

# **LAMPIRAN 1:**

## **Kuesioner**



## Pengantar Kuesioner



### **Implementasi Strategi Kualitas Pelayanan Dalam Meningkatkan Kepuasan Konsumen (Studi Kasus Pada Konsumen Hosino Collections)**

Kepada Yth.

Sdr. Konsumen Hosino Collections Bondowoso  
di tempat

Berkaitan dengan kegiatan penelitian yang saya lakukan dengan judul “Implementasi Strategi Kualitas Pelayanan Dalam Peningkatan Kepuasan Konsumen” 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 terimakasih.

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**Petunjuk Pengisian:**

Isilah Dengan Angka Antara 0-10.

Identitas responden

- 1. Usia : .....
- 2. Jenis Kelamin : .....
- 3. Pendidikan Terakhir : .....
- 4. Lama Berlangganan : .....

**1. Tangibles (bukti fisik)**

No	Pernyataan (Bukti fisik dinilai dengan angka 0-10. Berapakah nilai yang anda berikan terkait pernyataan dibawah ini.	
1	Petugas Hosino <i>Collections</i> Bondowoso berpenampilan rapi dan formal	
2	Peralatan dan perlengkapan yang digunakan karyawan Hosino <i>Collections</i> Bondowoso modern	
3	Karyawan Hosino <i>Collections</i> Bondowoso mempunyai kartu ID	

Keterangan:

Berilah nilai dengan angka antara 0-10.

**2. Reliability (kehandalan) (X<sub>2</sub>)**

No	Pernyataan ( <i>Reliability</i> dinilai dengan angka 0-10. Berapakah nilai yang anda berikan terkait pernyataan dibawah ini.	
1	Petugas Hosino <i>Collections</i> Bondowoso mempunyai kemampuan untuk mengatasi keluhan pelanggan	
2	Apabila ada masalah segera diatasi oleh petugas Hosino <i>Collections</i> Bondowoso	
3	Penanganan masalah dikerjakan secara profesional	

Keterangan:

Berilah nilai dengan angka antara 0-10.

**3. Responsivness (ketanggapan) (X<sub>3</sub>)**

No	Pernyataan ( <i>Responsiveness</i> dinilai dengan angka 0-10. Berapakah nilai yang anda berikan terkait pernyataan dibawah ini.	
1	Petugas Hosino <i>Collections</i> Bondowoso selalu siap melayani pelanggan	
2	Ada kemauan dari petugas untuk melayani pelanggan	
3	Informasi diberikan dengan jelas	

Keterangan:

Berilah nilai dengan angka antara 0-10.

#### 4. Assurance (jaminan) (X<sub>4</sub>)

No	Pernyataan ( <i>Assurance</i> dinilai dengan angka 0-10. Berapakah nilai yang anda berikan terkait pernyataan dibawah ini.	
1	Pelanggan percaya kepada petugas Hosino <i>Collections</i> Bondowoso	
2	Anda merasa aman ketika melakukan transaksi dengan petugas Hosino <i>Collections</i> Bondowoso	
3	Hosino <i>Collections</i> Bondowoso bercitra baik di mata pelanggan	

Keterangan:

Berilah nilai dengan angka antara 0-10.

#### 5. Empathy (empati) (X<sub>5</sub>)

No	Pernyataan ( <i>Empathy</i> dinilai dengan angka 0-10. Berapakah nilai yang anda berikan terkait pernyataan dibawah ini.	
1	Petugas Hosino <i>Collections</i> Bondowoso memperlakukan pelanggan dengan penuh perhatian	
2	Kemudahan untuk menghubungi Hosino <i>Collections</i> Bondowoso	
3	Petugas Hosino <i>Collections</i> Bondowoso selalu mengutamakan kepentingan pelanggan	

Keterangan:

Berilah nilai dengan angka antara 0-10.

#### 6. Kepuasan Pelanggan (Y)

No	Pernyataan (Kepuasan pelanggan dinilai dengan angka 0-10. Berapakah nilai yang anda berikan terkait pernyataan dibawah ini.	
1	Anda selalu merasa puas pada seluruh layanan yang diberikan oleh Hosino <i>Collections</i> Bondowoso	
2	Anda sangat puas dengan pelayanan Hosino <i>Collections</i> Bondowoso	
3	Anda pernah merekomendasikan Hosino <i>Collections</i> Bondowoso kepada orang lain	

Keterangan:

Berilah nilai dengan angka antara 0-10.

