

## **LAMPIRAN 1**

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- Kuesioner Penelitian Untuk Konsumen

## KUESIONER PENELITIAN (Konsumen)

Responden Yang Terhormat,

Dalam rangka penyusunan Tugas Akhir Jurusan Teknik Industri, Universitas Kristen Maranatha, saya mengharapkan bantuan dan partisipasi Anda untuk mengisi kuesioner ini sebaik-baiknya. Tujuan dari penyebaran kuesioner ini adalah untuk mengetahui harapan konsumen mengenai Jonas Photo serta pengalaman yang telah dirasakan konsumen di Jonas Photo, jalan Banda.

Atas partisipasi dan kerja samanya, saya ucapan Terima Kasih.

Hormat saya,

Maya

Bagian I (Harapan konsumen terhadap Jonas Photo)

Petunjuk :

Berilah tanda checklist (v) pada kolom bagian kanan yang telah disediakan, untuk menunjukkan seberapa penting pernyataan tersebut bagi Jonas photo khususnya pada pelayanan photo studio menurut Anda. Tidak ada jawaban yang benar ataupun salah.

STP : Sangat Tidak Penting

P : Penting

TP : Tidak Penting

SP : Sangat Penting

Bagian II (Jasa yang dirasakan konsumen terhadap Jonas Photo)

Petunjuk :

Berilah tanda checklist (v) pada kolom bagian kiri yang telah disediakan, untuk menunjukkan seberapa baik pernyataan tersebut menurut persepsi Anda terhadap Jonas Photo khususnya pada pelayanan photo studio. Tidak ada jawaban yang benar ataupun salah.

STB : Sangat Baik

B : Baik

TB : Tidak Baik

SB : Sangat Baik

Keterangan : - Fotografer adalah orang yang memotret dan memberikan gaya

- Petugas Order service adalah orang bertugas dalam hal pemesanan photo studio

- Satpam adalah orang yang bertugas menjaga keamanan dan ketertiban

| Persepsi Anda terhadap Jonas Photo saat ini |    |   |    | Pernyataan  | Harapan Anda terhadap Jonas Photo |    |   |    |
|---|----|---|----|---|-----------------------------------|----|---|----|
| STB   | TB | B | SB |   | STP                               | TP | P | SP |
|   |    |   |    | Tersedianya area parkir yang luas   |                                   |    |   |    |
|   |    |   |    | Tersedianya jumlah petugas <i>order service</i> yang memadai                          |                                   |    |   |    |
|   |    |   |    | Kebersihan ruangan tunggu   |                                   |    |   |    |
|   |    |   |    | Kenyamanan kursi tunggu konsumen  |                                   |    |   |    |
|   |    |   |    | Tersedianya jumlah kursi tunggu konsumen yang memadai                                 |                                   |    |   |    |
|   |    |   |    | Fasilitas di ruang tunggu (bacaan, Tv dan air minum)                                  |                                   |    |   |    |
|   |    |   |    | Kebersihan WC   |                                   |    |   |    |
|   |    |   |    | Tersedianya jumlah studio photo yang memadai  |                                   |    |   |    |
|   |    |   |    | Kenyamanan studio photo   |                                   |    |   |    |
|   |    |   |    | Kebersihan studio photo   |                                   |    |   |    |
|   |    |   |    | Kenyamanan ruang ganti  |                                   |    |   |    |
|   |    |   |    | Variasi perlengkapan penunjang yang memadai seperti : boneka, topi, dll untuk berfoto |                                   |    |   |    |
|   |    |   |    | Variasi <i>background</i> / latar photo   |                                   |    |   |    |
|   |    |   |    | Kemasan kantung <i>order</i> (kantung untuk membawa klise photo/ photo)               |                                   |    |   |    |
|   |    |   |    | Bentuk <i>shopping bag</i> (kantung plastik)  |                                   |    |   |    |
|   |    |   |    | Fasilitas pembayaran dengan <i>credit card/debit card</i>                             |                                   |    |   |    |
|   |    |   |    | Tersedianya jumlah kasir yang memadai   |                                   |    |   |    |
|   |    |   |    | Kemudahan dalam penjangkauan lokasi   |                                   |    |   |    |

| Persepsi Anda terhadap Jonas Photo saat ini |    |   |    | Pernyataan  | Harapan Anda terhadap Jonas Photo |    |   |    |
|---|----|---|----|---|-----------------------------------|----|---|----|
| STB   | TB | B | SB |   | STP                               | TP | P | SP |
|   |    |   |    | Kecepatan waktu menunggu dalam proses pemesanan photo studio  |                                   |    |   |    |
|   |    |   |    | Keakuratan petugas <i>order service</i> melayani konsumen   |                                   |    |   |    |
|   |    |   |    | Menawarkan harga paket photo yang menarik   |                                   |    |   |    |
|   |    |   |    | Ketepatan waktu penyelesaian <i>order</i>   |                                   |    |   |    |
|   |    |   |    | Harga diskon sesuai dengan brosur   |                                   |    |   |    |
|   |    |   |    | Keakuratan kasir dalam sistem pembayaran  |                                   |    |   |    |
|   |    |   |    | Kecepatan waktu menunggu dalam proses pembayaran  |                                   |    |   |    |
|   |    |   |    | Administrasi/sistem pembayaran yang tidak berbelit-belit  |                                   |    |   |    |
|   |    |   |    | Petugas parkir yang dapat mengatur dengan baik kondisi tempat parkir  |                                   |    |   |    |
|   |    |   |    | Satpam yang tanggap dalam membantu konsumen   |                                   |    |   |    |
|   |    |   |    | Petugas <i>order service</i> cepat dalam memberikan pelayanan   |                                   |    |   |    |
|   |    |   |    | Petugas <i>order service</i> tanggap mengenai keluhan dari konsumen   |                                   |    |   |    |
|   |    |   |    | <i>Fotografer</i> yang cepat dalam pemotretan   |                                   |    |   |    |
|   |    |   |    | <i>Fotografer/asisten fotografer</i> yang cepat dalam memberikan penataan gaya                              |                                   |    |   |    |
|   |    |   |    | <i>Fotografer/asisten fotografer</i> yang tanggap dalam mengubah gaya yang sesuai dengan keinginan konsumen |                                   |    |   |    |
|   |    |   |    | Kasir cepat dalam memberikan pelayanan  |                                   |    |   |    |
|   |    |   |    | Keamanan parkir yang terjamin   |                                   |    |   |    |
|   |    |   |    | Satpam yang bertanggung jawab   |                                   |    |   |    |
|   |    |   |    | Petugas <i>order service</i> yang memiliki kemampuan untuk melayani konsumen                                |                                   |    |   |    |
|   |    |   |    | <i>Fotografer</i> memiliki ketrampilan dalam memotret   |                                   |    |   |    |
|   |    |   |    | <i>Fotografer/asisten fotografer</i> memiliki ketrampilan dalam penataan gaya yang bervariasi               |                                   |    |   |    |
|   |    |   |    | Kasir memiliki ketrampilan dalam sistem pembayaran  |                                   |    |   |    |
|   |    |   |    | Satpam yang bersifat ramah  |                                   |    |   |    |
|   |    |   |    | Petugas <i>order service</i> bersikap ramah   |                                   |    |   |    |
|   |    |   |    | Petugas <i>order service</i> mampu berkomunikasi dengan baik dalam melayani konsumen                        |                                   |    |   |    |
|   |    |   |    | <i>Fotografer</i> bersikap ramah  |                                   |    |   |    |
|   |    |   |    | <i>Fotografer</i> mampu berkomunikasi dengan baik dalam melayani konsumen                                   |                                   |    |   |    |
|   |    |   |    | Kasir bersikap ramah  |                                   |    |   |    |
|   |    |   |    | Kasir mampu berkomunikasi dengan baik dalam melayani konsumen   |                                   |    |   |    |

## Bagian III (Bobot kriteria kepuasan konsumen)

Petunjuk :

Dibawah ini terdapat lima dimensi pelayanan photo studio yang ideal dan pelayanan yang diberikannya. Anda diminta untuk memberi bobot pada tiap dimensi pelayanan yang ada. Jika semakin penting dimensi tersebut menurut Anda, semakin besar bobot yang anda berikan. Sehingga total bobot kelima dimensi tersebut adalah 100.

| No                 | Pendapat Anda mengenai  | Bobot      |
|--------------------|---|------------|
| 1                  | Bukti Langsung seperti Penampilan fasilitas fisik, perlengkapan, pegawai dan sarana komunikasi yang ada di Jonas Photo                            |            |
| 2                  | Kemampuan Jonas Photo dalam memberikan pelayanan yang dijanjikan dengan segera, akurat, dan memuaskan   |            |
| 3                  | Keinginan karyawan untuk membantu para konsumen dan memberikan pelayanan dengan tanggap   |            |
| 4                  | Pengetahuan, kemampuan, kesopanan, dan sikap dapat dipercaya dari para karyawan, serta jaminan keamanan (bebas dari bahaya, resiko dan ragu-ragu) |            |
| 5                  | Kemudahan dalam melakukan hubungan komunikasi yang baik, perhatian pribadi, dan memahami kebutuhan para konsumen                                  |            |
| <b>Total Bobot</b> |   | <b>100</b> |

## **LAMPIRAN 2**

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- Kuesioner Penelitian Untuk Manajemen

## KUESIONER PENELITIAN (Pihak Manajemen)

Responden Yang Terhormat,

Dalam rangka penyusunan Tugas Akhir Jurusan Teknik Industri, Universitas Kristen Maranatha, saya mengharapkan bantuan dan partisipasi Anda untuk mengisi kuesioner ini sebaik-baiknya. Tujuan dari penyebaran kuesioner ini adalah untuk mengetahui persepsi Anda terhadap harapan konsumen Jonas Photo, mengetahui spesifikasi standar yang dimiliki Jonas Photo, mengetahui penilaian Anda terhadap hasil kerja karyawan serta mengetahui persepsi Anda terhadap Jonas Photo dan operasinya.

