

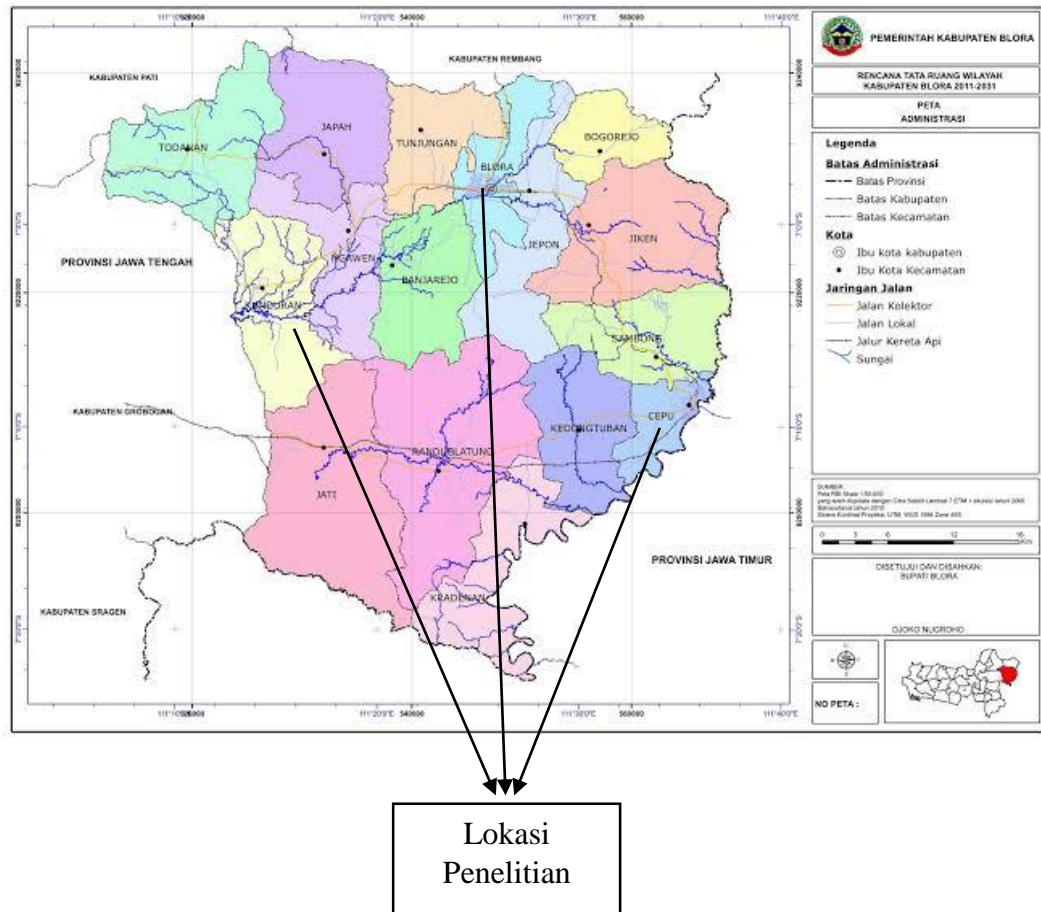
Lampiran 1. Kuesioner (lanjutan)

3	Aroma dan rasa teh daun kelor lebih harum					
4	Keamanan produk teh daun kelor lebih terjamin					
5	Variasi teh daun kelor sudah memuaskan dan sesuai keinginan konsumen					
Harga						
6	Harga produk teh daun kelor sesuai dengan kualitas produk					
7	Harga yang ditetapkan tergolong terjangkau					
8	Mekanisme pembayaran mudah					
9	Adanya potongan harga					
10	Harga sesuai dengan variasi teh daun kelor yang tersedia					
Tempat						
11	Tempat penjualan strategis dan mudah untuk dijangkau					
12	Saluran distribusi yang dipilih tidak membebani harga terakhir yang sampai ke konsumen					
13	Mudah dalam mendapatkan produk teh daun kelor					
14	Kebersihan tempat terjamin					
15	Penempatan <i>display</i> teh daun kelor rapi dan mudah dijangkau					
Promosi						
16	Promosi melalui media sosial menjadikan saya membeli teh daun kelor					
17	Membeli produk teh daun kelor karena ajakan keluarga					
18	Membeli produk teh daun kelor karena ajakan teman / kenalan					
19	Membeli produk teh daun kelor karena adanya bazar, pameran atau <i>event</i> (acara).					
20	Promosi sering dilakukan PT Moringa Organik Indonesia dengan mengadakan pelatihan, memperbolehkan kunjungan dari mahasiswa, dosen maupun tamu luar negeri.					
Kepuasan Konsumen						
21	Saya membeli dan mengonsumsi produk teh daun kelor PT Moringa Organik Indonesia karena puas terhadap kualitas teh daun kelor yang diberikan					

Lampiran 1. Kuesioner (lanjutan)

22	Saya merasa puas membeli dan mengkonsumsi teh daun kelor PT Moringa Organik Indonesia karena harga terjangkau.					
23	Saya merasa puas dalam memperoleh produk teh daun kelor PT Moringa Organik Indonesia relatif mudah, nyaman dan efisien.					
24	Saya membeli dan mengkonsumsi teh daun kelor PT Moringa Organik Indonesia karena pelayanan yang diberikan memuaskan.					
25	Saya akan merekomendasikan teh daun kelor PT Moringa Organik Indonesia kepada orang lain.					

