



**LAMPIRAN 1:**

**Kuisisioner**

## **Pengantar Kuisisioner**

### **PERBANDINGAN KUALITAS PELAYANAN PADA PELANGGAN INDOMARET DAN ALFAMART WILAYAH JL. KARIMATA JEMBER**

Hal : Pengisian Kuisisioner

Lampiran:

Yth/Bapak/Ibu/Saudara Responden Penelitian

Di Tempat

Dengan Hormat,

Saya yang bertanda tangan dibawah ini :

Nama : Ana Ulan Dari

NIM : 1510411075

Fakultas : Ekonomi

Jurusan : Manajemen

Mahasiswa : Universitas Muhammadiyah Jember

Mohon bantuan Bapak/Ibu/Saudara Responden untuk bersedia meluangkan waktu untuk mengisi angket yang terlampir. Pengisian kuisisioner ini akan digunakan untuk menyusun tugas akhir skripsi saya yang berjudul “ Perbandingan Kualitas Pelayanan Terhadap Kepuasan Konsume Pada Indomaret dan Alfamart di Jember”.

Atas kesediaan Bapak/Ibu/Saudara Responden untuk mengisi angket dengan sejujur-jujurnya saya ucapkan terimakasih.

Horma Saya,

Ana Ulan Dari

1510411075

Identitas RESPONDEN :

**I. Identitas Responden**

Nama :  
Jenis Kelamin : a. Laki-laki    b. Perempuan  
Umur : a.  $\leq 19$     b. 20-30    c.  $\geq 23$   
Lokasi Belanja : .....

**II. Petunjuk Pengisian**

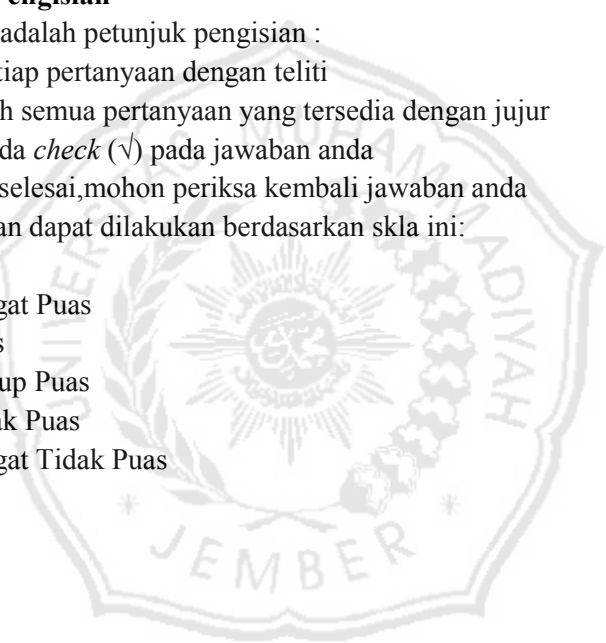
Berikut adalah petunjuk pengisian :

1. Baca setiap pertanyaan dengan teliti
2. Jawablah semua pertanyaan yang tersedia dengan jujur
3. Beri tanda *check* ( $\surd$ ) pada jawaban anda
4. Setelah selesai, mohon periksa kembali jawaban anda

Penelitian dapat dilakukan berdasarkan skala ini:

Keterangan:

SP = Sangat Puas  
P = Puas  
CP = Cukup Puas  
TP = Tidak Puas  
STP = Sangat Tidak Puas



## Kualitas Layanan Konsumen Pada Indomaret di Karimata Jember

<i>Bukti Fisik (tangible)</i>						
NO	Pernyataan	SP	P	CP	TP	STP
		5	4	3	2	1
1	Indomaret mempunyai peralatan dan fasilitas fisik berupa tempat duduk dan meja					
2	Indomaret memiliki pengaturan dan penataan ruang yang nyaman					
3	Karyawan Indomaret berpakaian rapi dan bersih					
4	Indomaret mempunyai fasilitas keamanan berupa CCTV					

<i>Keandalan (Reability)</i>						
NO	Pernyataan	SP	P	CP	TP	STP
		5	4	3	2	1
1	Karyawan Indomaret yang selalu siap untuk melayani pelanggannya setiap waktu					
2	Karyawan Indomaret memberikan pelayanan yang ramah kepada konsumen					
3	Karyawan Indomaret dapat diandalkan dan dipercaya dalam melayani konsumen					
4	Indomaret mempunyai karyawan yang cekatan dan teliti					