**LAMPIRAN 2:**  
**Rekapitulasi Kuesioner**



## Rekapitulasi Kuesioner

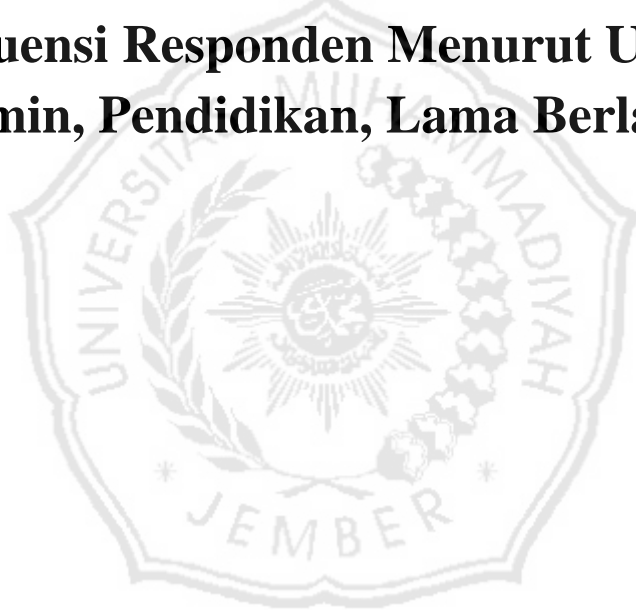
No	I1	I2	I3	I4	I5	I6	I7	I8	I9	I10	I11	I12	I13	I14	I15	I16	I17	I18	I19	I20	I21	I22	I23	I24	
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Sumber; Data primer yang diolah 2019



**LAMPIRAN 3:**  
**Frekuensi Responden Menurut Usia, Jenis  
Kelamin, Pendidikan, Lama Berlangganan**





**Statistics**

		Usia	Jeniskelamin	Pendidikan	Lamaberlanggan an
N	Valid	90	90	90	90
	Missing	0	0	0	0

**Usia**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-30 Tahun	44	48.9	48.9	48.9
	31-40 Tahun	34	37.8	37.8	86.7
	41-50 Tahun	12	13.3	13.3	100.0
	Total	90	100.0	100.0	

**Jeniskelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	48	53.3	53.3	53.3
	Wanita	42	46.7	46.7	100.0
	Total	90	100.0	100.0	

**Pendidikan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	60	66.7	66.7	66.7
	Diploma	20	22.2	22.2	88.9
	Sarjana	10	11.1	11.1	100.0
	Total	90	100.0	100.0	

**Lamaberlangganan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 2 Tahun	61	67.8	67.8	67.8
	> 2 Tahun	29	32.2	32.2	100.0
	Total	90	100.0	100.0	

**LAMPIRAN 4:**  
**Frekuensi Pernyataan Responden**



**Statistics**

		I1	I2	I3
N	Valid	90	90	90
	Missing	0	0	0

**I1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.8	7.8	7.8
	4	58	64.4	64.4	72.2
	5	25	27.8	27.8	100.0
	Total	90	100.0	100.0	

**I2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6.7	6.7	6.7
	4	52	57.8	57.8	64.4
	5	32	35.6	35.6	100.0
	Total	90	100.0	100.0	

**I3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.8	7.8	7.8
	4	53	58.9	58.9	66.7
	5	30	33.3	33.3	100.0
	Total	90	100.0	100.0	

**Statistics**

		I5	I6	I7
N	Valid	90	90	90
	Missing	0	0	0

**I5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.1	1.1	1.1
	3	2	2.2	2.2	3.3
	4	60	66.7	66.7	70.0
	5	27	30.0	30.0	100.0
	Total	90	100.0	100.0	

**I6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3.3	3.3	3.3
	4	59	65.6	65.6	68.9
	5	28	31.1	31.1	100.0
	Total	90	100.0	100.0	

**I7**

		Frequency	Percent	Valid Percent	Cumulative Percent
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	3	5	5.6	5.6	5.6
Valid	4	59	65.6	65.6	71.1
	5	26	28.9	28.9	100.0
Total		90	100.0	100.0	

