**LAMPIRAN 1**

**Jenis Kelamin Responden**

|  |  |  |
| --- | --- | --- |
| **Jenis Kelamin** | **Jumlah** | **Persentase** |
| Laki-Laki | 40 | 40% |
| Perempuan | 60 | 60% |
| **Jumlah** | **100** | **100%** |

**Pendidikan Responden**

|  |  |  |
| --- | --- | --- |
| **Pekerjaan** | **Jumlah** | **Persentase** |
| SMA | 26 | 26% |
| D3 | 18 | 18% |
| S1 | 44 | 44% |
| S2 | 9 | 9% |
| S3 | 3 | 3% |
| **Jumlah** | **100** | **100%** |

**Usia Responden**

|  |  |  |
| --- | --- | --- |
| **Usia** | **Jumlah** | **Persentase** |
| < 25 tahun | 29 | 29% |
| 25-35 tahun | 30 | 30% |
| 36-45 tahun | 26 | 26% |
| 46-55 tahun | 13 | 13% |
| > 55 tahun | 2 | 2% |
| **Jumlah** | **100** | **100%** |

**LAMPIRAN 2**

**Respon Jawaban Responden Untuk Variabel Harga**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **Jawaban** | | | | | | **Total Skor** | **Rerata** |
| **STS** | **TS** | **KS** | **S** | **SS** | **Jmlh** |
| 1 | Harga yang ditawarkan di Robinson Cabang Padang sesuai dengan daya beli masyarakat Kota Padang. | 4 | 7 | 35 | 31 | 23 | 100 | 362 | 3.62 |
| 2 | Masyarakat Kota Padang memiliki kemampuan yang cukup untuk membeli produk yang ditawarkan di Robinson Cabang Padang. | 0 | 18 | 29 | 36 | 17 | 100 | 352 | 3.52 |
| 3 | Pihak Robinson Cabang Padang menyediakan produk yang sesuai dengan gaya hidup masyarakat Kota Padang | 5 | 14 | 39 | 26 | 16 | 100 | 334 | 3.34 |
| 4 | Produk yang dijual di Robinson Cabang Padang memiliki manfaat yang sesuai dengan kebutuhan konsumennya. | 4 | 12 | 30 | 43 | 11 | 100 | 345 | 3.45 |
| 5 | Harga yang ditawarkan di Robinson Cabang Padang lebih rendah dari perusahaan lain di Kota Padang | 4 | 6 | 35 | 45 | 10 | 100 | 351 | 3.51 |
| **Rata-Rata Jawaban Responden** | | | | | | | | | 3.488 |

**Respon JawabanResponden Untuk Variabel Lokasi**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **Jawaban** | | | | | | **Total Skor** | **Rerata** |
| **STS** | **TS** | **KS** | **S** | **SS** | **Jmlh** |
| 1 | Lokasi Robinson Cabang Padang berada di tengah lingkungan padat masyarakat atau pusat kota. | 6 | 9 | 26 | 39 | 20 | 100 | 358 | 3.58 |
| 2 | Lokasi Robinson Cabang Padang berada di dekat Pasar Raya Padang. | 8 | 15 | 28 | 33 | 16 | 100 | 334 | 3.34 |
| 3 | Robinson Cabang Padang merekrut karyawan yang berada disekitar operasionalnya. | 4 | 9 | 31 | 40 | 16 | 100 | 355 | 3.55 |
| 4 | Robinson Cabang Padang sangat mudah dijangkau oleh para pemasok produk perusahaan tersebut. | 4 | 12 | 36 | 36 | 12 | 100 | 340 | 3.4 |
| 5 | Robinson Cabang Padang berada di jalur transportasi umum kota Padang. | 4 | 6 | 39 | 31 | 20 | 100 | 357 | 3.57 |
| **Rata-Rata Jawaban Responden** | | | | | | | | | 3.488 |

**LAMPIRAN 3**

**Respon Jawaban Responden Untuk Variabel Kualitas Pasar**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **Jawaban** | | | | | | **Total Skor** | **Rerata** |
| **STS** | **TS** | **KS** | **S** | **SS** | **Jmlh** |
| 1 | Robinson Cabang Padang memiliki ruangan yang nyaman sehingga konsumen merasa senang berbelanja di supermarket tersebut. | 3 | 6 | 24 | 55 | 12 | 100 | 367 | 3.67 |
| 2 | Karyawan Robinson Cabang Padang memiliki kemampuan yang handal dalam melayani konsumennya. | 1 | 7 | 23 | 51 | 18 | 100 | 378 | 3.78 |
| 3 | Robinson Cabang Padang memiliki ketanggapan yang cukup tinggi dalam melihat perubahan perilaku konsumen. | 4 | 13 | 20 | 50 | 13 | 100 | 355 | 3.55 |
| 4 | Robinson Cabang Padang memberikan jaminan tentang produk yang berkualitas tinggi yang diproduksi di supermarket tersebut. | 4 | 13 | 12 | 58 | 13 | 100 | 363 | 3.63 |
| 5 | Robinson Cabang Padang memiliki kepedulian yang tinggi akan selera konsumen. | 1 | 4 | 25 | 60 | 10 | 100 | 374 | 3.74 |
| **Rata-Rata Jawaban Responden** | | | | | | | |  | 3.674 |

