

**LAMPIRAN 1:**  
**(Pengantar Kuesioner, Petunjuk Pengisian, Kuesioner Penelitian)**

**KUESIONER PENELITIAN**



KUESIONER PENELITIAN : ANALISIS KUALITAS PELAYANAN  
TERHADAP KEPUASAN PELANGGAN DENGAN METODE SERVICE  
QUALITY PADA CAFE DOESOEN KAKAO

Kepada :  
Yth. Bapak/ Ibu/ Sdr/ Sdri  
Ditempat  
Dengan hormat,

Kuesioner ini ditujukan untuk membantu pengumpulan data primer penelitian guna penyusunan skripsi yang berjudul “ANALISIS KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DENGAN METODE SERVICE QUALITY PADA CAFE DOESOEN KAKAO” yang merupakan salah satu syarat bagi peneliti untuk dapat menyelesaikan Studi Program S1 Jurusan Manajemen Fakultas Ekonomi Universitas Muhammadiyah Jember.

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

Hormat Saya,

Yuyud Andreyanto  
NIM 15.1041.1338

## KUESIONER PENELITIAN

### 1. Identifikasi Responden

Usia : 1) 17 - 20 tahun, 2) 21 - 25 tahun, 3) 26 - 30 tahun, 4) >30 tahun

Jenis kelamin : 1) Laki-laki, 2) Perempuan.

Status : 1) Bekerja , 2) pelajar/mahasiswa.

### 2. Petunjuk Pengisian

Berikanlah skor pada jawaban yang Saudara/ i kehendaki!

a. Skor kinerja 1-5 .

(Sangat Tidak Baik → Sangat Baik)

b. Skor Kepentingan 1-5.

(Sangat Tidak Baik → Sangat Baik)

**Kinerja** menyatakan **tingkat kepuasan yang Saudara rasakan** sewaktu menggunakan jasa Kafe Doesoen Kakao.

**Kepentingan** menyatakan **tingkat kepentingan Saudara** terhadap masing-masing atribut pelayanan jasa Kafe Doesoen Kakao.

No	Pernyataan	Kinerja (Puas)	Kepentingan (Penting)
		(skor 1-5)	(Skor 1-5)
1	Ketersediaan perlengkapan cafe yang memadai sudah memadai?		
2	Peralatan menggunakan teknologi modern dalam proses membuat makanan dan minuman?		
3	Petugas menggunakan atribut seragam kerja dalam pelayanan di cafe?		
4	Pelayanan yang dijanjikan dengan segera?		
5	Pelayanan cafe menangani masalah sampai tuntas?		
6	Pelayanan cafe sigap dalam melaksanakan tugas?		

7	Karyawan siap membantu pelanggan bila mengalami kesulitan dalam pemilihan menu sajian di cafe?		
8	Karyawan cepat tanggap dalam melayani kepentingan pelanggan?		
9	Karyawan bersedia mendengarkan keluhan pelanggan?		
10	Karyawan sopan dalam melayani pelanggan?		
11	Karyawan terampil dalam melayani pelanggan?		
12	Karyawan dalam menjalankan tugasnya sesuai dengan keteraturan kerja di cafe?		
13	Karyawan mengutamakan kepentingan pelanggan?		
14	Karyawan mau memberi perhatian kepada pelanggan?		
15	Karyawan memahami dan tanggap akan kebutuhan spesifik pelanggan?		

**LAMPIRAN 2**  
**(Tabulasi Data Kuesioner)**



**LAMPIRAN 3:**  
**(Excel GAP)**

**Sumber; Data primer yang diolah 2019**

No	Variabel	Total	Total	Skor	Skor	Gap	Gap	Gap
	Indikator	Kinerja	Kepentingan	Kinerja	Kepentingan		dimensi	tunggal
1	X1.1	318	317	4.24	4.22667	0.01333	0.10666	0.59999
2	X1.2	322	319	4.29333	4.25333	0.04		
3	X1.3	322	318	4.29333	4.24	0.05333		
4	X2.1	319	315	4.25333	4.2	0.05333	0.08	
5	X2.2	323	324	4.30667	4.32	-0.01333		
6	X2.3	318	315	4.24	4.2	0.04		
7	X3.1	315	309	4.2	4.12	0.08	0.12	
8	X3.2	321	316	4.28	4.21333	0.06667		
9	X3.3	321	323	4.28	4.30667	-0.02667		
10	X4.1	312	308	4.16	4.10667	0.05333	0.10667	
11	X4.2	317	316	4.22667	4.21333	0.01334		
12	X4.3	322	319	4.29333	4.25333	0.04		
13	X5.1	321	312	4.28	4.16	0.12	0.18666	
14	X5.2	318	320	4.24	4.26667	-0.02667		
15	X5.3	315	308	4.2	4.10667	0.09333		
	Jumlah			63.78666	63.18667			
	Rata-rata			4.252444	4.21244467			