Lampiran 2. Peta Lokasi Penelitian



Lampiran 3. Identitas Responden

No	Nama Responden	L/P	Usia	Pekerjaan	Pendidikan	Pendapatan*
1	Karyono	L	60	Pensiunan	S2	3
2	Nila Astrini	P	25	Swasta	SMP	2
3	Putri Nurjanah	P	19	Swasta	SMP	2
4	Dina Hartanti	P	25	Swasta	SMP	2
5	Elty Safitri	P	22	Swasta	SMA	2
6	Dian Pratmawati	P	20	Swasta	SMA	2
7	Rainaldi Putra	L	20	Pelajar	SMA	0
8	Indah Permatasari	P	21	Swasta	SMA	2
9	Ari Hendrawan	L	35	ART	SMA	1
10	Gunawan	L	45	Supir	SMA	2
11	Gita	P	38	Chef	SMP	2
12	Bambang	L	38	Wiraswasta	SMA	2
13	Kasnawi	L	50	Wiraswasta	SMA	2
14	Muhammad Farid	L	18	Pelajar	SMA	0
15	Muhammad Taufik	L	16	Pelajar	SMP	0
16	Sunarty	P	42	Swasta	SMP	2
17	Lestari	P	38	ART	SD	1
18	Ina Berlianty	P	19	ART	SMA	1
19	Dani	P	30	Swasta	SMA	1
20	Emma	P	30	Swasta	SMA	1
21	Supardi	L	45	Swasta	SMA	3
22	Jumariah	P	48	ART	SMP	1
23	Bambang K.	L	42	Swasta	SMA	3
24	Putri Mayori	P	23	Pelajar	SMA	0
25	Silvi Marsella	P	19	Swasta	SMA	2
26	Ari Susanti	P	23	Pelajar	SMA	0
27	Achmad Taufiq D.	L	29	Wiraswasta	S1	4
28	Belila	P	23	Pelajar	SMA	1
29	Rainaldi	L	19	Pelajar	SMA	1
30	Suradi	L	47	Swasta	SMA	2
31	Boyke Kandau	L	45	Wiraswasta	SD	1
32	Ending	P	42	IRT	SMA	1
33	Suparno	L	68	Pensiunan	D3	2
34	Sarkim	P	58	Swasta	SMA	2
35	Anjar	L	56	PNS	S1	3
36	Hanifah Cahya N.	P	23	Swasta	SMA	1
37	Suyatmi	P	47	IRT	SD	1
38	Naila Nafis Azahra	P	19	Swasta	SMA	2
39	Kartini	P	50	Swasta	SMP	1
40	Puji Lestari	P	35	IRT	SMA	1
41	Siti Istiqomah	P	31	IRT	SMP	1

Lampiran 3. Identitas Responden (lanjutan)

No	Nama Responden	L/P	Usia	Pekerjaan	Pendidikan	Pendapatan*
42	Pradita Galih S	L	17	Pelajar	SMA	0
43	Muh. Nur Hamid	L	23	Pelajar	SMA	0
44	Tri Tulasih Yuliani	P	54	PNS	S1	3
45	Kebyar Kristiani P.	P	22	Hononer	SMA	2
46	Maretha Riantiarni	P	24	Hononer	SMA	2
47	Puji Daryanti	P	43	PNS	S1	3
48	Tuti Susanti	P	24	Hononer	SMA	2
49	Fitri Ramadhanti	P	20	Pelajar	SMA	0
50	Mariyanto	L	48	PNS	S1	3
51	Wanda Agustin P	P	20	Hononer	SMA	2
52	Firmansyah	L	41	PNS	S2	4
53	Haris Yuliyanto	L	27	PNS	S1	3
54	Tika Ayuk Mariana	P	23	Hononer	SMA	2
55	Suijan	L	55	PNS	S1	3
56	Riska Apriliani	P	21	Hononer	SMA	2
57	Deny Rusdiyanto	L	29	PNS	S1	2
58	Misri Prihatin	L	52	PNS	S1	3
59	Lulus Wicaksono	L	34	Swasta	SMA	2
60	Moh Kholil	L	32	PNS	S1	2
61	Tatik Alfiyani	P	20	Pelajar	SMA	0
62	Dhany Fermadani	L	36	Swasta	S1	3
63	Kristian Putri	P	50	Wiraswasta	S1	3
64	Paruji	L	44	Swasta	D3	2
65	Eny Setyo W.	P	36	PNS	D3	3
66	Pudjiatik	P	65	IRT	SD	1
67	Rosita Arum	P	19	Pelajar	SMA	0
68	Edi Sucipto	L	39	PNS	S1	3
69	Kristyana R	P	46	PNS	S1	3
70	Hanif	L	15	Pelajar	SMP	0
71	Amanah	P	42	PNS	D3	2
72	Vidya Santi I.	P	15	Pelajar	SMP	0
73	Nafisatul Lailiyah	P	23	Pelajar	SMA	0
74	Mia Arifatul	P	19	Swasta	SMA	2
75	Siti Faridatul Muna	P	17	Swasta	SMA	1
76	Via Erna	P	21	Pelajar	SMA	0
77	Aminah	P	42	PNS	D3	3
78	Rossa Andrian	P	20	Swasta	SMA	2
79	Lola Rahayu	P	15	Pelajar	SMP	0
80	Erika Fitri	P	22	Swasta	SMA	2
81	Siti Mastiah	P	50	PNS	S1	3
82	Sunarsih	P	55	PNS	S2	3

Lampiran 3. Identitas Responden (lanjutan)

No	Nama Responden	L/P	Usia	Pekerjaan	Pendidikan	Pendapatan*
83	Syahsur Rizal	L	25	Wiraswasta	S1	4
84	Anita Putriamar	P	40	PNS	D3	2
85	Istiqomah	P	47	Bidan	S1	3
86	Tri Wahyuningsih	P	40	Bidan	D3	2
87	Ayu Ervina	P	30	PNS	S1	3
88	Sri Endarti	P	50	PNS	S1	4
89	Santoso	L	57	Wiraswasta	D3	4
90	Sutiyono	L	29	Swasta	SMP	2
91	Lutfia Risqi Sania	P	22	Swasta	SMA	1
92	M. Nur Rahman	L	29	Swasta	SMA	2
93	Lin Peny	P	40	Swasta	SMA	2
94	Sintya Widia	P	21	Swasta	SMA	1
95	Yuni	P	40	Perawat	S1	3
96	Fery Setiyani	P	21	Swasta	SMA	2
97	Fitri Listiana	P	22	Pelajar	SMA	0
98	Navia Choirul Ulfa	P	22	Pelajar	SMA	0
99	Trian Wahyu	P	22	Bidan	D3	1
100	Sinta Arifa	P	19	Pelajar	SMA	0
101	Dartik	P	40	PNS	S1	3
102	Muhammad Hendy	L	26	Swasta	D3	2
103	Siti Purwanti	P	57	PNS	S1	3
104	Anik	P	34	PNS	S1	2
105	Kasdi	L	58	Pensiunan	SMA	3
106	Niken	P	23	Swasta	SMA	2
107	Faizin	L	32	Wiraswasta	S1	2
108	Siti Muthoharoh	P	27	Swasta	SMA	2
109	Dyah Ayu	P	26	Swasta	S2	3
110	Muh. Khilmi	L	28	Wiraswasta	S1	3