Atas partisipasi dan kerja samanya, saya ucapan Terima Kasih.

Hormat saya,

Maya

### **Bagian I (Persepsi Manajemen terhadap harapan konsumen)**

Petunjuk :

Berilah tanda checklist (v) pada pilihan jawaban yang paling sesuai, untuk menunjukkan seberapa penting persepsi Anda terhadap item-item yang disebutkan, yang sangat diharapkan konsumen terhadap Jonas Photo. Tidak ada jawaban yang benar ataupun salah.

STP : Sangat Tidak Penting

P : Penting

TP : Tidak Penting

SP : Sangat Penting

| No | <b>Pernyataan</b><br><b>Menurut Anda, harapan konsumen Jonas Photo mengenai :</b>     | STP | TP | P | SP |
|----|---|-----|----|---|----|
|    |   |     |    |   |    |
| 1  | Tersedianya area parkir yang luas   |     |    |   |    |
| 2  | Tersedianya jumlah petugas <i>order service</i> yang memadai                          |     |    |   |    |
| 3  | Kebersihan ruangan tunggu   |     |    |   |    |
| 4  | Kenyamanan kursi tunggu konsumen  |     |    |   |    |
| 5  | Tersedianya jumlah kursi tunggu konsumen yang memadai                                 |     |    |   |    |
| 6  | Fasilitas di ruang tunggu (bacaan, Tv dan air minum)                                  |     |    |   |    |
| 7  | Kebersihan WC   |     |    |   |    |
| 8  | Tersedianya jumlah studio photo yang memadai  |     |    |   |    |
| 9  | Kenyamanan studio photo   |     |    |   |    |
| 10 | Kebersihan studio photo   |     |    |   |    |
| 11 | Kenyamanan ruang ganti  |     |    |   |    |
| 12 | Variasi perlengkapan penunjang yang memadai seperti : boneka, topi, dll untuk berfoto |     |    |   |    |
| 13 | Variasi <i>background / latar photo</i>   |     |    |   |    |
| 14 | Kemasan kantung <i>order</i> (kantung untuk membawa klise photo/ photo)               |     |    |   |    |
| 15 | Bentuk <i>shopping bag</i> (kantung plastik)  |     |    |   |    |
| 16 | Fasilitas pembayaran dengan <i>credit card/debit card</i>                             |     |    |   |    |
| 17 | Tersedianya jumlah kasir yang memadai   |     |    |   |    |
| 18 | Kemudahan dalam penjangkauan lokasi   |     |    |   |    |
| 19 | Kecepatan waktu menunggu dalam proses pemesanan photo studio                          |     |    |   |    |
| 20 | Keakuratan petugas <i>order service</i> melayani konsumen                             |     |    |   |    |
| 21 | Menawarkan harga paket photo yang menarik   |     |    |   |    |
| 22 | Ketepatan waktu penyelesaian <i>order</i>   |     |    |   |    |
| 23 | Harga diskon sesuai dengan brosur   |     |    |   |    |
| 24 | Keakuratan kasir dalam sistem pembayaran  |     |    |   |    |
| 25 | Kecepatan waktu menunggu dalam proses pembayaran                                      |     |    |   |    |
| 26 | Administrasi/sistem pembayaran yang tidak berbelit-belit                              |     |    |   |    |

| No | <b>Pernyataan</b><br><b>Menurut Anda, harapan konsumen Jonas Photo mengenai :</b>                           | STP | TP | P | SP |
|----|---|-----|----|---|----|
|    |   |     |    |   |    |
| 27 | Petugas parkir yang dapat mengatur dengan baik kondisi tempat parkir  |     |    |   |    |
| 28 | Satpam yang tanggap dalam membantu konsumen   |     |    |   |    |
| 29 | Petugas <i>order service</i> cepat dalam memberikan pelayanan   |     |    |   |    |
| 30 | Petugas <i>order service</i> tanggap mengenai keluhan dari konsumen   |     |    |   |    |
| 31 | <i>Fotografer</i> yang cepat dalam pemotretan   |     |    |   |    |
| 32 | <i>Fotografer/asisten fotografer</i> yang cepat dalam memberikan penataan gaya                              |     |    |   |    |
| 33 | <i>Fotografer/asisten fotografer</i> yang tanggap dalam mengubah gaya yang sesuai dengan keinginan konsumen |     |    |   |    |
| 34 | Kasir cepat dalam memberikan pelayanan  |     |    |   |    |
| 35 | Keamanan parkir yang terjamin   |     |    |   |    |
| 36 | Satpam yang bertanggung jawab   |     |    |   |    |
| 37 | Petugas <i>order service</i> yang memiliki kemampuan untuk melayani konsumen                                |     |    |   |    |
| 38 | <i>Fotografer</i> memiliki ketrampilan dalam memotret   |     |    |   |    |
| 39 | <i>Fotografer/asisten fotografer</i> memiliki ketrampilan dalam penataan gaya yang bervariasi               |     |    |   |    |
| 40 | Kasir memiliki ketrampilan dalam sistem pembayaran  |     |    |   |    |
| 41 | Satpam yang bersifat ramah  |     |    |   |    |
| 42 | Petugas <i>order service</i> bersikap ramah   |     |    |   |    |
| 43 | Petugas <i>order service</i> mampu berkomunikasi dengan baik dalam melayani konsumen                        |     |    |   |    |
| 44 | <i>Fotografer</i> bersikap ramah  |     |    |   |    |
| 45 | <i>Fotografer</i> mampu berkomunikasi dengan baik dalam melayani konsumen                                   |     |    |   |    |
| 46 | Kasir bersikap ramah  |     |    |   |    |
| 47 | Kasir mampu berkomunikasi dengan baik dalam melayani konsumen   |     |    |   |    |

**Bagian II**

Petunjuk :

Dibawah ini terdapat lima dimensi pelayanan photo studio yang ideal dan pelayanan yang diberikannya. Anda diminta untuk memberi bobot pada tiap dimensi pelayanan yang ada. Jika semakin penting dimensi tersebut menurut Anda, semakin besar bobot yang anda berikan. Sehingga total bobot kelima dimensi tersebut adalah 100.

| No                 | Pendapat Anda mengenai  | Bobot      |
|--------------------|---|------------|
| 1                  | Bukti Langsung seperti Penampilan fasilitas fisik, perlengkapan, pegawai dan sarana komunikasi yang ada di Jonas Photo                            |            |
| 2                  | Kemampuan Jonas Photo dalam memberikan pelayanan yang dijanjikan dengan segera, akurat, dan memuaskan   |            |
| 3                  | Keinginan karyawan untuk membantu para konsumen dan memberikan pelayanan dengan tanggap   |            |
| 4                  | Pengetahuan, kemampuan, kesopanan, dan sikap dapat dipercaya dari para karyawan, serta jaminan keamanan (bebas dari bahaya, resiko dan ragu-ragu) |            |
| 5                  | Kemudahan dalam melakukan hubungan komunikasi yang baik, perhatian pribadi, dan memahami kebutuhan para konsumen                                  |            |
| <b>Total Bobot</b> |   | <b>100</b> |

### **Bagian III (Performansi standar pelayanan di Jonas Photo)**

Petunjuk :

