**KUESIONER**

Yth. Bpak/Ibu/Sodara/i konsumen Smartphone Coolpad

Saya adalah Dosen Prodi Manajemen FEB Universitas Muhammadiyah Lamongan yang sedang melakukan penelitian tentang “**Kepuasan Konsumen Berdasarkan Penerapan Etika Bisnis (Studi Pada Konsumen Coolpad di Kec. Arosbaya)”** sebagai bahan untuk penyusunan penelitian yang menajdi salah satu dari tri dharma perguruan tinggi. Bersediakah kiranya Bapak/Ibu/Sodara/i meluangkan waktunya sejenak untuk mengisi kuesioner ini. Mohon jawablah dengan apa adanya. Identitas Bapak/Ibu/Sodara/i dijamin kerahasiaannya. Atas perhatian dan waktunya saya ucapkan terimakasih.

Hormat saya,

Rizky Wahyudha Rosiawan, S.E., M.M

**BAGIAN I. DEMOGRAFI**

**PETUNJUK: Pilih salah satu jawaban dengan memberi tanda silang ()**

1. Usia anda saat ini :
2. Kurang dari 18 tahun
3. 20-30 tahun
4. 31-40 tahun
5. 41-50 tahun
6. Diatas 50 tahun
7. Pendidikan terahir :
8. SD
9. SMP
10. SMA
11. Sarjana/D3
12. Pasca Sarjana/S2/S3
13. Pekerjaan anda saat ini :
14. Pegawai negeri
15. Karyawan Swasta
16. ABRI/Polisi
17. Wiraswasta
18. Lainnya..
19. Berapa kali anda membeli Smartphone Coolpad........

**BAGIAN II**

**KUESIONER ETIKA BISNIS**

**Petunjuk pengisian kuesioner**

Berikut ini terdapat 8 pertanyaan tentang atribut produkdan keputusan pembelian.

Baca dan diisi setiap pertanyaan dibawah ini menurut pendapat saudara, kemudian berikan jawaban saudara/i pada salah satu kolom yang tersedia dengan tanda cawang ().

1. Alternatif jawaban yang tersedia memiliki 5 (lima) kemungkinan skala jawaban.

Pilihlah satu jawaban untuk satu butir pertanyaan.

1. Berikan jawaban menurut saudara/i yang paling tepat.

Keterangan: STS = Sangat Tidak Setuju

TS = Tidak Setuju

CS = Cukup Setuju

S = Setuju

SS = Sangat Setuju

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **PERNYATAAN**  **KEJUJURAN** | **STS** | **TS** | **CS** | **S** | **SS** |
| 1. | Menurut saya apa yang disampaikan oleh penjual, sesuai dengan spesifikasi produknya |  |  |  |  |  |
| 2. | Harga yang sesuai dengan produk yang saya terima |  |  |  |  |  |
| **No.** | **PERNYATAAN**  **KEADILAN** | **STS** | **TS** | **CS** | **S** | **SS** |
| 1. | Harga yang ditawarkan oleh penjual kepada semua orang sama |  |  |  |  |  |
| 2. | Pelayanan yang diberikan oleh penjual kepada semua konsumen sama |  |  |  |  |  |
| **No.** | **PERNYATAAN**  **KEPERCAYAAN** | **STS** | **TS** | **CS** | **S** | **SS** |
| 1. | Saya percaya jika produk yang ditawarkan oleh pembeli sangatlah berkualitas |  |  |  |  |  |
| 2. | Saya percaya jika harga yang ditawarkan sesuai dengan kualitas produk yang ditawarkan |  |  |  |  |  |

**BAGIAN III**

**KUESIONER KEPUTUSAN PEMBELIAN**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **PENYATAAN**  **KEPUASAN KONSUMEN** | **STS** | **TS** | **CS** | **S** | **SS** |
| 1. | Saya sangat puas ketika membeli dan menggunakan smartphone coolpad |  |  |  |  |  |
| 2. | Setelah melakukan pembelian ini, saya ingin melakukan pembelian kembali |  |  |  |  |  |

**LAMPIRAN III**

**UJI VALIDITAS**

**1. Variabel Kejujuran**

| **Correlations** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | VAR00001 | VAR00002 | VAR00003 | Kejujuran |
| VAR00001 | Pearson Correlation | 1 | .624\*\* | .916\*\* | .930\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 |
| N | 75 | 75 | 75 | 75 |
| VAR00002 | Pearson Correlation | .624\*\* | 1 | .646\*\* | .846\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 |
| N | 75 | 75 | 75 | 75 |
| VAR00003 | Pearson Correlation | .916\*\* | .646\*\* | 1 | .938\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 |
| N | 75 | 75 | 75 | 75 |
| Kejujuran | Pearson Correlation | .930\*\* | .846\*\* | .938\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 |  |
| N | 75 | 75 | 75 | 75 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | |  |  |

