3 | 3 | 3 | 3 | 16 |
| 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 19 | 3 | 4 | 4 | 4 | 4 | 19 |
| 20 | 3 | 2 | 4 | 4 | 3 | 16 |
| 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| 22 | 2 | 1 | 1 | 2 | 2 | 8 |
| 23 | 3 | 4 | 4 | 3 | 3 | 17 |

| Kepuasan Pelanggan | KEP1 | KEP2 | KEP3 | KEP4 | KEP5 | Total |
|---------------------------|-------------|-------------|-------------|-------------|-------------|--------------|
| 24 | 2 | 3 | 4 | 4 | 4 | 17 |
| 25 | 3 | 1 | 4 | 4 | 4 | 16 |
| 26 | 3 | 4 | 3 | 3 | 3 | 16 |
| 27 | 3 | 2 | 4 | 2 | 3 | 14 |
| 28 | 1 | 3 | 2 | 4 | 4 | 14 |
| 29 | 3 | 3 | 3 | 4 | 3 | 16 |
| 30 | 3 | 3 | 3 | 3 | 3 | 15 |

Lampiran 6

Data Hasil Deskripsi Karakter Responden

1.Usia

| Usia | | |
|-------------------|-----------|---------|
| Keterangan | Frequency | Percent |
| Valid 18-28 tahun | 40 | 44,4 |
| Valid 29-38 tahun | 30 | 33,3 |
| Valid 39-48 tahun | 20 | 22,3 |
| Total | 90 | 100,0 |

2.Jenis Kelamin

| Jenis_Kelamin | | |
|-----------------|-----------|---------|
| Keterangan | Frequency | Percent |
| Valid Perempuan | 77 | 85,6 |
| Valid Laki-Laki | 13 | 14,4 |
| Total | 90 | 100,0 |

3.Pendidikan Terakhir

| Pendidikan_Terakhir | | |
|---------------------|-----------|---------|
| Keterangan | Frequency | Percent |
| Valid SMA | 33 | 36,7 |
| Valid Diploma | 9 | 10 |
| Valid Sarjana(S1) | 36 | 40 |
| Valid Master(S2) | 12 | 13,3 |
| Total | 90 | 200 |

4.Pekerjaan**Pekerjaan**

| Keterangan | Frequency | Percent |
|----------------|-----------|---------|
| PNS | 8 | 7,2 |
| Mahasiswa/i | 20 | 22,2 |
| Wiraswasta | 28 | 31,1 |
| IbuRumahTangga | 30 | 33,3 |
| Lainnya | 4 | 4,4 |
| Total | 90 | 100 |

5.Penghasilan**Penghasilan**

| Keterangan | Frequency | Percent |
|----------------------------|-----------|---------|
| > 3.000.000 | 20 | 22,2 |
| > 3.000.000- 8.000.000 | 28 | 31,1 |
| > 8.000.000- 20.000.000 | 42 | 46,7 |
| Total | 90 | 100,0 |

Lampiran 7
Hasil Uji Validitas

1. Kualitas Produk

Uji Validitas Kualitas Produk

| Item Pernyataan | R Hitung | R Tabel | Keterangan |
|------------------------|-----------------|----------------|-------------------|
| KP1 | 0,656 | 0,361 | Valid |
| KP2 | 0,645 | 0,361 | Valid |
| KP3 | 0,697 | 0,361 | Valid |
| KP4 | 0,790 | 0,361 | Valid |
| KP5 | 0,662 | 0,361 | Valid |
| KP6 | 0,832 | 0,361 | Valid |
| KP7 | 0,729 | 0,361 | Valid |
| KP8 | 0,568 | 0,361 | Valid |
| KP9 | 0,664 | 0,361 | Valid |

2. E-Service Quality

Uji Validitas E-Service Quality

| Item Pernyataan | R Hitung | R Tabel | Keterangan |
|------------------------|-----------------|----------------|-------------------|
| ESQ1 | 0,487 | 0,361 | Valid |
| ESQ2 | 0,547 | 0,361 | Valid |
| ESQ3 | 0,633 | 0,361 | Valid |
| ESQ4 | 0,525 | 0,361 | Valid |
| ESQ5 | 0,451 | 0,361 | Valid |
| ESQ6 | 0,624 | 0,361 | Valid |

| Item Pernyataan | R Hitung | R Tabel | Keterangan |
|-----------------|----------|---------|------------|
| ESQ7 | 0,643 | 0,361 | Valid |
| ESQ8 | 0,693 | 0,361 | Valid |