**LAMPIRAN 4**

**Respon JawabanResponden Untuk Variabel Minat Beli Konsumen**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **Jawaban** | | | | | | **Total Skor** | **Rerata** |
| **STS** | **TS** | **KS** | **S** | **SS** | **Jmlh** |
| 1 | Saya membeli produk di Robinson Cabang Padang apabila membutuhkan produk tersebut. | 6 | 7 | 25 | 50 | 12 | 100 | 355 | 3.55 |
| 2 | Saya mengetahui informasi tentang produk yang dijual pada Robinson Cabang Padang melalui iklan yang ada di media massa. | 6 | 6 | 18 | 54 | 16 | 100 | 368 | 3.68 |
| 3 | Saya hanya akan membeli produk di Robinson Cabang Padang jika menyukai tampilan dan desain dari produk tersebut. | 4 | 13 | 20 | 50 | 13 | 100 | 355 | 3.55 |
| 4 | Sebelum melakukan pembelian produk di Robinson Cabang Padang terlebih dahulu akan berusaha membandingkannya dengan supermarket lainnya. | 4 | 13 | 12 | 58 | 13 | 100 | 363 | 3.63 |
| 5 | Saya membeli produk di Robinson Cabang Padang jika sudah diyakinkan dengan baik oleh karyawannya. | 1 | 4 | 25 | 60 | 10 | 100 | 374 | 3.74 |
| **Rata-Rata Jawaban Responden** | | | | | | | | | 3.025 |

**Hasil Uji Validitas Data Untuk Variabel Harga**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Harga 1 | 13.8200 | 7.644 | .516 | .658 |
| Harga 2 | 13.9200 | 7.973 | .501 | .665 |
| Harga 3 | 14.1000 | 7.525 | .520 | .656 |
| Harga 4 | 13.9900 | 8.071 | .481 | .673 |
| Harga 5 | 13.9300 | 8.854 | .377 | .710 |

**LAMPIRAN 5**

**Hasil Uji Validitas Data Untuk Variabel Lokasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Lokasi 1 | 13.8600 | 7.879 | .501 | .602 |
| Lokasi 2 | 14.1000 | 7.444 | .533 | .585 |
| Lokasi 3 | 13.8900 | 8.604 | .435 | .633 |
| Lokasi 4 | 14.0400 | 9.392 | .296 | .688 |
| Lokasi 5 | 13.8700 | 8.639 | .421 | .639 |

**Hasil Uji Validitas Data Untuk Kualitas Pasar**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Kualitas Pasar 1 | 14.7000 | 6.374 | .489 | .644 |
| Kualitas Pasar 2 | 14.5900 | 6.042 | .597 | .599 |
| Kualitas Pasar 3 | 14.8200 | 6.169 | .423 | .674 |
| Kualitas Pasar 4 | 14.7400 | 6.235 | .414 | .678 |
| Kualitas Pasar 5 | 14.6300 | 7.165 | .408 | .677 |

**Hasil Uji Validitas Data Untuk Variabel Minat Beli Konsumen**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Minat Beli konsumen 1 | 14.3700 | 8.922 | .517 | .713 |
| Minat Beli konsumen 2 | 14.2400 | 8.608 | .566 | .696 |
| Minat Beli konsumen 3 | 14.4000 | 8.505 | .531 | .709 |
| Minat Beli konsumen 4 | 14.3900 | 8.806 | .522 | .712 |
| Minat Beli konsumen 5 | 14.2800 | 9.315 | .473 | .728 |

**LAMPIRAN 6**

**Hasil Uji Reliabilitas Harga**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .721 | 5 |

**Hasil Uji Reliabilitas Lokasi**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .682 | 5 |

**Hasil Uji Reliabilitas Kualitas Pasar**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .704 | 5 |

**Hasil Uji Reliabilitas Minat Beli Konsumen**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .755 | 5 |

**Hasil Uji Normalitas Data**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | | | | |
|  | | Harga | Lokasi | Kualitas Pasar | Minat Beli Konsumen |
| N | | 100 | 100 | 100 | 100 |
| Normal Parametersa,b | Mean | 17.4400 | 17.4400 | 18.3700 | 17.9200 |
| Std. Deviation | 3.42103 | 3.48538 | 3.05060 | 3.60606 |
| Most Extreme Differences | Absolute | .083 | .084 | .083 | .079 |
| Positive | .063 | .069 | .083 | .071 |
| Negative | -.083 | -.084 | -.082 | -.079 |
| Test Statistic | | .083 | .084 | .083 | .079 |
| Asymp. Sig. (2-tailed) | | .087c | .080c | .084c | .123c |
| a. Test distribution is Normal. | | | | | |
| b. Calculated from data. | | | | | |
| c. Lilliefors Significance Correction. | | | | | |

**LAMPIRAN 7**

**Hasil Uji Multikolinearitas Data**

|  |  |  |  |
| --- | --- | --- | --- |
| **Coefficientsa** | | | |
| Model | | Collinearity Statistics | | |
| Tolerance | VIF | |
| 1 | (Constant) |  |  | |
| Harga | .353 | 2.834 | |
| Lokasi | .442 | 2.261 | |
| Kualitas Pasar | .466 | 2.145 | |
| a. Dependent Variable: Minat Beli Konsumen | | | |

**Hasil Uji Heteroskedastisitas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.436 | .819 |  | 1.753 | .083 |
| Harga | -.023 | .064 | -.063 | -.367 | .714 |
| Lokasi | -.011 | .056 | -.030 | -.194 | .846 |
| Kualitas Pasar | .040 | .062 | .096 | .644 | .521 |
| a. Dependent Variable: abreside | | | | | | |

**Hasil Uji Regresi Linear Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -.233 | 1.310 |  | -.178 | .859 |
| Harga | -.206 | .102 | -.195 | -2.016 | .047 |
| Lokasi | .272 | .089 | .263 | 3.037 | .003 |
| Kualitas Pasar | .925 | .100 | .783 | 9.298 | .000 |
| a. Dependent Variable: Minat Beli Konsumen | | | | | | |

**LAMPIRAN 8**

**Hasil Uji t Parsial**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
| B | Std. Error | Beta |
| 1 | (Constant) | -.233 | 1.310 |  | -.178 | .859 | |
| Harga | -.206 | .102 | -.195 | -2.016 | .047 | |
| Lokasi | .272 | .089 | .263 | 3.037 | .003 | |
| Kualitas Pasar | .925 | .100 | .783 | 9.298 | .000 | |
| a. Dependent Variable: Minat Beli Konsumen | | | | | | |

