

## LAMPIRAN

### Lampiran 1. Kuesioner Penelitian

Halo, perkenalkan saya basmanta, mahasiswa Politeknik Wilmar Bisnis Indonesia jurusan Manajemen Pemasaran Internasional. Saya bermaksud untuk menyampaikan kuesioner penelitian mengenai **“Pengaruh Marketing Mix (4p) Terhadap Peningkatan Penjualan Pada Top Kedai Dimasa New Normal”** untuk memenuhi tugas akhir, hasil dari kuesioner ini akan digunakan sebagai bahan penyusunan skripsi. Saya mengucapkan terima kasih yang sebesar-besarnya atau kesediaan saudara/saudari yang telah meluangkan waktu untuk menjawab semua pertanyaan dalam kuesioner ini. Informasi yang saudara/saudari berikan akan dijaga kerahasiaannya.

#### Karakteristik Responden

Nama :

Jenis Kelamin :

- Pria
- Wanita

Kelompok Umur :

- 16-22 Tahun
- 23-32 Tahun
- 33-45 Tahun

Status Pekerjaan :

- Pelajar
- Mahasiswa/i
- Profesional/Karyawan/Pekerja
- Wiraswasta
- Ibu Rumah Tangga

Pernah melakukan pembelian produk di Top Kedai :

- YA
- TIDAK

Frekuensi Responden mengunjungi Top Kedai :

- 1x Sehari
- 1x Seminggu
- 1x Sebulan
- 1x Setahun

#### **Petunjuk Pengisian**

Berilah tanda Checklist (√) pada salah satu jawaban yang paling sesuai dengan pendapat

saudara. Kriteria penelitian :

STS : Sangat Tidak Setuju = skor 1

TS : Tidak Setuju = skor 2

KS : Kurang Setuju = skor 3

S : Setuju = skor 4

SS : Sangat Setuju = skor 5

### Daftar pernyataan Variabel Produk (X1)

No	PERNYATAAN	STS	TS	KS	S	SS
1	Top kedai menyediakan kualitas produk kopi yang mempunyai keistimewaan tersendiri.					
2	Desain kemasan produk top kedai menarik dibandingkan kompetitor					
3	Nama merek top kedai mudah untuk diingat					
4	Top kedai menyediakan menu produk yang beraneka ragam					

### Daftar pernyataan Variabel Harga (X2)

No	PERNYATAAN	STS	TS	KS	S	SS
1	Harga produk top kedai dapat dijangkau oleh semua konsumen					
2	Harga produk top kedai sesuai dengan manfaat yang saya rasakan					
3	Harga sesuai dengan kualitas produk yang diberikan					
4	Harga produk top kedai lebih murah dibandingkan dengan yang lain					

### Daftar pernyataan variabel Tempat (X3)

No	PERNYATAAN	STS	TS	KS	S	SS
1	Top kedai terletak dipinggir jalan raya					

	sehingga memudahkan anda ketika ingin menuju ketempat tersebut					
2	Top kedai menyediakan fasilitas yang lengkap (Toilet,Ac,Wifi,Musholla)					
3	Top kedai menyediakan tempat parkir yang luas dan terjamin keamanannya					
4	Top kedai menyediakan tempat untuk nongkrong yang nyaman					
5	Lingkungan outlet top kedai memiliki tempat yang bersih					

### Daftar pernyataan variabel Promosi (X4)

No	PERNYATAAN	STS	TS	KS	S	SS
1	Top kedai melakukan promosi penjualan melalui instagram, secara langsung, dan lain-lain					
2	Karyawan top kedai sopan, baik dan ramah					
3	Top kedai memberikan diskon untuk pembelian produk (diskon ulang tahun, member)					
4	Informasi mengenai top kedai dapat saya lihat melalui instagram					
5	Informasi tentang top kedai saya dapat dari tema					
6	Informasi tentang top kedai saya dapat dari keluarga terdekat					

### Daftar Pernyataan Variabel Peningkatan Penjualan (Y)

No	PERNYATAAN	STS	TS	KS	S	SS
1	Saya merasa pelayanan di top kedai sangat baik					
2	Saya merasa, karyawan top kedai melakukan kerjasama dan bekerja sebagai sebuah team dengan tujuan yang sama					
3	Saya merasa menu di top kedai sesuai dengan keinginan dan harapan saya					
4	Saya akan melakukan pembelian kembali produk top kedai					
5	Saya akan merekomendasikan top kedai untuk teman dan keluarga saya					



