



**LAMPIRAN**



**LAMPIRAN 1**  
**KUESIONER**

## KUESIONER

Kuesioner ini ditujukan bagi anda, mahasiswa UNIKA Semarang yang menggunakan kartu prabayar Simpati. Dalam penelitian ini anda diminta untuk mengemukakan pendapat mengenai Tanggapan Consumen terhadap kartu prabayar simpati berdasarkan konsep 4 C (customer solution, customer cost, convenience dan communication)

### Identitas Responden :

- Nama :
- Umur :
- Jenis Kelamin :  Pria  Wanita
- NIM :
- Fakultas :
- Pengeluaran rata – rata perbulan untuk membeli pulsa
  - < Rp 50.000
  - Rp 50.000 – 100.000
  - > Rp 100.000

tanda tangan

(                    )

| <b>Customer Solution</b>  | <b>SS</b> | <b>S</b> | <b>N</b> | <b>TS</b> | <b>STS</b> |
|---|-----------|----------|----------|-----------|------------|
| Jika terdapat kerusakan pada packing (kemasan) kartu Simpati, maka pihak Simpati bersedia untuk memberikan gantinya                         |           |          |          |           |            |
| Operator Simpati bisa memberikan informasi yang tepat mengenai fasilitas-fasilitas yang ditawarkan oleh Simpati (GPRS, MMS) kepada konsumen |           |          |          |           |            |
| Pihak Simpati menanggapi komplain dari konsumen dengan segera   |           |          |          |           |            |
| <b>Customer Cost</b>  |           |          |          |           |            |
| Biaya hemat antara operator dengan konsumen karena adanya fasilitas layanan operator gratis   |           |          |          |           |            |
| Biaya hemat karena konsumen dapat mengumpulkan informasi mengenai produk prabayar Simpati melalui internet                                  |           |          |          |           |            |
| <b>Convenience</b>  |           |          |          |           |            |
| Sinyal kuat sehingga menambah kenyamanan dalam berkomunikasi  |           |          |          |           |            |
| Kenyamanan konsumen bertambah dalam mendapatkan pelayanan karena adanya banyak counter Simpati  |           |          |          |           |            |
| <b>Communication</b>  |           |          |          |           |            |
| Komunikasi dapat berjalan dengan lancar antara pihak operator dengan konsumen   |           |          |          |           |            |
| Pihak Simpati peduli kepada konsumen sehingga komunikasi selama ini baik  |           |          |          |           |            |



## **LAMPIRAN 2**

## **VALIDITAS DAN RELIABILITAS**

## Reliability

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .720             | 9          |

### Item Statistics

|    | Mean   | Std. Deviation | N   |
|----|--------|----------------|-----|
| x1 | 4.4300 | .60728         | 100 |
| x2 | 4.6100 | .56667         | 100 |
| x3 | 4.3600 | .61167         | 100 |
| x4 | 4.3600 | .64385         | 100 |
| x5 | 4.3200 | .64948         | 100 |
| x6 | 4.3200 | .67987         | 100 |
| x7 | 4.3500 | .64157         | 100 |
| x8 | 4.4000 | .68165         | 100 |
| x9 | 4.4600 | .50091         | 100 |

### Item-Total Statistics

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| x1 | 35.1800                    | 8.129                          | .346                             | .704                             |
| x2 | 35.0000                    | 7.838                          | .484                             | .681                             |
| x3 | 35.2500                    | 7.987                          | .386                             | .697                             |
| x4 | 35.2500                    | 7.967                          | .361                             | .702                             |
| x5 | 35.2900                    | 7.764                          | .417                             | .691                             |
| x6 | 35.2900                    | 7.723                          | .399                             | .695                             |
| x7 | 35.2600                    | 8.114                          | .320                             | .709                             |
| x8 | 35.2100                    | 7.481                          | .469                             | .681                             |
| x9 | 35.1500                    | 8.351                          | .378                             | .700                             |

### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 39.6100 | 9.695    | 3.11366        | 9          |

## Frequencies

### Statistics

|         | x1  | x2  | x3  | x4  | x5  | x6  | x7  | x8  | x9  |
|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| N Valid | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Missing | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |

## Frequency Table

### x1

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 6         | 6.0     | 6.0           | 6.0                |
|       | 4.00  | 45        | 45.0    | 45.0          | 51.0               |
|       | 5.00  | 49        | 49.0    | 49.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

### x2

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 4         | 4.0     | 4.0           | 4.0                |
|       | 4.00  | 31        | 31.0    | 31.0          | 35.0               |
|       | 5.00  | 65        | 65.0    | 65.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

