

## LAMPIRAN

### Lampiran 1 Kuesioner Penelitian

#### KUESIONER PENELITIAN

#### “Analisis Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Pada Toko Indomaret di Desa Kolan”

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Bapak/Ibu/Saudara/i yang terhormat, saya memohon kesediaannya untuk mengisi kusioner penelitian yang telah tersedia. Adapun tujuan kuesioner ini disusun sebagai data penelitian tugas akhir. Atas kesediaan Bapak/Ibu/Saudara/I saya ucapkan terimakasih.

#### A. IDENTITAS RESPONDEN

Isilah identitas Bapak/Ibu/Saudara/i dengan keadaan yang sebenarnya (*identitas dirahasiakan*).

- a. Nama :
- b. Jenis Kelamin :
- c. Usia :

#### PETUNJUK PENGISIAN

Bapak/Ibu/Saudara/i berilah tanda (√) pada kolom jawaban yang tersedia sebagai pernyataan yang mengarah pada peningkatan jumlah siswa di Kresna Kampung Inggris Pare. Penelitian ini dilakukan berdasarkan skala berikut ini:

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

<b>Reliability (Keandalan)</b>		<b>STS</b>	<b>TS</b>	<b>KS</b>	<b>S</b>	<b>SS</b>
1	Layanan yang diberikan sesuai dengan yang dijanjikan					
2	Karyawan Indomaret dapat diandalkan dalam menyediakan layanan					
3	Karyawan Indomaret melayani dengan teliti					
4	Pelayanan yang baik terhadap pelanggan					
<b>Assurance (Jaminan)</b>		<b>STS</b>	<b>TS</b>	<b>KS</b>	<b>S</b>	<b>SS</b>
1	Karyawan memiliki pengetahuan yang luas tentang produk Indomaret					
2	Karyawan Indomaret memberikan pengetahuan yang lengkap					
3	Karyawan Indomaret selalu memberikan informasi yang jelas					
4	Indomaret memberikan jaminan perhitungan nilai belanja yang akurat					
<b>Tangibles (Bukti Fisik)</b>		<b>STS</b>	<b>TS</b>	<b>KS</b>	<b>S</b>	<b>SS</b>
1	Kebersihan Indomaret selalu terjaga					
2	Fasilitas Toilet di Indomaret memadai untuk kebutuhan pelanggan					
3	Penampilan Karyawan Indomaret yang rapih					
4	Area parkir yang memadai					
<b>Empaty (Empathy)</b>		<b>STS</b>	<b>TS</b>	<b>KS</b>	<b>S</b>	<b>SS</b>
1	Karyawan Indomaret memahami kebutuhan pelanggan					
2	Karyawan Indomaret peduli terhadap masalah yang terjadi pada pelanggan					
3	Karyawan peduli dengan keluhan pelanggan					
4	Karyawan Indomaret melayani pelanggan dengan ramah					
<b>Daya Tangkap (Responsiveness)</b>		<b>STS</b>	<b>TS</b>	<b>KS</b>	<b>S</b>	<b>SS</b>
1	Karyawan Indomaret selalu merespon permintaan pelanggan dengan cepat					
2	Karyawan Indomaret selalu menanggapi masalah pelanggan					
3	Karyawan Indomaret selalu siap dalam melayani pelanggan					

4	Karyawan selalu siap membantu pelanggan					
<b>Kepuasan Pelanggan</b>		<b>STS</b>	<b>TS</b>	<b>KS</b>	<b>S</b>	<b>SS</b>
1	Pelanggan merasa puas terhadap Fasilitas.					
2	Pelanggan merasa puas karena keramah tamahan karyawan					
3	Pelanggan merasa puas karena karyawan tanggap dalam menangani keluhan					
4	Pelanggan merasa puas karena karyawan memberikan informasi yang jelas					

## Lampiran 2 Hasil Uji Statistik Deskriptif

### X1 Reliability

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	123	1	5	3.87	.735
X1.2	123	2	5	3.87	.809
X1.3	123	2	5	3.83	.765
X1.4	123	1	5	3.89	.851
Valid N (listwise)	123				

### X2 Assurance

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	123	1	5	3.94	.833
X2.2	123	2	5	3.93	.822
X2.3	123	2	5	3.97	.778
X2.4	123	1	5	3.77	.885
Valid N (listwise)	123				

### X3 Tangible

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X3.1	123	1	5	3.89	.857
X3.2	123	2	5	3.80	.789
X3.3	123	1	5	3.89	.802
X3.4	123	1	5	4.02	.779
Valid N (listwise)	123				

