



LAMPIRAN I: Pengantar Kuesioner



KUESIONER PENELITIAN

JUDUL PENELITIAN : Mengukur Tingkat Kepuasan Konsumen Menggunakan Metode *Customer Satisfaction Index* (CSI) Pada Kedai Terserah Lumajang

Kepada :

Yth. Sdr/Sdri

Dilokasi

Dengan hormat

Kuesioner ini ditunjukan untuk membantu pengumpulan data promer penelitian guna menyusun skripsi yang berjudul “Mengukur Tingkat Kepuasan Konsumen Menggunakan Metode *Customer Satisfaction Index* (CSI) (Studi Kasus pada Kedai Terserah Lumajang)” yang merupakan salah satu syarat bagi penelitian dalam menyelesaikan Studi Program S1 Manajemen Fakultas Ekonomi-Universitas Muhammadiyah Jember.

Untuk itu saya mohon bantuan saudara/saudari untuk bersedia meluangkan waktu mengisi kuesioner ini dengan sebenar-benarnya. Penelitian berjanji akan menjaga kerahasiaan jawaban saudara/saudari dan hanya digunakan unyuk kepentingan akademis. Atas perhatian dan kesediaan, peneliti mengucapkan banyak terima kasih.

Hormat Saya

Syafiq Imanul Sidqi
Nim 1510411375

LAMPIRAN II:

Petunjuk Pengisian

Kuesioner Penelitian



Petunjuk Pengisian:

KUESIONER PENELITIAN

1. Identitas Responden

Nama : _____

Usia : _____

Jenis Kelamin : _____

2. Petunjuk pengisian

Pilihlah jawaban berikut sesuai dengan jawaban yang anda yakini dengan cara memberikan tanda centang (✓) pada jawaban yang sesuai dengan pendapat anda!

- Keterangan jawaban untuk Kinerja :

1-2 = Jika anda **Sangat Tidak Puas** terhadap pernyataan tersebut.

3-4 = Jika anda **Tidak Puas** terhadap pernyataan tersebut.

5-6 = Jika anda **Cukup Puas** terhadap pernyataan tersebut.

7-8 = Jika anda **Puas** terhadap pernyataan tersebut.

9-10 = Jika anda **Sangat Puas** terhadap pernyataan tersebut.

- Keterangan jawaban untuk harapan :

1-2 = Jika anda **Sangat Tidak Penting** terhadap pernyataan tersebut.

3-4 = Jika anda **Tidak Penting** terhadap pernyataan tersebut.

5-6 = Jika anda **Cukup Penting** terhadap pernyataan tersebut.

7-8 = Jika anda **Penting** terhadap pernyataan tersebut.

9-10 = Jika anda **Sangat Penting** terhadap pernyataan tersebut.



LAMPIRAN III:

Kuesioner Penelitian

KUESIONER PENELITIAN

1. Identitas Responden

Nama : ...

Usia :

Jenis Kelamin :

2. Petunjuk Pengisian

Pilihlah jawaban berikut sesuai dengan jawaban yang anda yakini dengan cara memberikan (✓) mulai dari angka 1 - 10 pada jawaban yang sesuai dengan pendapat anda !

3. Kuesioner Pernyataan Harapan terkait dengan 5 dimensi *Tangibles, Reliability, Responsiveness, Assurance, Emphy* pada Kedai Terserah Lumajang.

	<u>Empaty (Empati)</u> Kedai Terserah memberikan perhatian individual kepada semua masyarakat							
13.	Kedai Terserah memiliki karyawan yang dapat memahami setiap keinginan masyarakat							
14.	Kedai Terserah selalu memperhatikan kepentingan masyarakat							

4. Kuesioner Pernyataan Kinerja terkait dengan 5 dimensi *Tangibles, Reliability, Responsiveness, Assurance, Empathy* pada Kedai Terserah.