### x3

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 7         | 7.0     | 7.0           | 7.0                |
|       | 4.00  | 50        | 50.0    | 50.0          | 57.0               |
|       | 5.00  | 43        | 43.0    | 43.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

### x4

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 1         | 1.0     | 1.0           | 1.0                |
|       | 3.00  | 6         | 6.0     | 6.0           | 7.0                |
|       | 4.00  | 49        | 49.0    | 49.0          | 56.0               |
|       | 5.00  | 44        | 44.0    | 44.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**x5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 10        | 10.0    | 10.0          | 10.0               |
|       | 4.00  | 48        | 48.0    | 48.0          | 58.0               |
|       | 5.00  | 42        | 42.0    | 42.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**x6**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 12        | 12.0    | 12.0          | 12.0               |
|       | 4.00  | 44        | 44.0    | 44.0          | 56.0               |
|       | 5.00  | 44        | 44.0    | 44.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**x7**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 9         | 9.0     | 9.0           | 9.0                |
|       | 4.00  | 47        | 47.0    | 47.0          | 56.0               |
|       | 5.00  | 44        | 44.0    | 44.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**x8**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 2         | 2.0     | 2.0           | 2.0                |
|       | 3.00  | 5         | 5.0     | 5.0           | 7.0                |
|       | 4.00  | 44        | 44.0    | 44.0          | 51.0               |
|       | 5.00  | 49        | 49.0    | 49.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**x9**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 4.00  | 54        | 54.0    | 54.0          | 54.0               |
|       | 5.00  | 46        | 46.0    | 46.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |





