

Lampiran 1 Kuesioner Penelitian

Kuesioner

PETUNJUK PENGISIAN

1. Pilihlah salah satu jawaban pada masing-masing pertanyaan berikut ini dengan melingkari atau memberi tanda silang pada setiap jawaban
2. Pilihan tersebut hendaknya seobjektif mungkin
3. Kuesioner ini dapat digunakan secara optimal bila seluruh pertanyaan terjawab, karena itu mohon diteliti kembali apakah semua pertanyaan sudah terjawab

I. DATA RESPONDEN

1. Jenis kelamin :
 - a. Pria
 - b. Wanita
2. Pekerjaan Anda saat ini :
 - a. Pelajar/Mahasiswa
 - b. Wiraswasta
 - c. Pegawai Negeri/Swasta
 - d. Profesional
 - e. Pensiunan
 - f. Lain-Lain : (sebutkan).....
3. Rata-rata penghasilan yang Anda terima setiap bulannya :
 - a. < Rp 1000.000
 - b. Rp 1.001.000 - Rp 2.000.000
 - c. Rp 2.001.000 - Rp 3.000.000
 - d. Rp 3.001.000 - Rp 4.000.000
 - e. Rp 4.001.000 - Rp 5.000.000
 - f. > Rp 5.000.000
4. Dari manakah Anda memperoleh informasi mengenai PT Pelabuhan Indonesia III (Persero) Regional Jawa Timur :
 - a. Keluarga/teman
 - b. Media elektronik
 - c. Brosur/pamflet/buku
 - d. Lain-lain : (sebutkan).....

NO.	PERNYATAAN	Sangat setuju	Setuju	Cukup Setuju	Tidak Setuju	Sangat Tidak Setuju
Produk						
1.	Menurut saya, pelayanan jasa di Terminal Penumpang Gapura Surya Nusantara mampu memberikan kepuasan kepada saya					
2.	Menurut saya, desain dan tata letak Terminal Penumpang Gapura Surya Nusantara cukup menarik					
3.	Menurut saya, Terminal Penumpang Gapura Surya Nusantara mampu memenuhi kebutuhan transportasi/perjalanan saya					
Harga						
4.	Menurut saya, tarif tiket kapal cukup terjangkau sesuai dengan fasilitas dan pelayanan yang seharusnya					
5.	Menurut saya, tarif pas penumpang di Terminal Gapura Surya Nusantara cukup terjangkau sesuai dengan fasilitas dan pelayanan yang seharusnya					
6.	Menurut saya, tarif pas masuk pelabuhan Tanjung Perak cukup terjangkau sesuai dengan fasilitas dan jaminan yang seharusnya					
Promosi						
7.	Menurut saya, promosi fasilitas utama (lift, eskalator dsb.) Terminal Penumpang Gapura Surya Nusantara melalui media sosial cukup informatif					
8.	Menurut saya, promosi layanan jasa Terminal Penumpang Gapura Surya Nusantara melalui website cukup baik					
9.	Menurut saya, promosi fasilitas penunjang (pujasera, wrapping, hotel dsb.) Terminal Penumpang Gapura Surya Nusantara melalui media sosial cukup baik					
Lokasi						
10.	Menurut saya, lokasi Terminal Penumpang Gapura Surya Nusantara cukup mudah untuk dijangkau dengan moda transportasi apapun (kendaraan pribadi/umum)					
11.	Menurut saya, lokasi Terminal Penumpang Gapura Surya Nusantara cukup dekat dengan terminal transportasi lainnya (terminal, bandara dsb.)					
12.	Menurut saya, lokasi Terminal Penumpang Gapura Surya Nusantara cukup dekat dengan pusat kebutuhan (mall, pasar dsb)					
SDM / Orang						
13.	Menurut saya, petugas di Terminal Penumpang Gapura Surya Nusantara handal dan terampil dalam melaksanakan pekerjaannya					
14.	Menurut saya, petugas di Terminal Penumpang					

