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LAMPIRAN

Kepada Yth,

Ibu / Saudari Responden Penelitian

Di tempat

Angket ini di maksudkan untuk memperoleh identifikasi faktor-faktor yang ibu / saudari anggap penting dalam merencanakan / melakuan perawatan kilit di Larissa

Ibu / saudari diminta menjawab pada kolom yang telah di sediakan dengan kriteria sebagai berikut :

SS : untuk jawaban sangat setuju

S : untuk jawaban setuju

TS : untuk jawaban tidak setuju

STS : untuk jawaban sangat tidak setuju

Demikian, atas bantuannya di ucapkan terima kasih.

I. Apakah anda mempertimbangkan faktor-faktor berikut ini dalam memilih / menentukan untuk merawatan kulit di Larissa

No	Faktor yang dipertimbangakan	Jawaban			
		SS	S	TS	STS
1	Biaya yang terjangkau				
2	Perawatan yang sehat dan aman tanpa efek samping				
3.	Penampilan fisik bangunan, fasilitas dan tata ruang				
4	Peralatan/perlengkapan modern				
5	Produk perawatan yang terbuat dari bahan-bahan alami / back to nature concept				
6	Sikap ramah tamah atau membantu				
7	Memecahkan masalah konsumen dan				

	minat mencarikan solusi yang terbaik pada berbagai keluhan				
8	Keefektifan perawatan dan produk perawatan				
9	Kenyamanan				
10	Ketersedian tempat parkir dan tempat umum				

Jika ada faktor lain tuliskan

No	Faktor yang dipertimbangakan	Jawaban			
11					
12					
13					
14					
15					

Kepada yth,

Ibu / Saudari Responden Penelitian.

Di Yogyakarta.

Dalam rangka menyelesaikan tugas penelitian kami, maka kami memohon ibu / saudari dapat meluangkan waktu untuk membantu kami menjadi responden penelitian, yaitu dengan mengisi/menulis daftar pertanyaan/pernyataan yang telah kami susun. Untuk hal tersebut, maka identitas ibu/saudari dapat kami jamin kerahasiaannya.

Pertanyaan/pernyataan ini dimaksudkan untuk memperoleh jawaban dari ibu/saudari, sehingga dapat terungkap mengenai "motivasi konsumen dalam menggunakan jasa klinik kecantikan **Larissa.**

Karenanya, kebenaran dan kelengkapan data yang diperoleh dari jawaban ibu/saudari akan sangat membantu kami dalam mencapai maksud tersebut, Demikianlah, atas partisipasi dan bantuan ibu/saudari, peneliti mengucapkan banyak terima kasih.

Hormat kami

Peneliti

Retno Wulandari

Kuesioner

Analisis Motivasi Konsumen Dalam Menggunakan Jasa Klinik Kecantikan

.Larissa Yogyakarta

I. Karakteristik Konsumen

Petunjuk pengisian : Jawablah dengan memberi tanda (x) pada jawaban yang menurut anda benar.

1. Jenis Pekerjaan
    a. Pelajar / Mahasiswa
    b. Pegawai negeri / swasta
    c. Wiraswata
    d. Ibu rumah tangga
2. Usia
    a. 16 – 25 tahun
    b. 26 – 35 tahun
    c. 36 – 45 tahun
    d. 46 tahun keatas
3. Pengeluaran Konsumen / bulan
    a. < 250 000
    b. 250 000 – 650 000
    c. 650 000 – 1 050 000
    d. > 1 050 000

II. Atribut Yang Memotivasi Konsumen

Petunjuk Pengisian : Berilah urutan nilai atau skor terhadap atribut klinik kecantikan Larissa dibawah ini, skor tertinggi (10) menunjukkan pentingnya atribut tersebut dalam memotivasi anda untuk menggunakan jasa klinik kecantikan Larissa, dan nilai terendah adalah (1).

(...) Biaya yang terjangkau.

(...) Perawatan yang sehat dan aman tanpa efek samping..

(...) Penampilan fisik bangunan, fasilitas dan tata ruang..

(...) Peralatan / perlengkapan modern.

(...) Produk perawatan yang terbuat dari bahan-bahan alami / Back to nature concept.

(...) Sikap ramah tamah atau membantu.

(...) Memecahkan masalah konsumen dan minat mencarkan solusi yang tarbaik pada berbagai keluhan.

(...) Keefektifan perawatan dan produk perawatan.

(...) Kenyamanan.

(...) Ketersediaan tempat parkir dan tempat umum.

TABULASI DATA

No	Karakteristik			Atrribut									
	Pekerjaan	Usia	Pengeluaran	A	B	C	D	E	F	G	H	I	J
1	1	1	1	9	6	2	7	10	4	5	8	3	1
2	2	2	4	4	8	3	2	5	7	9	10	6	1
3	1	1	2	9	10	2	5	6	3	8	7	4	1
4	1	1	2	9	10	6	8	7	4	3	2	5	1
5	2	2	2	10	9	6	7	8	3	2	5	4	1
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13	4	2	4	3	10	8	7	9	6	2	5	4	1
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24	2	1	1	9	10	1	3	4	5	6	7	8	2
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CHI SQUARE