**LAMPIRAN 4:**  
**(Hasil Uji Validitas Pernyataan Kinerja Dan Kepentingan)**

**Kinerja**

**A. Bukti fisik**

**Correlations**

		VAR00001	VAR00002	VAR00003	VAR00004
VAR00001	Pearson Correlation	1	.521**	.253*	.732**
	Sig. (2-tailed)		.000	.028	.000
	N	75	75	75	75
VAR00002	Pearson Correlation	.521**	1	.571**	.887**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
VAR00003	Pearson Correlation	.253*	.571**	1	.767**
	Sig. (2-tailed)	.028	.000		.000
	N	75	75	75	75
VAR00004	Pearson Correlation	.732**	.887**	.767**	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).

**B. Kehandalan**

**Correlations**

		VAR00005	VAR00006	VAR00007	VAR00008
VAR00005	Pearson Correlation	1	.572**	.436**	.831**
	Sig. (2-tailed)		.000	.000	.000
	N	75	75	75	75
VAR00006	Pearson Correlation	.572**	1	.416**	.814**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
VAR00007	Pearson Correlation	.436**	.416**	1	.765**
	Sig. (2-tailed)	.000	.000		.000
	N	75	75	75	75
VAR00008	Pearson Correlation	.831**	.814**	.765**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

### C. Daya tanggap

#### Correlations

		VAR00009	VAR00010	VAR00011	VAR00012
VAR00009	Pearson Correlation	1	.546**	.376**	.801**
	Sig. (2-tailed)		.000	.001	.000
	N	75	75	75	75
VAR00010	Pearson Correlation	.546**	1	.574**	.860**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
VAR00011	Pearson Correlation	.376**	.574**	1	.785**
	Sig. (2-tailed)	.001	.000		.000
	N	75	75	75	75
VAR00012	Pearson Correlation	.801**	.860**	.785**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

### D. Jaminan

#### Correlations

		VAR00013	VAR00014	VAR00015	VAR00016
VAR00013	Pearson Correlation	1	.623**	.295*	.745**
	Sig. (2-tailed)		.000	.010	.000
	N	75	75	75	75
VAR00014	Pearson Correlation	.623**	1	.502**	.869**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
VAR00015	Pearson Correlation	.295*	.502**	1	.794**
	Sig. (2-tailed)	.010	.000		.000
	N	75	75	75	75
VAR00016	Pearson Correlation	.745**	.869**	.794**	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).

## E. Empati

### Correlations

		VAR00017	VAR00018	VAR00019	VAR00020
VAR00017	Pearson Correlation	1	.439**	.391**	.762**
	Sig. (2-tailed)		.000	.001	.000
	N	75	75	75	75
VAR00018	Pearson Correlation	.439**	1	.525**	.813**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
VAR00019	Pearson Correlation	.391**	.525**	1	.813**
	Sig. (2-tailed)	.001	.000		.000
	N	75	75	75	75
VAR00020	Pearson Correlation	.762**	.813**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

## Kepentingan

### A. Bukti fisik

### Correlations

		VAR00021	VAR00022	VAR00023	VAR00024
VAR00021	Pearson Correlation	1	.712**	.565**	.862**
	Sig. (2-tailed)		.000	.000	.000
	N	75	75	75	75
VAR00022	Pearson Correlation	.712**	1	.685**	.908**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
VAR00023	Pearson Correlation	.565**	.685**	1	.847**
	Sig. (2-tailed)	.000	.000		.000
	N	75	75	75	75
VAR00024	Pearson Correlation	.862**	.908**	.847**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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



## B. Kehandalan

### Correlations

		VAR00025	VAR00026	VAR00027	VAR00028
VAR00025	Pearson Correlation	1	.530**	.524**	.821**
	Sig. (2-tailed)		.000	.000	.000
	N	75	75	75	75
VAR00026	Pearson Correlation	.530**	1	.460**	.804**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
VAR00027	Pearson Correlation	.524**	.460**	1	.802**
	Sig. (2-tailed)	.000	.000		.000
	N	75	75	75	75
VAR00028	Pearson Correlation	.821**	.804**	.802**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