Keterangan :

*Pendapatan

0 : Rp 0,00 (tidak mempunyai pendapatan)

1 : < Rp 1.000.000,00

2 : Rp 1.000.000,00 – Rp 2.500.000,00

3 : > Rp 2.500.000,00 – Rp 5.000.000,00

4 : > Rp 5.000.000,00

Lampiran 4. Hasil Input Data

No	PRODUK					Sum X1	HARGA					Sum X2	TEMPAT					Sum X3	PROMOSI					Sum X4	KEPUASAN KONSUMEN					Sum Y
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2	4	4	3	4	4	19	4	4	4	5	4	21	4	4	4	4	4	20	3	2	2	3	4	14	4	4	3	4	4	19
3	3	5	3	4	3	18	4	4	4	4	4	20	4	4	4	5	4	21	4	3	3	2	4	16	4	4	4	3	4	19
4	3	5	3	4	3	18	4	4	4	4	4	20	4	4	4	4	4	20	4	3	3	2	4	16	4	4	4	3	4	19
5	3	5	3	4	3	18	4	4	4	4	4	20	4	4	4	5	4	21	4	3	3	2	4	16	4	4	4	3	4	19
6	3	5	3	4	3	18	4	4	4	4	4	20	4	4	4	4	4	20	4	3	3	2	4	16	4	4	4	3	4	19
7	4	5	3	4	4	20	3	3	3	4	4	17	3	4	2	3	3	15	3	4	4	3	4	18	4	3	3	3	4	17
8	4	5	2	4	4	19	5	4	4	3	3	19	3	4	4	5	5	21	4	3	3	3	3	16	5	5	5	5	4	24
9	4	4	3	3	3	17	4	4	4	3	3	18	4	4	3	4	4	19	4	2	2	2	4	14	4	4	4	4	4	20
10	4	5	3	4	4	20	4	3	4	2	3	16	2	4	4	4	5	19	4	2	3	4	5	18	4	2	3	4	4	17
11	4	5	3	5	4	21	5	4	4	3	4	20	3	4	3	4	5	19	2	1	4	2	5	14	4	4	4	5	5	22
12	4	4	3	3	4	18	4	3	4	3	4	18	4	5	5	4	5	23	4	3	5	5	4	21	5	5	5	4	4	23
13	4	4	4	4	3	19	5	4	4	4	4	21	4	3	4	4	4	19	4	2	4	4	4	18	4	4	3	4	4	19
14	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25	5	5	2	2	5	19	5	5	5	5	5	25
15	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25	4	5	2	2	5	18	5	5	5	5	5	25
16	4	3	4	4	4	19	5	5	4	5	5	24	5	4	5	4	5	23	4	4	4	5	4	21	4	5	4	5	5	23
17	3	5	3	4	3	18	5	3	3	5	5	21	4	4	2	4	4	18	4	2	3	3	5	17	5	4	4	4	5	22
18	4	5	3	4	4	20	4	4	4	5	4	21	4	4	4	4	4	20	3	3	4	3	4	17	4	4	4	4	4	20
19	5	5	4	4	4	22	4	4	4	2	4	18	2	4	4	5	5	20	5	2	2	4	5	18	5	2	4	4	5	20
20	4	5	3	4	4	20	5	4	4	3	3	19	3	4	4	5	5	21	4	3	3	3	3	16	5	5	5	5	5	25
21	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25	4	2	4	4	5	19	5	5	5	5	5	25
22	4	4	3	3	3	17	4	4	4	3	3	18	4	4	3	4	4	19	4	2	2	2	4	14	4	4	4	4	4	20

Lampiran 4. Hasil Input Data (lanjutan)

No	PRODUK					Sum X1	HARGA					Sum X2	TEMPAT					Sum X3	PROMOSI					Sum X4	KEPUASAN KONSUMEN					Sum Y
23	4	5	3	4	4	20	3	3	3	4	4	17	3	4	2	3	3	15	3	4	4	3	4	18	4	3	3	3	4	17
24	4	5	3	5	4	21	5	4	4	3	4	20	3	4	3	4	5	19	2	1	3	2	5	13	4	4	4	5	5	22
25	4	5	4	5	4	22	4	4	4	4	4	20	4	4	4	4	4	20	4	3	2	4	5	18	4	4	4	4	4	20
26	4	5	3	5	4	21	5	4	4	3	4	20	3	4	3	4	5	19	2	1	4	2	5	14	4	4	4	5	5	22
27	4	5	4	5	5	23	5	4	5	4	5	23	5	4	5	5	5	24	5	4	4	4	5	22	5	5	5	5	5	25
28	4	5	3	5	4	21	5	4	4	3	4	20	3	4	3	4	5	19	2	1	4	2	5	14	4	4	4	5	5	22
29	4	5	3	4	4	20	4	3	4	2	3	16	2	4	4	4	4	18	3	2	4	4	4	17	4	2	3	4	4	17
30	4	5	3	5	4	21	5	4	4	3	4	20	3	4	3	4	5	19	2	1	4	2	5	14	4	4	4	5	5	22
31	4	4	2	4	3	17	4	4	4	4	4	20	4	4	4	4	4	20	2	2	4	2	4	14	4	4	4	4	4	20
32	4	4	4	4	4	20	4	4	4	2	4	18	4	4	5	4	4	21	2	4	4	4	3	17	5	4	4	4	4	21
33	3	5	4	4	3	19	4	5	4	2	5	20	5	3	5	4	5	22	2	2	5	2	3	14	5	4	5	4	4	22
34	4	5	3	4	4	20	4	4	4	2	3	17	4	4	4	4	4	20	2	4	2	2	4	14	4	4	4	4	4	20
35	4	4	4	4	4	20	4	4	4	2	4	18	4	4	4	4	4	20	2	2	2	4	4	14	5	4	4	4	4	21
36	4	5	2	4	4	19	4	4	4	3	4	19	4	4	4	4	4	20	3	2	2	4	4	15	4	4	4	4	4	20
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39	4	4	3	5	4	20	5	5	4	2	3	19	5	3	4	4	4	20	4	5	2	2	3	16	4	4	4	4	4	20
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43	5	5	4	5	5	24	5	4	5	3	5	22	5	4	5	4	5	23	4	5	3	2	4	18	5	4	5	4	5	23
44	5	5	4	4	5	23	5	4	4	3	4	20	5	4	4	4	4	21	5	3	4	4	3	19	4	4	4	4	3	19

