

The logo of Universitas Muhammadiyah Jember is a light blue shield-shaped emblem with a yellow border. It features a central sunburst with a crescent moon and a star, flanked by a laurel wreath on the left and a traditional Jember headpiece (Jember) on the right. The text "UNIVERSITAS MUHAMMADIYAH" is written in white capital letters along the top inner edge, and "JEMBER" is written along the bottom inner edge, separated by two small white stars.

**LAMPIRAN 1:**  
**Pengantar Kuesioner**

## Pengantar Kuesioner



### **ANALISIS KEPUASAN KONSUMEN TERHADAP TINGKAT PENJUALAN MENGUNAKAN METODE CSI (CUSTOMER SATISFACTION INDEX) PADA RUMAH MAKAN REGITA JATAH JEMBER**

Kepada Yth.

Sdr/i. Konsumen RUMAH MAKAN REGITA JATAH  
di tempat

Berkaitan dengan kegiatan penelitian yang saya lakukan dengan judul ” Analisis Kepuasan Pelanggan Terhadap Tingkat Penjualan Menggunakan Metode CSI (Customer Satisfaction Index) Pada Rumah Makan Regita Jatah Jember” sebagai salah satu syarat untuk memperoleh gelar Sarjana Ekonomi pada Universitas Muhammadiyah Jember, maka dengan ini saya mengharapkan bantuan saudara untuk mengisi daftar pernyataan yang saya sertakan di bawah ini.

Agar memperoleh masukan yang berarti, saya berharap kuesioner ini diisi dengan keadaan yang sebenarnya. Semua sumber dan data yang diperoleh dijamin kerahasiaannya.

Atas perhatian dan bantuannya saya mengucapkan banyak terima kasih.

**AGUNG JATI JAYA**  
**NIM. 1510411062**

The logo of Universitas Muhammadiyah Jember is a blue shield-shaped emblem with a yellow border. It features a central sunburst with a crescent moon and star, flanked by a laurel wreath and a chain of white beads. The text "UNIVERSITAS MUHAMMADIYAH" is written in white along the top curve, and "JEMBER" is written along the bottom curve, separated by two white stars. The text "FAKULTAS EKONOMI" is partially visible in the center.

**LAMPIRAN 2:**  
**Kuesioner Penelitian**

**A. Identitas responden**

- 1. No Responden : .....
- 2. Jenis Kelamin : (Pria / Wanita)
- 3. Pendidikan Terakhir : SD SMP SMA DIII S1
- 4. Palanggan produk : (Ya / Tidak)
- 5. Umur
  - 15 – 25 tahun
  - 26 – 40 tahun
  - 41 – 50 tahun