**Hasil Uji F Simultan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 878.850 | 3 | 292.950 | 68.843 | .000b |
| Residual | 408.510 | 96 | 4.255 |  |  |
| Total | 1287.360 | 99 |  |  |  |
| a. Dependent Variable: Minat Beli Konsumen | | | | | | |
| b. Predictors: (Constant), Kualitas Pasar, Lokasi, Harga | | | | | | |

**Hasil Koefisien Determinan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .826a | .683 | .673 | 2.06284 |
| a. Predictors: (Constant), Kualitas Pasar, Lokasi, Harga | | | | |
| b. Dependent Variable: Minat Beli Konsumen | | | | |

**LAMPIRAN 9**

**Tabulasi Hasil Penelitian**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sampel** | **Jenis Kelamin** | **Pendidikan** | **Usia** | **Harga** | | | | | **Jumlah** | **Lokasi** | | | | | **Jumlah** | **Kualitas Pasar** | | | | | **Jumlah** | **Minat Beli Konsumen** | | | | | **Jumlah** |
| **1** | **2** | **3** | **4** | **5** | **1** | **2** | **3** | **4** | **5** | **1** | **2** | **3** | **4** | **5** | **1** | **2** | **3** | **4** | **5** |
| **1** | 2 | 1 | 19 | 5 | 5 | 5 | 5 | 5 | **25** | 3 | 4 | 4 | 2 | 4 | **17** | 4 | 3 | 4 | 5 | 3 | **19** | 3 | 4 | 3 | 3 | 4 | **17** |
| **2** | 2 | 3 | 32 | 3 | 4 | 3 | 4 | 4 | **18** | 4 | 5 | 4 | 3 | 3 | **19** | 3 | 4 | 4 | 4 | 5 | **20** | 5 | 5 | 5 | 5 | 5 | **25** |
| **3** | 2 | 3 | 40 | 3 | 2 | 2 | 3 | 5 | **15** | 4 | 3 | 3 | 5 | 3 | **18** | 4 | 3 | 2 | 4 | 4 | **17** | 4 | 4 | 3 | 3 | 4 | **18** |
| **4** | 1 | 1 | 18 | 2 | 2 | 4 | 2 | 3 | **13** | 4 | 5 | 3 | 3 | 5 | **20** | 4 | 4 | 4 | 2 | 4 | **18** | 3 | 4 | 5 | 4 | 4 | **20** |
| **5** | 2 | 2 | 23 | 4 | 2 | 3 | 4 | 2 | **15** | 5 | 3 | 4 | 4 | 3 | **19** | 3 | 3 | 4 | 4 | 3 | **17** | 4 | 3 | 4 | 4 | 4 | **19** |
| **6** | 2 | 2 | 22 | 2 | 4 | 4 | 3 | 4 | **17** | 3 | 4 | 4 | 4 | 3 | **18** | 4 | 5 | 5 | 5 | 5 | **24** | 4 | 4 | 4 | 3 | 5 | **20** |
| **7** | 2 | 1 | 24 | 4 | 3 | 3 | 4 | 2 | **16** | 4 | 4 | 1 | 3 | 4 | **16** | 4 | 4 | 3 | 4 | 4 | **19** | 5 | 3 | 3 | 4 | 4 | **19** |
| **8** | 1 | 3 | 51 | 4 | 2 | 1 | 3 | 4 | **14** | 3 | 1 | 3 | 2 | 3 | **12** | 3 | 2 | 4 | 4 | 3 | **16** | 2 | 4 | 4 | 2 | 3 | **15** |
| **9** | 1 | 3 | 29 | 3 | 4 | 3 | 3 | 4 | **17** | 3 | 2 | 4 | 4 | 1 | **14** | 4 | 4 | 4 | 3 | 4 | **19** | 4 | 3 | 4 | 4 | 4 | **19** |
| **10** | 2 | 3 | 25 | 4 | 2 | 5 | 4 | 3 | **18** | 3 | 4 | 3 | 4 | 4 | **18** | 4 | 5 | 4 | 4 | 4 | **21** | 5 | 4 | 5 | 4 | 4 | **22** |
| **11** | 2 | 3 | 27 | 5 | 3 | 4 | 5 | 4 | **21** | 5 | 4 | 4 | 3 | 3 | **19** | 5 | 4 | 5 | 5 | 4 | **23** | 4 | 5 | 4 | 5 | 5 | **23** |
| **12** | 2 | 4 | 30 | 4 | 3 | 3 | 4 | 4 | **18** | 3 | 2 | 3 | 4 | 5 | **17** | 4 | 4 | 4 | 4 | 4 | **20** | 3 | 4 | 3 | 4 | 4 | **18** |
| **13** | 2 | 2 | 39 | 3 | 3 | 3 | 4 | 3 | **16** | 4 | 1 | 3 | 4 | 4 | **16** | 3 | 3 | 2 | 4 | 4 | **16** | 4 | 2 | 2 | 4 | 4 | **16** |
| **14** | 2 | 5 | 48 | 1 | 3 | 3 | 4 | 3 | **14** | 2 | 4 | 3 | 3 | 1 | **13** | 2 | 3 | 4 | 2 | 3 | **14** | 4 | 3 | 3 | 2 | 2 | **14** |