Lampiran 4. Hasil Input Data (lanjutan)

No	PRODUK	Sum X1	HARGA	Sum X2	TEMPAT	Sum X3	PROMOSI	Sum X4	KEPUASAN KONSUMEN	Sum Y
45	5 5 2 5 5	22	5 4 4 5 5	23	5 5 5 4 5	24	3 2 5 4 5	19	5 4 5 5 4	23
46	5 5 3 5 5	23	5 4 5 4 4	22	5 4 5 5 4	23	5 2 5 4 5	21	5 5 5 4 5	24
47	3 4 4 4 4	19	5 4 4 3 3	19	3 4 4 4 4	19	4 2 2 3 4	15	3 3 4 4 4	18
48	5 5 2 5 5	22	5 4 5 4 4	22	5 4 5 4 5	23	5 5 5 4 5	24	5 5 5 4 4	23
49	5 5 4 5 5	24	5 5 4 4 4	22	4 5 4 5 5	23	5 4 5 4 5	23	5 4 5 5 5	24
50	5 5 4 4 4	22	5 4 4 2 2	17	4 4 5 5 4	22	5 5 4 3 5	22	4 4 5 4 4	21
51	5 5 3 5 5	23	5 4 5 4 4	22	5 4 5 4 5	23	5 4 5 5 5	24	5 4 5 4 5	23
52	4 4 4 4 3	19	4 3 3 3 3	16	4 3 4 4 3	18	3 3 3 3 4	16	3 3 3 3 4	16
53	5 5 4 5 4	23	5 4 5 3 5	22	5 5 5 5 4	24	4 2 5 4 5	20	5 4 5 4 5	23
54	5 5 2 5 5	22	5 4 5 4 5	23	5 4 5 4 5	23	3 2 5 5 5	20	5 5 5 5 4	24
55	5 4 5 4 4	22	5 4 4 2 2	17	5 4 5 5 4	23	5 4 3 3 5	20	4 4 5 4 4	21
56	5 5 4 5 4	23	5 5 5 2 5	22	5 5 4 5 4	23	5 5 5 3 5	23	5 4 5 4 5	23
57	4 4 4 4 4	20	4 4 4 2 4	18	4 4 4 4 4	20	4 4 4 4 4	20	4 4 4 4 4	20
58	5 5 4 5 4	23	4 4 4 2 4	18	4 4 4 5 4	21	4 4 4 4 4	20	4 4 4 4 4	20
59	5 4 4 4 4	21	4 4 4 2 4	18	4 4 4 4 4	20	4 4 4 4 4	20	5 4 4 4 5	22
60	4 4 4 4 4	20	4 4 4 2 4	18	4 4 4 4 4	20	4 4 4 4 4	20	4 4 4 4 4	20
61	5 5 2 5 5	22	5 5 5 5 5	25	5 5 5 5 5	25	4 4 4 4 5	21	5 5 5 5 5	25
62	4 5 4 4 3	20	2 2 4 3 3	14	3 3 4 4 4	18	2 3 4 3 2	14	4 4 4 2 3	17
63	4 4 2 4 4	18	4 4 4 4 2	18	4 4 4 5 4	21	4 2 4 2 2	14	4 4 4 4 4	20
64	5 5 2 5 5	22	5 5 5 5 5	25	5 5 5 5 5	25	4 4 4 4 5	21	5 5 5 5 5	25
65	4 4 2 4 4	18	4 4 4 2 4	18	4 5 4 4 4	21	4 2 4 2 2	14	4 4 4 4 4	20
66	4 4 2 4 4	18	4 4 4 4 2	18	4 4 4 5 4	21	4 2 4 2 2	14	4 4 4 4 4	20

Lampiran 4. Hasil Input Data (lanjutan)