**Statistics**

		I9	I10	I11
N	Valid	90	90	90
	Missing	0	0	0

**I9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.8	7.8
	4	58	64.4	72.2
	5	25	27.8	100.0
Total		90	100.0	

**I10**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3.3	3.3
	4	55	61.1	64.4
	5	32	35.6	100.0
Total		90	100.0	

**I11**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3.3	3.3
	4	59	65.6	68.9
	5	28	31.1	100.0
Total		90	100.0	

**Statistics**

		I13	I14	I15
N	Valid	90	90	90
	Missing	0	0	0

**I13**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4.4	4.4
	4	66	73.3	77.8
	5	20	22.2	100.0
Total		90	100.0	

	Frequency	Percent	Valid Percent	Cumulative Percent
3	6	6.7	6.7	6.7
4	59	65.6	65.6	72.2
5	25	27.8	27.8	100.0
Total	90	100.0	100.0	

**I15**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	13	14.4	14.4	14.4
4	40	44.4	44.4	58.9
5	37	41.1	41.1	100.0
Total	90	100.0	100.0	

**Statistics**

		I17	I18	I19
N	Valid	90	90	90
	Missing	0	0	0

**I17**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	3	3.3	3.3	3.3
4	59	65.6	65.6	68.9
5	28	31.1	31.1	100.0
Total	90	100.0	100.0	

**I18**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	3	3.3	3.3	3.3
4	63	70.0	70.0	73.3
5	24	26.7	26.7	100.0
Total	90	100.0	100.0	

**I19**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	6	6.7	6.7	6.7
4	57	63.3	63.3	70.0
5	27	30.0	30.0	100.0
Total	90	100.0	100.0	

**Statistics**

		I21	I22	I23
N	Valid	90	90	90
	Missing	0	0	0

**I21**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	5	5.6	5.6	5.6
4	56	62.2	62.2	67.8
5	29	32.2	32.2	100.0
Total	90	100.0	100.0	

**I22**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	2	2.2	2.2	2.2
4	62	68.9	68.9	71.1
5	26	28.9	28.9	100.0
Total	90	100.0	100.0	

**I23**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	2	2.2	2.2	2.2
4	64	71.1	71.1	73.3
5	24	26.7	26.7	100.0
Total	90	100.0	100.0	

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



**Uji Validitas  
Correlations**

		I1	I2	I3	I4
I1	Pearson Correlation	1	.503**	.283**	.736**
	Sig. (2-tailed)		.000	.007	.000
	N	90	90	90	90
I2	Pearson Correlation	.503**	1	.596**	.876**
	Sig. (2-tailed)	.000		.000	.000
	N	90	90	90	90
I3	Pearson Correlation	.283**	.596**	1	.788**
	Sig. (2-tailed)	.007	.000		.000
	N	90	90	90	90
I4	Pearson Correlation	.736**	.876**	.788**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	90	90	90	90

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

**Correlations**

		I5	I6	I7	I8
I5	Pearson Correlation	1	.494**	.437**	.814**
	Sig. (2-tailed)		.000	.000	.000
	N	90	90	90	90
I6	Pearson Correlation	.494**	1	.406**	.787**
	Sig. (2-tailed)	.000		.000	.000
	N	90	90	90	90
I7	Pearson Correlation	.437**	.406**	1	.773**
	Sig. (2-tailed)	.000	.000		.000
	N	90	90	90	90
I8	Pearson Correlation	.814**	.787**	.773**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	90	90	90	90

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

**Correlations**

		I9	I10	I11	I12
I9	Pearson Correlation	1	.489**	.383**	.795**
	Sig. (2-tailed)		.000	.000	.000
	N	90	90	90	90
I10	Pearson Correlation	.489**	1	.481**	.823**
	Sig. (2-tailed)	.000		.000	.000
	N	90	90	90	90
I11	Pearson Correlation	.383**	.481**	1	.770**
	Sig. (2-tailed)	.000	.000		.000
	N	90	90	90	90
I12	Pearson Correlation	.795**	.823**	.770**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	90	90	90	90