| **15** | 1 | 1 | 43 | 4 | 3 | 4 | 3 | 2 | **16** | 3 | 3 | 3 | 4 | 3 | **16** | 4 | 4 | 3 | 3 | 4 | **18** | 3 | 4 | 4 | 4 | 4 | **19** |
| **16** | 1 | 3 | 44 | 4 | 3 | 4 | 4 | 3 | **18** | 4 | 2 | 4 | 3 | 4 | **17** | 5 | 5 | 4 | 5 | 5 | **24** | 4 | 5 | 5 | 5 | 4 | **23** |
| **17** | 2 | 3 | 26 | 3 | 2 | 3 | 1 | 1 | **10** | 3 | 4 | 3 | 3 | 2 | **15** | 2 | 3 | 2 | 4 | 4 | **15** | 4 | 4 | 3 | 3 | 3 | **17** |
| **18** | 1 | 1 | 21 | 4 | 3 | 4 | 5 | 5 | **21** | 3 | 5 | 5 | 4 | 3 | **20** | 4 | 4 | 3 | 2 | 4 | **17** | 3 | 4 | 4 | 4 | 3 | **18** |
| **19** | 2 | 1 | 17 | 4 | 3 | 2 | 3 | 1 | **13** | 2 | 1 | 3 | 4 | 3 | **13** | 3 | 2 | 1 | 3 | 4 | **13** | 3 | 1 | 2 | 3 | 4 | **13** |
| **20** | 2 | 1 | 20 | 3 | 4 | 5 | 2 | 3 | **17** | 3 | 3 | 4 | 5 | 3 | **18** | 4 | 4 | 4 | 4 | 3 | **19** | 4 | 3 | 4 | 3 | 3 | **17** |
| **21** | 2 | 2 | 35 | 5 | 4 | 5 | 3 | 4 | **21** | 5 | 4 | 3 | 4 | 4 | **20** | 5 | 5 | 5 | 4 | 5 | **24** | 4 | 4 | 5 | 4 | 4 | **21** |
| **22** | 2 | 2 | 28 | 4 | 5 | 3 | 4 | 4 | **20** | 3 | 3 | 4 | 3 | 3 | **16** | 4 | 4 | 2 | 4 | 3 | **17** | 3 | 4 | 4 | 4 | 4 | **19** |
| **23** | 1 | 1 | 34 | 5 | 5 | 4 | 5 | 3 | **22** | 4 | 4 | 5 | 4 | 5 | **22** | 3 | 5 | 5 | 5 | 4 | **22** | 4 | 5 | 4 | 4 | 4 | **21** |
| **24** | 2 | 3 | 53 | 3 | 3 | 2 | 4 | 3 | **15** | 2 | 3 | 3 | 4 | 3 | **15** | 4 | 4 | 3 | 4 | 4 | **19** | 4 | 4 | 2 | 3 | 3 | **16** |
| **25** | 1 | 2 | 36 | 3 | 4 | 3 | 4 | 5 | **19** | 5 | 4 | 3 | 3 | 3 | **18** | 4 | 4 | 4 | 4 | 4 | **20** | 3 | 3 | 4 | 4 | 4 | **18** |
| **26** | 1 | 3 | 45 | 4 | 5 | 4 | 4 | 4 | **21** | 4 | 4 | 5 | 3 | 3 | **19** | 4 | 5 | 4 | 4 | 4 | **21** | 4 | 4 | 4 | 5 | 4 | **21** |
| **27** | 1 | 4 | 49 | 5 | 4 | 5 | 4 | 4 | **22** | 4 | 3 | 4 | 5 | 5 | **21** | 4 | 4 | 5 | 5 | 4 | **22** | 4 | 5 | 5 | 4 | 4 | **22** |
| **28** | 1 | 2 | 23 | 4 | 5 | 5 | 4 | 5 | **23** | 5 | 4 | 5 | 5 | 5 | **24** | 5 | 5 | 5 | 4 | 5 | **24** | 5 | 5 | 5 | 5 | 4 | **24** |
| **29** | 2 | 1 | 18 | 4 | 3 | 2 | 3 | 3 | **15** | 3 | 2 | 1 | 3 | 4 | **13** | 4 | 4 | 3 | 4 | 4 | **19** | 3 | 3 | 4 | 2 | 4 | **16** |
| **30** | 2 | 1 | 17 | 4 | 5 | 4 | 3 | 4 | **20** | 3 | 4 | 3 | 4 | 4 | **18** | 4 | 5 | 4 | 5 | 5 | **23** | 4 | 4 | 3 | 4 | 2 | **17** |
| **31** | 2 | 1 | 22 | 3 | 4 | 3 | 4 | 4 | **18** | 1 | 2 | 4 | 4 | 3 | **14** | 3 | 3 | 2 | 3 | 4 | **15** | 1 | 3 | 3 | 4 | 2 | **13** |
| **32** | 1 | 2 | 30 | 4 | 5 | 5 | 4 | 5 | **23** | 5 | 4 | 3 | 3 | 4 | **19** | 5 | 5 | 4 | 4 | 5 | **23** | 4 | 4 | 4 | 3 | 4 | **19** |
| **33** | 1 | 3 | 45 | 3 | 4 | 3 | 4 | 4 | **18** | 4 | 3 | 4 | 3 | 4 | **18** | 4 | 4 | 3 | 4 | 4 | **19** | 4 | 4 | 5 | 4 | 5 | **22** |
| **34** | 2 | 3 | 49 | 4 | 3 | 4 | 3 | 3 | **17** | 5 | 3 | 2 | 3 | 4 | **17** | 4 | 3 | 3 | 4 | 2 | **16** | 4 | 3 | 1 | 2 | 4 | **14** |
| **35** | 1 | 2 | 32 | 3 | 2 | 3 | 4 | 4 | **16** | 2 | 1 | 3 | 4 | 2 | **12** | 1 | 3 | 4 | 2 | 3 | **13** | 3 | 4 | 2 | 3 | 1 | **13** |
| **36** | 1 | 1 | 18 | 5 | 3 | 5 | 4 | 3 | **20** | 5 | 5 | 4 | 5 | 4 | **23** | 3 | 4 | 4 | 3 | 4 | **18** | 4 | 4 | 4 | 3 | 4 | **19** |