Performansi standar yang ada dalam suatu organisasi atau perusahaan, dapat berupa Standar Formal (eksplicit, ditulis secara resmi, dan dikomunikasikan ke seluruh karyawan) atau dapat berupa Standar Informal (implisit, hanya diucapkan, dan diasumsikan dimengerti oleh seluruh karyawan). Berilah tanda checklist (v) pada pilihan jawaban yang paling tepat untuk **menggambarkan performansi standar Jonas Photo khususnya standar pelayanan photo studio saat ini.**

| No | Pernyataan   | Ada (standar tertulis dan sudah dikomunikasikan) | Ada (standar lisan dan sudah dikomunikasikan) | Ada (standar tertulis tapi belum dikomunikasikan) | Ada (standar lisan tapi belum dikomunikasikan) | Tidak ada standar |
|----|--|--|---|---|--|-------------------|
| 1  | Jonas Photo memiliki standar tentang tersedianya area parkir yang luas   |  |   |   |  |                   |
| 2  | Jonas Photo memiliki standar tentang tersedianya jumlah petugas <i>order service</i> yang memadai                          |  |   |   |  |                   |
| 3  | Jonas Photo memiliki standar tentang kebersihan ruangan tunggu   |  |   |   |  |                   |
| 4  | Jonas Photo memiliki standar tentang kenyamanan kursi tunggu konsumen  |  |   |   |  |                   |
| 5  | Jonas Photo memiliki standar tentang tersedianya jumlah kursi tunggu konsumen yang memadai                                 |  |   |   |  |                   |
| 6  | Jonas Photo memiliki standar tentang fasilitas di ruang tunggu (bacaan, Tv dan air minum)                                  |  |   |   |  |                   |
| 7  | Jonas Photo memiliki standar tentang kebersihan WC   |  |   |   |  |                   |
| 8  | Jonas Photo memiliki standar tentang tersedianya jumlah studio photo yang memadai  |  |   |   |  |                   |
| 9  | Jonas Photo memiliki standar tentang kenyamanan studio photo   |  |   |   |  |                   |
| 10 | Jonas Photo memiliki standar tentang kebersihan studio photo   |  |   |   |  |                   |
| 11 | Jonas Photo memiliki standar tentang kenyamanan ruang ganti  |  |   |   |  |                   |
| 12 | Jonas Photo memiliki standar tentang variasi perlengkapan penunjang yang memadai seperti : boneka, topi, dll untuk berfoto |  |   |   |  |                   |
| 13 | Jonas Photo memiliki standar tentang variasi <i>background / latar photo</i>   |  |   |   |  |                   |
| 14 | Jonas Photo memiliki standar tentang kemasan kantung <i>order</i> (kantung untuk membawa klise photo/ photo)               |  |   |   |  |                   |
| 15 | Jonas Photo memiliki standar tentang bentuk <i>shopping bag</i> (kantung plastik)  |  |   |   |  |                   |

| No | Pernyataan  | Ada (standar tertulis dan sudah dikomunikasikan) | Ada (standar lisan dan sudah dikomunikasikan) | Ada (standar tertulis tapi belum dikomunikasikan) | Ada (standar lisan tapi belum dikomunikasikan) | Tidak ada standar |
|----|---|--|---|---|--|-------------------|
| 16 | Jonas Photo memiliki standar tentang fasilitas pembayaran dengan credit card/debit card                   |  |   |   |  |                   |
| 17 | Jonas Photo memiliki standar tentang tersedianya jumlah kasir yang memadai                                |  |   |   |  |                   |
| 18 | Kemudahan dalam penjangkauan lokasi   |  |   |   |  |                   |
| 19 | Jonas Photo memiliki standar tentang kecepatan waktu menunggu dalam proses pemesanan photo studio         |  |   |   |  |                   |
| 20 | Jonas Photo memiliki standar tentang keakuratan petugas <i>order service</i> melayani konsumen            |  |   |   |  |                   |
| 21 | Jonas Photo memiliki standar tentang menawarkan harga paket photo yang menarik                            |  |   |   |  |                   |
| 22 | Jonas Photo memiliki standar tentang ketepatan waktu penyelesaian order                                   |  |   |   |  |                   |
| 23 | Jonas Photo memiliki standar tentang harga diskon sesuai dengan brosur                                    |  |   |   |  |                   |
| 24 | Jonas Photo memiliki standar tentang keakuratan kasir dalam sistem pembayaran                             |  |   |   |  |                   |
| 25 | Jonas Photo memiliki standar tentang kecepatan waktu menunggu dalam proses pembayaran                     |  |   |   |  |                   |
| 26 | Jonas Photo memiliki standar tentang administrasi/sistem pembayaran yang tidak berbelit-belit             |  |   |   |  |                   |
| 27 | Jonas Photo memiliki standar tentang petugas parkir yang dapat mengatur dengan baik kondisi tempat parkir |  |   |   |  |                   |
| 28 | Jonas Photo memiliki standar tentang satpam yang tanggap dalam membantu konsumen                          |  |   |   |  |                   |
| 29 | Jonas Photo memiliki standar tentang petugas <i>order service</i> cepat dalam memberikan pelayanan        |  |   |   |  |                   |

| No | Pernyataan   | Ada (standar tertulis dan sudah dikomunikasikan) | Ada (standar lisan dan sudah dikomunikasikan) | Ada (standar tertulis tapi belum dikomunikasikan) | Ada (standar lisan tapi belum dikomunikasikan) | Tidak ada standar |
|----|--|--|---|---|--|-------------------|
| 30 | Jonas Photo memiliki standar tentang petugas <i>order service</i> tanggap mengenai keluhan dari konsumen   |  |   |   |  |                   |
| 31 | Jonas Photo memiliki standar tentang <i>fotografer</i> yang cepat dalam pemotretan   |  |   |   |  |                   |
| 32 | Jonas Photo memiliki standar tentang <i>fotografer/asisten fotografer</i> yang cepat dalam memberikan penataan gaya                              |  |   |   |  |                   |
| 33 | Jonas Photo memiliki standar tentang <i>fotografer/asisten fotografer</i> yang tanggap dalam mengubah gaya yang sesuai dengan keinginan konsumen |  |   |   |  |                   |
| 34 | Jonas Photo memiliki standar tentang kasir cepat dalam memberikan pelayanan  |  |   |   |  |                   |
| 35 | Jonas Photo memiliki standar tentang keamanan parkir yang terjamin   |  |   |   |  |                   |
| 36 | Jonas Photo memiliki standar tentang satpam yang bertanggung jawab   |  |   |   |  |                   |
| 37 | Jonas Photo memiliki standar tentang petugas <i>order service</i> yang memiliki kemampuan untuk melayani konsumen                                |  |   |   |  |                   |
| 38 | Jonas Photo memiliki standar tentang <i>fotografer</i> memiliki ketrampilan dalam memotret   |  |   |   |  |                   |
| 39 | Jonas Photo memiliki standar tentang <i>fotografer/asisten fotografer</i> memiliki ketrampilan dalam penataan gaya yang bervariasi               |  |   |   |  |                   |
| 40 | Jonas Photo memiliki standar tentang kasir memiliki ketrampilan dalam sistem pembayaran  |  |   |   |  |                   |
| 41 | Jonas Photo memiliki standar tentang satpam yang bersifat ramah  |  |   |   |  |                   |
| 42 | Jonas Photo memiliki standar tentang petugas <i>order service</i> bersikap ramah   |  |   |   |  |                   |
| 43 | Jonas Photo memiliki standar tentang petugas <i>order service</i> mampu berkomunikasi dengan baik dalam melayani konsumen                        |  |   |   |  |                   |
| 44 | Jonas Photo memiliki standar tentang <i>fotografer</i> bersikap ramah  |  |   |   |  |                   |
| 45 | Jonas Photo memiliki standar tentang <i>fotografer</i> mampu berkomunikasi dengan baik dalam melayani konsumen                                   |  |   |   |  |                   |
| 46 | Jonas Photo memiliki standar tentang kasir bersikap ramah  |  |   |   |  |                   |
| 47 | Jonas Photo memiliki standar tentang kasir mampu berkomunikasi dengan baik dalam melayani konsumen   |  |   |   |  |                   |

**Bagian IV (Penilaian manajemen terhadap hasil kerja karyawan dan fasilitas yang diberikan)**

Petunjuk :

Dalam memenuhi standar yang telah ditetapkan oleh Pihak manajemen, karyawan kadang-kadang mengalami kesukaran untuk mencapai standar yang ditetapkan.