<b>Ketanggapan (<i>Responsiveness</i>)</b>						
<b>NO</b>	<b>Pernyataan</b>	<b>SP</b>	<b>P</b>	<b>CP</b>	<b>TP</b>	<b>STP</b>
		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
1	Karyawan Indomaret bersedia meluangkan waktu untuk menanggapi permintaan konsumen dengan cepat dan tepat.					
2	Karyawan Indomaret selalu bersedia untuk membantu kesulitan yang dihadapi konsumennya					
3	karyawan Indomaret dapat bekerja sama dengan konsumen					
4	Karyawan Indomaret tanggap akan kebutuhan konsumen					

<b>Jaminan (<i>assurance</i>)</b>						
<b>NO</b>	<b>Pernyataan</b>	<b>SP</b>	<b>P</b>	<b>CP</b>	<b>TP</b>	<b>STP</b>
		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
1	Karyawan Indomaret memiliki pengetahuan dan kemampuan yang cukup sesuai dengan bidang pekerjaannya					
2	Karyawan Indomaret mempunyai keterampilan dan pengetahuan untuk melayani konsumen					
3	Karyawan Indomaret bersifat sabar, ramah dan sopan terhadap konsumen					
4	Karyawan Indomaret mampu menjawab setiap pertanyaan konsumen terkait dengan produk dan fasilitas layanan yang dimiliki					

<b>Perhatian (<i>empathy</i>)</b>						
<b>NO</b>	<b>Pernyataan</b>	<b>SP</b>	<b>P</b>	<b>CP</b>	<b>TP</b>	<b>STP</b>
		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
1	Karyawan Indomaret dapat memahami kebutuhan dan keinginan konsumennya					
2	Indomaret memeberikan tanggung jawab keamanan dan kenyamanan pada konsumennya					
3	Karyawan Indomaret memberikan kesesuaian jam kerjasesuai dengan kesibukan atau kebutuhan konsumen					
4	Karyawan Indomaret cepat menanggapi keluhan konsumen					

### **Kualitas Layanan Konsumen Pada Alfamart di Karimata Jember**

<b>Bukti Fisik (<i>tangible</i>)</b>						
<b>NO</b>	<b>Pernyataan</b>	<b>SP</b>	<b>P</b>	<b>CP</b>	<b>TP</b>	<b>STP</b>
		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
1	Alfamart mempunyai peralatan dan fasilitas berupa tempat duduk dan meja					
2	Alfmart memiliki pengaturan dan penataan ruangan yang nyaman					
3	Karyawan Alfamart berpenampilan rapi dan bersih					
4	Alfmart mempunyai fasilitas keamanan berupa CCTV					

<b>Keandalan (<i>Reablility</i>)</b>						
<b>NO</b>	<b>Pernyataan</b>	<b>SP</b>	<b>P</b>	<b>CP</b>	<b>TP</b>	<b>STP</b>
		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
1	Karyawan Alfamart yang selalu siap untuk melayani pelanggan setiap waktu					
2	Alfamart memberikan pelayanan yang ramah kepada konsumen					
3	Karyawan Alfamart dapat diandalkan dan dipercaya dalam melayani konsumen					
4	Alfmart mempunyai karyawan yang cekatan dan teliti					

<b>Ketanggapan (<i>Responsiveness</i>)</b>						
<b>NO</b>	<b>Pernyataan</b>	<b>SP</b>	<b>P</b>	<b>CP</b>	<b>TP</b>	<b>STP</b>
		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
1	Karyawan Alfamart bersedia meluangkan waktu untuk menanggapi permintaan konsumen dengan cepat dan tepat.					
2	Karyawan Alfamart selalu bersedia untuk membantu kesulitan yang dihadapi konsumennya					
3	Karyawan Alfamart dapat bekerja sama dengan konsumen					
4	Karyawan alfmart tanggap akan kebutuhan konsumen					

<b>Jaminan (<i>assurance</i>)</b>						
<b>NO</b>	<b>Pernyataan</b>	<b>SP</b>	<b>P</b>	<b>CP</b>	<b>TP</b>	<b>STP</b>
		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
1	Karyawan Alfamart memiliki pengetahuan dan kemampuan yang cukup sesuai dengan bidang pekerjaanya					
2	Karyawan Alfamart mempunyai ketrampilan dan pengetahuan untuk melayani konsumen					
3	Karyawan Alfamart bersifat sabar, ramah dan sopan terhadap konsumen					
4	Karyawan Alfamart mampu menjawab setiap pertanyaan terkait dengan produk fasilitas layanan yang dimiliki					