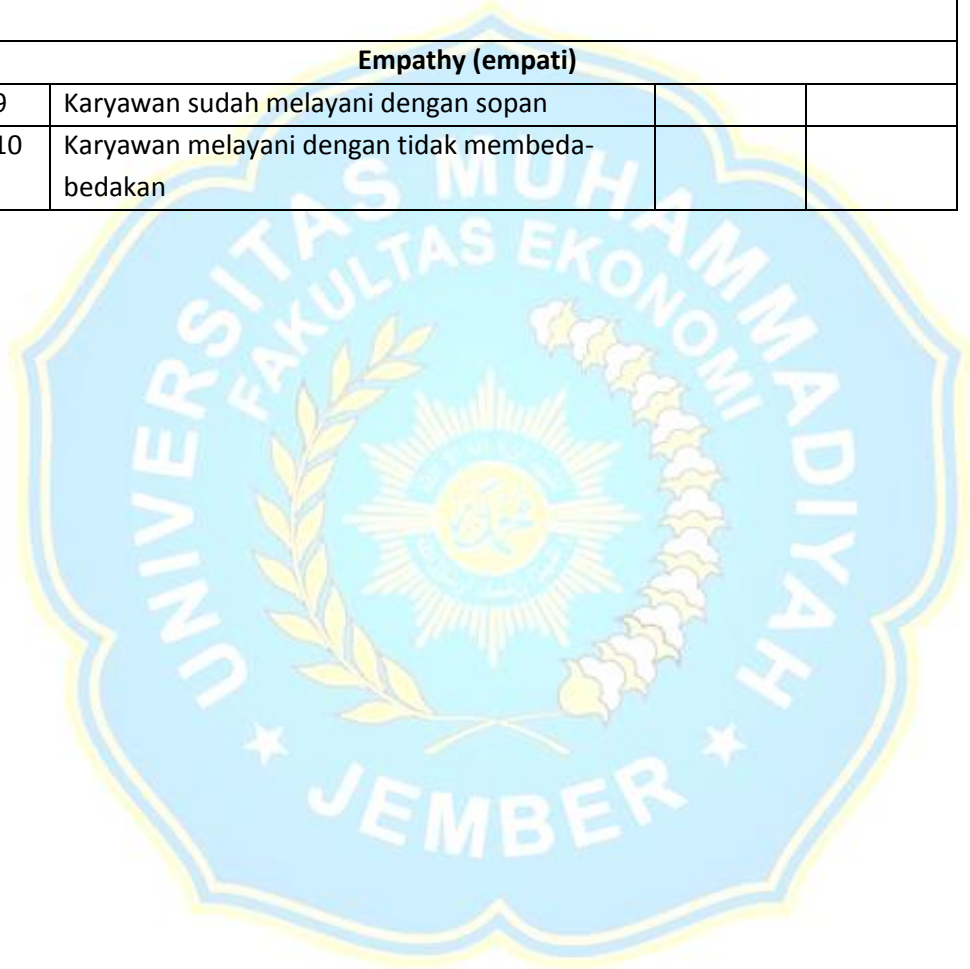
**Petunjuk pengisian**

Silahkan Anda pilih jawaban yang menurut Anda paling sesuai dengan kondisi yang Anda alami atau rasakan, dengan cara memberikan (√) pada pilihan jawaban yang tersedia dari mulai skala 1 (Sangat Tidak Setuju) sampai 5 (Sangat Setuju). Masing-masing pilihan jawaban memiliki makna sebagai berikut :

- 5 : Sangat Setuju
- 4 : Setuju
- 3 : Kurang Setuju
- 2 : Tidak Setuju
- 1 : Sangat Tidak Setuju

No	Pernyataan	Kinerja	Harapan
<b>Kepuasan Pelanggan</b>			
<b>Tangible (Berwujud)</b>			
1	Karyawan disiplin dalam melayani		
2	Kebersihan produk dan tempat sangat terjamin		
<b>Reliability (Keandalan)</b>			
3	Pelayanan yang diberikan sesuai yang diharapkan		
4	Respon karyawan cepat		
<b>Responsiveness (Ketanggapan)</b>			

5	Pelayanan karyawan cukup cepat		
6	Karyawan melakukan pelayanan dengan tepat		
<b>Asurance (jaminan)</b>			
7	Karyawan memberikan jaminan tepat waktu dalam pelayanan		
8	Produk yang kurang baik dapat dikembalikan		
<b>Empathy (empati)</b>			
9	Karyawan sudah melayani dengan sopan		
10	Karyawan melayani dengan tidak membedakan		



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**LAMPIRAN 3:**  
**Rekapitulasi Kuesioner**





**LAMPIRAN 4:**  
**Frekuensi Responden Menurut Usia, Jenis**  
**Kelamin, Pendidikan, Lama Berlangganan**





**Statistics**

		Jeniskelamin	Pendidikan	Lamaberlanggan	Usia
N	Valid	100	100	100	100
	Missing	0	0	0	0

**Jeniskelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	56	56.0	56.0	56.0
	Wanita	44	45.0	44.0	100.0
	Total	100	100.0	100.0	

**Pendidikan**

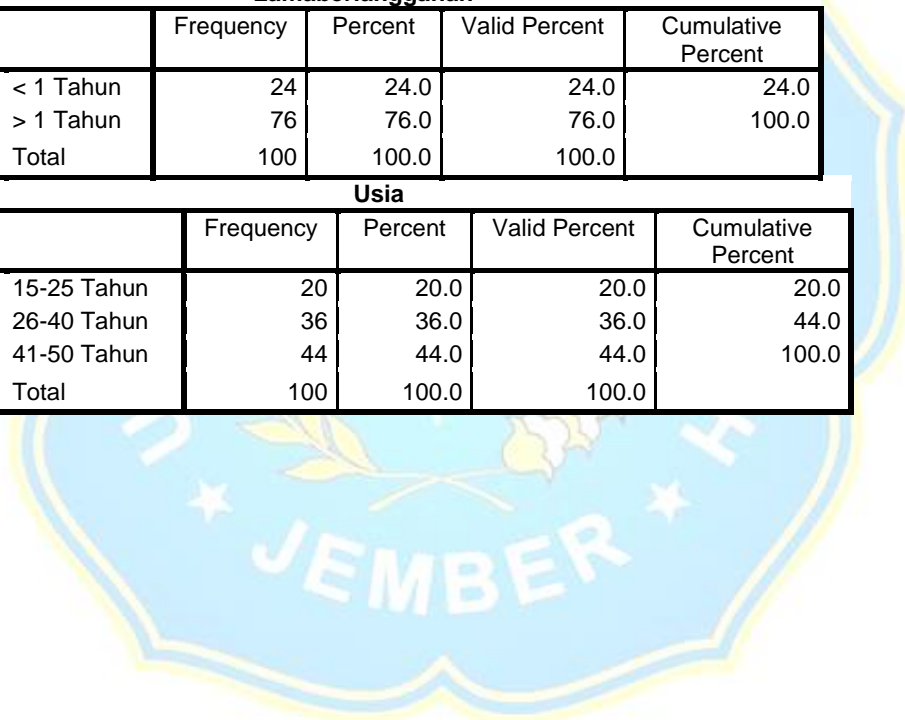
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	30	30.0	30.0	30.0
	Diploma	24	24.0	24.0	90.0
	Sarjana	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