3.Harga

Uji Validitas Harga

| Item Pernyataan | R Hitung | R Tabel | Keterangan |
|-----------------|----------|---------|------------|
| H1 | 0,882 | 0,361 | Valid |
| H2 | 0,529 | 0,361 | Valid |

4.Kepuasan Pelanggan

Uji Validitas Kepuasan Pelanggan

| Item Pernyataan | R Hitung | R Tabel | Keterangan |
|-----------------|----------|---------|------------|
| KEP1 | 0,767 | 0,361 | Valid |
| KEP2 | 0,638 | 0,361 | Valid |
| KEP3 | 0,798 | 0,361 | Valid |
| KEP4 | 0,837 | 0,361 | Valid |
| KEP5 | 0,884 | 0,361 | Valid |

Lampiran 8
Hasil Uji Reabilitas

1.Kualitas Produk

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .860 | 9 |

2.E-Service Quality

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .931 | 8 |

3.Harga

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .377 | 2 |

4.Kepuasan Pelanggan

Uji Reliabilitas Kepuasan Pelanggan

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .842 | 5 |

Universitas
Esa Unggul

Lampiran 9

Hasil Uji Asumsi Klasik

1. Uji Normalitas

**Hasil Uji Normalitas
One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|----------------------------------|----------------|----------------------------|
| N | | 90 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.70533321 |
| Most Extreme Differences | Absolute | .074 |
| | Positive | .046 |
| | Negative | -.074 |
| Test Statistic | | .074 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

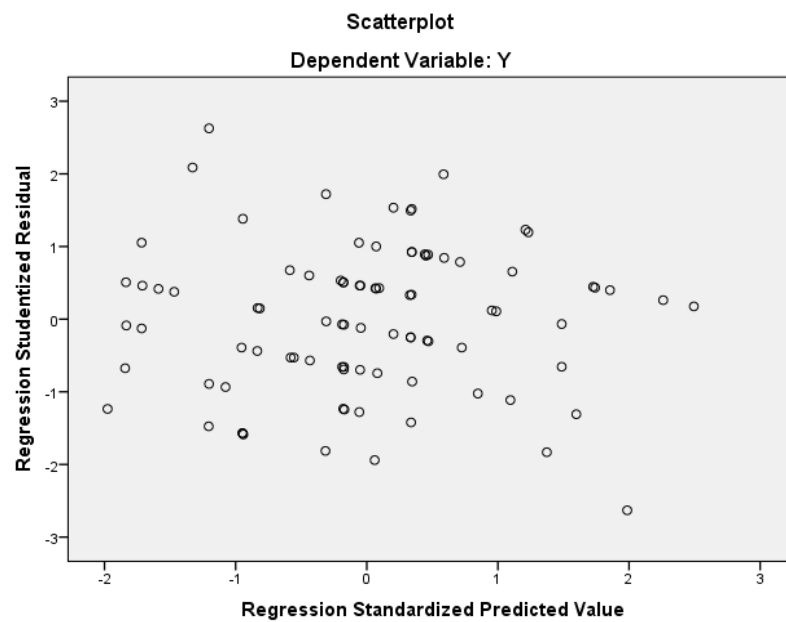
d. This is a lower bound of the true significance.

2. Multikolonieritas

Hasil Uji Multikoleniaritas

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|--------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| | | | | | | | |
| 1 (Constant) | 15.480 | 3.157 | | 4.903 | .000 | | |
| X1 | -.076 | .058 | -.138 | -1.303 | .196 | .930 | 1.075 |
| X2 | -.074 | .057 | -.138 | -1.307 | .195 | .930 | 1.075 |
| X3 | .685 | .260 | .269 | 2.631 | .010 | .993 | 1.007 |

3. Uji Heterosdastisitas



4. Uji Regresi Linier Berganda

4.1 Uji t

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 15.480 | 3.157 | | 4.903 | .000 |
| | X1 | -.076 | .058 | -.138 | -1.303 | .196 |
| | X2 | -.074 | .057 | -.138 | -1.307 | .195 |

4.2 Uji F

ANOVA^a

| | Sum of Squares | df | Mean Square | F | Sig. |
|--|----------------|----|-------------|-------|-------------------|
| | 31.274 | 3 | 10.425 | 3.464 | .020 ^b |
| | 258.826 | 86 | 3.010 | | |
| | 290.100 | 89 | | | |