## Lampiran 2. Hasil Uji Validitas dan Uji Reliabilitas

### a. Marketing Mix (X)

	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	TOTALX	
X1	Pearson Correlation Sig. (2-tailed) N	1 .000 120	.667 .000 120	.639 .000 120	.682 .000 120	.472 .000 120	.482 .000 120	.534 .000 120	.587 .000 120	.687 .000 120	.673 .000 120	.475 .000 120	.469 .000 120	.429 .000 120	.690 .000 120	.533 .000 120	.561 .000 120	.485 .000 120	.579 .000 120	.027 .769 120	.773 .000 120
X2	Pearson Correlation Sig. (2-tailed) N	.667 .000 120	1 .000 120	.656 .000 120	.604 .000 120	.505 .000 120	.528 .000 120	.604 .000 120	.512 .000 120	.551 .000 120	.617 .000 120	.460 .000 120	.531 .000 120	.502 .000 120	.573 .000 120	.513 .000 120	.611 .000 120	.591 .000 120	.491 .000 120	.322 .000 120	.741 .000 120
X3	Pearson Correlation Sig. (2-tailed) N	.639 .000 120	.656 .000 120	1 .000 120	.626 .000 120	.418 .000 120	.501 .000 120	.553 .000 120	.503 .000 120	.541 .000 120	.601 .000 120	.509 .000 120	.510 .000 120	.525 .000 120	.654 .000 120	.540 .000 120	.522 .000 120	.558 .000 120	.495 .000 120	.179 .050 120	.722 .000 120
X4	Pearson Correlation Sig. (2-tailed) N	.682 .000 120	.604 .000 120	.626 .000 120	1 .000 120	.609 .000 120	.475 .000 120	.590 .000 120	.573 .000 120	.574 .000 120	.557 .000 120	.482 .000 120	.467 .000 120	.481 .000 120	.650 .000 120	.555 .000 120	.573 .000 120	.425 .000 120	.535 .000 120	.093 .310 120	.763 .000 120
X5	Pearson Correlation Sig. (2-tailed) N	.472 .000 120	.505 .000 120	.418 .000 120	.609 .000 120	1 .000 120	.632 .000 120	.676 .000 120	.655 .000 120	.593 .000 120	.534 .000 120	.441 .000 120	.326 .000 120	.424 .000 120	.551 .000 120	.487 .000 120	.433 .000 120	.326 .000 120	.421 .000 120	.064 .488 120	.647 .000 120
X6	Pearson Correlation Sig. (2-tailed) N	.482 .000 120	.528 .000 120	.501 .000 120	.475 .000 120	.632 .000 120	1 .000 120	.629 .000 120	.537 .000 120	.516 .000 120	.556 .000 120	.503 .000 120	.476 .000 120	.525 .000 120	.547 .000 120	.444 .000 120	.499 .000 120	.403 .000 120	.347 .000 120	.185 .043 120	.626 .000 120
X7	Pearson Correlation Sig. (2-tailed) N	.534 .000 120	.604 .000 120	.553 .000 120	.590 .000 120	.676 .000 120	.629 .000 120	1 .000 120	.683 .000 120	.632 .000 120	.618 .000 120	.568 .000 120	.513 .000 120	.549 .000 120	.563 .000 120	.519 .000 120	.522 .000 120	.449 .000 120	.434 .000 120	.145 .114 120	.707 .000 120
X8	Pearson Correlation Sig. (2-tailed) N	.587 .000 120	.512 .000 120	.503 .000 120	.573 .000 120	.655 .000 120	.537 .000 120	.683 .000 120	1 .000 120	.614 .000 120	.549 .000 120	.429 .000 120	.405 .000 120	.403 .000 120	.598 .000 120	.448 .000 120	.386 .000 120	.356 .000 120	.439 .000 120	.010 .916 120	.667 .000 120
X9	Pearson Correlation Sig. (2-tailed) N	.687 .000 120	.551 .000 120	.541 .000 120	.574 .000 120	.593 .000 120	.516 .000 120	.632 .000 120	.614 .000 120	1 .000 120	.881 .000 120	.712 .000 120	.583 .000 120	.620 .000 120	.657 .000 120	.540 .000 120	.502 .000 120	.331 .000 120	.552 .000 120	-.137 .135 120	.733 .000 120
X10	Pearson Correlation Sig. (2-tailed) N	.673 .000 120	.617 .000 120	.601 .000 120	.557 .000 120	.534 .000 120	.556 .000 120	.616 .000 120	.549 .000 120	.881 .000 120	1 .000 120	.698 .000 120	.629 .000 120	.630 .000 120	.673 .000 120	.542 .000 120	.487 .000 120	.414 .000 120	.553 .000 120	-.038 .880 120	.733 .000 120