No	PRODUK	Sum X1	HARGA	Sum X2	TEMPAT	Sum X3	PROMOSI	Sum X4	KEPUASAN KONSUMEN	Sum Y
67	5 5 2 5 5	22	5 5 5 5 5	25	5 5 5 5 5	25	4 4 4 4 5	21	5 5 5 5 5	25
68	4 4 2 4 4	18	4 4 4 4 2	18	4 4 4 5 4	21	4 2 4 2 2	14	4 4 4 4 4	20
69	4 4 4 4 5	21	4 4 4 5 4	21	2 4 4 4 4	18	4 2 4 4 4	18	4 4 4 2 4	18
70	5 5 2 5 5	22	5 5 5 5 5	25	5 5 5 5 5	25	4 4 4 4 5	21	5 5 5 5 5	25
71	4 5 4 4 4	21	5 4 4 4 4	21	5 4 4 4 4	21	4 4 4 4 4	20	5 4 4 4 4	21
72	4 4 3 5 4	20	4 3 4 4 4	19	4 4 4 4 4	20	3 4 4 4 5	20	4 4 4 4 4	20
73	5 4 4 4 4	21	5 4 4 4 4	21	5 4 5 4 4	22	3 4 4 4 5	20	5 4 4 4 4	21
74	4 5 3 4 4	20	4 4 5 5 4	22	4 4 4 5 5	22	4 4 4 3 3	18	4 5 5 4 4	22
75	4 3 3 3 3	16	4 4 4 4 3	19	3 3 3 4 3	16	3 3 3 3 3	15	3 3 3 3 3	15
76	4 5 4 4 4	21	5 4 4 4 4	21	5 4 5 4 4	22	4 4 4 4 4	20	5 4 4 4 4	21
77	4 5 4 4 4	21	5 4 4 4 4	21	5 5 4 4 4	22	4 4 4 4 5	21	5 4 4 4 4	21
78	4 4 4 4 5	21	4 4 5 4 4	21	5 4 4 5 4	22	4 4 4 4 4	20	4 4 5 4 4	21
79	4 4 1 5 4	18	4 4 4 4 4	20	4 4 4 4 4	20	4 4 4 4 4	20	4 4 4 4 4	20
80	4 5 4 5 5	23	4 4 5 5 4	22	4 4 5 5 5	23	5 4 5 5 4	23	5 5 4 4 4	22
81	5 5 5 5 5	25	4 4 5 4 4	21	5 5 5 5 4	24	4 5 5 4 5	23	5 5 5 5 5	25
82	5 5 5 5 5	25	4 4 5 5 5	23	4 4 5 5 5	23	4 5 5 5 5	24	5 4 5 4 5	23
83	5 5 4 5 4	23	5 5 5 5 5	25	5 5 5 5 4	24	5 3 4 5 5	22	5 5 5 4 5	24
84	4 4 3 3 3	17	3 4 4 3 4	18	4 4 4 4 4	20	3 3 3 3 3	15	4 4 4 4 4	20
85	4 4 4 4 4	20	3 4 4 3 3	17	4 3 4 3 4	18	4 4 4 4 3	19	3 3 4 3 4	17
86	4 4 3 4 5	20	2 2 4 3 2	13	4 3 4 3 4	18	2 2 2 2 3	11	4 2 4 4 4	18
87	4 4 4 3 4	19	5 5 4 5 4	23	3 4 4 4 3	18	4 3 5 5 5	22	5 5 5 5 5	25
88	4 5 3 3 4	19	4 5 3 3 4	19	4 4 4 4 4	20	4 3 3 4 5	19	4 5 3 4 4	20

Lampiran 4. Hasil Input Data (lanjutan)

No	PRODUK					Sum X1	HARGA					Sum X2	TEMPAT					Sum X3	PROMOSI					Sum X4	KEPUASAN KONSUMEN					Sum Y
89	2	5	3	5	4	19	5	3	5	4	4	21	5	4	5	4	4	22	2	2	5	2	5	16	5	4	5	4	5	23
90	4	4	4	4	4	20	4	4	4	3	4	19	4	4	4	4	4	20	3	3	4	3	3	16	4	4	4	4	5	21
91	4	4	5	5	4	22	4	4	4	3	4	19	5	4	5	4	4	22	4	3	4	3	3	17	4	4	4	4	4	20
92	4	4	5	5	4	22	4	4	4	3	4	19	5	4	4	4	4	21	3	3	4	3	3	16	4	4	4	4	4	20
93	4	5	4	4	4	21	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20	5	4	4	4	4	21
94	4	4	5	5	4	22	4	4	4	3	4	19	5	4	5	4	4	22	4	3	4	3	3	17	4	4	4	4	4	20
95	5	5	4	4	4	22	4	5	5	3	3	20	5	5	5	5	3	23	3	3	3	3	3	15	4	4	4	4	3	19
96	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25	5	4	5	3	5	22	5	5	5	5	5	25
97	4	5	4	4	3	20	5	5	5	3	4	22	5	5	5	5	4	24	4	4	3	3	4	18	5	5	5	5	4	24
98	4	5	5	5	5	24	5	5	4	4	5	23	5	4	5	5	5	24	5	5	4	4	4	22	5	4	5	3	5	22
99	5	5	5	5	5	25	4	5	5	4	5	23	5	4	5	5	5	24	4	5	4	4	5	22	5	5	4	4	5	23
100	5	5	4	5	4	23	5	4	4	3	4	20	5	4	5	4	4	22	4	2	4	2	5	17	5	4	4	4	5	22
101	4	5	4	5	5	23	5	4	5	4	5	23	5	4	5	5	5	24	5	4	4	4	5	22	5	5	5	5	5	25
102	5	5	4	5	5	24	4	4	4	4	4	20	4	5	4	4	4	21	4	3	2	4	5	18	5	4	5	4	5	23
103	5	5	2	5	5	22	5	5	5	5	5	25	5	5	5	5	5	25	5	4	5	3	5	22	5	5	5	5	5	25
104	4	4	3	3	4	18	4	4	4	3	4	19	4	5	5	5	4	23	4	3	4	2	3	16	5	5	4	4	4	22
105	4	4	3	4	4	19	5	4	5	4	4	22	4	5	5	3	4	21	4	1	1	3	4	13	5	5	5	4	4	23
106	5	5	4	5	3	22	4	4	5	5	5	23	5	4	4	5	4	22	5	4	5	3	5	22	5	4	5	4	3	21
107	4	5	4	5	5	23	5	5	5	3	4	22	5	4	5	5	4	23	4	4	3	3	4	18	5	5	5	5	4	24
108	4	5	5	5	5	24	5	5	4	4	5	23	5	4	5	5	5	24	5	5	4	4	5	23	5	4	5	3	5	22
109	5	5	2	5	5	22	4	5	5	4	5	23	5	4	4	5	5	23	4	5	4	4	5	22	5	5	4	4	5	23
110	5	5	4	5	4	23	5	4	4	3	4	20	5	4	5	4	4	22	4	2	4	2	5	17	5	4	4	4	5	22