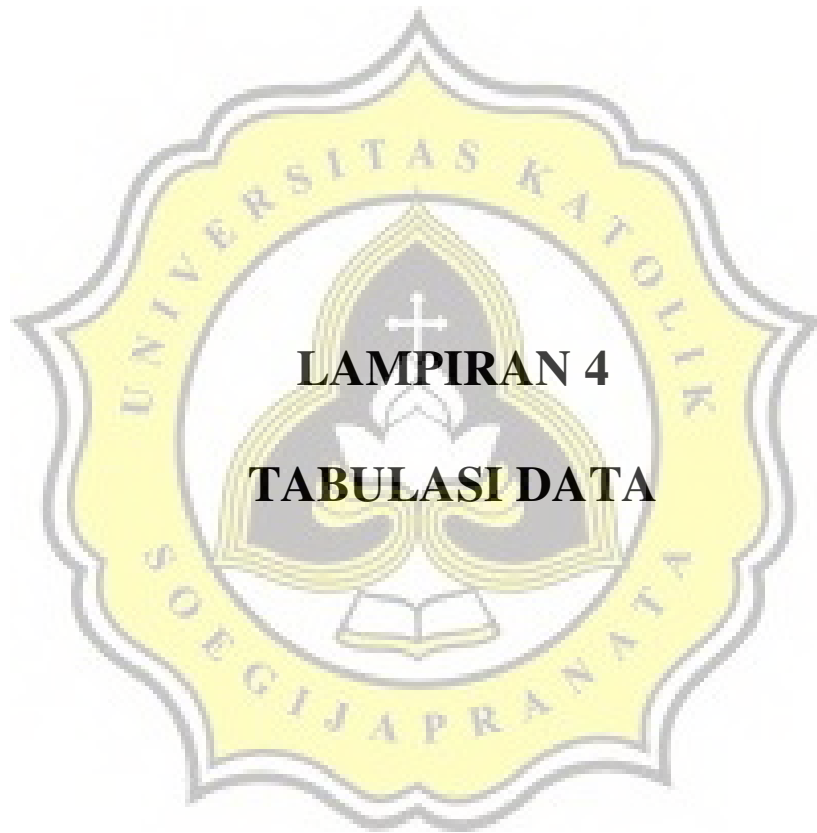


**LAMPIRAN 3**

**TABEL PRODUCT MOMENT**

**TABEL PRODUCT MOMENT**

| N         | Taraf Signifikan |       | N         | Taraf Signifikan |       | N           | Taraf Signifikan |       |
|-----------|------------------|-------|-----------|------------------|-------|-------------|------------------|-------|
|           | 5%               | 1%    |           | 5%               | 1%    |             | 5%               | 1%    |
| <b>3</b>  | 0,997            | 0,999 | <b>27</b> | 0,381            | 0,487 | <b>55</b>   | 0,266            | 0,345 |
| <b>4</b>  | 0,950            | 0,990 | <b>28</b> | 0,374            | 0,478 | <b>60</b>   | 0,254            | 0,330 |
| <b>5</b>  | 0,878            | 0,959 | <b>29</b> | 0,367            | 0,470 | <b>65</b>   | 0,244            | 0,317 |
|           |                  |       |           |                  |       |             |                  |       |
| <b>6</b>  | 0,811            | 0,917 | <b>30</b> | 0,361            | 0,463 | <b>70</b>   | 0,235            | 0,306 |
| <b>7</b>  | 0,754            | 0,874 | <b>31</b> | 0,355            | 0,456 | <b>75</b>   | 0,227            | 0,296 |
| <b>8</b>  | 0,707            | 0,834 | <b>32</b> | 0,349            | 0,449 | <b>80</b>   | 0,220            | 0,286 |
| <b>9</b>  | 0,666            | 0,798 | <b>33</b> | 0,344            | 0,442 | <b>85</b>   | 0,213            | 0,278 |
| <b>10</b> | 0,632            | 0,765 | <b>34</b> | 0,339            | 0,436 | <b>90</b>   | 0,207            | 0,270 |
|           |                  |       |           |                  |       |             |                  |       |
| <b>11</b> | 0,602            | 0,735 | <b>35</b> | 0,334            | 0,430 | <b>95</b>   | 0,202            | 0,263 |
| <b>12</b> | 0,576            | 0,708 | <b>36</b> | 0,329            | 0,424 | <b>100</b>  | 0,195            | 0,256 |
| <b>13</b> | 0,553            | 0,684 | <b>37</b> | 0,325            | 0,418 | <b>125</b>  | 0,176            | 0,230 |
| <b>14</b> | 0,532            | 0,661 | <b>38</b> | 0,320            | 0,413 | <b>150</b>  | 0,159            | 0,210 |
| <b>15</b> | 0,514            | 0,641 | <b>39</b> | 0,316            | 0,408 | <b>175</b>  | 0,148            | 0,194 |
|           |                  |       |           |                  |       |             |                  |       |
| <b>16</b> | 0,497            | 0,623 | <b>40</b> | 0,312            | 0,403 | <b>200</b>  | 0,138            | 0,181 |
| <b>17</b> | 0,482            | 0,606 | <b>41</b> | 0,308            | 0,398 | <b>300</b>  | 0,113            | 0,148 |
| <b>18</b> | 0,468            | 0,590 | <b>42</b> | 0,304            | 0,393 | <b>400</b>  | 0,098            | 0,128 |
| <b>19</b> | 0,456            | 0,575 | <b>43</b> | 0,301            | 0,389 | <b>500</b>  | 0,088            | 0,115 |
| <b>20</b> | 0,444            | 0,561 | <b>44</b> | 0,297            | 0,384 | <b>600</b>  | 0,080            | 0,105 |
|           |                  |       |           |                  |       |             |                  |       |
| <b>21</b> | 0,433            | 0,549 | <b>45</b> | 0,294            | 0,380 | <b>700</b>  | 0,074            | 0,097 |
| <b>22</b> | 0,423            | 0,537 | <b>46</b> | 0,291            | 0,376 | <b>800</b>  | 0,070            | 0,091 |
| <b>23</b> | 0,413            | 0,526 | <b>47</b> | 0,288            | 0,372 | <b>900</b>  | 0,065            | 0,086 |
| <b>24</b> | 0,404            | 0,515 | <b>48</b> | 0,284            | 0,368 | <b>1000</b> | 0,062            | 0,081 |
| <b>25</b> | 0,396            | 0,505 | <b>49</b> | 0,281            | 0,364 |             |                  |       |
| <b>26</b> | 0,388            | 0,496 | <b>50</b> | 0,279            | 0,361 |             |                  |       |