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



**Correlations**

		I13	I14	I15	I16
I13	Pearson Correlation	1	.612**	.353**	.762**
	Sig. (2-tailed)		.000	.001	.000
	N	90	90	90	90
I14	Pearson Correlation	.612**	1	.494**	.849**
	Sig. (2-tailed)	.000		.000	.000
	N	90	90	90	90
I15	Pearson Correlation	.353**	.494**	1	.813**
	Sig. (2-tailed)	.001	.000		.000
	N	90	90	90	90
I16	Pearson Correlation	.762**	.849**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	90	90	90	90

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

**Correlations**

		I17	I18	I19	I20
I17	Pearson Correlation	1	.441**	.353**	.750**
	Sig. (2-tailed)		.000	.001	.000
	N	90	90	90	90
I18	Pearson Correlation	.441**	1	.526**	.818**
	Sig. (2-tailed)	.000		.000	.000
	N	90	90	90	90
I19	Pearson Correlation	.353**	.526**	1	.806**
	Sig. (2-tailed)	.001	.000		.000
	N	90	90	90	90
I20	Pearson Correlation	.750**	.818**	.806**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	90	90	90	90

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

**Correlations**

		I21	I22	I23	I24
I21	Pearson Correlation	1	.475**	.299**	.757**
	Sig. (2-tailed)		.000	.004	.000
	N	90	90	90	90
I22	Pearson Correlation	.475**	1	.670**	.875**
	Sig. (2-tailed)	.000		.000	.000
	N	90	90	90	90
I23	Pearson Correlation	.299**	.670**	1	.792**
	Sig. (2-tailed)	.004	.000		.000
	N	90	90	90	90
I24	Pearson Correlation	.757**	.875**	.792**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	90	90	90	90

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

## Uji Reliabilitas

### Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded <sup>a</sup>	0	.0
	Total	90	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.720	3

### Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded <sup>a</sup>	0	.0
	Total	90	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.707	3

### Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded <sup>a</sup>	0	.0
	Total	90	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.710	3

### Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded <sup>a</sup>	0	.0
	Total	90	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.720	3

### Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded <sup>a</sup>	0	.0
	Total	90	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.699	3

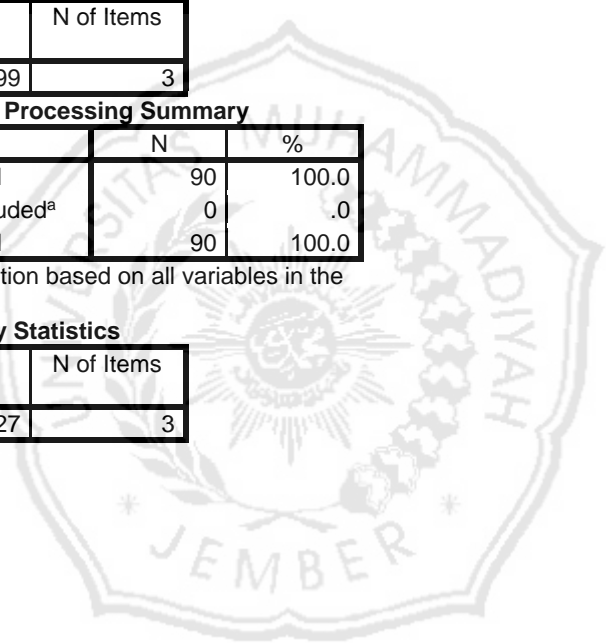
### Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded <sup>a</sup>	0	.0
	Total	90	100.0

