

LAMPIRAN

Lampiran 1. Kuisisioner Penelitian

KUISISIONER

ANALISIS KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN TOKO *SUN MIRACLE* DENGAN *METODE CUSTOMER SATISFACTION INDEX (CSI) DAN POTENTIAL GAIN IN CUSTOMER VALUE (PGCV)*

Assalamu'alaikum Wr. Wb.

Saya Lilis Ariyanti, mahasiswi Fakultas Teknologi Industri di Universitas Nahdlatul Ulama Al Ghazali Cilacap. Saat ini saya sedang mengerjakan Tugas Akhir (TA) untuk menempuh jenjang Sarjana-1 (S1). Untuk kepentingan penelitian, bapak/ibu/sdr/i diminta untuk mengisi kuisisioner. Pernyataan yang akan diajukan hanya bertujuan untuk mendapatkan informasi selama proses pembuatan Laporan Tugas Akhir, sehingga Bapak/Ibu tidak perlu ragu untuk memberikan jawaban yang sejujurnya.

Identitas Responden

Nama :

Usia :

Jenis Kelamin :

Pekerjaan :

Bagian 1 : Kepuasan dan Harapan Pelanggan

Petunjuk Pengisian :

Anda diminta mengisi 2 jenis kolom penilaian terhadap pertanyaan yang diberikan.

a. Harapan : Bagaimana harapan Anda mengenai toko Sun Miracle Cilacap kedepannya.

b. Kepuasan : Bagaimana kepuasan yang anda rasakan saat berbelanja di Toko

Sun Miracle Cilacap.

Jawablah pernyataan di bawah ini sesuai kepuasan dan harapan yang anda rasakan dengan

memberi tanda centang (✓) pada kolom yang sesuai dengan ketentuan sebagai berikut :

[illegible]

Lampiran 2. Rekapitulasi Hasil Kusioner Responden

Bagian 1 Rekapitulasi Hasil Kuisisioner Kepuasan

[IcjTVa6DUIH/view?usp=drive link](#)

Bagian 2 Rekapitulasi Hasil Kuisisioner Harapan

https://drive.google.com/file/d/1wIclzXo21_fHbHcdWn7iZZsfAKBTg_PX/view?usp=drive link

Lampiran 3. Tabel r

DISTRIBUSI NILAI r_{tabel} SIGNIFIKANSI 5% dan 1%

N	The Level of Significance		N	The Level of Significance	
	5%	1%		5%	1%
3	0.997	0.999	38	0.320	0.413
4	0.950	0.990	39	0.316	0.408
5	0.878	0.959	40	0.312	0.403
6	0.811	0.917	41	0.308	0.398
7	0.754	0.874	42	0.304	0.393
8	0.707	0.834	43	0.301	0.389
9	0.666	0.798	44	0.297	0.384
10	0.632	0.765	45	0.294	0.380
11	0.602	0.735	46	0.291	0.376
12	0.576	0.708	47	0.288	0.372
13	0.553	0.684	48	0.284	0.368
14	0.532	0.661	49	0.281	0.364
15	0.514	0.641	50	0.279	0.361
16	0.497	0.623	55	0.266	0.345
17	0.482	0.606	60	0.254	0.330
18	0.468	0.590	65	0.244	0.317
19	0.456	0.575	70	0.235	0.306
20	0.444	0.561	75	0.227	0.296
21	0.433	0.549	80	0.220	0.286
22	0.432	0.537	85	0.213	0.278
23	0.413	0.526	90	0.207	0.267
24	0.404	0.515	95	0.202	0.263
25	0.396	0.505	100	0.195	0.256
26	0.388	0.496	125	0.176	0.230
27	0.381	0.487	150	0.159	0.210
28	0.374	0.478	175	0.148	0.194
29	0.367	0.470	200	0.138	0.181
30	0.361	0.463	300	0.113	0.148
31	0.355	0.456	400	0.098	0.128
32	0.349	0.449	500	0.088	0.115
33	0.344	0.442	600	0.080	0.105
34	0.339	0.436	700	0.074	0.097
35	0.334	0.430	800	0.070	0.091
36	0.329	0.424	900	0.065	0.086
37	0.325	0.418	1000	0.062	0.081