Berikan tanda checklist (v) pada jawaban yang paling tepat untuk menunjukkan persepsi Anda **terhadap kemampuan karyawan dalam memenuhi standar kinerja yang telah ditetapkan dan penilaian fasilitas yang diberikan Jonas Photo khususnya pada pelayanan photo studio saat ini**

| No. | Pernyataan  | Mampu Memenuhi Standar Secara Konsisten | Mendekati Mampu Memenuhi Standar Secara Konsisten | Mendekati Tidak Mampu Memenuhi Standar Secara Konsisten | Tidak Mampu Memenuhi Standar Secara Konsisten | Tidak Ada Standar (Baik Tulisar Maupun Lisan) |
|-----|---|---|---|---|---|---|
| 1   | Tersedianya area parkir yang luas   |   |   |   |   |   |
| 2   | Tersedianya jumlah petugas <i>order service</i> yang memadai                          |   |   |   |   |   |
| 3   | Kebersihan ruangan tunggu   |   |   |   |   |   |
| 4   | Kenyamanan kursi tunggu konsumen  |   |   |   |   |   |
| 5   | Tersedianya jumlah kursi tunggu konsumen yang memadai                                 |   |   |   |   |   |
| 6   | Fasilitas di ruang tunggu (bacaan, Tv dan air minum)                                  |   |   |   |   |   |
| 7   | Kebersihan WC   |   |   |   |   |   |
| 8   | Tersedianya jumlah studio photo yang memadai  |   |   |   |   |   |
| 9   | Kenyamanan studio photo   |   |   |   |   |   |
| 10  | Kebersihan studio photo   |   |   |   |   |   |
| 11  | Kenyamanan ruang ganti  |   |   |   |   |   |
| 12  | Variasi perlengkapan penunjang yang memadai seperti : boneka, topi, dll untuk berfoto |   |   |   |   |   |
| 13  | Variasi <i>background</i> / latar photo   |   |   |   |   |   |
| 14  | Kemasan kantung <i>order</i> (kantung untuk membawa klise photo/ photo)               |   |   |   |   |   |
| 15  | Bentuk <i>shopping bag</i> (kantung plastik)  |   |   |   |   |   |
| 16  | Fasilitas pembayaran dengan <i>credit card/debit card</i>                             |   |   |   |   |   |

| No | Pernyataan  | Mampu Memenuhi Standar Secara Konsisten | Mendekati Mampu Memenuhi Standar Secara Konsisten | Mendekati Tidak Mampu Memenuhi Standar Secara Konsisten | Tidak Mampu Memenuhi Standar Secara Konsisten | Tidak Ada Standar (Baik Tulisan Maupun Lisan) |
|----|---|---|---|---|---|---|
| 17 | Tersedianya jumlah kasir yang memadai   |   |   |   |   |   |
| 18 | Kemudahan dalam penjangkauan lokasi   |   |   |   |   |   |
| 19 | Kecepatan waktu menunggu dalam proses pemesanan photo studio  |   |   |   |   |   |
| 20 | Keakuratan petugas <i>order service</i> melayani konsumen   |   |   |   |   |   |
| 21 | Menawarkan harga paket photo yang menarik   |   |   |   |   |   |
| 22 | Ketepatan waktu penyelesaian order  |   |   |   |   |   |
| 23 | Harga diskon sesuai dengan brosur   |   |   |   |   |   |
| 24 | Keakuratan kasir dalam sistem pembayaran  |   |   |   |   |   |
| 25 | Kecepatan waktu menunggu dalam proses pembayaran  |   |   |   |   |   |
| 26 | Administrasi/sistem pembayaran yang tidak berbelit-belit  |   |   |   |   |   |
| 27 | Petugas parkir yang dapat mengatur dengan baik kondisi tempat parkir  |   |   |   |   |   |
| 28 | Satpam yang tanggap dalam membantu konsumen   |   |   |   |   |   |
| 29 | Petugas <i>order service</i> cepat dalam memberikan pelayanan   |   |   |   |   |   |
| 30 | Petugas <i>order service</i> tanggap mengenai keluhan dari konsumen   |   |   |   |   |   |
| 31 | <i>Fotografer</i> yang cepat dalam pemotretan   |   |   |   |   |   |
| 32 | <i>Fotografer/asisten fotografer</i> yang cepat dalam memberikan penataan gaya                              |   |   |   |   |   |
| 33 | <i>Fotografer/asisten fotografer</i> yang tanggap dalam mengubah gaya yang sesuai dengan keinginan konsumen |   |   |   |   |   |
| 34 | Kasir cepat dalam memberikan pelayanan  |   |   |   |   |   |
| 35 | Keamanan parkir yang terjamin   |   |   |   |   |   |
| 36 | Satpam yang bertanggung jawab   |   |   |   |   |   |

| No | Pernyataan   | Mampu Memenuhi Standar Secara Konsisten | Mendekati Mampu Memenuhi Standar Secara Konsisten | Mendekati Tidak Mampu Memenuhi Standar Secara Konsisten | Tidak Mampu Memenuhi Standar Secara Konsisten | Tidak Ada Standar (Baik Tulisan Maupun Lisan) |
|----|--|---|---|---|---|---|
| 37 | Petugas <i>order service</i> yang memiliki kemampuan untuk melayani konsumen                   |   |   |   |   |   |
| 38 | <i>Fotografer</i> memiliki ketrampilan dalam memotret  |   |   |   |   |   |
| 39 | <i>Fotografer/lasisten fotografer</i> memiliki ketrampilan dalam penataan gaya yang bervariasi |   |   |   |   |   |
| 40 | Kasir memiliki ketrampilan dalam sistem pembayaran   |   |   |   |   |   |
| 41 | Satpam yang bersifat ramah   |   |   |   |   |   |
| 42 | Petugas <i>order service</i> bersikap ramah  |   |   |   |   |   |
| 43 | Petugas <i>order service</i> mampu berkomunikasi dengan baik dalam melayani konsumen           |   |   |   |   |   |
| 44 | <i>Fotografer</i> bersikap ramah   |   |   |   |   |   |
| 45 | <i>Fotografer</i> mampu berkomunikasi dengan baik dalam melayani konsumen                      |   |   |   |   |   |
| 46 | Kasir bersikap ramah   |   |   |   |   |   |
| 47 | Kasir mampu berkomunikasi dengan baik dalam melayani konsumen                                  |   |   |   |   |   |

**Bagian V (Persepsi Anda terhadap Jonas Photo dan operasinya)**

Petunjuk :

Pertanyaan dibawah ini bertujuan untuk mengukur persepsi Anda tentang Jonas Photo dan operasinya.

Berilah tanda checklist (v) pada pilihan jawaban yang paling tepat, untuk menunjukkan seberapa setuju Anda **terhadap pernyataan yang disebutkan, mengenai aspek operasional Jonas Photo.**

STS : Sangat Tidak Setuju

S : Setuju

TS : Tidak Setuju

SS : Sangat Setuju

| No | Pernyataan   | STS | TS | S | SS |
|----|--|-----|----|---|----|
| 1  | Jonas Photo sering mengumpulkan informasi tentang kebutuhan konsumen   |     |    |   |    |
| 2  | Jonas Photo sering melakukan hasil penelitian pemasaran mengenai konsumen  |     |    |   |    |
| 3  | Jonas Photo secara teratur mengumpulkan informasi kualitas pelayanan yang diharapkan konsumen                          |     |    |   |    |
| 4  | Manajer level atas Jonas Photo sering melakukan komunikasi atau berinteraksi dengan konsumen                           |     |    |   |    |
| 5  | Karyawan yang berhubungan dengan konsumen sering melakukan komunikasi/ berinteraksi dengan pihak manajemen Jonas Photo |     |    |   |    |
| 6  | Pihak Manajemen sering meminta saran-saran dari karyawan mengenai keinginan konsumen                                   |     |    |   |    |
| 7  | Pihak manajemen Jonas Photo sering berkomunikasi langsung dengan karyawan  |     |    |   |    |
| 8  | Alat komunikasi antara pihak manajemen Jonas Photo dan karyawan adalah melalui memo (kertas pesan) ( - )               |     |    |   |    |
| 9  | Jonas Photo memiliki banyak lapisan-lapisan manajemen dari yang teratas sampai terbawah ( - )                          |     |    |   |    |
| 10 | Jonas Photo berkomitmen untuk menyediakan sumber daya yang diperlukan untuk pelayanan konsumen                         |     |    |   |    |
| 11 | Jonas Photo memiliki program kerja yang jelas untuk meningkatkan kualitas pelayanan konsumen                           |     |    |   |    |
| 12 | Pihak manager Jonas Photo yang dapat meningkatkan kualitas pelayanan lebih akan diberikan imbalan lebih dari yang lain |     |    |   |    |
| 13 | Jonas Photo memberikan sanksi kepada karyawan yang tidak bertanggung jawab dalam kerja                                 |     |    |   |    |
| 14 | Jonas Photo lebih mementingkan pelayanan daripada penjualan  |     |    |   |    |

| No | Pernyataan  | STS | TS | S | SS |
|----|---|-----|----|---|----|
| 15 | Jonas Photo memiliki program tertulis untuk menetapkan sasaran kualitas pelayanan bagi konsumen                           |     |    |   |    |
| 16 | Jonas Photo berusaha untuk menetapkan sasaran/ tujuan kualitas pelayanan konsumen yang jelas bagi karyawan                |     |    |   |    |
| 17 | Jonas Photo menggunakan peralatan canggih dan terbaru guna meningkatkan standar pelayanan yang tinggi                     |     |    |   |    |
| 18 | Dalam mempertahankan kecepatan pelayanan Jonas Photo menetapkan standarisasi berdasarkan waktu kerja                      |     |    |   |    |
| 19 | Dalam mempertahankan standar pelayanan Jonas photo sering mengadakan program dalam rangka peningkatan standar operasional |     |    |   |    |
| 20 | Dalam meningkatkan kualitas pelayanan Jonas Photo melakukan standarisasi kerja yang tinggi                                |     |    |   |    |
| 21 | Jonas Photo akan rugi jika memenuhi permintaan konsumen secara terus-menerus ( - )  |     |    |   |    |
| 22 | Jonas Photo memiliki prosedur kerja yang baku dalam melayani konsumen   |     |    |   |    |

## **LAMPIRAN 3**

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- Kuesioner Penelitian Untuk Supervisor

## KUESIONER PENELITIAN (Supervisor)

Responden Yang Terhormat,

Dalam rangka penyusunan Tugas Akhir Jurusan Teknik Industri, Universitas Kristen Maranatha, saya mengharapkan bantuan dan partisipasi Anda untuk mengisi kuesioner ini sebaik-baiknya. Tujuan dari penyebaran kuesioner ini adalah untuk mengetahui spesifikasi standar yang dimiliki Jonas Photo serta mengetahui penilaian Anda terhadap hasil kerja karyawan.