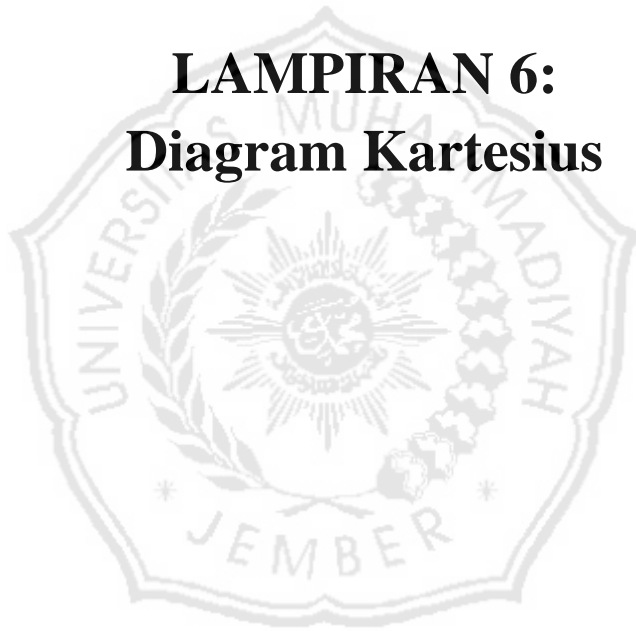
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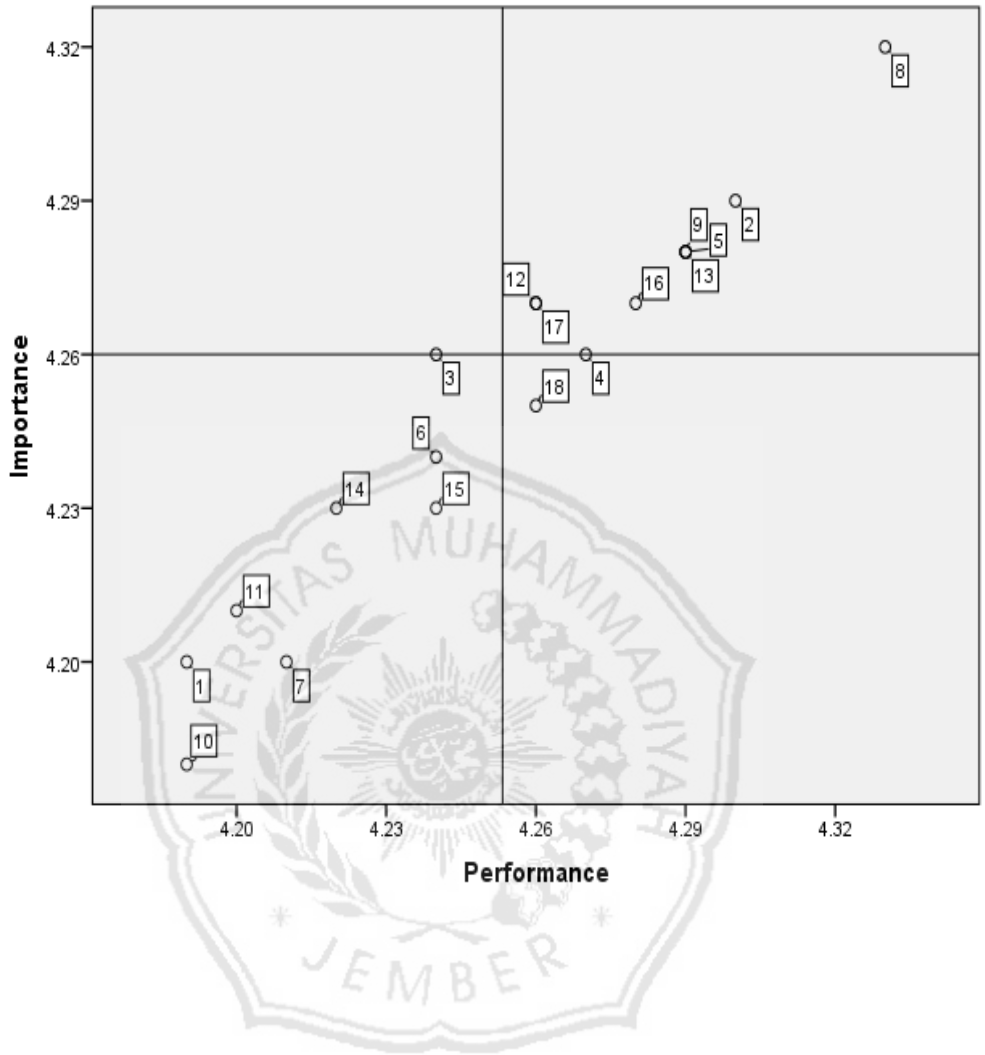
### Reliability Statistics

Cronbach's Alpha	N of Items
.727	3



**LAMPIRAN 6:**  
**Diagram Kartesius**





**LAMPIRAN 7:**  
**Surat Ijin Penelitian**



**LAMPIRAN 8 :**  
**DOKUMENTASI**