| **37** | 1 | 2 | 33 | 3 | 4 | 3 | 4 | 3 | **17** | 4 | 4 | 5 | 5 | 3 | **21** | 4 | 2 | 4 | 4 | 3 | **17** | 5 | 4 | 2 | 4 | 3 | **18** |
| **38** | 2 | 4 | 43 | 5 | 4 | 3 | 3 | 4 | **19** | 5 | 5 | 4 | 4 | 4 | **22** | 5 | 4 | 5 | 5 | 4 | **23** | 4 | 5 | 5 | 4 | 4 | **22** |
| **39** | 1 | 2 | 25 | 3 | 2 | 4 | 3 | 5 | **17** | 1 | 3 | 4 | 2 | 3 | **13** | 3 | 4 | 2 | 4 | 3 | **16** | 3 | 4 | 4 | 1 | 2 | **14** |
| **40** | 2 | 3 | 44 | 5 | 4 | 3 | 5 | 4 | **21** | 5 | 5 | 3 | 4 | 3 | **20** | 4 | 4 | 4 | 3 | 4 | **19** | 4 | 4 | 4 | 4 | 4 | **20** |
| **41** | 2 | 4 | 56 | 3 | 4 | 1 | 3 | 3 | **14** | 4 | 3 | 4 | 3 | 3 | **17** | 2 | 3 | 1 | 4 | 3 | **13** | 2 | 1 | 4 | 4 | 3 | **14** |
| **42** | 2 | 3 | 34 | 4 | 5 | 5 | 4 | 3 | **21** | 5 | 5 | 4 | 3 | 5 | **22** | 4 | 4 | 3 | 4 | 4 | **19** | 4 | 4 | 4 | 5 | 4 | **21** |
| **43** | 2 | 3 | 45 | 4 | 5 | 3 | 3 | 4 | **19** | 3 | 3 | 4 | 3 | 3 | **16** | 3 | 4 | 4 | 2 | 4 | **17** | 3 | 3 | 3 | 4 | 4 | **17** |
| **44** | 2 | 1 | 46 | 5 | 4 | 5 | 3 | 4 | **21** | 5 | 2 | 3 | 4 | 4 | **18** | 5 | 5 | 4 | 5 | 5 | **24** | 5 | 4 | 4 | 4 | 4 | **21** |
| **45** | 2 | 1 | 41 | 3 | 4 | 3 | 2 | 3 | **15** | 4 | 1 | 3 | 2 | 5 | **15** | 4 | 3 | 3 | 4 | 4 | **18** | 4 | 4 | 4 | 3 | 3 | **18** |
| **46** | 2 | 1 | 21 | 5 | 4 | 3 | 4 | 2 | **18** | 4 | 3 | 2 | 4 | 5 | **18** | 3 | 4 | 4 | 5 | 4 | **20** | 4 | 4 | 5 | 4 | 4 | **21** |
| **47** | 1 | 1 | 23 | 5 | 5 | 4 | 5 | 3 | **22** | 4 | 3 | 4 | 5 | 5 | **21** | 4 | 5 | 5 | 4 | 4 | **22** | 4 | 5 | 4 | 5 | 5 | **23** |
| **48** | 2 | 1 | 21 | 3 | 4 | 5 | 4 | 3 | **19** | 2 | 4 | 3 | 4 | 5 | **18** | 4 | 3 | 3 | 3 | 4 | **17** | 3 | 2 | 3 | 3 | 4 | **15** |
| **49** | 2 | 2 | 43 | 4 | 3 | 3 | 3 | 4 | **17** | 3 | 2 | 3 | 4 | 3 | **15** | 2 | 4 | 3 | 4 | 3 | **16** | 1 | 3 | 1 | 3 | 2 | **10** |
| **50** | 2 | 1 | 21 | 4 | 3 | 3 | 5 | 4 | **19** | 5 | 4 | 3 | 5 | 5 | **22** | 5 | 4 | 4 | 4 | 4 | **21** | 4 | 4 | 4 | 4 | 4 | **20** |
| **51** | 1 | 3 | 28 | 3 | 2 | 1 | 2 | 3 | **11** | 1 | 1 | 3 | 2 | 3 | **10** | 3 | 2 | 4 | 4 | 1 | **14** | 2 | 1 | 3 | 1 | 4 | **11** |
| **52** | 1 | 3 | 33 | 5 | 4 | 4 | 5 | 3 | **21** | 5 | 4 | 3 | 4 | 3 | **19** | 4 | 4 | 3 | 4 | 4 | **19** | 4 | 4 | 4 | 3 | 2 | **17** |
| **53** | 1 | 3 | 42 | 3 | 4 | 4 | 3 | 4 | **18** | 4 | 3 | 3 | 3 | 4 | **17** | 4 | 4 | 4 | 2 | 3 | **17** | 3 | 3 | 2 | 4 | 3 | **15** |
| **54** | 1 | 3 | 29 | 3 | 4 | 2 | 3 | 4 | **16** | 2 | 3 | 4 | 3 | 4 | **16** | 3 | 4 | 2 | 4 | 3 | **16** | 1 | 4 | 2 | 2 | 1 | **10** |
| **55** | 1 | 3 | 35 | 5 | 3 | 3 | 5 | 4 | **20** | 3 | 5 | 5 | 4 | 3 | **20** | 4 | 5 | 5 | 5 | 5 | **24** | 5 | 5 | 5 | 5 | 4 | **24** |
| **56** | 1 | 4 | 44 | 2 | 2 | 3 | 4 | 3 | **14** | 3 | 2 | 2 | 1 | 3 | **11** | 4 | 3 | 3 | 4 | 4 | **18** | 2 | 4 | 4 | 4 | 3 | **17** |
| **57** | 2 | 4 | 38 | 3 | 2 | 3 | 3 | 4 | **15** | 4 | 3 | 3 | 3 | 2 | **15** | 4 | 5 | 4 | 3 | 4 | **20** | 4 | 4 | 4 | 4 | 5 | **21** |