Lampiran 4. Hasil r hitung SPSS

Bagian 1 Kepuasan

		RL2	RS1	RS2	A1	A2	E1	E2	T1	T2	T3	TOTAL	
RL1	Pearson Correlation	1	.627**	.591**	.608**	.594**	.560**	.478**	.396**	.135	.160	.490**	.714**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.180	.112	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
RL2	Pearson Correlation	.627**	1	.701**	.710**	.655**	.518**	.544**	.421**	.093*	.201	.491**	.751**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.358	.045	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
RS1	Pearson Correlation	.591**	.701**	1	.638**	.731**	.556**	.421**	.478**	.098	.169	.504**	.741**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.330	.092	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
RS2	Pearson Correlation	.608**	.710**	.638**	1	.724**	.657**	.445**	.473**	.125*	.239	.527**	.777**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.214	.017	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
A1	Pearson Correlation	.594**	.655**	.731**	.724**	1	.662**	.455**	.544**	.170*	.227	.484**	.789**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.090	.023	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
A2	Pearson Correlation	.560**	.518**	.556**	.657**	.662**	1	.497**	.557**	.137*	.201	.398**	.730**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.173	.045	.000	.000

	N	100	100	100	100	100	100	100	100	100	100	100	100
E1	Pearson Correlation	.478**	.544**	.421**	.445**	.455**	.497**	1	.485**	.452*	.378*	.632**	.745**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
E2	Pearson Correlation	.396**	.421**	.478**	.473**	.544**	.557**	.485**	1	.335*	.245*	.514**	.694**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.001	.014	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
T1	Pearson Correlation	.135	.093	.098	.125	.170	.137	.452**	.335**	1	.717*	.493**	.512**
	Sig. (2-tailed)	.180	.358	.330	.214	.090	.173	.000	.001		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
T2	Pearson Correlation	.160	.201*	.169	.239*	.227*	.201*	.378**	.245*	.717*	1	.561**	.552**
	Sig. (2-tailed)	.112	.045	.092	.017	.023	.045	.000	.014	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
T3	Pearson Correlation	.490**	.491**	.504**	.527**	.484**	.398**	.632**	.514**	.493*	.561*	1	.787**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
TO TAL	Pearson Correlation	.714**	.751**	.741**	.777**	.789**	.730**	.745**	.694**	.512*	.552*	.787**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	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).

Reliability Statistics	
Cronbach's Alpha	N of Items
.896	11

Bagian 2 Harapan

Correlations

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A2	Pearson Correlation	.639**	.740**	.744* *	.773**	.760**	1	.772* *	.801* *	.733**	.768* *	.752**	.867**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
E1	Pearson Correlation	.691**	.791**	.821* *	.812**	.772**	.772**	1	.871* *	.861**	.778* *	.821**	.919**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
E2	Pearson Correlation	.669**	.754**	.781* *	.777**	.727**	.801**	.871* *	1	.860**	.785* *	.827**	.906**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
T1	Pearson Correlation	.662**	.721**	.754* *	.733**	.716**	.733**	.861* *	.860* *	1	.827* *	.862**	.894**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
T2	Pearson Correlation	.682**	.780**	.758* *	.747**	.714**	.768**	.778* *	.785* *	.827**	1	.829**	.886**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
T3	Pearson Correlation	.689**	.750**	.801* *	.772**	.768**	.752**	.821* *	.827* *	.862**	.829* *	1	.908**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
TO TAL	Pearson Correlation	.823**	.901**	.912* *	.906**	.878**	.867**	.919* *	.906* *	.894**	.886* *	.908**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	N of Items
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.974	11
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Lampiran 5. Dokumentasi Penelitian