Lampiran 5. Uji Kelayakan Instrumen

Uji Validitas

Produk

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	sumX1
X1.1	Pearson Correlation	1	.203*	.159	.395**	.504**	.676**
	Sig. (2-tailed)		.033	.098	.000	.000	.000
	N	110	110	110	110	110	110
X1.2	Pearson Correlation	.203*	1	.005	.463**	.289**	.527**
	Sig. (2-tailed)	.033		.957	.000	.002	.000
	N	110	110	110	110	110	110
X1.3	Pearson Correlation	.159	.005	1	.170	.064	.553**
	Sig. (2-tailed)	.098	.957		.076	.509	.000
	N	110	110	110	110	110	110
X1.4	Pearson Correlation	.395**	.463**	.170	1	.534**	.755**
	Sig. (2-tailed)	.000	.000	.076		.000	.000
	N	110	110	110	110	110	110
X1.5	Pearson Correlation	.504**	.289**	.064	.534**	1	.706**
	Sig. (2-tailed)	.000	.002	.509	.000		.000
	N	110	110	110	110	110	110
sumX1	Pearson Correlation	.676**	.527**	.553**	.755**	.706**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110

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

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

Lampiran 5. Uji Kelayakan Instrumen (lanjutan)

Uji Validitas

Harga

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	sumX2
X2.1	Pearson Correlation	1	.506**	.366**	.229*	.358**	.665**
	Sig. (2-tailed)		.000	.000	.016	.000	.000
	N	110	110	110	110	110	110
X2.2	Pearson Correlation	.506**	1	.418**	.214*	.424**	.686**
	Sig. (2-tailed)	.000		.000	.025	.000	.000
	N	110	110	110	110	110	110
X2.3	Pearson Correlation	.366**	.418**	1	.355**	.405**	.677**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	110	110	110	110	110	110
X2.4	Pearson Correlation	.229*	.214*	.355**	1	.394**	.706**
	Sig. (2-tailed)	.016	.025	.000		.000	.000
	N	110	110	110	110	110	110
X2.5	Pearson Correlation	.358**	.424**	.405**	.394**	1	.752**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	110	110	110	110	110	110
sumX2	Pearson Correlation	.665**	.686**	.677**	.706**	.752**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110

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

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

Lampiran 5. Uji Kelayakan Instrumen (lanjutan)

Uji Validitas

Tempat

		Correlations					
		X3.1	X3.2	X3.3	X3.4	X3.5	sumX3
X3.1	Pearson Correlation	1	.273**	.645**	.315**	.144	.747**
	Sig. (2-tailed)		.004	.000	.001	.133	.000
	N	110	110	110	110	110	110
X3.2	Pearson Correlation	.273**	1	.339**	.414**	.261**	.620**
	Sig. (2-tailed)	.004		.000	.000	.006	.000
	N	110	110	110	110	110	110
X3.3	Pearson Correlation	.645**	.339**	1	.435**	.340**	.828**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	110	110	110	110	110	110
X3.4	Pearson Correlation	.315**	.414**	.435**	1	.365**	.695**
	Sig. (2-tailed)	.001	.000	.000		.000	.000
	N	110	110	110	110	110	110
X3.5	Pearson Correlation	.144	.261**	.340**	.365**	1	.565**
	Sig. (2-tailed)	.133	.006	.000	.000		.000
	N	110	110	110	110	110	110
sumX3	Pearson Correlation	.747**	.620**	.828**	.695**	.565**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110

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

Lampiran 5. Uji Kelayakan Instrumen (lanjutan)

Uji Validitas

Promosi

		Correlations					
		X4.1	X4.2	X4.3	X4.4	X4.5	sumX4
X4.1	Pearson Correlation	1	.457**	.161	.336**	.211*	.670**
	Sig. (2-tailed)		.000	.092	.000	.027	.000
	N	110	110	110	110	110	110
X4.2	Pearson Correlation	.457**	1	.143	.292**	.133	.670**
	Sig. (2-tailed)	.000		.135	.002	.166	.000
	N	110	110	110	110	110	110
X4.3	Pearson Correlation	.161	.143	1	.389**	.166	.576**
	Sig. (2-tailed)	.092	.135		.000	.082	.000
	N	110	110	110	110	110	110
X4.4	Pearson Correlation	.336**	.292**	.389**	1	.347**	.732**
	Sig. (2-tailed)	.000	.002	.000		.000	.000
	N	110	110	110	110	110	110
X4.5	Pearson Correlation	.211*	.133	.166	.347**	1	.552**
	Sig. (2-tailed)	.027	.166	.082	.000		.000
	N	110	110	110	110	110	110
sumX4	Pearson Correlation	.670**	.670**	.576**	.732**	.552**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110

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

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

Lampiran 5. Uji Kelayakan Instrumen (lanjutan)

Uji Validitas

Kepuasan Konsumen

Correlations

		Y1	Y2	Y3	Y4	Y5	sumY
Y1	Pearson Correlation	1	.515**	.633**	.385**	.511**	.791**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	110	110	110	110	110	110
Y2	Pearson Correlation	.515**	1	.574**	.476**	.305**	.773**
	Sig. (2-tailed)	.000		.000	.000	.001	.000
	N	110	110	110	110	110	110
Y3	Pearson Correlation	.633**	.574**	1	.414**	.437**	.806**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	110	110	110	110	110	110
Y4	Pearson Correlation	.385**	.476**	.414**	1	.447**	.726**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	110	110	110	110	110	110
Y5	Pearson Correlation	.511**	.305**	.437**	.447**	1	.694**
	Sig. (2-tailed)	.000	.001	.000	.000		.000
	N	110	110	110	110	110	110
sumY	Pearson Correlation	.791**	.773**	.806**	.726**	.694**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110

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

Lampiran 5. Uji Kelayakan Instrumen (lanjutan)

Uji Reliabilitas

Produk

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.611	.659	5

Harga

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.715	.743	5

Tempat

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.730	.732	5

Lampiran 5. Uji Kelayakan Instrumen (lanjutan)**Promosi****Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.639	.642	5

Kepuasan Konsumen**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.814	.816	5

Lampiran 6. Analisis Data Deskriptif

Variabel Produk (X1)