| **58** | 2 | 3 | 49 | 3 | 5 | 3 | 4 | 5 | **20** | 4 | 5 | 5 | 4 | 4 | **22** | 5 | 4 | 4 | 4 | 4 | **21** | 4 | 5 | 5 | 5 | 4 | **23** |
| **59** | 2 | 1 | 19 | 5 | 3 | 4 | 3 | 4 | **19** | 5 | 5 | 4 | 3 | 4 | **21** | 2 | 4 | 4 | 4 | 3 | **17** | 2 | 4 | 1 | 4 | 4 | **15** |
| **60** | 2 | 1 | 20 | 4 | 3 | 2 | 3 | 3 | **15** | 3 | 3 | 2 | 2 | 1 | **11** | 3 | 4 | 1 | 4 | 4 | **16** | 1 | 4 | 4 | 2 | 3 | **14** |
| **61** | 2 | 3 | 35 | 5 | 4 | 5 | 4 | 4 | **22** | 5 | 4 | 4 | 5 | 5 | **23** | 4 | 5 | 4 | 4 | 4 | **21** | 4 | 4 | 4 | 4 | 4 | **20** |
| **62** | 2 | 3 | 31 | 1 | 2 | 2 | 2 | 1 | **8** | 3 | 2 | 1 | 1 | 2 | **9** | 3 | 1 | 2 | 1 | 3 | **10** | 3 | 3 | 2 | 1 | 4 | **13** |
| **63** | 2 | 1 | 18 | 3 | 2 | 2 | 1 | 2 | **10** | 3 | 1 | 2 | 3 | 3 | **12** | 4 | 4 | 3 | 2 | 4 | **17** | 4 | 4 | 3 | 4 | 3 | **18** |
| **64** | 2 | 5 | 51 | 3 | 4 | 3 | 4 | 3 | **17** | 5 | 4 | 4 | 5 | 3 | **21** | 4 | 4 | 4 | 4 | 5 | **21** | 5 | 5 | 4 | 5 | 5 | **24** |
| **65** | 2 | 2 | 44 | 3 | 3 | 3 | 3 | 4 | **16** | 5 | 5 | 4 | 3 | 3 | **20** | 3 | 3 | 2 | 4 | 4 | **16** | 4 | 1 | 2 | 3 | 4 | **14** |
| **66** | 2 | 3 | 35 | 4 | 4 | 5 | 5 | 4 | **22** | 4 | 5 | 5 | 5 | 4 | **23** | 4 | 5 | 4 | 3 | 4 | **20** | 3 | 4 | 4 | 2 | 5 | **18** |
| **67** | 2 | 2 | 22 | 3 | 2 | 2 | 4 | 3 | **14** | 2 | 2 | 3 | 1 | 3 | **11** | 4 | 3 | 3 | 4 | 2 | **16** | 2 | 4 | 4 | 4 | 3 | **17** |
| **68** | 1 | 1 | 34 | 2 | 3 | 3 | 3 | 4 | **15** | 1 | 4 | 1 | 4 | 3 | **13** | 3 | 4 | 4 | 2 | 4 | **17** | 4 | 4 | 4 | 3 | 4 | **19** |
| **69** | 2 | 3 | 45 | 5 | 3 | 3 | 4 | 4 | **19** | 4 | 4 | 5 | 2 | 4 | **19** | 5 | 4 | 4 | 4 | 3 | **20** | 4 | 4 | 3 | 4 | 5 | **20** |
| **70** | 1 | 2 | 32 | 5 | 5 | 5 | 4 | 4 | **23** | 5 | 5 | 4 | 3 | 5 | **22** | 4 | 5 | 4 | 5 | 4 | **22** | 4 | 5 | 4 | 4 | 5 | **22** |
| **71** | 2 | 3 | 46 | 4 | 4 | 3 | 2 | 3 | **16** | 3 | 2 | 3 | 4 | 3 | **15** | 3 | 4 | 4 | 4 | 3 | **18** | 3 | 2 | 2 | 4 | 4 | **15** |
| **72** | 1 | 3 | 37 | 3 | 5 | 3 | 4 | 4 | **19** | 4 | 4 | 4 | 3 | 5 | **20** | 4 | 4 | 5 | 4 | 4 | **21** | 4 | 4 | 4 | 4 | 4 | **20** |
| **73** | 1 | 3 | 42 | 2 | 2 | 3 | 2 | 3 | **12** | 3 | 2 | 2 | 3 | 1 | **11** | 4 | 2 | 3 | 1 | 4 | **14** | 1 | 2 | 4 | 3 | 3 | **13** |
| **74** | 1 | 3 | 34 | 2 | 3 | 2 | 1 | 3 | **11** | 1 | 1 | 2 | 3 | 3 | **10** | 1 | 3 | 4 | 2 | 2 | **12** | 3 | 1 | 2 | 3 | 1 | **10** |
| **75** | 2 | 4 | 44 | 3 | 2 | 4 | 3 | 3 | **15** | 4 | 3 | 4 | 2 | 4 | **17** | 3 | 4 | 2 | 4 | 3 | **16** | 4 | 4 | 3 | 4 | 4 | **19** |
| **76** | 2 | 3 | 34 | 5 | 3 | 4 | 4 | 3 | **19** | 4 | 4 | 5 | 4 | 5 | **22** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 5 | 5 | 5 | 5 | **24** |
| **77** | 1 | 1 | 21 | 3 | 4 | 4 | 3 | 4 | **18** | 4 | 3 | 4 | 4 | 3 | **18** | 4 | 3 | 4 | 2 | 4 | **17** | 3 | 4 | 4 | 3 | 2 | **16** |
| **78** | 2 | 2 | 22 | 4 | 4 | 3 | 2 | 2 | **15** | 1 | 3 | 4 | 3 | 2 | **13** | 3 | 2 | 3 | 4 | 4 | **16** | 2 | 3 | 1 | 2 | 4 | **12** |
| **79** | 2 | 3 | 32 | 4 | 3 | 4 | 5 | 5 | **21** | 3 | 4 | 5 | 4 | 5 | **21** | 4 | 4 | 4 | 4 | 3 | **19** | 4 | 4 | 4 | 4 | 3 | **19** |