### X4 Empathy

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X4.1	123	1	5	3.81	.872
X4.2	123	2	5	3.86	.843
X4.3	123	1	5	3.96	.927
X4.4	123	2	5	3.87	.849
Valid N (listwise)	123				

### X5 Responsiveness

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X5.1	123	2	5	3.96	.863
X5.2	123	2	5	3.89	.861
X5.3	123	1	5	3.83	.807
X5.4	123	2	5	3.92	.816
Valid N (listwise)	123				

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Y1	123	1	5	3.85	.924
Y2	123	2	5	3.86	.917
Y3	123	2	5	3.82	.850
Y4	123	2	5	3.86	.843
Valid N (listwise)	123				

## Lampiran 3 Hasil Uji Validitas

### Reliability (X1)

		Correlations				
		X1.1	X1.2	X1.3	X1.4	Reliability
X1.1	Pearson Correlation	1	.550**	.572**	.513**	.806**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	123	123	123	123	123
X1.2	Pearson Correlation	.550**	1	.454**	.478**	.772**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	123	123	123	123	123
X1.3	Pearson Correlation	.572**	.454**	1	.637**	.822**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	123	123	123	123	123
X1.4	Pearson Correlation	.513**	.478**	.637**	1	.825**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	123	123	123	123	123
Reliability	Pearson Correlation	.806**	.772**	.822**	.825**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	123	123	123	123	123

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

### Assurance (X2)

		Correlations				
		X2.1	X2.2	X2.3	X2.4	Assurance
X2.1	Pearson Correlation	1	.653**	.668**	.594**	.861**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	123	123	123	123	123
X2.2	Pearson Correlation	.653**	1	.612**	.574**	.838**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	123	123	123	123	123
X2.3	Pearson Correlation	.668**	.612**	1	.620**	.851**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	123	123	123	123	123
X2.4	Pearson Correlation	.594**	.574**	.620**	1	.832**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	123	123	123	123	123
Assurance	Pearson Correlation	.861**	.838**	.851**	.832**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	123	123	123	123	123

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

### Tangible (X3)

		Correlations				
		X3.1	X3.2	X3.3	X3.4	Tangible
X3.1	Pearson Correlation	1	.453**	.555**	.531**	.787**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	123	123	123	123	123
X3.2	Pearson Correlation	.453**	1	.546**	.553**	.777**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	123	123	123	123	123
X3.3	Pearson Correlation	.555**	.546**	1	.699**	.856**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	123	123	123	123	123
X3.4	Pearson Correlation	.531**	.553**	.699**	1	.847**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	123	123	123	123	123
Tangible	Pearson Correlation	.787**	.777**	.856**	.847**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	123	123	123	123	123

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

### Empathy (X4)

**Correlations**

		X4.1	X4.2	X4.3	X4.4	Empathy
X4.1	Pearson Correlation	1	.690**	.680**	.587**	.853**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	123	123	123	123	123
X4.2	Pearson Correlation	.690**	1	.748**	.674**	.895**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	123	123	123	123	123
X4.3	Pearson Correlation	.680**	.748**	1	.639**	.889**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	123	123	123	123	123
X4.4	Pearson Correlation	.587**	.674**	.639**	1	.832**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	123	123	123	123	123
Empathy	Pearson Correlation	.853**	.895**	.889**	.832**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	123	123	123	123	123

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

## Responsiveness (X5)

**Correlations**

		X5.1	X5.2	X5.3	X5.4	Responsiveness
X5.1	Pearson Correlation	1	.623**	.673**	.729**	.879**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	123	123	123	123	123
X5.2	Pearson Correlation	.623**	1	.621**	.605**	.829**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	123	123	123	123	123
X5.3	Pearson Correlation	.673**	.621**	1	.701**	.864**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	123	123	123	123	123
X5.4	Pearson Correlation	.729**	.605**	.701**	1	.877**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	123	123	123	123	123
Responsiveness	Pearson Correlation	.879**	.829**	.864**	.877**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	123	123	123	123	123

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

## Kepuasan Pelanggan

**Correlations**

		Y1	Y2	Y3	Y4	Kepuasan Pelanggan
Y1	Pearson Correlation	1	.662**	.643**	.604**	.863**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	123	123	123	123	123
Y2	Pearson Correlation	.662**	1	.652**	.611**	.867**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	123	123	123	123	123
Y3	Pearson Correlation	.643**	.652**	1	.572**	.842**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	123	123	123	123	123
Y4	Pearson Correlation	.604**	.611**	.572**	1	.817**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	123	123	123	123	123
Kepuasan Pelanggan	Pearson Correlation	.863**	.867**	.842**	.817**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	123	123	123	123	123