<b>Perhatian (<i>empathy</i>)</b>						
<b>NO</b>	<b>Pernyataan</b>	<b>SP</b>	<b>P</b>	<b>CP</b>	<b>TP</b>	<b>STP</b>
		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
1	Karyawan Alfamart dapat memahami kebutuhan dan keinginan konsumennya					
2	Alfamart memberikan tanggung jawab keamanan dan kenyamanan pada konsumennya					
3	Karyawan Alfamart memberikan kesesuaian jam kerjasesuai dengan kesibukan atau kebutuhan konsumen					
4	Karyawan Alfamart cepat menanggapi keluhan konsumen					





**LAMPIRAN 2 :**

**Rekapitulasi Jawaban Responden**

X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4	X2
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5	5	5	5	5,00	4	5	5	5	4,75
3	4	5	5	4,25	5	5	4	5	4,75
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3	4	4	5	4,00	4	5	5	4	4,50
5	5	5	4	4,75	5	4	5	4	4,50
5	4	4	4	4,25	4	5	5	4	4,50
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5	4	5	4	4,50	5	5	4	4	4,50
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3	4	5	5	4,25	3	4	5	4	4,00
4	3	4	5	4,00	5	5	4	3	4,25
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4	4	3	5	4,00	4	3	5	4	4,00
5	5	4	4	4,50	3	5	4	5	4,25
5	4	4	4	4,25	5	5	4	4	4,50
3	5	4	5	4,25	5	4	4	4	4,25
5	4	5	5	4,75	5	4	4	5	4,50
3	5	4	5	4,25	4	5	4	4	4,25
4	4	4	5	4,25	5	3	4	4	4,00
5	5	3	4	4,25	5	3	4	5	4,25
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3	5	4	5	4,25	5	5	5	4	4,75

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5	4	5	5	4,75	5	4	4	3	4,00
4	5	4	3	4,00	4	3	5	5	4,25
5	4	4	4	4,25	4	4	5	3	4,00
5	4	3	4	4,00	5	4	5	3	4,25
5	4	5	5	4,75	4	5	5	4	4,50
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4	4	5	5	4,50	4	4	5	3	4,00
3	4	5	4	4,00	5	5	3	4	4,25
5	4	5	3	4,25	5	4	4	5	4,50
4	5	4	5	4,50	5	4	5	3	4,25
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3	5	4	5	4,25	4	5	5	4	4,50
4	5	3	5	4,25	3	4	5	4	4,00
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5	4	5	4	4,50	4	5	3	5	4,25
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5	4	5	3	4,25	4	4	3	5	4,00
4	5	4	5	4,50	3	4	5	5	4,25
4	3	5	4	4,00	4	5	3	4	4,00
4	5	3	4	4,00	3	5	4	5	4,25

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4	5	4	5	4,50	5	5	4	4	4,50
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4	3	4	5	4,00	4	5	5	3	4,25
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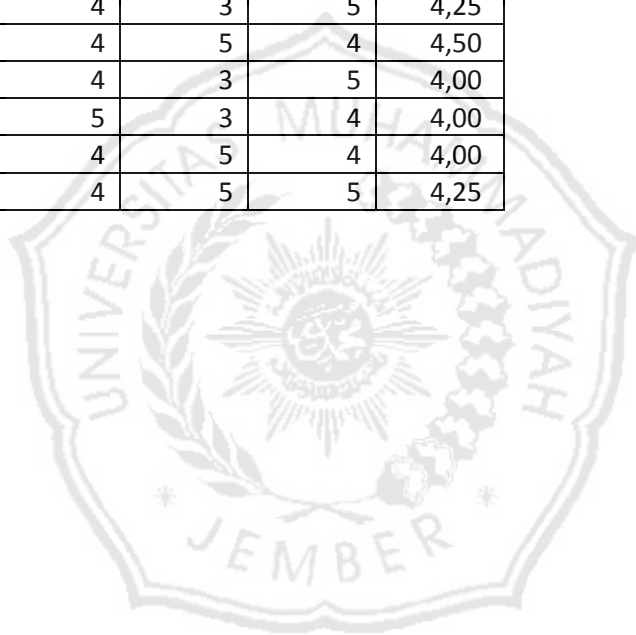
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4	4	3	3	3,50	4	5	3	5	4,25
5	4	3	4	4,00	4	5	3	4	4,00
4	4	4	5	4,25	5	4	4	4	4,25
3	5	2	4	3,50	3	4	5	4	4,00
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4	5	3	5	4,25	5	4	3	5	4,25
3	4	3	5	3,75	4	5	4	3	4,00
4	5	3	5	4,25	5	4	3	5	4,25
4	5	3	5	4,25	4	5	3	5	4,25
4	5	3	5	4,25	5	5	5	3	4,50
3	5	4	3	3,75	3	5	4	5	4,25
3	5	4	4	4,00	4	5	3	5	4,25
5	4	4	5	4,50	5	4	3	5	4,25

