

**KUESIONER PENELITIAN**  
**PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN**  
**PADA WARUNG KOPI KINDYS DI SURABAYA**

Petunjuk pengisian kuesioner :

1. Sebelum anda menjawab daftar pernyataan yang telah disiapkan, isilah terlebih dahulu identitas yang telah disediakan.
2. Bacalah dengan baik setiap pernyataan, kemudian beri tanda (√) pada jawaban yang dianggap paling tepat.
3. Isilah angket dengan jujur serta penuh ketelitian. Dan terimakasih telah bersedia mengisi kuesioner ini.
4. Penilaian untuk skor adalah :( 1 = **Sangat tidak puas**, 2 = **Tidak puas**, 3 = **Cukup puas**, 4 = **Puas**, 5 = **Sangat puas** )

**Identitas Responden**

1. Nama Responden :
2. Usia Responden dan jenis kelamin :
3. Pendidikan terakhir :
4. Pekerjaan :

Variabel X1 *Tangibel* / Bukti Fisik :

No	Pernyataan	Skor				
		1	2	3	4	5
1.	Fasilitas yang di berikan Warkop KINDYS ( Wifi )					
2.	Kenyamanan Area Parkir					
3.	Kebersihan peralatan kerja yang digunakan karyawan					

Variabel X2 *Reliability* / Kemampuan memberikan layanan :

No	Pernyataan	Skor				
		1	2	3	4	5
1.	Karyawan memberikan ucapan salam sebelum melayani konsumen.					
2.	Karyawan Jujur dalam memberikan pelayanan.					
3.	Karyawan melayani dengan teliti dan Berusaha menghindari kesalahan.					

Variabel X3 *Responsiveness* / Daya tanggap :

No	Pernyataan	Skor				
		1	2	3	4	5
1.	Siap membantu pelanggan					
2.	Kecepatan dalam pelayanan					
3.	Komunikasi yang lancar					

Variabel X4 *Assurance* / jaminan :

No	Pernyataan	Skor				
		1	2	3	4	5
1.	Pelayanan yang di berikan sangat baik					
2.	Karyawan sangat memahami apa saja kebutuhan yang di inginkan konsumen					
3.	Karyawan memiliki Pengetahuan yang baik tentang produk yang terdapat di Warkop KINDYS					

Variabel X5 Emphaty / kepedulian :

No	Pernyataan	Skor				
		1	2	3	4	5
1.	Perhatian kepada pelanggan					
2.	Selalu memberikan salam saat memberikan pelayanan					
3.	Mengutamakan kepentingan pelanggan					

Variabel Y kepuasan konsumen :

No	Pernyataan	Skor				
		1	2	3	4	5
1.	Sarana dan prasarana yang diberikan warkop					
2.	Pelayanan yang cepat dan akurat					
3.	Sikap dan tanggapan karyawan terhadap komplein konsumen					
4.	Keramahan karyawan dalam memberikan layanan					
5.	Kebersihan dan kenyamanan Warkop					

## **KUESIONER PENELITIAN**

### **Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan pada Warkop KINDYS Surabaya**

Saya atas nama Dwi Prastyo Sedang mengadakan penelitian sebagai bahan Skripsi saya sebagai Mahasiswa semester akhir di Universitas 17 AGUSTUS 1945 Surabaya, dengan judul “Pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan pada Warkop KINDYS”. Untuk keperluan tersebut, saya mohon bantuan Saudara Responden untuk memberikan penilaian kuesioner ini dengan sebenar-benarnya berdasarkan fakta yang saudara alami.

Semoga Partisipasi yang saudara berikan, dapat bermanfaat untuk kepentingan ilmu pengetahuan serta dapat membantu upaya meningkatkan kualitas pelayanan kepada konsumen. Atas kerjasama dan partisipasi yang diberikan, saya sampaikan terima kasih.

Hormat Saya,

Dwi Prastyo

NBI : 211207568

LAMPIRAN 3  
Output SPSS versi 21 Uji Reliability

x.1 Tangible

Reliability Statistics

Cronbach's Alpha	N of Items
,601	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	7,72	1,512	,387	,567
x1.2	6,74	1,992	,466	,451
x1.3	7,46	1,845	,409	,503

x.2 Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,610	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	6,88	1,863	,284	,685
x2.2	6,36	1,337	,580	,254
x2.3	6,20	1,551	,411	,520

x.3 Responsiveness

Reliability Statistics

Cronbach's Alpha	N of Items
,659	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	7,34	1,576	,409	,653
x3.2	7,20	1,510	,545	,459
x3.3	7,14	1,715	,465	,571

x.4 Assurance

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,716	,716	3

**Inter-Item Correlation Matrix**

	x4.1	x4.2	x4.3
x4.1	1,000	,572	,447
x4.2	,572	1,000	,350
x4.3	,447	,350	1,000

x.5 Emphaty

**Reliability Statistics**

Cronbach's Alpha	N of Items
,866	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x5.1	6,26	3,462	,715	,840
x5.2	6,40	3,265	,744	,813
x5.3	6,06	2,956	,781	,779

Y = Kepuasan pelanggan

**Reliability Statistics**

Cronbach's Alpha	N of Items
,734	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	14,90	5,112	,606	,651
y1.2	14,88	4,924	,581	,655
y1.3	15,22	5,481	,536	,680
y1.4	15,14	4,817	,495	,691
y1.5	14,66	5,331	,330	,761