**Lamaberlangganan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 Tahun	24	24.0	24.0	24.0
	> 1 Tahun	76	76.0	76.0	100.0
	Total	100	100.0	100.0	

**Usia**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-25 Tahun	20	20.0	20.0	20.0
	26-40 Tahun	36	36.0	36.0	44.0
	41-50 Tahun	44	44.0	44.0	100.0
	Total	100	100.0	100.0	



**LAMPIRAN 5 Uji Validitas & Uji  
Reliabilitas:**



## Uji Validitas

Kinerja x1

### Correlations

		X1.1	X1.2	TOTAL
X1.1	Pearson Correlation	1	-.038	.693**
	Sig. (2-tailed)		.705	.000
	N	100	100	100
X1.2	Pearson Correlation	-.038	1	.693**
	Sig. (2-tailed)	.705		.000
	N	100	100	100
TOTAL	Pearson Correlation	.693**	.693**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

Kinerja x2

### Correlations

		X2.1	X2.2	TOTAL
X2.1	Pearson Correlation	1	-.100	.680**
	Sig. (2-tailed)		.323	.000
	N	100	100	100
X2.2	Pearson Correlation	-.100	1	.662**
	Sig. (2-tailed)	.323		.000
	N	100	100	100
TOTAL	Pearson Correlation	.680**	.662**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

Kinerja x3

### Correlations

		X3.1	X3.2	TOTAL
X3.1	Pearson Correlation	1	-.032	.707**
	Sig. (2-tailed)		.749	.000
	N	100	100	100
X3.2	Pearson Correlation	-.032	1	.684**
	Sig. (2-tailed)	.749		.000
	N	100	100	100
TOTAL	Pearson Correlation	.707**	.684**	1

L	Sig. (2-tailed)	.000	.000	
	N	100	100	100

Kinerja x4

### Correlations

		X4.1	X4.2	TOTAL
X4.1	Pearson Correlation	1	-.129	.632**
	Sig. (2-tailed)		.201	.000
	N	100	100	100
X4.2	Pearson Correlation	-.129	1	.687**
	Sig. (2-tailed)	.201		.000
	N	100	100	100
TOTAL	Pearson Correlation	.632**	.687**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

Kinerja x5

### Correlations

		X5.1	X5.2	TOTAL
X5.1	Pearson Correlation	1	-.056	.687**
	Sig. (2-tailed)		.579	.000
	N	100	100	100
X5.2	Pearson Correlation	-.056	1	.687**
	Sig. (2-tailed)	.579		.000
	N	100	100	100
TOTAL	Pearson Correlation	.687**	.687**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

Harapan x1

### Correlations

		X1.1	X1.2	TOTAL
X1.1	Pearson Correlation	1	-.216*	.577**
	Sig. (2-tailed)		.031	.000
	N	100	100	100
X1.2	Pearson Correlation	-.216*	1	.673**

	Sig. (2-tailed)	.031		.000
	N	100	100	100
TOTAL	Pearson Correlation	.577**	.673**	1
L	Sig. (2-tailed)	.000	.000	
	N	100	100	100

Harapan x2

#### Correlations

		X2.1	X2.2	TOTAL
	Pearson Correlation	1	-.005	.715**
X2.1	Sig. (2-tailed)		.961	.000
	N	100	100	100
	Pearson Correlation	-.005	1	.696**
X2.2	Sig. (2-tailed)	.961		.000
	N	100	100	100
TOTAL	Pearson Correlation	.715**	.696**	1
L	Sig. (2-tailed)	.000	.000	
	N	100	100	100