X5.1	X5.2	X5.3	X5.4	X5
5	4	4	3	4,00
5	5	5	4	4,75
3	4	5	4	4,00
5	5	4	4	4,50
5	4	5	3	4,25
5	4	4	4	4,25
4	5	4	4	4,25
3	4	4	5	4,00
4	4	5	3	4,00
4	5	5	5	4,75
5	5	4	4	4,50
4	3	5	5	4,25
5	5	4	3	4,25
4	4	4	5	4,25
3	4	5	5	4,25
4	3	5	5	4,25
4	4	5	4	4,25
3	5	5	5	4,50
4	5	3	4	4,00
4	4	5	4	4,25
4	3	5	5	4,25
4	4	4	5	4,25
5	3	4	4	4,00
5	5	5	4	4,75
4	4	5	5	4,50
5	5	5	4	4,75
4	5	3	4	4,00
4	5	3	5	4,25
5	5	5	4	4,75
4	5	3	5	4,25
5	4	5	3	4,25
5	4	5	4	4,50
5	5	5	4	4,75
5	4	5	5	4,75
4	4	4	5	4,25
3	5	5	3	4,00
5	4	4	4	4,25
5	5	5	5	5,00
4	5	3	5	4,25

4	4	4	5	4,25
5	5	4	3	4,25
4	4	5	5	4,50
4	5	4	3	4,00
4	4	4	4	4,00
5	4	5	4	4,50
5	5	4	5	4,75
5	4	3	4	4,00
4	5	4	3	4,00
4	4	5	4	4,25
4	4	3	5	4,00
5	4	5	5	4,75
4	5	4	4	4,25
5	4	5	4	4,50
5	4	5	5	4,75
5	4	5	4	4,50
5	4	4	5	4,50
4	5	4	4	4,25
4	5	5	5	4,75
4	5	3	4	4,00
5	4	5	4	4,50
4	5	3	5	4,25
5	4	3	4	4,00
5	4	5	3	4,25
4	5	4	4	4,25
5	3	4	5	4,25
3	5	4	4	4,00
4	3	5	4	4,00
5	4	3	5	4,25
5	4	3	5	4,25
5	4	4	4	4,25
5	4	5	4	4,50
5	5	4	4	4,50
4	4	3	5	4,00
5	4	3	4	4,00
5	4	3	4	4,00
5	4	3	5	4,25
4	5	5	4	4,50
3	5	4	5	4,25
5	4	5	4	4,50
5	4	3	4	4,00
5	4	3	5	4,25



5	4	3	5	4,25
4	5	4	5	4,50
4	5	3	4	4,00
5	4	4	5	4,50
3	5	4	5	4,25
4	5	4	5	4,50
3	4	5	5	4,25
5	4	3	5	4,25
4	4	5	3	4,00
5	4	5	3	4,25
4	5	3	5	4,25
5	4	3	5	4,25
5	4	5	4	4,50
4	4	3	5	4,00
4	5	3	4	4,00
3	4	5	4	4,00
3	4	5	5	4,25





**LAMPIRAN 3 :**  
**Frekuensi Pernyataan Responden**

## Frekuensi Pernyataan Responden

### Tangible X1

#### Statistics

		X1.1	X1.2	X1.3	X1.4
N	Valid	100	100	100	100
	Missing	0	0	0	0

#### X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	11	11,0	11,0	12,0
Valid 4	50	50,0	50,0	62,0
5	38	38,0	38,0	100,0
Total	100	100,0	100,0	

#### X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	10	10,0	10,0	14,0
Valid 4	55	55,0	55,0	69,0
5	31	31,0	31,0	100,0
Total	100	100,0	100,0	