**2. Variabel Keadilan**

| **Correlations** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | VAR00005 | VAR00006 | VAR00007 | Keadilan |
| VAR00005 | Pearson Correlation | 1 | .607\*\* | .264\* | .810\*\* |
| Sig. (2-tailed) |  | .000 | .022 | .000 |
| N | 75 | 75 | 75 | 75 |
| VAR00006 | Pearson Correlation | .607\*\* | 1 | .197 | .768\*\* |
| Sig. (2-tailed) | .000 |  | .091 | .000 |
| N | 75 | 75 | 75 | 75 |
| VAR00007 | Pearson Correlation | .264\* | .197 | 1 | .685\*\* |
| Sig. (2-tailed) | .022 | .091 |  | .000 |
| N | 75 | 75 | 75 | 75 |
| Keadilan | Pearson Correlation | .810\*\* | .768\*\* | .685\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 |  |
| N | 75 | 75 | 75 | 75 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | |  |  |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | |  |  |

**3. Variabel Kepercayaan**

| **Correlations** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | VAR00009 | VAR00010 | VAR00011 | Kepercayaan |
| VAR00009 | Pearson Correlation | 1 | .353\*\* | .382\*\* | .749\*\* |
| Sig. (2-tailed) |  | .002 | .001 | .000 |
| N | 75 | 75 | 75 | 75 |
| VAR00010 | Pearson Correlation | .353\*\* | 1 | .440\*\* | .778\*\* |
| Sig. (2-tailed) | .002 |  | .000 | .000 |
| N | 75 | 75 | 75 | 75 |
| VAR00011 | Pearson Correlation | .382\*\* | .440\*\* | 1 | .787\*\* |
| Sig. (2-tailed) | .001 | .000 |  | .000 |
| N | 75 | 75 | 75 | 75 |
| Kepercayaan | Pearson Correlation | .749\*\* | .778\*\* | .787\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 |  |
| N | 75 | 75 | 75 | 75 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | |  |  |

**4. Variabel Kepuasan Konsumen**

| **Correlations** | | | | |
| --- | --- | --- | --- | --- |
|  |  | VAR00013 | VAR00014 | Kepuasan Konsumen |
| VAR00013 | Pearson Correlation | 1 | .564\*\* | .882\*\* |
| Sig. (2-tailed) |  | .000 | .000 |
| N | 75 | 75 | 75 |
| VAR00014 | Pearson Correlation | .564\*\* | 1 | .887\*\* |
| Sig. (2-tailed) | .000 |  | .000 |
| N | 75 | 75 | 75 |
| Kepuasan Konsumen | Pearson Correlation | .882\*\* | .887\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 |  |
| N | 75 | 75 | 75 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | |  |  |

**LAMPIRAN IV**

**UJI RELIABILITAS**

**1. Kejujuran ()**

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid | 75 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 75 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .886 | 3 |

**2. Keadilan ()**

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid | 75 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 75 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .608 | 3 |

**3. Kepercayaan ()**

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid | 75 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 75 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .659 | 3 |

**4. Kepuasan Konsumen (*Y*)**

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid | 75 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 75 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .721 | 2 |

**LAMPIRAN V**

**UJI ASUMSI KLASIK**

**1. Uji Multikolinieritas**

| **Coefficientsa** | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | | |
| B | Std. Error | Beta | Tolerance | VIF | |
| 1 | (Constant) | -.098 | 1.132 |  | -.087 | .931 |  |  | |
| Kejujuran | .275 | .052 | .472 | 5.273 | .000 | .897 | 1.115 | |
| Keadilan | .173 | .086 | .196 | 2.002 | .049 | .748 | 1.336 | |
| Kepercayaan | .233 | .088 | .257 | 2.653 | .010 | .764 | 1.309 | |
| a. Dependent Variable: Kepuasan Konsumen | | | |  |  |  |  | |  | |  |  |  |