| **80** | 1 | 3 | 45 | 3 | 4 | 3 | 1 | 3 | **14** | 3 | 4 | 4 | 2 | 3 | **16** | 4 | 4 | 2 | 3 | 4 | **17** | 3 | 4 | 4 | 3 | 2 | **16** |
| **81** | 2 | 3 | 34 | 5 | 4 | 4 | 4 | 4 | **21** | 4 | 4 | 5 | 4 | 4 | **21** | 3 | 5 | 4 | 4 | 4 | **20** | 4 | 3 | 2 | 4 | 4 | **17** |
| **82** | 2 | 4 | 54 | 4 | 4 | 3 | 2 | 4 | **17** | 4 | 3 | 5 | 3 | 4 | **19** | 4 | 3 | 4 | 4 | 3 | **18** | 5 | 5 | 5 | 4 | 5 | **24** |
| **83** | 1 | 3 | 49 | 1 | 3 | 2 | 2 | 3 | **11** | 4 | 3 | 2 | 3 | 4 | **16** | 2 | 4 | 1 | 2 | 4 | **13** | 3 | 1 | 3 | 2 | 4 | **13** |
| **84** | 1 | 3 | 48 | 4 | 5 | 4 | 3 | 4 | **20** | 4 | 4 | 5 | 5 | 4 | **22** | 4 | 4 | 5 | 3 | 4 | **20** | 5 | 4 | 4 | 3 | 4 | **20** |
| **85** | 1 | 3 | 43 | 4 | 3 | 2 | 3 | 4 | **16** | 4 | 3 | 4 | 2 | 4 | **17** | 3 | 3 | 4 | 4 | 3 | **17** | 4 | 3 | 4 | 3 | 4 | **18** |
| **86** | 1 | 1 | 17 | 3 | 2 | 1 | 4 | 3 | **13** | 4 | 2 | 4 | 3 | 3 | **16** | 1 | 3 | 4 | 2 | 3 | **13** | 4 | 2 | 1 | 2 | 3 | **12** |
| **87** | 2 | 1 | 32 | 5 | 4 | 4 | 3 | 5 | **21** | 5 | 5 | 4 | 3 | 5 | **22** | 4 | 4 | 3 | 4 | 4 | **19** | 3 | 4 | 4 | 4 | 3 | **18** |
| **88** | 2 | 2 | 42 | 2 | 4 | 3 | 4 | 3 | **16** | 4 | 3 | 4 | 2 | 4 | **17** | 4 | 4 | 3 | 4 | 2 | **17** | 4 | 4 | 2 | 2 | 4 | **16** |
| **89** | 2 | 3 | 54 | 5 | 4 | 3 | 4 | 4 | **20** | 4 | 4 | 5 | 4 | 5 | **22** | 4 | 5 | 4 | 4 | 4 | **21** | 4 | 4 | 4 | 4 | 4 | **20** |
| **90** | 2 | 1 | 21 | 3 | 4 | 4 | 4 | 3 | **18** | 4 | 4 | 5 | 3 | 5 | **21** | 3 | 3 | 4 | 2 | 4 | **16** | 1 | 3 | 4 | 4 | 2 | **14** |
| **91** | 2 | 3 | 26 | 4 | 3 | 4 | 3 | 1 | **15** | 4 | 3 | 2 | 3 | 4 | **16** | 4 | 4 | 2 | 1 | 3 | **14** | 3 | 4 | 2 | 1 | 3 | **13** |
| **92** | 2 | 3 | 25 | 5 | 4 | 5 | 4 | 4 | **22** | 4 | 5 | 4 | 4 | 4 | **21** | 5 | 4 | 4 | 4 | 3 | **20** | 4 | 4 | 3 | 5 | 4 | **20** |
| **93** | 1 | 3 | 32 | 4 | 5 | 3 | 4 | 4 | **20** | 2 | 3 | 4 | 2 | 4 | **15** | 3 | 3 | 4 | 4 | 4 | **18** | 4 | 3 | 4 | 2 | 4 | **17** |
| **94** | 1 | 3 | 39 | 4 | 5 | 4 | 4 | 4 | **21** | 4 | 4 | 4 | 1 | 3 | **16** | 4 | 4 | 5 | 4 | 4 | **21** | 5 | 5 | 4 | 5 | 5 | **24** |
| **95** | 2 | 3 | 42 | 1 | 3 | 2 | 3 | 4 | **13** | 2 | 2 | 3 | 4 | 2 | **13** | 4 | 4 | 3 | 3 | 4 | **18** | 3 | 4 | 2 | 4 | 4 | **17** |
| **96** | 1 | 3 | 34 | 3 | 2 | 2 | 4 | 3 | **14** | 4 | 3 | 4 | 4 | 3 | **18** | 5 | 4 | 4 | 4 | 3 | **20** | 5 | 4 | 3 | 2 | 4 | **18** |
| **97** | 1 | 5 | 56 | 3 | 3 | 1 | 2 | 4 | **13** | 3 | 4 | 3 | 4 | 3 | **17** | 4 | 2 | 2 | 1 | 4 | **13** | 3 | 2 | 3 | 4 | 1 | **13** |
| **98** | 1 | 4 | 43 | 3 | 4 | 3 | 4 | 4 | **18** | 4 | 5 | 4 | 3 | 3 | **19** | 4 | 4 | 5 | 4 | 4 | **21** | 4 | 5 | 4 | 5 | 4 | **22** |
| **99** | 2 | 2 | 22 | 3 | 4 | 4 | 2 | 3 | **16** | 3 | 2 | 3 | 4 | 4 | **16** | 4 | 3 | 4 | 4 | 4 | **19** | 4 | 4 | 4 | 3 | 3 | **18** |
| **100** | 2 | 3 | 35 | 5 | 5 | 5 | 4 | 4 | **23** | 4 | 4 | 4 | 3 | 5 | **20** | 4 | 4 | 4 | 5 | 4 | **21** | 4 | 4 | 5 | 4 | 4 | **21** |