**UJI VALIDITAS****UJI Validitas x.1 Tangible****Correlations**

		x1.1	x1.2	x1.3	skor
x1.1	Pearson Correlation	1	,356*	,297*	,785**
	Sig. (2-tailed)		,011	,037	,000
	N	50	50	50	50
x1.2	Pearson Correlation	,356*	1	,400**	,730**
	Sig. (2-tailed)	,011		,004	,000
	N	50	50	50	50
x1.3	Pearson Correlation	,297*	,400**	1	,735**
	Sig. (2-tailed)	,037	,004		,000
	N	50	50	50	50
skor	Pearson Correlation	,785**	,730**	,735**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	50	50	50	50

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

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

**X.2 Reliability**

**Correlations**

		x2.1	x2.2	x2.3	total skor
x2.1	Pearson Correlation	1	,352*	,146	,652**
	Sig. (2-tailed)		,012	,312	,000
	N	50	50	50	50
x2.2	Pearson Correlation	,352*	1	,521**	,838**
	Sig. (2-tailed)	,012		,000	,000
	N	50	50	50	50
x2.3	Pearson Correlation	,146	,521**	1	,754**
	Sig. (2-tailed)	,312	,000		,000
	N	50	50	50	50
total_skor	Pearson Correlation	,652**	,838**	,754**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	50	50	50	50

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

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

**X.3 Responsiveness**

**Correlations**

		X3.1	X3.2	X3.3	total skor
X3.1	Pearson Correlation	1	,572**	,447**	,843**
	Sig. (2-tailed)		,000	,001	,000
	N	50	50	50	50
X3.2	Pearson Correlation	,572**	1	,350*	,810**
	Sig. (2-tailed)	,000		,013	,000
	N	50	50	50	50
X3.3	Pearson Correlation	,447**	,350*	1	,742**
	Sig. (2-tailed)	,001	,013		,000
	N	50	50	50	50
total_skor	Pearson Correlation	,843**	,810**	,742**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	50	50	50	50

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

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

**X.4 Assurance**



### Correlations

		X4.1	X4.2	X4.3	total skor
X4.1	Pearson Correlation	1	,485**	,288*	,754**
	Sig. (2-tailed)		,000	,043	,000
	N	50	50	50	50
X4.2	Pearson Correlation	,485**	1	,385**	,820**
	Sig. (2-tailed)	,000		,006	,000
	N	50	50	50	50
X4.3	Pearson Correlation	,288*	,385**	1	,732**
	Sig. (2-tailed)	,043	,006		,000
	N	50	50	50	50
total_skor	Pearson Correlation	,754**	,820**	,732**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	50	50	50	50

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

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

### x.5 Emphaty

### Correlations

		x5.1	x5.2	x5.3	total skor
x5.1	Pearson Correlation	1	,638**	,688**	,867**
	Sig. (2-tailed)		,000	,000	,000
	N	50	50	50	50
x5.2	Pearson Correlation	,638**	1	,725**	,887**
	Sig. (2-tailed)	,000		,000	,000
	N	50	50	50	50
x5.3	Pearson Correlation	,688**	,725**	1	,911**
	Sig. (2-tailed)	,000	,000		,000
	N	50	50	50	50
total_skor	Pearson Correlation	,867**	,887**	,911**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	50	50	50	50

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

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

**Y = Kepuasan Pelanggan**

		Correlations					
		y1.1	y1.2	y1.3	y1.4	y1.5	total skor
y1.1	Pearson Correlation	1	,497**	,532**	,481**	,239	,755**
	Sig. (2-tailed)		,000	,000	,000	,095	,000
	N	50	50	50	50	50	50
y1.2	Pearson Correlation	,497**	1	,380**	,359*	,419**	,753**
	Sig. (2-tailed)	,000		,006	,010	,002	,000
	N	50	50	50	50	50	50
y1.3	Pearson Correlation	,532**	,380**	1	,484**	,176	,693**
	Sig. (2-tailed)	,000	,006		,000	,221	,000
	N	50	50	50	50	50	50
y1.4	Pearson Correlation	,481**	,359*	,484**	1	,176	,719**
	Sig. (2-tailed)	,000	,010	,000		,222	,000
	N	50	50	50	50	50	50
y1.5	Pearson Correlation	,239	,419**	,176	,176	1	,607**
	Sig. (2-tailed)	,095	,002	,221	,222		,000
	N	50	50	50	50	50	50
total_skor	Pearson Correlation	,755**	,753**	,693**	,719**	,607**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	50	50	50	50	50	50

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

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

**UJI REGRESI LINIER BERGANDA.**

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,811 <sup>a</sup>	,658	,619	1,694	,658	16,894	5	44	,000	1,846

a. Predictors: (Constant), Emphaty, Responsivenes, Tangibel, Reliability, Assurance

b. Dependent Variable: kepuasan

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	242,292	5	48,458	16,894	,000 <sup>b</sup>
	Residual	126,208	44	2,868		
	Total	368,500	49			

a. Dependent Variable: kepuasan

b. Predictors: (Constant), Emphaty, Responsivenes, Tangibel, Reliability, Assurance

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,526	2,090		,730	,469
	Tangibel	,678	,148	,449	4,569	,000
	Reliability	,485	,178	,306	2,720	,009
	Responsivenes	,530	,181	,339	2,932	,005
	Assurance	,585	,167	,403	3,496	,001
	Emphaty	,230	,108	,219	2,119	,040

a. Dependent Variable: kepuasan