**LAMPIRAN 4**  
**TABULASI DATA**

### Jawaban Kuesioner

| No. | <i>Customer Solution</i> |    |    | <i>Customer Cost</i> |    | <i>Convenience</i> |    | <i>Communication</i> |    |
|-----|--------------------------|----|----|----------------------|----|--------------------|----|----------------------|----|
|     | x1                       | x2 | x3 | x4                   | x5 | x6                 | x7 | x8                   | x9 |
| 1   | 4                        | 5  | 4  | 5                    | 3  | 5                  | 5  | 3                    | 5  |
| 2   | 5                        | 5  | 5  | 4                    | 5  | 4                  | 4  | 4                    | 4  |
| 3   | 3                        | 4  | 4  | 3                    | 3  | 3                  | 3  | 4                    | 4  |
| 4   | 4                        | 4  | 3  | 5                    | 4  | 3                  | 4  | 5                    | 4  |
| 5   | 5                        | 5  | 5  | 5                    | 5  | 4                  | 4  | 5                    | 4  |
| 6   | 5                        | 4  | 4  | 4                    | 4  | 3                  | 4  | 5                    | 4  |
| 7   | 4                        | 5  | 5  | 4                    | 5  | 5                  | 5  | 5                    | 5  |
| 8   | 4                        | 4  | 4  | 4                    | 3  | 4                  | 4  | 4                    | 4  |
| 9   | 5                        | 5  | 4  | 4                    | 5  | 4                  | 5  | 4                    | 4  |
| 10  | 4                        | 5  | 5  | 5                    | 4  | 3                  | 5  | 4                    | 5  |
| 11  | 4                        | 5  | 5  | 4                    | 4  | 4                  | 4  | 5                    | 4  |
| 12  | 5                        | 5  | 5  | 5                    | 5  | 5                  | 4  | 4                    | 5  |
| 13  | 4                        | 5  | 4  | 5                    | 5  | 5                  | 5  | 4                    | 4  |
| 14  | 4                        | 4  | 4  | 4                    | 4  | 5                  | 4  | 4                    | 4  |
| 15  | 3                        | 4  | 4  | 5                    | 4  | 5                  | 5  | 3                    | 4  |
| 16  | 4                        | 4  | 4  | 4                    | 4  | 4                  | 5  | 4                    | 4  |
| 17  | 4                        | 4  | 4  | 4                    | 4  | 4                  | 4  | 4                    | 5  |
| 18  | 3                        | 4  | 3  | 3                    | 4  | 3                  | 4  | 3                    | 4  |
| 19  | 4                        | 4  | 4  | 4                    | 4  | 4                  | 3  | 4                    | 4  |
| 20  | 4                        | 3  | 4  | 3                    | 4  | 4                  | 3  | 4                    | 4  |
| 21  | 4                        | 5  | 5  | 4                    | 3  | 4                  | 4  | 4                    | 4  |
| 22  | 5                        | 5  | 5  | 5                    | 4  | 3                  | 5  | 5                    | 5  |
| 23  | 4                        | 5  | 4  | 4                    | 4  | 4                  | 4  | 4                    | 4  |
| 24  | 4                        | 5  | 5  | 4                    | 5  | 5                  | 3  | 4                    | 4  |
| 25  | 5                        | 5  | 5  | 5                    | 5  | 5                  | 5  | 5                    | 5  |
| 26  | 4                        | 5  | 5  | 5                    | 4  | 4                  | 3  | 4                    | 4  |
| 27  | 5                        | 4  | 5  | 5                    | 5  | 5                  | 4  | 5                    | 5  |
| 28  | 5                        | 4  | 5  | 4                    | 5  | 5                  | 5  | 4                    | 4  |
| 29  | 4                        | 4  | 5  | 4                    | 5  | 5                  | 5  | 5                    | 5  |
| 30  | 4                        | 4  | 5  | 4                    | 3  | 5                  | 5  | 5                    | 5  |
| 31  | 5                        | 5  | 4  | 4                    | 4  | 4                  | 5  | 3                    | 5  |
| 32  | 4                        | 5  | 5  | 5                    | 4  | 4                  | 4  | 5                    | 5  |
| 33  | 5                        | 4  | 4  | 5                    | 5  | 4                  | 5  | 5                    | 4  |
| 34  | 4                        | 4  | 5  | 4                    | 4  | 4                  | 4  | 4                    | 5  |
| 35  | 5                        | 4  | 4  | 4                    | 5  | 5                  | 3  | 4                    | 4  |
| 36  | 5                        | 4  | 4  | 4                    | 3  | 4                  | 4  | 4                    | 5  |
| 37  | 4                        | 5  | 4  | 4                    | 5  | 5                  | 5  | 4                    | 5  |

|    |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|
| 38 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 39 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 |
| 40 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 41 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 |
| 42 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 43 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 44 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 |
| 45 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 46 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 47 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 48 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 4 |
| 49 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 5 |
| 50 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 51 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 |
| 52 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 53 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 |
| 54 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 4 |
| 55 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 4 |
| 56 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 57 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 58 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 |
| 59 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 60 | 5 | 4 | 4 | 3 | 3 | 3 | 5 | 4 | 5 |
| 61 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 62 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 2 | 5 |
| 63 | 5 | 3 | 4 | 2 | 5 | 3 | 4 | 4 | 4 |
| 64 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 65 | 3 | 4 | 4 | 5 | 5 | 3 | 5 | 2 | 5 |
| 66 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 67 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 |
| 68 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |
| 69 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 70 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 4 |
| 71 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 72 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 4 |
| 73 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 75 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 76 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 77 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 78 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |

|     |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|
| 79  | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 80  | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 81  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 82  | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 83  | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 84  | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 85  | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 86  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 87  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 88  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 89  | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 90  | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |
| 91  | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 |
| 92  | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 |
| 93  | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 94  | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 95  | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 96  | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 97  | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 98  | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 99  | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 4 |
| 100 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |