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

## Lampiran 4 Hasil Uji Reliabilitas

### 1. Reliability (X1)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.819	4

### 2. Assurance (X2)

### Reliability Statistics

Cronbach's Alpha	N of Items
.866	4

### 3. Tangible (X3)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.832	4

### 4. Empathy (X4)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.890	4

### 5. Responsiveness (X5)

#### Reliability Statistics

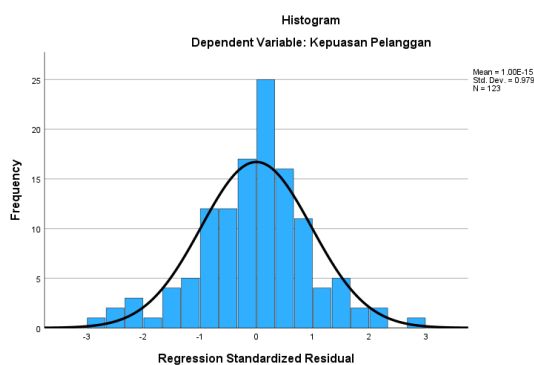
Cronbach's Alpha	N of Items
.885	4

### 6. Kepuasan Pelanggan (Y)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.869	4

## Lampiran 5 Hasil Uji Normalitas



### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		123	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	1.35519579	
Most Extreme Differences	Absolute	.068	
	Positive	.058	
	Negative	-.068	
Test Statistic		.068	
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>	
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.	.179	
	99% Confidence Interval	Lower Bound	.169
	Upper Bound	.189	

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 112562564.

## Lampiran 6 Hasil Uji Multikolinearitas

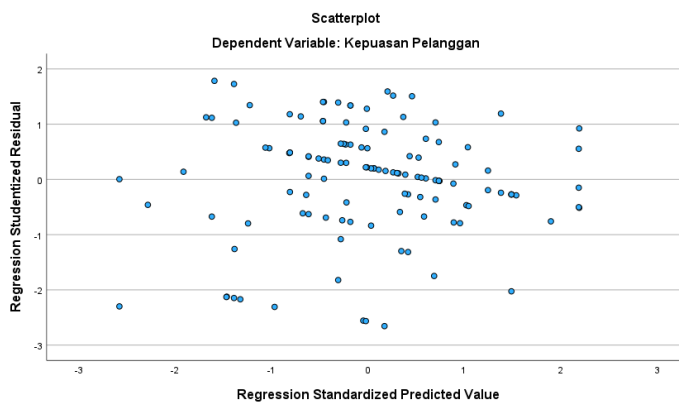
## MULTIKOLONIERITAS

Coefficients <sup>a</sup>											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.028	.821		.035	.972					
	Reliability	.170	.116	.144	1.462	.146	.788	.134	.063	.189	5.290
	Assurance	-.032	.105	-.030	-.306	.760	.782	-.028	-.013	.192	5.221
	Tangible	.090	.113	.079	.801	.425	.794	.074	.034	.188	5.308
	Empathy	.274	.097	.277	2.814	.006	.830	.252	.121	.191	5.237
	Responsiveness	.487	.099	.469	4.895	<.001	.857	.412	.210	.201	4.978

a. Dependent Variable: Kepuasan Pelanggan

## Lampiran 7 Hasil Uji Heterokedastisitas

### HETEROKEDASTISITAS



## Lampiran 8 Hasil Uji T

### Uji T

Coefficients <sup>a</sup>											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Zero-order	Partial	Part	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	.028	.821		.035	.972					
	Reliability	.170	.116	.144	1.462	.146	.788	.134	.063	.189	5.290
	Assurance	-.032	.105	-.030	-.306	.760	.782	-.028	-.013	.192	5.221
	Tangible	.090	.113	.079	.801	.425	.794	.074	.034	.188	5.308
	Empathy	.274	.097	.277	2.814	.006	.830	.252	.121	.191	5.237
	Responsiveness	.487	.099	.469	4.895	<.001	.857	.412	.210	.201	4.978

a. Dependent Variable: Kepuasan Pelanggan

## Lampiran 9 Hasil Uji F

### UJI F

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	859.075	5	171.815	85.110	<,001 <sup>b</sup>
	Residual	236.193	117	2.019		
	Total	1095.268	122			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Responsiveness, Reliability, Empathy, Assurance, Tangible

**Lampiran 10 Hasil Uji Determinasi**

**DETERMINASI**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.886 <sup>a</sup>	.784	.775	1.421	.784	85.110	5	117	<,001

a. Predictors: (Constant), Responsiveness, Reliability, Empathy, Assurance, Tangible

b. Dependent Variable: Kepuasan Pelanggan