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	.9	.9	.9
3	8	7.3	7.3	8.2
4	66	60.0	60.0	68.2
5	35	31.8	31.8	100.0
Total	110	100.0	100.0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	2	1.8	1.8	1.8
4	36	32.7	32.7	34.5
5	72	65.5	65.5	100.0
Total	110	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.9	.9	.9
2	17	15.5	15.5	16.4
3	34	30.9	30.9	47.3
4	44	40.0	40.0	87.3
5	14	12.7	12.7	100.0
Total	110	100.0	100.0	

Lampiran 6. Analisis Data Deskriptif (lanjutan)

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	8	7.3	7.3	7.3
4	52	47.3	47.3	54.5
5	50	45.5	45.5	100.0
Total	110	100.0	100.0	

X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	17	15.5	15.5	15.5
4	60	54.5	54.5	70.0
5	33	30.0	30.0	100.0
Total	110	100.0	100.0	

Variabel Harga (X2)

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.8	1.8	1.8
3	4	3.6	3.6	5.5
4	54	49.1	49.1	54.5
5	50	45.5	45.5	100.0
Total	110	100.0	100.0	

Lampiran 6. Analisis Data Deskriptif (lanjutan)

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.8	1.8	1.8
3	10	9.1	9.1	10.9
4	72	65.5	65.5	76.4
5	26	23.6	23.6	100.0
Total	110	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	5	4.5	4.5	4.5
4	73	66.4	66.4	70.9
5	32	29.1	29.1	100.0
Total	110	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	19	17.3	17.3	17.3
3	33	30.0	30.0	47.3
4	37	33.6	33.6	80.9
5	21	19.1	19.1	100.0
Total	110	100.0	100.0	

Lampiran 6. Analisis Data Deskriptif (lanjutan)

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	5.5	5.5	5.5
3	14	12.7	12.7	18.2
4	61	55.5	55.5	73.6
5	29	26.4	26.4	100.0
Total	110	100.0	100.0	

Variabel Tempat (X3)

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	3.6	3.6	3.6
3	13	11.8	11.8	15.5
4	44	40.0	40.0	55.5
5	49	44.5	44.5	100.0
Total	110	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	10	9.1	9.1	9.1
4	75	68.2	68.2	77.3
5	25	22.7	22.7	100.0
Total	110	100.0	100.0	

Lampiran 6. Analisis Data Deskriptif (lanjutan)

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	2.7	2.7	2.7
3	8	7.3	7.3	10.0
4	53	48.2	48.2	58.2
5	46	41.8	41.8	100.0
Total	110	100.0	100.0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	5	4.5	4.5	4.5
4	63	57.3	57.3	61.8
5	42	38.2	38.2	100.0
Total	110	100.0	100.0	

X3.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	6	5.5	5.5	5.5
4	67	60.9	60.9	66.4
5	37	33.6	33.6	100.0
Total	110	100.0	100.0	

Lampiran 6. Analisis Data Deskriptif (lanjutan)

Variabel Promosi (X4)

X4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	14	12.7	12.7	12.7
3	16	14.5	14.5	27.3
4	60	54.5	54.5	81.8
5	20	18.2	18.2	100.0
Total	110	100.0	100.0	

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	5.5	5.5	5.5
2	29	26.4	26.4	31.8
3	24	21.8	21.8	53.6
4	38	34.5	34.5	88.2
5	13	11.8	11.8	100.0
Total	110	100.0	100.0	

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.9	.9	.9
2	16	14.5	14.5	15.5
3	20	18.2	18.2	33.6
4	55	50.0	50.0	83.6
5	18	16.4	16.4	100.0
Total	110	100.0	100.0	

Lampiran 6. Analisis Data Deskriptif (lanjutan)

X4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	31	28.2	28.2	28.2
3	28	25.5	25.5	53.6
4	43	39.1	39.1	92.7
5	8	7.3	7.3	100.0
Total	110	100.0	100.0	

X4.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	4.5	4.5	4.5
3	19	17.3	17.3	21.8
4	39	35.5	35.5	57.3
5	47	42.7	42.7	100.0
Total	110	100.0	100.0	

Variabel Kepuasan Konsumen (Y)

Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	4	3.6	3.6	3.6
4	51	46.4	46.4	50.0
5	55	50.0	50.0	100.0
Total	110	100.0	100.0	

Lampiran 6. Analisis Data Deskriptif (lanjutan)**Y2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	3.6	3.6	3.6
3	6	5.5	5.5	9.1
4	70	63.6	63.6	72.7
5	30	27.3	27.3	100.0
Total	110	100.0	100.0	

Y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	9	8.2	8.2	8.2
4	58	52.7	52.7	60.9
5	43	39.1	39.1	100.0
Total	110	100.0	100.0	

Y4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.8	1.8	1.8
3	12	10.9	10.9	12.7
4	70	63.6	63.6	76.4
5	26	23.6	23.6	100.0
Total	110	100.0	100.0	

Y5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	5	4.5	4.5	4.5
4	63	57.3	57.3	61.8
5	42	38.2	38.2	100.0
Total	110	100.0	100.0	

Lampiran 7. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		sumX1	sumX2	sumX3	sumX4	sumY
N		110	110	110	110	110
Normal Parameters ^a	Mean	20.8727	20.3091	21.3000	18.0727	21.3455
	Std. Deviation	2.14223	2.50777	2.24855	3.07911	2.32827
Most Extreme Differences	Absolute	.122	.122	.118	.113	.118
	Positive	.122	.122	.118	.113	.118
	Negative	-.110	-.079	-.112	-.107	-.109
Kolmogorov-Smirnov Z		1.277	1.277	1.242	1.187	1.241
Asymp. Sig. (2-tailed)		.077	.077	.091	.119	.092

a. Test distribution is Normal.