#### X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	9	9,0	9,0	12,0
Valid 4	47	47,0	47,0	59,0
5	41	41,0	41,0	100,0
Total	100	100,0	100,0	

**X1.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	11	11,0	11,0	14,0
Valid 4	43	43,0	43,0	57,0
5	43	43,0	43,0	100,0
Total	100	100,0	100,0	

**Reability X2****Statistics**

		X2.1	X2.2	X2.3	X2.4
N	Valid	100	100	100	100
	Missing	0	0	0	0

**X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	16	16,0	16,0	23,0
Valid 4	38	38,0	38,0	61,0
5	39	39,0	39,0	100,0
Total	100	100,0	100,0	

**X2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	12,0	12,0	12,0
3	26	26,0	26,0	38,0
Valid 4	29	29,0	29,0	67,0
5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

**X2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	14	14,0	14,0	14,0
3	44	44,0	44,0	58,0
Valid 4	22	22,0	22,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

**X2.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10,0	10,0	10,0
3	24	24,0	24,0	34,0
Valid 4	32	32,0	32,0	66,0
5	34	34,0	34,0	100,0
Total	100	100,0	100,0	

Responsiveness X3

**Statistics**

		X3.1	X3.2	X3.3	X3.4
N	Valid	100	100	100	100
	Missing	0	0	0	0

**X3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	15	15,0	15,0	15,0
Valid 4	24	24,0	24,0	39,0
5	61	61,0	61,0	100,0
Total	100	100,0	100,0	

**X3.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	20	20,0	20,0	20,0
4	50	50,0	50,0	70,0
5	30	30,0	30,0	100,0
Total	100	100,0	100,0	

**X3.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	25	25,0	25,0	25,0
4	25	25,0	25,0	50,0
5	50	50,0	50,0	100,0
Total	100	100,0	100,0	

**X3.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5,0	5,0	5,0
3	20	20,0	20,0	25,0
4	35	35,0	35,0	60,0
5	40	40,0	40,0	100,0
Total	100	100,0	100,0	

**Assurance X4****Statistics**

		X4.1	X4.2	X4.3	X4.4
N	Valid	100	100	100	100
	Missing	0	0	0	0

**X4.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	14	14,0	14,0	18,0
Valid 4	58	58,0	58,0	76,0
5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

**X4.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	10	10,0	10,0	11,0
Valid 4	58	58,0	58,0	69,0
5	31	31,0	31,0	100,0
Total	100	100,0	100,0	

**X4.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	5	5,0	5,0	9,0
Valid 4	49	49,0	49,0	58,0
5	42	42,0	42,0	100,0
Total	100	100,0	100,0	

**X4.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	7	7,0	7,0	14,0
Valid 4	46	46,0	46,0	60,0
5	40	40,0	40,0	100,0
Total	100	100,0	100,0	

**Emphaty X5****Statistics**

		X5.1	X5.2	X5.3	X5.4
N	Valid	100	100	100	100
	Missing	0	0	0	0

**X5.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	15	15,0	15,0	15,0
3	10	10,0	10,0	25,0
Valid 4	25	25,0	25,0	50,0
5	50	50,0	50,0	100,0
Total	100	100,0	100,0	

**X5.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	11	11,0	11,0	15,0
Valid 4	66	66,0	66,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

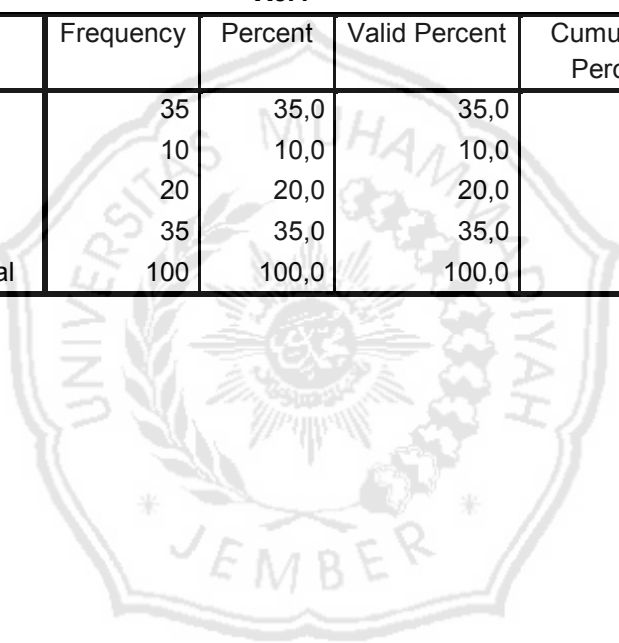


**X5.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	19	19,0	19,0	19,0
3	22	22,0	22,0	41,0
Valid 4	14	14,0	14,0	55,0
5	45	45,0	45,0	100,0
Total	100	100,0	100,0	