**KUESIONER**

**A. Pertanyaan Umum**

Isilah pada tempat yang telah disediakan dengan singkat dan jelas. Jika bapak/ibu keberatan untuk mencamtumkan nama, maka pertanyaan nomor 1 boleh dikosongkan.

1. Nama :

2. Jenis Kelamin :

3. Pendidikan terakhir :

4. Usia :

**B. Pertanyaan Khusus**

1. Bapak/Ibu dimohon untuk memberikan tanggapan yang sesuai atas pertanyaan- pertanyaan berikut dengan memilih skor yang tersedia dengan cara dicentang (**√**).

2. Jika menurut Bapak/Ibu tidak ada jawaban yang tepat, maka jawaban dapat diberikan pada pilihan yang paling mendekati. Skor jawaban dapat diberikan pada pilihan yang paling mendekati.

3. Pengisian hanya memilih salah satu alternatif jawaban yang ada sesuai dengan pernyataan, Skor jawaban adalah sebagai berikut :

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
| Sangat Tidak Setuju  (STS) | Tidak Setuju  (TS) | Kurang Setuju  (KS) | Setuju  (S) | Sangat Setuju  (SS) |

4. Mohon Bapak/ibu mengisi kuesioner ini sesuai dengan yang selama ini bapak/ibu alami pada saat melakukan pembelian produk di perusahaan.

1. **Minat Beli Konsumen**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Daftar Pertanyaan** | **Jawaban** | | | | |
| **STS** | **TS** | **KS** | **S** | **SS** |
| 1 | Saya membeli produk di Robinson Cabang Padang apabila membutuhkan produk tersebut. |  |  |  |  |  |
| 2 | Saya mengetahui informasi tentang produk yang dijual pada Robinson Cabang Padang melalui iklan/brosur yang ada di media massa. |  |  |  |  |  |
| 3 | Saya hanya akan membeli produk di Robinson Cabang Padang jika menyukai tampilan dan desain dari produk tersebut. |  |  |  |  |  |
| 4 | Sebelum melakukan pembelian produk di Robinson Cabang Padang terlebih dahulu akan berusaha membandingkannya dengan supermarket lainnya. |  |  |  |  |  |
| 5 | Saya membeli produk di Robinson Cabang Padang jika sudah diyakinkan dengan baik oleh karyawannya. |  |  |  |  |  |

**Sumber : Kotler (2012) di Modifikasi Oleh Riche Fermayani (2019)**

1. **Harga**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Daftar Pertanyaan** | **Jawaban** | | | | |
| **STS** | **TS** | **KS** | **S** | **SS** |
| 1 | Harga yang ditawarkan di Robinson Cabang Padang sesuai dengan daya beli masyarakat Kota Padang. |  |  |  |  |  |
| 2 | Masyarakat Kota Padang memiliki kemampuan yang cukup untuk membeli produk yang ditawarkan di Robinson Cabang Padang. |  |  |  |  |  |
| 3 | Pihak Robinson Cabang Padang menyediakan produk yang sesuai dengan gaya hidup masyarakat Kota Padang |  |  |  |  |  |
| 4 | Produk yang dijual di Robinson Cabang Padang memiliki manfaat yang sesuai dengan kebutuhan konsumennya. |  |  |  |  |  |
| 5 | Harga yang ditawarkan di Robinson Cabang Padang lebih rendah dari perusahaan lain di Kota Padang |  |  |  |  |  |

**Sumber : Wahyudin (2018) di Modifikasi Oleh Riche Fermayani (2019)**

1. **Lokasi**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Daftar Pertanyaan** | **Jawaban** | | | | |
| **STS** | **TS** | **KS** | **S** | **SS** |
| 1 | Lokasi Robinson Cabang Padang berada di tengah lingkungan padat masyarakat atau pusat kota. |  |  |  |  |  |
| 2 | Lokasi Robinson Cabang Padang berada di dekat Pasar Raya Padang. |  |  |  |  |  |
| 3 | Robinson Cabang Padang merekrut karyawan yang berada disekitar operasionalnya. |  |  |  |  |  |
| 4 | Robinson Cabang Padang sangat mudah dijangkau oleh para pemasok produk perusahaan tersebut. |  |  |  |  |  |
| 5 | Robinson Cabang Padang berada di jalur transportasi umum kota Padang. |  |  |  |  |  |

**Sumber : Santoso dan Widowati (2011) di Modifikasi Oleh Riche Fermayani (2019)**

1. **Kualitas Pasar**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Daftar Pertanyaan** | **Jawaban** | | | | |
| **STS** | **TS** | **KS** | **S** | **SS** |
| 1 | Robinson Cabang Padang memiliki ruangan yang nyaman sehingga konsumen merasa senang berbelanja di supermarket tersebut. |  |  |  |  |  |
| 2 | Karyawan Robinson Cabang Padang memiliki kemampuan yang handal dalam melayani konsumennya. |  |  |  |  |  |
| 3 | Robinson Cabang Padang memiliki ketanggapan yang cukup tinggi dalam melihat perubahan perilaku konsumen. |  |  |  |  |  |
| 4 | Robinson Cabang Padang memberikan jaminan tentang produk yang berkualitas tinggi yang diproduksi di supermarket tersebut. |  |  |  |  |  |
| 5 | Robinson Cabang Padang memiliki kepedulian yang tinggi akan selera konsumen. |  |  |  |  |  |

**Sumber : Kotler (2012) di Modifikasi Oleh Riche Fermayani (2019)**