**2. Uji Autokorelasi**

| **Model Summaryb** | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .700a | .490 | .469 | .849 | 1.778 |
| a. Predictors: (Constant), Kejujuran, Keadilan, Kepercayaan | | | | | |  |  |  |  |  |
| b. Dependent Variable: Kepuasan Konsumen | | | | |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Kejujuran X1 | | | | Keadilan X2 | | | | Kepercayaan X3 | | | | Kepuasan Konsumen Y | | |
| x1.1 | x1.2 | x1.3 | TOT.X1 | X2.1 | X2.2 | X2.3 | TOT.X2 | X3.1 | X3.2 | X3.3 | TOT.X3 | Y1 | Y2 | TOT.Y |
| 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 3 | 4 | 3 | 10 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 14 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 4 | 8 |
| 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 4 | 8 |
| 5 | 5 | 4 | 14 | 5 | 5 | 4 | 14 | 4 | 5 | 5 | 14 | 5 | 5 | 10 |
| 5 | 5 | 5 | 15 | 4 | 5 | 4 | 13 | 4 | 5 | 5 | 14 | 4 | 5 | 9 |
| 5 | 5 | 5 | 15 | 4 | 5 | 4 | 13 | 4 | 5 | 4 | 13 | 4 | 5 | 9 |
| 5 | 4 | 5 | 14 | 4 | 5 | 4 | 13 | 5 | 5 | 5 | 15 | 4 | 5 | 9 |
| 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 4 | 5 | 4 | 13 | 5 | 4 | 3 | 12 | 4 | 5 | 4 | 13 | 5 | 4 | 9 |
| 4 | 4 | 4 | 12 | 5 | 4 | 5 | 14 | 4 | 5 | 4 | 13 | 5 | 4 | 9 |
| 5 | 4 | 4 | 13 | 5 | 4 | 4 | 13 | 4 | 5 | 4 | 13 | 5 | 4 | 9 |
| 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 3 | 5 | 4 | 12 | 5 | 4 | 9 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 4 | 5 | 4 | 13 | 5 | 5 | 10 |
| 4 | 5 | 4 | 13 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 | 5 | 4 | 9 |
| 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 8 |
| 4 | 5 | 4 | 13 | 4 | 4 | 3 | 11 | 5 | 5 | 4 | 14 | 4 | 4 | 8 |
| 5 | 4 | 4 | 13 | 5 | 5 | 3 | 13 | 4 | 4 | 5 | 13 | 5 | 4 | 9 |
| 4 | 4 | 4 | 12 | 5 | 5 | 3 | 13 | 4 | 4 | 4 | 12 | 5 | 4 | 9 |
| 4 | 4 | 3 | 11 | 5 | 5 | 4 | 14 | 4 | 4 | 5 | 13 | 5 | 4 | 9 |
| 4 | 4 | 3 | 11 | 5 | 5 | 4 | 14 | 4 | 4 | 5 | 13 | 5 | 4 | 9 |
| 5 | 3 | 5 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 5 | 9 |
| 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 5 | 9 |
| 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 5 | 9 |
| 3 | 3 | 3 | 9 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 3 | 7 |
| 3 | 5 | 3 | 11 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 3 | 4 | 7 |
| 3 | 3 | 3 | 9 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 3 | 7 |
| 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 3 | 4 | 7 |
| 3 | 3 | 3 | 9 | 4 | 4 | 5 | 13 | 4 | 4 | 3 | 11 | 3 | 3 | 6 |
| 5 | 5 | 5 | 15 | 3 | 3 | 5 | 11 | 3 | 3 | 3 | 9 | 4 | 5 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 | 3 | 3 | 6 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 | 2 | 2 | 2 | 6 | 2 | 2 | 4 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 4 | 8 |
| 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 4 | 8 |
| 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 | 4 | 5 | 9 |
| 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 | 4 | 5 | 5 | 14 | 4 | 5 | 9 |
| 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 | 4 | 5 | 4 | 13 | 4 | 5 | 9 |
| 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 5 | 10 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 2 | 2 | 4 |
| 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 13 | 4 | 4 | 8 |
| 5 | 4 | 4 | 13 | 5 | 4 | 4 | 13 | 4 | 5 | 4 | 13 | 3 | 3 | 6 |
| 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 5 | 4 | 13 | 4 | 5 | 9 |
| 4 | 4 | 4 | 12 | 5 | 3 | 4 | 12 | 4 | 5 | 4 | 13 | 5 | 4 | 9 |
| 5 | 5 | 5 | 15 | 5 | 3 | 5 | 13 | 4 | 4 | 4 | 12 | 5 | 5 | 10 |
| 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 14 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 4 | 5 | 4 | 13 | 5 | 5 | 4 | 14 | 5 | 4 | 5 | 14 | 5 | 4 | 9 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 5 | 5 | 4 | 14 | 4 | 4 | 5 | 13 | 5 | 5 | 10 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 5 | 5 | 5 | 15 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 5 | 5 | 10 |
| 5 | 5 | 5 | 15 | 4 | 4 | 3 | 11 | 5 | 4 | 4 | 13 | 5 | 5 | 10 |
| 5 | 5 | 5 | 15 | 4 | 4 | 5 | 13 | 3 | 3 | 3 | 9 | 4 | 5 | 9 |
| 3 | 2 | 3 | 8 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 3 | 5 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 3 | 2 | 3 | 8 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 2 | 2 | 2 | 6 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 14 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 2 | 2 | 2 | 6 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 5 | 5 | 5 | 15 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 5 | 9 |
| 5 | 5 | 5 | 15 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 5 | 5 | 10 |
| 5 | 5 | 5 | 15 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 5 | 5 | 10 |
| 3 | 3 | 3 | 9 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 3 | 5 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 8 |