13.	<i>Empaty (Empati)</i> Kedai Terserah memberikan perhatian individual kepada semua masyarakat										
14.	Kedai Terserah memiliki karyawan yang dapat memahami setiap keinginan masyarakat										
15.	Kedai Terserah selalu memperhatikan kepentingan masyarakat										



LAMPIRAN IV

REKAPITULASI

KUESIONER





LAMPIRAN V
UJI VALIDITAS

Validitas Kuesioner Kinerja

A. Tangible (Bukti Fisik)

Correlations

		x1.1	x1.2	x1.3	Jumlah_x1
x1.1	Pearson Correlation	1	.711**	.498**	.847**
	Sig. (2-tailed)		.000	.000	.000
	N	75	75	75	75
x1.2	Pearson Correlation	.711**	1	.628**	.892**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
x1.3	Pearson Correlation	.498**	.628**	1	.843**
	Sig. (2-tailed)	.000	.000		.000
	N	75	75	75	75
Jumlah_x1	Pearson Correlation	.847**	.892**	.843**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

B. Reliability (Kehandalan)

Correlations

		x2.1	x2.2	x2.3	Jumlah_x2
x2.1	Pearson Correlation	1	.742**	.264*	.848**
	Sig. (2-tailed)		.000	.022	.000
	N	75	75	75	75
x2.2	Pearson Correlation	.742**	1	.366**	.896**
	Sig. (2-tailed)	.000		.001	.000
	N	75	75	75	75
x2.3	Pearson Correlation	.264*	.366**	1	.651**
	Sig. (2-tailed)	.022	.001		.000
	N	75	75	75	75
Jumlah_x2	Pearson Correlation	.848**	.896**	.651**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

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

C. Responsiveness (Daya Tanggap)

Correlations

		x3.1	x3.2	x3.3	Jumlah_x3
x3.1	Pearson Correlation	1	.535**	.468**	.809**
	Sig. (2-tailed)		.000	.000	.000
	N	75	75	75	75
x3.2	Pearson Correlation	.535**	1	.561**	.850**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
x3.3	Pearson Correlation	.468**	.561**	1	.816**
	Sig. (2-tailed)	.000	.000		.000
	N	75	75	75	75
Jumlah_x3	Pearson Correlation	.809**	.850**	.816**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

D. Assurance (Jaminan)

Correlations

		x4.1	x4.2	x4.3	Jumlah_x4
x4.1	Pearson Correlation	1	.569**	.600**	.843**
	Sig. (2-tailed)		.000	.000	.000
	N	75	75	75	75
x4.2	Pearson Correlation	.569**	1	.600**	.852**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
x4.3	Pearson Correlation	.600**	.600**	1	.861**
	Sig. (2-tailed)	.000	.000		.000
	N	75	75	75	75
Jumlah_x4	Pearson Correlation	.843**	.852**	.861**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

E. Empathy (Empati)

Correlations

		x5.1	x5.2	x5.3	Jumlah_x5
x5.1	Pearson Correlation	1	.667**	.529**	.841**
	Sig. (2-tailed)		.000	.000	.000
	N	75	75	75	75
x5.2	Pearson Correlation	.667**	1	.678**	.898**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
x5.3	Pearson Correlation	.529**	.678**	1	.858**
	Sig. (2-tailed)	.000	.000		.000
	N	75	75	75	75
Jumlah_x5	Pearson Correlation	.841**	.898**	.858**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

Uji Validitas Kuisioner Harapan

A. Tangible (Bukti Fisik)

Correlations

		x1.1	x1.2	x1.3	Jumlah_x1
x1.1	Pearson Correlation	1	-.036	.041	.569
	Sig. (2-tailed)		.760	.730	.000
	N	75	75	75	75
x1.2	Pearson Correlation	-.036	1	.063	.565**
	Sig. (2-tailed)	.760		.593	.000
	N	75	75	75	75
x1.3	Pearson Correlation	.041	.063	1	.637**
	Sig. (2-tailed)	.730	.593		.000
	N	75	75	75	75
Jumlah_x1	Pearson Correlation	.569**	.565**	.637**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