Atas partisipasi dan kerja samanya, saya ucapkan **Terima Kasih**.

Hormat saya,

Maya

Bagian I (Performansi standar pelayanan di Jonas Photo)

Petunjuk :

Performansi standar yang ada dalam suatu organisasi atau perusahaan, dapat berupa Standar Formal (eksplisit, ditulis secara resmi, dan dikomunikasikan ke seluruh karyawan) atau dapat berupa Standar Informal (implisit, hanya diucapkan, dan diasumsikan dimengerti oleh seluruh karyawan).

Berilah tanda checklist (v) pada pilihan jawaban yang paling tepat untuk menggambarkan performansi standar Jonas Photo khususnya standar pelayanan photo studio saat ini.

| No | Pernyataan  | Ada (standar tertulis dan sudah dikomunikasikan) | Ada (standar lisan dan sudah dikomunikasikan) | Ada (standar tertulis tapi belum dikomunikasikan) | Ada (standar lisan tapi belum dikomunikasikan) | Tidak ada standar |
|----|---|--|---|---|--|-------------------|
| 1  | Jonas Photo memiliki standar tentang tersedianya area parkir yang luas                            |  |   |   |  |                   |
| 2  | Jonas Photo memiliki standar tentang tersedianya jumlah petugas <i>order service</i> yang memadai |  |   |   |  |                   |
| 3  | Jonas Photo memiliki standar tentang kebersihan ruangan tunggu                                    |  |   |   |  |                   |
| 4  | Jonas Photo memiliki standar tentang kenyamanan kursi tunggu konsumen                             |  |   |   |  |                   |
| 5  | Jonas Photo memiliki standar tentang tersedianya jumlah kursi tunggu konsumen yang memadai        |  |   |   |  |                   |
| 6  | Jonas Photo memiliki standar tentang fasilitas di ruang tunggu (bacaan, Tv dan air minum)         |  |   |   |  |                   |

| No | Pernyataan   | Ada (standar tertulis dan sudah dikomunikasikan) | Ada (standar lisan dan sudah dikomunikasikan) | Ada (standar tertulis tapi belum dikomunikasikan) | Ada (standar lisan tapi belum dikomunikasikan) | Tidak ada standar |
|----|--|--|---|---|--|-------------------|
| 7  | Jonas Photo memiliki standar tentang kebersihan WC   |  |   |   |  |                   |
| 8  | Jonas Photo memiliki standar tentang tersedianya jumlah studio photo yang memadai  |  |   |   |  |                   |
| 9  | Jonas Photo memiliki standar tentang kenyamanan studio photo   |  |   |   |  |                   |
| 10 | Jonas Photo memiliki standar tentang kebersihan studio photo   |  |   |   |  |                   |
| 11 | Jonas Photo memiliki standar tentang kenyamanan ruang ganti  |  |   |   |  |                   |
| 12 | Jonas Photo memiliki standar tentang variasi perlengkapan penunjang yang memadai seperti : boneka, topi, dll untuk berfoto |  |   |   |  |                   |
| 13 | Jonas Photo memiliki standar tentang variasi <i>background</i> / latar photo   |  |   |   |  |                   |
| 14 | Jonas Photo memiliki standar tentang kemasan kantung <i>order</i> (kantung untuk membawa klise photo/ photo)               |  |   |   |  |                   |
| 15 | Jonas Photo memiliki standar tentang bentuk <i>shopping bag</i> (kantung plastik)  |  |   |   |  |                   |
| 16 | Jonas Photo memiliki standar tentang fasilitas pembayaran dengan credit card/debit   |  |   |   |  |                   |
| 17 | Jonas Photo memiliki standar tentang tersedianya jumlah kasir yang memadai   |  |   |   |  |                   |
| 18 | Kemudahan dalam penjangkauan lokasi  |  |   |   |  |                   |
| 19 | Jonas Photo memiliki standar tentang kecepatan waktu menunggu dalam proses pemesanan photo studio                          |  |   |   |  |                   |
| 20 | Jonas Photo memiliki standar tentang keakuratan petugas <i>order service</i> melayani konsumen                             |  |   |   |  |                   |
| 21 | Jonas Photo memiliki standar tentang menawarkan harga paket photo yang menarik   |  |   |   |  |                   |
| 22 | Jonas Photo memiliki standar tentang ketepatan waktu penyelesaian order  |  |   |   |  |                   |
| 23 | Jonas Photo memiliki standar tentang harga diskon sesuai dengan brosur   |  |   |   |  |                   |
| 24 | Jonas Photo memiliki standar tentang keakuratan kasir dalam sistem pembayaran  |  |   |   |  |                   |
| 25 | Jonas Photo memiliki standar tentang kecepatan waktu menunggu dalam proses pembayaran                                      |  |   |   |  |                   |

| No | Pernyataan   | Ada (standar tertulis dan sudah dikomunikasikan) | Ada (standar lisan dan sudah dikomunikasikan) | Ada (standar tertulis tapi belum dikomunikasikan) | Ada (standar lisan tapi belum dikomunikasikan) | Tidak ada standar |
|----|--|--|---|---|--|-------------------|
| 26 | Jonas Photo memiliki standar tentang administrasi/sistem pembayaran yang tidak berbelit-belit  |  |   |   |  |                   |
| 27 | Jonas Photo memiliki standar tentang petugas parkir yang dapat mengatur dengan baik kondisi tempat parkir  |  |   |   |  |                   |
| 28 | Jonas Photo memiliki standar tentang satpam yang tanggap dalam membantu konsumen   |  |   |   |  |                   |
| 29 | Jonas Photo memiliki standar tentang petugas <i>order service</i> cepat dalam memberikan pelayanan   |  |   |   |  |                   |
| 30 | Jonas Photo memiliki standar tentang petugas <i>order service</i> tanggap mengenai keluhan dari konsumen   |  |   |   |  |                   |
| 31 | Jonas Photo memiliki standar tentang <i>fotografer</i> yang cepat dalam pemotretan   |  |   |   |  |                   |
| 32 | Jonas Photo memiliki standar tentang <i>fotografer/asisten fotografer</i> yang cepat dalam memberikan penataan gaya                              |  |   |   |  |                   |
| 33 | Jonas Photo memiliki standar tentang <i>fotografer/asisten fotografer</i> yang tanggap dalam mengubah gaya yang sesuai dengan keinginan konsumen |  |   |   |  |                   |
| 34 | Jonas Photo memiliki standar tentang kasir cepat dalam memberikan pelayanan  |  |   |   |  |                   |
| 35 | Jonas Photo memiliki standar tentang keamanan parkir yang terjamin   |  |   |   |  |                   |
| 36 | Jonas Photo memiliki standar tentang satpam yang bertanggung jawab   |  |   |   |  |                   |
| 37 | Jonas Photo memiliki standar tentang petugas <i>order service</i> yang memiliki kemampuan untuk melayani konsumen                                |  |   |   |  |                   |
| 38 | Jonas Photo memiliki standar tentang <i>fotografer</i> memiliki ketrampilan dalam memotret   |  |   |   |  |                   |
| 39 | Jonas Photo memiliki standar tentang <i>fotografer/asisten fotografer</i> memiliki ketrampilan dalam penataan gaya yang bervariasi               |  |   |   |  |                   |
| 40 | Jonas Photo memiliki standar tentang kasir memiliki ketrampilan dalam sistem pembayaran  |  |   |   |  |                   |

| No | Pernyataan  | Ada (standar tertulis dan sudah dikomunikasikan) | Ada (standar lisan dan sudah dikomunikasikan) | Ada (standar tertulis tapi belum dikomunikasikan) | Ada (standar lisan tapi belum dikomunikasikan) | Tidak ada standar |
|----|---|--|---|---|--|-------------------|
| 41 | Jonas Photo memiliki standar tentang satpam yang bersifat ramah   |  |   |   |  |                   |
| 42 | Jonas Photo memiliki standar tentang petugas <i>order service</i> bersikap ramah  |  |   |   |  |                   |
| 43 | Jonas Photo memiliki standar tentang petugas <i>order service</i> mampu berkomunikasi dengan baik dalam melayani konsumen |  |   |   |  |                   |
| 44 | Jonas Photo memiliki standar tentang <i>fotografer</i> bersikap ramah   |  |   |   |  |                   |
| 45 | Jonas Photo memiliki standar tentang <i>fotografer</i> mampu berkomunikasi dengan baik dalam melayani konsumen            |  |   |   |  |                   |
| 46 | Jonas Photo memiliki standar tentang kasir bersikap ramah   |  |   |   |  |                   |
| 47 | Jonas Photo memiliki standar tentang kasir mampu berkomunikasi dengan baik dalam melayani konsumen                        |  |   |   |  |                   |