## C. Daya tanggap

### Correlations

		VAR00029	VAR00030	VAR00031	VAR00032
VAR00029	Pearson Correlation	1	.561**	.454**	.803**
	Sig. (2-tailed)		.000	.000	.000
	N	75	75	75	75
VAR00030	Pearson Correlation	.561**	1	.768**	.902**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
VAR00031	Pearson Correlation	.454**	.768**	1	.856**
	Sig. (2-tailed)	.000	.000		.000
	N	75	75	75	75
VAR00032	Pearson Correlation	.803**	.902**	.856**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

## D. Jaminan

### Correlations

		VAR00033	VAR00034	VAR00035	VAR00036
VAR00033	Pearson Correlation	1	.601**	.281*	.744**
	Sig. (2-tailed)		.000	.015	.000
	N	75	75	75	75
VAR00034	Pearson Correlation	.601**	1	.467**	.862**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
VAR00035	Pearson Correlation	.281*	.467**	1	.775**
	Sig. (2-tailed)	.015	.000		.000
	N	75	75	75	75
VAR00036	Pearson Correlation	.744**	.862**	.775**	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).

## E. Empati

### Correlations

		VAR00037	VAR00038	VAR00039	VAR00040
VAR00037	Pearson Correlation	1	.485**	.459**	.788**
	Sig. (2-tailed)		.000	.000	.000
	N	75	75	75	75
VAR00038	Pearson Correlation	.485**	1	.459**	.809**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
VAR00039	Pearson Correlation	.459**	.459**	1	.811**
	Sig. (2-tailed)	.000	.000		.000
	N	75	75	75	75
VAR00040	Pearson Correlation	.788**	.809**	.811**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

## LAMPIRAN 5:

### (Hasil Uji Reliabilitas Pernyataan Kinerja Dan Harapan)

#### Kinerja

##### A. Bukti fisik

###### Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

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

###### Reliability Statistics

Cronbach's Alpha	N of Items
.713	3

##### B. Kehandalan

###### Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

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

###### Reliability Statistics

Cronbach's Alpha	N of Items
.730	3

##### C. Daya Tanggap

###### Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

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

###### Reliability Statistics

Cronbach's Alpha	N of Items
.746	3

## D. Jaminan

### Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.714	3

## E. Empati

### Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.711	3

## Kepentingan

## A. Bukti fisik

### Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.851	3

## B. Kehandalan

### Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.753	3

## C. Daya tanggap

### Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.809	3

## D. Jaminan

### Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.699	3

## E. Empati

### Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.722	3

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

<b>Tabel r product Moment (Sig = 0,05)</b>							
<b>df</b>	<b>r</b>	<b>df</b>	<b>r</b>	<b>df</b>	<b>r</b>	<b>df</b>	<b>r</b>
1	0.9969	26	0.3739	51	0.2706	76	0.2227
2	0.9500	27	0.3673	52	0.2681	77	0.2213
3	0.8783	28	0.3610	53	0.2656	78	0.2199
4	0.8114	29	0.3550	54	0.2632	79	0.2165
5	0.7545	30	0.3494	55	0.2609	80	0.2162
6	0.7067	31	0.3440	56	0.2586	81	0.2159
7	0.6664	32	0.3388	57	0.2564	82	0.2146
8	0.6319	33	0.3388	58	0.2542	83	0.2133
9	0.6021	34	0.3291	59	0.2521	84	0.2120
10	0.5760	35	0.3246	60	0.2500	85	0.2108
11	0.5529	36	0.3202	61	0.2480	86	0.2096
12	0.5324	37	0.3160	62	0.2461	87	0.2084
13	0.5140	38	0.3120	63	0.2441	88	0.2072
14	0.4973	39	0.3081	64	0.2423	89	0.2061
15	0.4821	40	0.3044	65	0.2404	90	0.2050
16	0.4683	41	0.3008	66	0.2387	91	0.2039
17	0.4555	42	0.2973	67	0.2369	92	0.2028
18	0.4438	43	0.2940	68	0.2352	93	0.2017
19	0.4329	44	0.2907	69	0.2335	94	0.2006
20	0.4227	45	0.2876	70	0.2319	95	0.1996
21	0.4132	46	0.2845	71	0.2303	96	0.1986
22	0.4044	47	0.2816	72	0.2287	97	0.1975
23	0.3961	48	0.2787	73	0.2272	98	0.1966
24	0.3882	49	0.2759	74	0.2257	99	0.1956
25	0.3809	50	0.2732	75	0.2242	100	0.1946

Sumber data primer yang diolah 2019.