Lampiran 8. Uji Asumsi Klasik

Uji Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.261	1.385		1.633	.106		
sumX1	.086	.081	.079	1.070	.287	.538	1.860
sumX2	.381	.075	.410	5.047	.000	.448	2.230
sumX3	.485	.088	.468	5.519	.000	.411	2.431
sumX4	-.042	.055	-.056	-.769	.444	.556	1.800

a. Dependent Variable: sumY

Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.830 ^a	.689	.678	1.32186	1.844

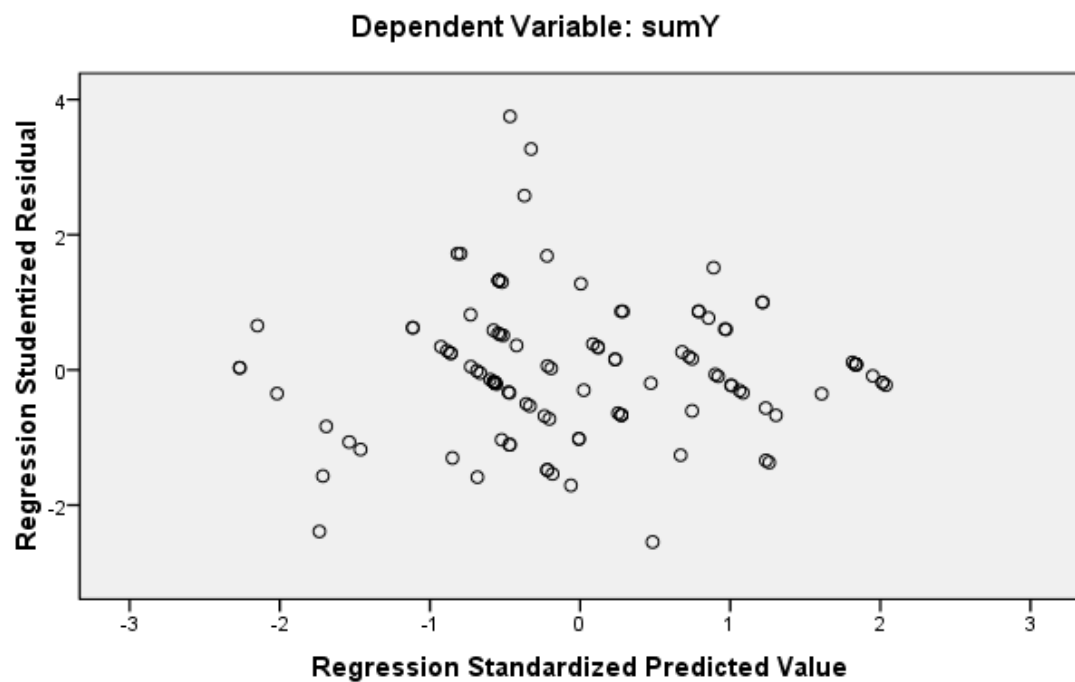
a. Predictors: (Constant), sumX4, sumX3, sumX1, sumX2

b. Dependent Variable: sumY

Lampiran 8. Uji Asumsi Klasik (lanjutan)

Uji Heterokedastisitas

Scatterplot



Uji Normalitas Residual atau Normalitas Error

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.29737648
Most Extreme Differences	Absolute	.081
	Positive	.080
	Negative	-.081
Kolmogorov-Smirnov Z		.848
Asymp. Sig. (2-tailed)		.468

a. Test distribution is Normal.

Lampiran 9. Uji Regresi Linier Berganda

Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.261	1.385		1.633	.106		
sumX1	.086	.081	.079	1.070	.287	.538	1.860
sumX2	.381	.075	.410	5.047	.000	.448	2.230
sumX3	.485	.088	.468	5.519	.000	.411	2.431
sumX4	-.042	.055	-.056	-.769	.444	.556	1.800

a. Dependent Variable: sumY

Uji F

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	407.405	4	101.851	58.290	.000 ^a
	Residual	183.467	105	1.747		
	Total	590.873	109			

a. Predictors: (Constant), sumX4, sumX3, sumX1, sumX2

b. Dependent Variable: sumY

Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.830 ^a	.689	.678	1.32186	1.844

a. Predictors: (Constant), sumX4, sumX3, sumX1, sumX2

b. Dependent Variable: sumY

Lampiran 10. Dokumentasi



Teh Celup Daun Kelor



Teh Seduh Daun Kelor



Wawancara Responden



Wawancara Responden



Wawancara Responden



Wawancara Responden

RIWAYAT HIDUP



Penulis bernama lengkap Nisa Alfian Nikmah yang lahir di Blora pada tanggal 09 November 1997, dari pasangan suami istri Bapak Jahuri dan Ibu Sri Astuti sebagai anak pertama dari 3 bersaudara Sinta Arifa dan Shofiyya Azzahra. Penulis bertempat tinggal di Desa

Karangjati RT 05 RW 02 Kecamatan Blora Kabupaten Blora, Jawa Tengah.

Penulis telah menyelesaikan pendidikan Sekolah Dasar di SD Negeri 03 Karangjati dan telah lulus pada tahun 2009. Penulis kemudian melanjutkan pendidikan Sekolah Menengah Pertama di SMP Negeri 06 Blora dan telah lulus pada tahun 2012, kemudian melanjutkan pendidikan di MA S Raudlatul Ulum Trangkil Pati dan lulus pada tahun 2016. Tahun yang sama pula penulis melanjutkan pendidikan ke jenjang S1 dan diterima di Program Studi Agribisnis, Fakultas Peternakan dan Pertanian, Universitas Diponegoro, Semarang yang masuk melalui jalur SNMPTN.

Masa perkuliahan sampai sekarang penulis pernah ikut serta dalam kegiatan akademik maupun nonakademik. Kegiatan nonakademik yang pernah penulis ikuti diantaranya kegiatan kepanitian pada tingkat fakultas. Selain itu, penulis juga pernah mengikuti kegiatan Laskar Dimas dan Kegiatan Pengabdian Masyarakat yang diadakan oleh Divisi Sosial Masyarakat BEM Fakultas Peternakan dan Pertanian. Penulis telah melakukan Praktek Kerja Lapangan dengan judul “Perhitungan Profitabilitas Usaha Pengolahan Daun dan Biji Kelor di PT Moringa Organik Indonesia”.