**Bagian II (Penilaian supervisor terhadap hasil kerja karyawan dan fasilitas yang diberikan)***Petunjuk :*

Dalam memenuhi standar yang telah ditetapkan oleh Pihak manajemen, karyawan kadang-kadang mengalami kesukaran untuk mencapai standar yang ditetapkan.

Berikan tanda checklist (v) pada jawaban yang paling tepat untuk menunjukkan persepsi Anda **terhadap kemampuan karyawan dalam memenuhi standar kinerja yang telah ditetapkan dan penilaian fasilitas yang diberikan Jonas Photo khususnya pada pelayanan photo studio saat ini**

| No. | Pernyataan  | Mampu Memenuhi Standar Secara Konsisten | Mendekati Mampu Memenuhi Standar Secara Konsisten | Mendekati Tidak Mampu Memenuhi Standar Secara Konsisten | Tidak Mampu Memenuhi Standar Secara Konsisten | Tidak Ada Standar (Baik Tulisan Maupun Lisan) |
|-----|---|---|---|---|---|---|
| 1   | Tersedianya area parkir yang luas   |   |   |   |   |   |
| 2   | Tersedianya jumlah petugas <i>order service</i> yang memadai                          |   |   |   |   |   |
| 3   | Kebersihan ruangan tunggu   |   |   |   |   |   |
| 4   | Kenyamanan kursi tunggu konsumen  |   |   |   |   |   |
| 5   | Tersedianya jumlah kursi tunggu konsumen yang memadai                                 |   |   |   |   |   |
| 6   | Fasilitas di ruang tunggu (bacaan, Tv dan air minum)                                  |   |   |   |   |   |
| 7   | Kebersihan WC   |   |   |   |   |   |
| 8   | Tersedianya jumlah studio photo yang memadai  |   |   |   |   |   |
| 9   | Kenyamanan studio photo   |   |   |   |   |   |
| 10  | Kebersihan studio photo   |   |   |   |   |   |
| 11  | Kenyamanan ruang ganti  |   |   |   |   |   |
| 12  | Variasi perlengkapan penunjang yang memadai seperti : boneka, topi, dll untuk berfoto |   |   |   |   |   |
| 13  | Variasi <i>background</i> / latar photo   |   |   |   |   |   |
| 14  | Kemasan kantung <i>order</i> (kantung untuk membawa klise photo/ photo)               |   |   |   |   |   |
| 15  | Bentuk <i>shopping bag</i> (kantung plastik)  |   |   |   |   |   |
| 16  | Fasilitas pembayaran dengan <i>credit card/debit card</i>                             |   |   |   |   |   |

| No | Pernyataan  | Mampu Memenuhi Standar Secara Konsisten | Mendekati Mampu Memenuhi Standar Secara Konsisten | Mendekati Tidak Mampu Memenuhi Standar Secara Konsisten | Tidak Mampu Memenuhi Standar Secara Konsisten | Tidak Ada Standar (Baik Tulisan Maupun Lisan) |
|----|---|---|---|---|---|---|
| 17 | Tersedianya jumlah kasir yang memadai   |   |   |   |   |   |
| 18 | Kemudahan dalam penjangkauan lokasi   |   |   |   |   |   |
| 19 | Kecepatan waktu menunggu dalam proses pemesanan photo studio  |   |   |   |   |   |
| 20 | Keakuratan petugas <i>order service</i> melayani konsumen   |   |   |   |   |   |
| 21 | Menawarkan harga paket photo yang menarik   |   |   |   |   |   |
| 22 | Ketepatan waktu penyelesaian order  |   |   |   |   |   |
| 23 | Harga diskon sesuai dengan brosur   |   |   |   |   |   |
| 24 | Keakuratan kasir dalam sistem pembayaran  |   |   |   |   |   |
| 25 | Kecepatan waktu menunggu dalam proses pembayaran  |   |   |   |   |   |
| 26 | Administrasi/sistem pembayaran yang tidak berbelit-belit  |   |   |   |   |   |
| 27 | Petugas parkir yang dapat mengatur dengan baik kondisi tempat parkir  |   |   |   |   |   |
| 28 | Satpam yang tanggap dalam membantu konsumen   |   |   |   |   |   |
| 29 | Petugas <i>order service</i> cepat dalam memberikan pelayanan   |   |   |   |   |   |
| 30 | Petugas <i>order service</i> tanggap mengenai keluhan dari konsumen   |   |   |   |   |   |
| 31 | <i>Fotografer</i> yang cepat dalam pemotretan   |   |   |   |   |   |
| 32 | <i>Fotografer/asisten fotografer</i> yang cepat dalam memberikan penataan gaya                              |   |   |   |   |   |
| 33 | <i>Fotografer/asisten fotografer</i> yang tanggap dalam mengubah gaya yang sesuai dengan keinginan konsumen |   |   |   |   |   |
| 34 | Kasir cepat dalam memberikan pelayanan  |   |   |   |   |   |
| 35 | Keamanan parkir yang terjamin   |   |   |   |   |   |
| 36 | Satpam yang bertanggung jawab   |   |   |   |   |   |

| No | Pernyataan  | Mampu Memenuhi Standar Secara Konsisten | Mendekati Mampu Memenuhi Standar Secara Konsisten | Mendekati Tidak Mampu Memenuhi Standar Secara Konsisten | Tidak Mampu Memenuhi Standar Secara Konsisten | Tidak Ada Standar (Baik Tulisan Maupun Lisan) |
|----|---|---|---|---|---|---|
| 37 | Petugas <i>order service</i> yang memiliki kemampuan untuk melayani konsumen                  |   |   |   |   |   |
| 38 | <i>Fotografer</i> memiliki ketrampilan dalam memotret   |   |   |   |   |   |
| 39 | <i>Fotografer/asisten fotografer</i> memiliki ketrampilan dalam penataan gaya yang bervariasi |   |   |   |   |   |
| 40 | Kasir memiliki ketrampilan dalam sistem pembayaran  |   |   |   |   |   |
| 41 | Satpam yang bersifat ramah  |   |   |   |   |   |
| 42 | Petugas <i>order service</i> bersikap ramah   |   |   |   |   |   |
| 43 | Petugas <i>order service</i> mampu berkomunikasi dengan baik dalam melayani konsumen          |   |   |   |   |   |
| 44 | <i>Fotografer</i> bersikap ramah  |   |   |   |   |   |
| 45 | <i>Fotografer</i> mampu berkomunikasi dengan baik dalam melayani konsumen                     |   |   |   |   |   |
| 46 | Kasir bersikap ramah  |   |   |   |   |   |
| 47 | Kasir mampu berkomunikasi dengan baik dalam melayani konsumen                                 |   |   |   |   |   |

## **LAMPIRAN 4**

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- Kuesioner Penelitian Untuk Karyawan

### KUESIONER PENELITIAN (Karyawan)

Responden Yang Terhormat,

Dalam rangka penyusunan Tugas Akhir Jurusan Teknik Industri, Universitas Kristen Maranatha, saya mengharapkan bantuan dan partisipasi Anda untuk mengisi kuesioner ini sebaik-baiknya. Tujuan dari penyebaran kuesioner ini adalah untuk mengetahui persepsi Anda terhadap Jonas Photo serta penilaian seberapa besar Jonas Photo dan karyawan memenuhi janji untuk memberikan kualitas pelayanan kepada konsumen.

Atas partisipasi dan kerja samanya, saya ucapan Terima Kasih.

Hormat saya,

Maya

Bagian I (Persepsi Anda terhadap Jonas Photo dan operasinya)

Petunjuk :

Pertanyaan berikut ini bertujuan untuk mengukur persepsi Anda tentang Jonas Photo khususnya pada pelayanan photo studio dan operasinya.