X11	Pearson Correlation Sig. (2-tailed) N	.475 .000 120	.460 .000 120	.509 .000 120	.482 .000 120	.441 .000 120	.503 .000 120	.568 .000 120	.429 .000 120	.712 .000 120	.698 .000 120	1 .000 120	.675 .000 120	.742 .000 120	.503 .000 120	.552 .000 120	.442 .000 120	.304 .001 120	.355 .000 120	.218 .017 120	.629 .000 120
X12	Pearson Correlation Sig. (2-tailed) N	.469 .000 120	.531 .000 120	.510 .000 120	.467 .000 120	.326 .000 120	.476 .000 120	.513 .000 120	.405 .000 120	.583 .000 120	.629 .000 120	.675 .000 120	1 .000 120	.754 .000 120	.496 .000 120	.541 .000 120	.545 .000 120	.468 .000 120	.330 .000 120	.376 .000 120	.654 .000 120
X13	Pearson Correlation Sig. (2-tailed) N	.429 .000 120	.502 .000 120	.525 .000 120	.481 .000 120	.424 .000 120	.525 .000 120	.549 .000 120	.403 .000 120	.620 .000 120	.630 .000 120	.742 .000 120	.754 .000 120	1 .000 120	.496 .000 120	.518 .000 120	.517 .000 120	.397 .000 120	.444 .000 120	.283 .002 120	.661 .000 120
X14	Pearson Correlation Sig. (2-tailed) N	.690 .000 120	.573 .000 120	.654 .000 120	.650 .000 120	.551 .000 120	.547 .000 120	.563 .000 120	.598 .000 120	.657 .000 120	.673 .000 120	.503 .000 120	.496 .000 120	.496 .000 120	1 .000 120	.597 .000 120	.591 .000 120	.558 .000 120	.585 .000 120	.096 .297 120	.789 .000 120
X15	Pearson Correlation Sig. (2-tailed) N	.533 .000 120	.513 .000 120	.540 .000 120	.555 .000 120	.487 .000 120	.444 .000 120	.519 .000 120	.448 .000 120	.540 .000 120	.542 .000 120	.552 .000 120	.541 .000 120	.518 .000 120	.597 .000 120	1 .000 120	.564 .000 120	.491 .000 120	.522 .000 120	.357 .000 120	.677 .000 120
X16	Pearson Correlation Sig. (2-tailed) N	.561 .000 120	.611 .000 120	.522 .000 120	.573 .000 120	.433 .000 120	.499 .000 120	.522 .000 120	.386 .000 120	.502 .000 120	.487 .000 120	.442 .000 120	.545 .000 120	.517 .000 120	.591 .000 120	.564 .000 120	1 .000 120	.509 .000 120	.424 .000 120	.317 .000 120	.686 .000 120
X17	Pearson Correlation Sig. (2-tailed) N	.485 .000 120	.591 .000 120	.558 .000 120	.425 .000 120	.326 .000 120	.403 .000 120	.449 .000 120	.356 .000 120	.331 .000 120	.414 .000 120	.304 .001 120	.468 .000 120	.397 .000 120	.558 .000 120	.491 .000 120	.509 .000 120	1 .000 120	.413 .000 120	.425 .000 120	.649 .000 120
X18	Pearson Correlation Sig. (2-tailed) N	.579 .000 120	.491 .000 120	.495 .000 120	.535 .000 120	.421 .000 120	.347 .000 120	.434 .000 120	.439 .000 120	.552 .000 120	.553 .000 120	.355 .000 120	.330 .000 120	.444 .000 120	.585 .000 120	.522 .000 120	.424 .000 120	.413 .000 120	1 .000 120	.126 .172 120	.662 .000 120
X19	Pearson Correlation Sig. (2-tailed) N	.027 .769 120	.322 .000 120	.179 .050 120	.093 .310 120	.064 .488 120	.185 .043 120	.145 .114 120	.010 .916 120	-.137 .135 120	-.038 .880 120	.218 .017 120	.376 .000 120	.283 .002 120	.096 .297 120	.357 .000 120	.317 .000 120	.425 .000 120	.126 .172 120	1 .005 120	.257 .000 120
TOTALX	Pearson Correlation Sig. (2-tailed) N	.773 .000 120	.741 .000 120	.722 .000 120	.763 .000 120	.647 .000 120	.626 .000 120	.707 .000 120	.667 .000 120	.733 .000 120	.733 .000 120	.629 .000 120	.654 .000 120	.661 .000 120	.789 .000 120	.677 .000 120	.686 .000 120	.649 .000 120	.662 .000 120	.257 .005 120	1 .000 120