**X5.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	35	35,0	35,0	35,0
3	10	10,0	10,0	45,0
Valid 4	20	20,0	20,0	65,0
5	35	35,0	35,0	100,0
Total	100	100,0	100,0	





**LAMPIRAN 4 :  
LAMPIRAN UJI VALIDITAS**

## Tangible X1

### Correlations

		X1.1	X1.2	X1.3	X1.4	Tangible
X1.1	Pearson Correlation	1	,231*	,207*	,371**	,635**
	Sig. (2-tailed)		,021	,039	,000	,000
	N	100	100	100	100	100
X1.2	Pearson Correlation	,231*	1	,301**	,413**	,708**
	Sig. (2-tailed)	,021		,002	,000	,000
	N	100	100	100	100	100
X1.3	Pearson Correlation	,207*	,301**	1	,301**	,658**
	Sig. (2-tailed)	,039	,002		,002	,000
	N	100	100	100	100	100
X1.4	Pearson Correlation	,371**	,413**	,301**	1	,763**
	Sig. (2-tailed)	,000	,000	,002		,000
	N	100	100	100	100	100
Tangible	Pearson Correlation	,635**	,708**	,658**	,763**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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

## Reability X2

### Correlations

		X2.1	X2.2	X2.3	X2.4	Reability
X2.1	Pearson Correlation	1	,244*	,168	,268**	,594**
	Sig. (2-tailed)		,015	,095	,007	,000
	N	100	100	100	100	100
X2.2	Pearson Correlation	,244*	1	,357**	,471**	,771**
	Sig. (2-tailed)	,015		,000	,000	,000
	N	100	100	100	100	100
X2.3	Pearson Correlation	,168	,357**	1	,230*	,642**
	Sig. (2-tailed)	,095	,000		,022	,000
	N	100	100	100	100	100
X2.4	Pearson Correlation	,268**	,471**	,230*	1	,726**
	Sig. (2-tailed)	,007	,000	,022		,000
	N	100	100	100	100	100
Reability	Pearson Correlation	,594**	,771**	,642**	,726**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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

## Responsiveness X3

### Correlations

		X3.1	X3.2	X3.3	X3.4	Responsiveness
X3.1	Pearson Correlation	1	,471**	,383**	,675**	,815**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
X3.2	Pearson Correlation	,471**	1	,129	,466**	,644**
	Sig. (2-tailed)	,000		,200	,000	,000
	N	100	100	100	100	100
X3.3	Pearson Correlation	,383**	,129	1	,577**	,704**
	Sig. (2-tailed)	,000	,200		,000	,000
	N	100	100	100	100	100
X3.4	Pearson Correlation	,675**	,466**	,577**	1	,900**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Responsiveness	Pearson Correlation	,815**	,644**	,704**	,900**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

## Assurance X4

### Correlations

		X4.1	X4.2	X4.3	X4.4	Assurance
X4.1	Pearson Correlation	1	,352**	,284**	,284**	,679**
	Sig. (2-tailed)		,000	,004	,004	,000
	N	100	100	100	100	100
X4.2	Pearson Correlation	,352**	1	,242*	,357**	,665**
	Sig. (2-tailed)	,000		,015	,000	,000
	N	100	100	100	100	100
X4.3	Pearson Correlation	,284**	,242*	1	,392**	,691**
	Sig. (2-tailed)	,004	,015		,000	,000
	N	100	100	100	100	100
X4.4	Pearson Correlation	,284**	,357**	,392**	1	,757**
	Sig. (2-tailed)	,004	,000	,000		,000
	N	100	100	100	100	100
Assurance	Pearson Correlation	,679**	,665**	,691**	,757**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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

## Emphaty X5

### Correlations

		X5.1	X5.2	X5.3	X5.4	Emphaty
X5.1	Pearson Correlation	1	,527**	,730**	,782**	,915**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
X5.2	Pearson Correlation	,527**	1	,423**	,505**	,663**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
X5.3	Pearson Correlation	,730**	,423**	1	,665**	,861**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
X5.4	Pearson Correlation	,782**	,505**	,665**	1	,901**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Emphaty	Pearson Correlation	,915**	,663**	,861**	,901**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