Berilah tanda checklist (v) pada pilihan jawaban yang paling tepat, untuk menunjukkan seberapa setuju Anda terhadap pernyataan yang disebutkan, mengenai aspek operasional Jonas Photo.

STS : Sangat Tidak Setuju

S : Setuju

TS : Tidak Setuju

SS : Sangat Setuju

| No. | Pernyataan   | STS | TS | S | SS |
|-----|--|-----|----|---|----|
| 1   | Saya merasa bahwa saya bekerja dalam sebuah kelompok ( <i>team work</i> )  |     |    |   |    |
| 2   | Setiap orang di Jonas Photo, bekerja sama dalam kelompok untuk melayani konsumen   |     |    |   |    |
| 3   | Saya merasa bertanggungjawab untuk membantu rekan sekerja jika mengalami masalah dalam pekerjaannya  |     |    |   |    |
| 4   | Saya dan rekan sekerja lebih sering bekerja sama dibandingkan bersaing   |     |    |   |    |
| 5   | Saya merasa bahwa saya merupakan anggota penting dari Jonas Photo ini  |     |    |   |    |
| 6   | Saya merasa nyaman bekerja, dalam arti saya mampu bekerja dengan baik  |     |    |   |    |
| 7   | Jonas Photo merekrut orang yang mempunyai kemampuan tinggi dibidangnya   |     |    |   |    |
| 8   | Jonas Photo melengkapi peralatan kerja yang saya butuhkan, agar saya dapat bekerja dengan baik   |     |    |   |    |
| 9   | Saya menghabiskan banyak waktu dalam pekerjaan, untuk memecahkan masalah yang kurang saya kuasai ( - )   |     |    |   |    |
| 10  | Saya bebas dalam menentukan cara agar dapat memenuhi kebutuhan konsumen  |     |    |   |    |
| 11  | Saya kadang-kadang merasa tidak dapat menangani pekerjaan saya ketika konsumen banyak yang datang pada waktu yang bersamaan ( - )              |     |    |   |    |
| 12  | Salah satu penyebab saya frustasi dalam bekerja adalah saya kadang-kadang harus bergantung pada rekan kerja lain untuk melayani konsumen ( - ) |     |    |   |    |

| No. | Pernyataan   | STS | TS | S | SS |
|-----|--|-----|----|---|----|
| 13  | Salah satu faktor yang dinilai oleh atasan atas hasil kerja saya adalah seberapa baik saya dapat berinteraksi dengan konsumen            |     |    |   |    |
| 14  | Di Jonas Photo, jika sudah bekerja ekstra untuk melayani konsumen dengan baik diberikan bonus tambahan                                   |     |    |   |    |
| 15  | Karyawan di Jonas Photo yang melayani konsumen dengan lebih baik akan diberi imbalan yang lebih besar daripada karyawan lain             |     |    |   |    |
| 16  | Jonas Photo lebih memilih kebijakan peningkatan penjualan dibandingkan pelayanan sehingga saya sukar melayani konsumen dengan baik ( - ) |     |    |   |    |
| 17  | Saya biasanya menganggap sama penting antara Permintaan konsumen dan permintaan atasan   |     |    |   |    |
| 18  | Atasan dan saya memiliki kesamaan ide mengenai cara memecahkan masalah   |     |    |   |    |
| 19  | Informasi yang saya terima dari atasan cukup memadai untuk menyelesaikan masalah   |     |    |   |    |
| 20  | Saya sering merasa memahami tentang pelayanan yang diberikan Jonas Photo kepada konsumen   |     |    |   |    |
| 21  | Saya merasa mampu mengikuti perubahan yang terjadi pada pekerjaan saya   |     |    |   |    |
| 22  | Saya merasa diberi pelatihan dengan baik untuk menghadapi konsumen   |     |    |   |    |
| 23  | Saya mengetahui aspek penting dalam penilaian hasil kerja saya oleh atasan   |     |    |   |    |
| 24  | Bagian pemasaran berkonsultasi dengan saya mengenai seberapa besar kemungkinan untuk memenuhi janji yang dikemukakan dalam promosi       |     |    |   |    |
| 25  | Saya memperhatikan janji yang dikemukakan Jonas Photo dalam promosinya   |     |    |   |    |
| 26  | Jonas Photo memegang janji dan menghargai komitmen terhadap karyawan dan konsumen  |     |    |   |    |
| 27  | Jonas Photo dapat memenuhi janjinya sehingga konsumen tertarik ke Jonas Photo  |     |    |   |    |

**Bagian II (Penilaian seberapa besar Jonas Photo dan karyawan pada pelayanan photo studio memenuhi janji untuk memberikan kualitas pelayanan kepada konsumen)**

Petunjuk :

Berikan tanda checklist (v) terhadap pilihan jawaban yang paling sesuai untuk menunjukkan persepsi Anda **dalam memenuhi janji unjuk kerja kualitas kepada konsumennya**

**Keterangan :**

TK = Tidak Konsisten dalam menghasilkan unjuk kerja yang baik

KK = Kurang Konsisten dalam menghasilkan unjuk kerja yang baik

CK = Cukup Konsisten dalam menghasilkan unjuk kerja yang baik

K = Konsisten dalam menghasilkan unjuk kerja yang baik

| Pernyataan  | TK | KK | CK | K |
|---|----|----|----|---|
| Harga diskon sesuai dengan yang diiklankan (mis : brosur) |    |    |    |   |

### **KUESIONER PENELITIAN (Karyawan)**

Responden Yang Terhormat,

Dalam rangka penyusunan Tugas Akhir Jurusan Teknik Industri, Universitas Kristen Maranatha, saya mengharapkan bantuan dan partisipasi Anda untuk mengisi kuesioner ini sebaik-baiknya. Tujuan dari penyebaran kuesioner ini adalah untuk mengetahui persepsi Anda terhadap Jonas Photo serta penilaian seberapa besar Jonas Photo dan karyawan memenuhi janji untuk memberikan kualitas pelayanan kepada konsumen.

Atas partisipasi dan kerja samanya, saya ucapkan Terima Kasih.

Hormat saya,

Maya

Bagian I (Persepsi Anda terhadap Jonas Photo dan operasinya)

Petunjuk :

Pertanyaan berikut ini bertujuan untuk mengukur persepsi Anda tentang Jonas Photo khususnya pada pelayanan photo studio dan operasinya.

Berilah tanda checklist (v) pada pilihan jawaban yang paling tepat, untuk menunjukkan seberapa setuju Anda terhadap pernyataan yang disebutkan, mengenai aspek operasional Jonas Photo.

STS : Sangat Tidak Setuju

S : Setuju

TS : Tidak Setuju

SS : Sangat Setuju

| No. | Pernyataan   | STS | TS | S | SS |
|-----|--|-----|----|---|----|
| 1   | Saya merasa bahwa saya bekerja dalam sebuah kelompok ( <i>team work</i> )  |     |    |   |    |
| 2   | Setiap orang di Jonas Photo, bekerja sama dalam kelompok untuk melayani konsumen   |     |    |   |    |
| 3   | Saya merasa bertanggungjawab untuk membantu rekan sekerja jika mengalami masalah dalam pekerjaannya  |     |    |   |    |
| 4   | Saya dan rekan sekerja lebih sering bekerja sama dibandingkan bersaing   |     |    |   |    |
| 5   | Saya merasa bahwa saya merupakan anggota penting dari Jonas Photo ini  |     |    |   |    |
| 6   | Saya merasa nyaman bekerja, dalam arti saya mampu bekerja dengan baik  |     |    |   |    |
| 7   | Jonas Photo merekrut orang yang mempunyai kemampuan tinggi dibidangnya   |     |    |   |    |
| 8   | Jonas Photo melengkapi peralatan kerja yang saya butuhkan, agar saya dapat bekerja dengan baik   |     |    |   |    |
| 9   | Saya menghabiskan banyak waktu dalam pekerjaan, untuk memecahkan masalah yang kurang saya kuasai ( - )   |     |    |   |    |
| 10  | Saya bebas dalam menentukan cara agar dapat memenuhi kebutuhan konsumen  |     |    |   |    |
| 11  | Saya kadang-kadang merasa tidak dapat menangani pekerjaan saya ketika konsumen banyak yang datang pada waktu yang bersamaan ( - )              |     |    |   |    |
| 12  | Salah satu penyebab saya frustasi dalam bekerja adalah saya kadang-kadang harus bergantung pada rekan kerja lain untuk melayani konsumen ( - ) |     |    |   |    |

| No. | Pernyataan   | STS | TS | S | SS |
|-----|--|-----|----|---|----|
| 13  | Salah satu faktor yang dinilai oleh atasan atas hasil kerja saya adalah seberapa baik saya dapat berinteraksi dengan konsumen            |     |    |   |    |
| 14  | Di Jonas Photo, jika sudah bekerja ekstra untuk melayani konsumen dengan baik diberikan bonus tambahan                                   |     |    |   |    |
| 15  | Karyawan di Jonas Photo yang melayani konsumen dengan lebih baik akan diberi imbalan yang lebih besar daripada karyawan lain             |     |    |   |    |
| 16  | Jonas Photo lebih memilih kebijakan peningkatan penjualan dibandingkan pelayanan sehingga saya sukar melayani konsumen dengan baik ( - ) |     |    |   |    |
| 17  | Saya biasanya menganggap sama penting antara Permintaan konsumen dan permintaan atasan   |     |    |   |    |
| 18  | Atasan dan saya memiliki kesamaan ide mengenai cara memecahkan masalah   |     |    |   |    |
| 19  | Informasi yang saya terima dari atasan cukup memadai untuk menyelesaikan masalah   |     |    |   |    |
| 20  | Saya sering merasa memahami tentang pelayanan yang diberikan Jonas Photo kepada konsumen   |     |    |   |    |
| 21  | Saya merasa mampu mengikuti perubahan yang terjadi pada pekerjaan saya   |     |    |   |    |
| 22  | Saya merasa diberi pelatihan dengan baik untuk menghadapi konsumen   |     |    |   |    |
| 23  | Saya mengetahui aspek penting dalam penilaian hasil kerja saya oleh atasan   |     |    |   |    |