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

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

(Lanjutan)

**Variabel Peningkatan Penjualan (Y)**

		Y1	Y2	Y3	Y4	Y5	TOTALY
Y1	Pearson Correlation	1	.675**	.707**	.756**	.798**	.890**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	120	120	120	120	120	120
Y2	Pearson Correlation	.675**	1	.590**	.745**	.745**	.848**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	120	120	120	120	120	120
Y3	Pearson Correlation	.707**	.590**	1	.673**	.716**	.834**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	120	120	120	120	120	120
Y4	Pearson Correlation	.756**	.745**	.673**	1	.828**	.910**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	120	120	120	120	120	120
Y5	Pearson Correlation	.798**	.745**	.716**	.828**	1	.929**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	120	120	120	120	120	120
TOTALY	Pearson Correlation	.890**	.848**	.834**	.910**	.929**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	120	120	120	120	120	120

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

### Reabilitas Marketing Mix (X)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1	138,32	656,437	,773	,726	,735
X2	138,48	659,596	,763	,687	,736
X3	138,29	659,150	,740	,625	,735
X4	138,30	655,590	,762	,680	,735
X5	138,56	664,921	,661	,680	,739
X6	138,71	667,755	,660	,569	,740
X7	138,66	662,176	,742	,672	,738
X8	138,57	662,214	,676	,630	,738
X9	138,26	652,109	,764	,877	,733
X10	138,20	649,388	,773	,838	,732
X11	138,63	659,663	,678	,737	,737
X12	138,73	655,105	,691	,720	,735
X13	138,66	656,042	,701	,719	,735
X14	138,34	659,672	,798	,705	,736
X15	138,26	664,798	,709	,579	,739
X16	138,40	664,057	,702	,582	,738
X17	138,47	667,360	,639	,579	,740
X18	138,23	660,193	,651	,556	,737
X19	139,15	679,692	,242	,637	,747
TOTALX	71,23	179,206	,929	,889	,946

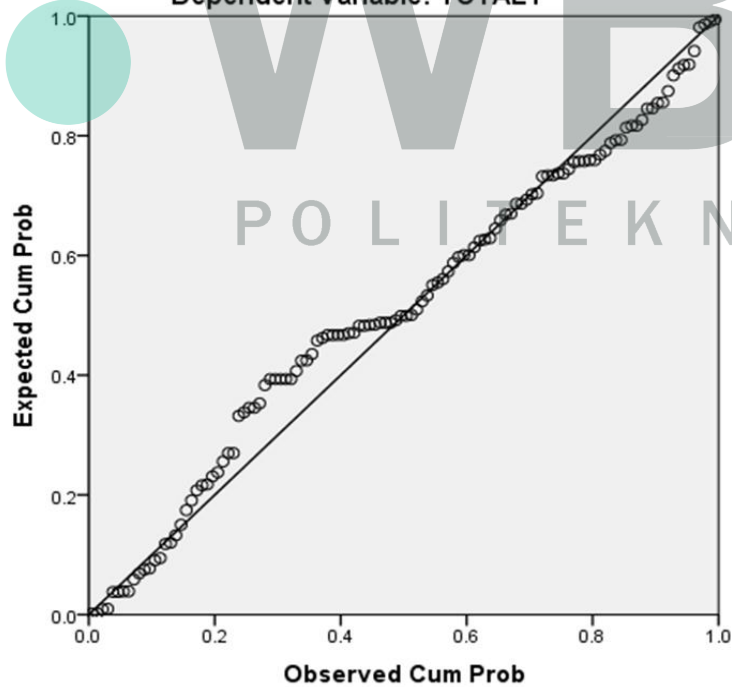


### Reabilitas Peningkatan Penjualan (Y)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1	35,08	63,304	,864		,789
Y2	35,25	64,038	,813		,794
Y3	35,30	63,825	,795		,794
Y4	35,18	61,479	,886		,779
Y5	35,13	60,974	,910		,776
TOTALY	19,55	19,292	1,000		,929

### Lampiran 3. Hasil Uji Asumsi Klasik

Normal P-P Plot of Regression Standardized Residual  
Dependent Variable: TOTALY



#### Lampiran 4. Hasil Analisis Regresi Berganda

##### a. Uji t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,817	1,137		-,719	,474
	TOTALX1	,693	,108	,524	6,428	,000
	TOTALX2	,129	,099	,089	1,300	,196
	TOTALX3	,115	,063	,125	1,807	,073
	TOTALX4	,248	,076	,231	3,256	,001

##### b. Uji F

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1782,811	4	445,703	99,936	,000 <sup>b</sup>
	Residual	512,889	115	4,460		
	Total	2295,700	119			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX4, TOTALX2, TOTALX3, TOTALX1

##### c. Uji determinan

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,881 <sup>a</sup>	,777	,769	2,112

a. Predictors: (Constant), TOTALX4, TOTALX2, TOTALX3, TOTALX1

b. Dependent Variable: TOTALY