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39	[illegible]	[illegible]	[illegible]	54.57795	[illegible]	108	[illegible]	[illegible]	[illegible]	139.28312	122.32650
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44	[illegible]	[illegible]	[illegible]	60.48098	[illegible]	113	[illegible]	[illegible]	[illegible]	144.63778	126.20291
45	[illegible]	[illegible]	[illegible]	61.65672	[illegible]	114	[illegible]	[illegible]	[illegible]	145.70491	126.97798
46	[illegible]	[illegible]	[illegible]	62.82907	[illegible]	115	[illegible]	[illegible]	[illegible]	146.77081	127.75298
47	[illegible]	[illegible]	[illegible]	64.00113	[illegible]	116	[illegible]	[illegible]	[illegible]	147.83548	128.52792
48	[illegible]	[illegible]	[illegible]	65.17076	[illegible]	117	[illegible]	[illegible]	[illegible]	148.89894	129.30279
49	[illegible]	[illegible]	[illegible]	66.33865	[illegible]	118	[illegible]	[illegible]	[illegible]	149.96119	130.07760
50	[illegible]	[illegible]	[illegible]	67.50481	[illegible]	119	[illegible]	[illegible]	[illegible]	151.02224	130.85235
51	[illegible]	[illegible]	[illegible]	68.66923	[illegible]	120	[illegible]	[illegible]	[illegible]	152.08210	131.62704
52	[illegible]	[illegible]	[illegible]	69.83202	[illegible]	121	[illegible]	[illegible]	[illegible]	153.14078	132.40167
53	[illegible]	[illegible]	[illegible]	70.99343	[illegible]	122	[illegible]	[illegible]	[illegible]	154.19829	133.17624
54	[illegible]	[illegible]	[illegible]	72.15321	[illegible]	123	[illegible]	[illegible]	[illegible]	155.25463	133.95076
55	[illegible]	[illegible]	[illegible]	73.31146	[illegible]	124	[illegible]	[illegible]	[illegible]	156.30982	134.72522
56	[illegible]	[illegible]	[illegible]	74.46829	[illegible]	125	[illegible]	[illegible]	[illegible]	157.36387	135.49963
57	[illegible]	[illegible]	[illegible]	75.62372	[illegible]	126	[illegible]	[illegible]	[illegible]	158.41678	136.27399
58	[illegible]	[illegible]	[illegible]	76.77778	[illegible]	127	[illegible]	[illegible]	[illegible]	159.46857	137.04830
59	[illegible]	[illegible]	[illegible]	77.93048	[illegible]	128	[illegible]	[illegible]	[illegible]	160.51924	137.82256
60	[illegible]	[illegible]	[illegible]	79.08186	[illegible]	129	[illegible]	[illegible]	[illegible]	161.56880	138.59677
61	[illegible]	[illegible]	[illegible]	80.23206	[illegible]	130	[illegible]	[illegible]	[illegible]	162.61726	139.37093
62	[illegible]	[illegible]	[illegible]	81.38098	[illegible]	131	[illegible]	[illegible]	[illegible]	163.66462	140.14504
63	[illegible]	[illegible]	[illegible]	82.52872	[illegible]	132	[illegible]	[illegible]	[illegible]	164.71089	140.91910
64	[illegible]	[illegible]	[illegible]	83.67524	[illegible]	133	[illegible]	[illegible]	[illegible]	165.75608	141.69312
65	[illegible]	[illegible]	[illegible]	84.82064	[illegible]	134	[illegible]	[illegible]	[illegible]	166.80020	142.46709
66	[illegible]	[illegible]	[illegible]	85.96494	[illegible]	135	[illegible]	[illegible]	[illegible]	167.84325	143.24102
67	[illegible]	[illegible]	[illegible]	87.10804	[illegible]	136	[illegible]	[illegible]	[illegible]	168.88525	144.01490
68	[illegible]	[illegible]	[illegible]	88.25017	[illegible]	137	[illegible]	[illegible]	[illegible]	169.92620	144.78874
69	[illegible]	[illegible]	[illegible]	89.39119	[illegible]	138	[illegible]	[illegible]	[illegible]	170.96612	145.56254
70	[illegible]	[illegible]	[illegible]	90.53120	[illegible]	139	[illegible]	[illegible]	[illegible]	172.00500	146.33630
71	[illegible]	[illegible]	[illegible]	91.67026	[illegible]	140	[illegible]	[illegible]	[illegible]	173.04286	147.11002
72	[illegible]	[illegible]	[illegible]	92.80837	[illegible]	141	[illegible]	[illegible]	[illegible]	174.07970	147.88370
73	[illegible]	[illegible]	[illegible]	93.94553	[illegible]	142	[illegible]	[illegible]	[illegible]	175.11553	148.65734
74	[illegible]	[illegible]	[illegible]	95.08186	[illegible]	143	[illegible]	[illegible]	[illegible]	176.15036	149.43094
75	[illegible]	[illegible]	[illegible]	96.21656	[illegible]	144	[illegible]	[illegible]	[illegible]	177.18420	150.20451
76	[illegible]	[illegible]	[illegible]	97.35045	[illegible]	145	[illegible]	[illegible]	[illegible]	178.21705	150.97804
77	[illegible]	[illegible]	[illegible]	98.48352	[illegible]	146	[illegible]	[illegible]	[illegible]	179.24892	151.75153
78	[illegible]	[illegible]	[illegible]	99.61587	[illegible]	147	[illegible]	[illegible]	[illegible]	180.27982	152.52499
79	[illegible]	[illegible]	[illegible]	100.74661	[illegible]	148	[illegible]	[illegible]	[illegible]	181.30976	153.29841
80	[illegible]	[illegible]	[illegible]	101.87947	[illegible]	149	[illegible]	[illegible]	[illegible]	182.33874	154.07179
81	[illegible]	[illegible]	[illegible]	103.00984	[illegible]	150	[illegible]	[illegible]	[illegible]	183.36677	154.84513

Sumber : Database Microsoft Excel