	Gapura Surya Nusantara ramah dan sopan dalam memberikan pelayanan					
15.	Menurut saya, petugas di Terminal Penumpang Gapura Surya Nusantara memberikan kemudahan dan kecepatan dalam memberikan pelayanan					
Bukti Fisik						
16.	Menurut saya, gedung Terminal Gapura Surya Nusantara cukup menarik untuk sekelas terminal pelabuhan					
17.	Menurut saya, seragam petugas Terminal Gapura Surya Nusantara cukup rapi dan sopan dalam memberikan pelayanan					
18.	Menurut saya, nota yang diberikan (pas pelabuhan dan pas penumpang) cukup rapi dan baik					
Keputusan Pembelian						
19.	Asumsi Terminal Gapura Surya Nusantara dapat mengakomodir kebutuhan perjalanan saya menjadi pertimbangan saya dalam memutuskan pembelian tiket kapal					
20.	Kemudahan dalam mendapatkan informasi jadwal dan tarif menjadi pertimbangan saya dalam memutuskan pembelian tiket kapal					
21.	Citra Terminal Gapura Surya Nusantara yang baik menjadi pertimbangan saya dalam memutuskan pembelian tiket kapal					

Lampiran 2 Data Mentah

DATA MENTAH

X1			X2			X3			X4			X5			X6			X7			Y		
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Lampiran 3 Uji Validitas dan Reliabilitas Instrumen

a. Uji Validitas dan Reliabilitas Variabel Produk (X1)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.774	.772	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	8.54	1.039	.678	.518	.621
X1.2	8.54	1.140	.718	.541	.566
X1.3	8.44	1.663	.472	.228	.830

b. Uji Validitas dan Reliabilitas Variabel Harga (X2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.687	.686	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	8.46	1.342	.442	.270	.668
X2.2	8.37	1.124	.648	.420	.392
X2.3	8.23	1.411	.427	.253	.684

c. Uji Validitas dan Reliabilitas Variabel Lokasi (X3)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.667	.670	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	8.30	1.162	.443	.324	.621
X3.2	8.29	.996	.657	.439	.325
X3.3	8.23	1.270	.361	.208	.722

d. Uji Validitas dan Reliabilitas Variabel Promosi (X4)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.737	.737	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X4.1	8.15	1.260	.621	.490	.577
X4.2	8.25	1.301	.678	.516	.513
X4.3	8.50	1.626	.406	.172	.820

e. Uji Validitas dan Reliabilitas Variabel Bukti Fisik (X5)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.674	.666	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X5.1	8.47	1.363	.433	.373	.649
X5.2	8.25	.977	.715	.513	.227
X5.3	8.12	1.581	.351	.273	.737

f. Uji Validitas dan Reliabilitas Variabel Orang/SDM (X6)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.781	.780	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X6.1	8.40	1.293	.572	.525	.755
X6.2	8.55	1.078	.815	.669	.471
X6.3	8.47	1.464	.493	.398	.829

g. Uji Validitas dan Reliabilitas Variabel Proses (X7)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.731	.725	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X7.1	8.49	.879	.532	.409	.670
X7.2	8.21	.693	.729	.534	.404
X7.3	7.96	1.089	.428	.271	.776

h. Uji Validitas dan Reliabilitas Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.792	.795	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1	8.85	1.058	.591	.351	.766
Y2	8.90	.960	.683	.476	.664
Y3	8.83	1.173	.642	.429	.718

Lampiran 4 Perhitungan Rata-rata Variabel

a. Rata-rata Variabel Produk (X1)

Descriptive Statistics

	N	Mean	Std. Deviation
X1.1	100	4.22	.733
X1.2	100	4.22	.660
X1.3	100	4.32	.530
Valid N (listwise)	100		

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.253	4.220	4.320	.100	1.024	.003	3

b. Rata-rata Variabel Harga (X2)