B. Reliability (Kehandalan)

Correlations

		x2.1	x2.2	x2.3	Jumlah_x2
x2.1	Pearson Correlation	1	-.001	.080	.622**
	Sig. (2-tailed)		.993	.495	.000
	N	75	75	75	75
x2.2	Pearson Correlation	-.001	1	.123	.592**
	Sig. (2-tailed)	.993		.295	.000
	N	75	75	75	75
x2.3	Pearson Correlation	.080	.123	1	.629**
	Sig. (2-tailed)	.495	.295		.000
	N	75	75	75	75
Jumlah_x2	Pearson Correlation	.622**	.592**	.629**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

C. Responsiveness (Daya Tanggap)

Correlations

		x3.1	x3.2	x3.3	Jumlah_x3
x3.1	Pearson Correlation	1	.209	-.036	.664**
	Sig. (2-tailed)		.072	.760	.000
	N	75	75	75	75
x3.2	Pearson Correlation	.209	1	.007	.618**
	Sig. (2-tailed)	.072		.951	.000
	N	75	75	75	75
x3.3	Pearson Correlation	-.036	.007	1	.548**
	Sig. (2-tailed)	.760	.951		.000
	N	75	75	75	75
Jumlah_x3	Pearson Correlation	.664**	.618**	.548**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

D. Assurance (Jaminan)

Correlations

		x4.1	x4.2	x4.3	Jumlah_x4
x4.1	Pearson Correlation	1	.196	-.021	.358**
	Sig. (2-tailed)		.091	.857	.002
	N	75	75	75	75
x4.2	Pearson Correlation	.196	1	-.036	.710**
	Sig. (2-tailed)	.091		.760	.000
	N	75	75	75	75
x4.3	Pearson Correlation	-.021	-.036	1	.638**
	Sig. (2-tailed)	.857	.760		.000
	N	75	75	75	75
Jumlah_x4	Pearson Correlation	.358**	.710**	.638**	1
	Sig. (2-tailed)	.002	.000	.000	
	N	75	75	75	75

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

E. Empathy (Empati)

Correlations

		x5.1	x5.2	x5.3	Jumlah_x5
x5.1	Pearson Correlation	1	-.215	.023	.578**
	Sig. (2-tailed)		.064	.848	.000
	N	75	75	75	75
x5.2	Pearson Correlation	-.215	1	.569**	.578**
	Sig. (2-tailed)	.064		.000	.000
	N	75	75	75	75
x5.3	Pearson Correlation	.023	.569**	1	.747**
	Sig. (2-tailed)	.848	.000		.000
	N	75	75	75	75
Jumlah_x5	Pearson Correlation	.578**	.578**	.747**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

LAMPIRAN VI

Uji REABILITAS



Uji Reabilitas Kinerja

A. *Tangible* (Bukti Fisik)

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases	Valid	75 100.0
	Excluded ^a	0 .0
	Total	75 100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.848	.918	4

B. *Reliability* (Kehandalan)

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases	Valid	75 100.0
	Excluded ^a	0 .0
	Total	75 100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.828	.871	4

C. Responsiveness (Daya tanggap)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.837	.892	4

D. Assurance (Asuransi)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.847	.912	4

E. Empathy (Empati)**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.851	.921	4

Uji Reabilitas Harapan

A. *Tangible* (Bukti Fisik)

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	75	100.0
Cases Excluded ^a	0	.0
Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.681	.638	4

B. *Reliability* (Kehandalan)

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	75	100.0
Cases Excluded ^a	0	.0
Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.705	.674	4

C. Responsiveness (Daya tanggap)**Scale: ALL VARIABLES**

		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.700	.668	4

D. Assurance (Asuransi)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.675	.640	4

E. Empathy (Empati)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.710	.710	4





LAMPIRAN VII

DATA KUESIONER

CSI

KUISIONER KINERJA



KUISIONER HARAPAN