**LAMPIRAN 5 :**  
**Hasil Uji Reliabilitas**





## Tangible X1

### Case Processing Summary

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

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,638	4

## Reability X2

### Case Processing Summary

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

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,624	4

### Responsiveness X3

#### Case Processing Summary

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

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,769	4

### Assurance X4

#### Case Processing Summary

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

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,649	4

## Emphaty X5

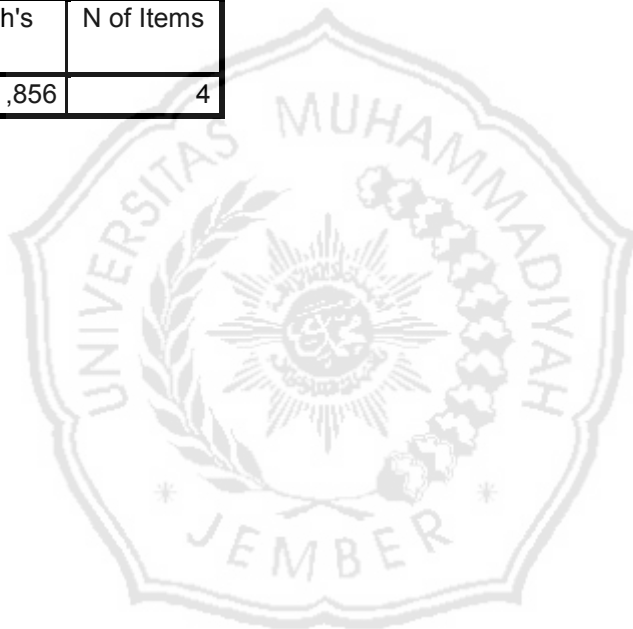
### Case Processing Summary

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

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,856	4



**LAMPIRAN 6 :**  
**Hasil Uji Normalitas dan Uji Mann-Whitney**



### Tests of Normality

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Tangible	,199	100	,000	,832	100	,000
Reability	,253	100	,000	,897	100	,000
Responsiveness	,203	100	,000	,901	100	,000
Assurance	,203	100	,000	,901	100	,000
Emphtay	,239	100	,000	,840	100	,000

a. Lilliefors Significance Correction

### NPar Tests

#### Notes

Output Created		02-JAN-2019 15:31:39
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax		NPAR TESTS /M-W= X1 X2 X3 X4 X5 BY Toko(1 2) /STATISTICS=DESCRIPTIVES /MISSING ANALYSIS.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Number of Cases Allowed <sup>a</sup>	71493

a. Based on availability of workspace memory.

### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Tangible	100	4,2250	,51185	2,00	5,00
Reability	100	3,8250	,66809	2,25	4,75
Responsiveness	100	4,2275	,61247	2,75	5,00
Assurance	100	4,2275	,61247	2,75	5,00
Emphaty	100	4,1725	,52186	2,00	5,00
Indo/Alfa	100	1,50	,503	1	2

### Mann-Whitney Test

#### Ranks

	Indo/Alfa	N	Mean Rank	Sum of Ranks
Tangible	Indomaret	50	43,56	2178,00
	Alfamart	50	57,44	2872,00
	Total	100		
Reability	Indomaret	50	33,87	1693,50
	Alfamart	50	67,13	3356,50
	Total	100		
Responsiveness	Indomaret	50	50,05	2502,50
	Alfamart	50	50,95	2547,50
	Total	100		
Assurance	Indomaret	50	50,05	2502,50
	Alfamart	50	50,95	2547,50
	Total	100		
Emphaty	Indomaret	50	47,45	2372,50
	Alfamart	50	53,55	2677,50
	Total	100		

**Test Statistics<sup>a</sup>**

	Tangible	Reability	Responsivene ss	Assurance	Emphaty
Mann-Whitney U	903,000	418,500	1227,500	1227,500	1097,500
Wilcoxon W	2178,000	1693,500	2502,500	2502,500	2372,500
Z	-2,443	-5,816	-,158	-,158	-1,081
Asymp. Sig. (2- tailed)	,015	,000	,875	,875	,280

a. Grouping Variable: Indo/Alfa





**LAMPIRAN 7:**  
**Dokumentasi Penelitian**



# Dokumentasi