Descriptive Statistics

	N	Mean	Std. Deviation
X2.1	100	4.07	.685
X2.2	100	4.16	.677
X2.3	100	4.30	.659
Valid N (listwise)	100		

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.177	4.070	4.300	.230	1.057	.013	3

c. Rata-rata Variabel Lokasi (X3)

Descriptive Statistics

	N	Mean	Std. Deviation
X3.1	100	4.11	.650
X3.2	100	4.12	.624
X3.3	100	4.18	.642
Valid N (listwise)	100		

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.137	4.110	4.180	.070	1.017	.001	3

d. Rata-rata Variabel Promosi (X4)

Descriptive Statistics

	N	Mean	Std. Deviation
X4.1	100	4.30	.718
X4.2	100	4.20	.667
X4.3	100	3.95	.672
Valid N (listwise)	100		

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.150	3.950	4.300	.350	1.089	.033	3

e. Rata-rata Variabel Bukti Fisik (X5)

Descriptive Statistics

	N	Mean	Std. Deviation
X5.1	100	3.95	.687
X5.2	100	4.17	.726
X5.3	100	4.30	.628
Valid N (listwise)	100		

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.140	3.950	4.300	.350	1.089	.031	3

f. Rata-rata Variabel Bukti Orang/SDM (X6)

Descriptive Statistics

	N	Mean	Std. Deviation
X6.1	100	4.31	.662
X6.2	100	4.16	.647
X6.3	100	4.24	.622
Valid N (listwise)	100		

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.237	4.160	4.310	.150	1.036	.006	3

g. Rata-rata Variabel Proses (X7)**Descriptive Statistics**

	N	Mean	Std. Deviation
X7.1	100	3.84	.564
X7.2	100	4.12	.591
X7.3	100	4.37	.485
Valid N (listwise)	100		

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.110	3.840	4.370	.530	1.138	.070	3

e. Rata-rata Variabel Keputusan Pembelian (Y)**Descriptive Statistics**

	N	Mean	Std. Deviation
Y1	100	4.44	.608
Y2	100	4.39	.618
Y3	100	4.46	.521
Valid N (listwise)	100		

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.430	4.390	4.460	.070	1.016	.001	3

Lampiran 5 Hasil Uji Regresi Berganda

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	X7, X4, X3, X2, X6, X1, X5 ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.819 ^a	.671	.646	.875	.671	26.863	7	92	.000

a. Predictors: (Constant), X7, X4, X3, X2, X6, X1, X5

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	144.092	7	20.585	26.863	.000 ^a
	Residual	70.498	92	.766		
	Total	214.590	99			

a. Predictors: (Constant), X7, X4, X3, X2, X6, X1, X5

b. Dependent Variable: Y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error				Beta	Lower Bound	Upper Bound	Zero-order	Partial	Partial	Tolerance
1 (Constant)	1.177	1.086		1.084	.281	3.334	.980					
X1	.154	.068	.169	2.260	.026	.019	.290	.576	.229	.135	.642	1.557
X2	.162	.068	.174	2.391	.019	.027	.296	.483	.242	.143	.675	1.482
X3	.202	.072	.204	2.823	.006	.060	.344	.574	.282	.169	.686	1.457
X4	.130	.061	.147	2.125	.036	.009	.251	.449	.216	.127	.746	1.340
X5	.170	.070	.183	2.410	.018	.030	.310	.595	.244	.144	.616	1.623
X6	.167	.068	.183	2.454	.016	.032	.303	.594	.248	.147	.642	1.558
X7	.171	.084	.154	2.048	.043	.005	.338	.582	.209	.122	.628	1.593

a. Dependent Variable: Y

Lampiran 6 Data Arus Penumpang

No	Tahun	Jumlah Debarkasi (Orang)	Jumlah Embarkasi (Orang)	Keterangan
1	2015	374.612	355.078	
2	2016	270.324	297.120	
3	2017	254.212	295.233	
4	2018	327.643	332.411	