Harapan x3

#### Correlations

		X3.1	X3.2	TOTAL
	Pearson Correlation	1	-.288**	.614**
X3.1	Sig. (2-tailed)		.004	.000
	N	100	100	100
	Pearson Correlation	-.288**	1	.579**
X3.2	Sig. (2-tailed)	.004		.000
	N	100	100	100
TOTAL	Pearson Correlation	.614**	.579**	1
L	Sig. (2-tailed)	.000	.000	
	N	100	100	100

Harapan x4

#### Correlations

		X4.1	X4.2	TOTAL
X4.1	Pearson Correlation	1	-.028	.720**

	Sig. (2-tailed)		.779	.000
	N	100	100	100
X4.2	Pearson Correlation	-.028	1	.673**
	Sig. (2-tailed)	.779		.000
	N	100	100	100
TOTA	Pearson Correlation	.720**	.673**	1
L	Sig. (2-tailed)	.000	.000	
	N	100	100	100

Harapan x5

### Correlations

		X5	X5.1	TOTAL
	Pearson Correlation	1	.015	.702**
X5	Sig. (2-tailed)		.881	.000
	N	100	100	100
	Pearson Correlation	.015	1	.723**
X5.1	Sig. (2-tailed)	.881		.000
	N	100	100	100
TOTA	Pearson Correlation	.702**	.723**	1
L	Sig. (2-tailed)	.000	.000	
	N	100	100	100



## Uji Reliabilitas

Kinerja x1

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

Cronbach's Alpha	N of Items
.735	3

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

Kinerja x2

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

Cronbach's Alpha	N of Items
.708	3

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

Kinerja x3

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

Cronbach's Alpha	N of Items
.737	3

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

### Kinerja x4

		N	%
	Valid	100	100.0
Cases	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

Cronbach's Alpha	N of Items
.695	3

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

### Kinerja x5

		N	%
	Valid	100	100.0
Cases	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

Cronbach's Alpha	N of Items
.728	3

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

### Harapan x1

		N	%
	Valid	100	100.0
Cases	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

Cronbach's Alpha	N of Items
.647	3

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

Harapan x2

	N	%
Valid	100	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	100	100.0

Cronbach's Alpha	N of Items
.748	3

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

Harapan x3

	N	%
Valid	100	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	100	100.0

Cronbach's Alpha	N of Items
.598	3

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

Harapan x4

	N	%
Valid	100	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	100	100.0

Cronbach's Alpha	N of Items
.739	3

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

Harapan x5

**Case Processing Summary**

	N	%
Valid	100	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	100	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.756	3

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





**LAMPIRAN 6:**  
***Tabel r Product Moment***

**Tabel r product Moment (Sig = 0,05)**

N	R	N	R	N	R	N	R	N	R
1	0.997	21	0.413	41	0.301	61	0.248	81	0.216
2	0.95	22	0.404	42	0.297	62	0.246	82	0.215
3	0.878	23	0.396	43	0.294	63	0.244	83	0.213
4	0.811	24	0.388	44	0.291	64	0.242	84	0.212
5	0.754	25	0.381	45	0.288	65	0.24	85	0.211
6	0.707	26	0.374	46	0.285	66	0.239	86	0.21
7	0.666	27	0.367	47	0.282	67	0.237	87	0.208
8	0.632	28	0.361	48	0.279	68	0.235	88	0.207
9	0.602	29	0.355	49	0.276	69	0.234	89	0.206
10	0.576	30	0.349	50	0.273	70	0.232	90	0.205
11	0.553	31	0.344	51	0.271	71	0.23	91	0.204
12	0.532	32	0.339	52	0.268	72	0.229	92	0.203
13	0.514	33	0.334	53	0.266	73	0.227	93	0.202
14	0.497	34	0.329	54	0.263	74	0.226	94	0.201
15	0.482	35	0.325	55	0.261	75	0.224	95	0.2
16	0.468	36	0.32	56	0.259	76	0.223	96	0.199
17	0.456	37	0.316	57	0.256	77	0.221	97	0.198
18	0.444	38	0.312	58	0.254	78	0.22	98	0.197
19	0.433	39	0.308	59	0.252	79	0.219	99	0.196
20	0.423	40	0.304	60	0.25	80	0.217	100	0.195