## **LAMPIRAN 5**

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- Penggunaan Bilangan Random Untuk Pembagian  
Kuesioner Konsumen

**Tabel L5.1**  
**Penggunaan Bilangan Random untuk Pembagian Kuesioner Pendahuluan Konsumen**

| Hari ke - 1     |                       |                 |                        | Hari ke - 2     |                       |                 |                        | Hari ke - 3     |                       |                 |                        |
|-----------------|-----------------------|-----------------|------------------------|-----------------|-----------------------|-----------------|------------------------|-----------------|-----------------------|-----------------|------------------------|
| Bilangan Random | Jam Disebar Kuesioner | Jumlah konsumen | Konsumen yang terpilih | Bilangan Random | Jam Disebar Kuesioner | Jumlah konsumen | Konsumen yang terpilih | Bilangan Random | Jam Disebar Kuesioner | Jumlah konsumen | Konsumen yang terpilih |
| 0,142           | 08.45                 | 5               | 1                      | 0,087           | 08.00                 | 3               | 1                      | 0,885           | 19.15                 | 20              | 18                     |
| 0,277           | 10.45                 | 9               | 2                      | 0,021           | 07.15                 | 3               | 1                      | 0,36            | 12.00                 | 9               | 3                      |
| 0,384           | 12.15                 | 8               | 3                      | 0,503           | 14.00                 | 15              | 8                      | 0,297           | 11.00                 | 14              | 4                      |
| 0,834           | 18.30                 | 20              | 17                     | 0,573           | 15.00                 | 14              | 8                      | 0,831           | 18.30                 | 12              | 10                     |
| 0,198           | 09.45                 | 5               | 1                      | 0,193           | 09.30                 | 6               | 1                      | 0,13            | 08.45                 | 3               | 1                      |
| 0,575           | 15.00                 | 16              | 9                      | 0,434           | 13.00                 | 10              | 4                      | 0,625           | 15.15                 | 10              | 6                      |
| 0,239           | 10.15                 | 4               | 1                      | 0,988           | 20.45                 | 20              | 20                     | 0,648           | 16.00                 | 13              | 8                      |
| 0,511           | 14.00                 | 25              | 13                     | 0,736           | 17.15                 | 13              | 10                     | 0,525           | 14.15                 | 19              | 10                     |
| 0,753           | 17.30                 | 18              | 14                     | 0,931           | 20.00                 | 9               | 8                      | 0,445           | 13.00                 | 30              | 13                     |
| 0,912           | 19.45                 | 10              | 9                      | 0,645           | 16.00                 | 28              | 18                     | 0,765           | 17.30                 | 12              | 9                      |
| 0,65            | 16.00                 | 15              | 10                     | 0,818           | 18.15                 | 8               | 7                      | 0,235           | 10.15                 | 10              | 2                      |
| 0,327           | 11.30                 | 12              | 4                      | 0,280           | 10.45                 | 4               | 1                      |                 |                       |                 |                        |

Contoh perhitungan :

$$\begin{aligned}
 \text{Jumlah disebar kuesioner} &= \text{bilangan random} * (\text{jam kerja efektif} * 60\text{menit}) \\
 &= 0,142 * (14\text{ jam} * 60\text{menit} / \text{jam}) \\
 &= 119,28\text{menit} \\
 &= 1\text{jam } 46\text{menit}
 \end{aligned}$$

Agar lebih mudah dalam penyebaran kuesioner, maka dilakukan pendekatan (selang 15 menit) sehingga penyebaran kuesioner pada pk 08.45

**Tabel L5.2**  
**Bilangan Random untuk Pembagian**  
**Kuesioner Lanjutan Konsumen**

| <b>Hari ke - 1</b> |                       |                 |                        | <b>Hari ke - 2</b> |                       |                 |                        |
|--------------------|-----------------------|-----------------|------------------------|--------------------|-----------------------|-----------------|------------------------|
| Bilangan Random    | Jam Disebar Kuesioner | Jumlah konsumen | Konsumen yang terpilih | Bilangan Random    | Jam Disebar Kuesioner | Jumlah konsumen | Konsumen yang terpilih |
| 0,182              | 09.30                 | 20              | 4                      | 0,163              | 09.15                 | 7               | 1                      |
| 0,328              | 11.30                 | 50              | 16                     | 0,753              | 17.30                 | 25              | 19                     |
| 0,549              | 14.30                 | 60              | 33                     | 0,325              | 11.30                 | 20              | 7                      |
| 0,268              | 10.30                 | 30              | 8                      | 0,495              | 13.45                 | 16              | 8                      |
| 0,171              | 09.15                 | 32              | 5                      | 0,379              | 12.15                 | 34              | 13                     |
| 0,944              | 20.00                 | 55              | 52                     | 0,724              | 17.00                 | 15              | 11                     |
| 0,724              | 17.00                 | 40              | 29                     | 0,670              | 16.15                 | 19              | 13                     |
| 0,658              | 16.00                 | 100             | 66                     | 0,426              | 12.45                 | 16              | 7                      |
| 0,140              | 08.45                 | 12              | 2                      | 0,815              | 18.15                 | 9               | 7                      |
| 0,486              | 13.15                 | 120             | 58                     | 0,277              | 10.45                 | 13              | 4                      |
| 0,380              | 12.15                 | 39              | 15                     | 0,512              | 14.00                 | 21              | 11                     |
| 0,780              | 17.45                 | 18              | 14                     | 0,202              | 09.45                 | 10              | 2                      |
| <b>Hari ke - 3</b> |                       |                 |                        | <b>Hari ke - 4</b> |                       |                 |                        |
| Bilangan Random    | Jam Disebar Kuesioner | Jumlah konsumen | Konsumen yang terpilih | Bilangan Random    | Jam Disebar Kuesioner | Jumlah konsumen | Konsumen yang terpilih |
| 0,191              | 09.30                 | 8               | 2                      | 0,111              | 08.30                 | 5               | 1                      |
| 0,406              | 12.30                 | 20              | 8                      | 0,575              | 15.00                 | 21              | 12                     |
| 0,344              | 11.45                 | 18              | 6                      | 0,235              | 10.15                 | 14              | 3                      |
| 0,914              | 19.45                 | 16              | 15                     | 0,418              | 12.45                 | 25              | 10                     |
| 0,040              | 07.30                 | 3               | 1                      | 0,629              | 15.45                 | 14              | 9                      |
| 0,934              | 20.00                 | 11              | 10                     | 0,486              | 13.45                 | 28              | 14                     |
| 0,486              | 13.45                 | 27              | 13                     | 0,193              | 09.30                 | 6               | 1                      |
| 0,621              | 15.30                 | 16              | 10                     | 0,521              | 14.15                 | 12              | 6                      |
| 0,511              | 14.00                 | 23              | 12                     | 0,714              | 16.45                 | 15              | 11                     |
| 0,589              | 15.00                 | 10              | 6                      | 0,454              | 13.15                 | 20              | 9                      |
| 0,393              | 12.30                 | 23              | 9                      | 0,327              | 11.30                 | 23              | 8                      |
| 0,743              | 17.15                 | 8               | 6                      | 0,650              | 16.00                 | 16              | 10                     |

**Tabel L5.2 (Lanjutan)**  
**Bilangan Random untuk Pembagian**  
**Kuesioner Lanjutan Konsumen**

| <b>Hari ke - 5</b> |                       |                 |                        | <b>Hari ke - 6</b> |                       |                 |                        |
|--------------------|-----------------------|-----------------|------------------------|--------------------|-----------------------|-----------------|------------------------|
| Bilangan Random    | Jam Disebar Kuesioner | Jumlah konsumen | Konsumen yang terpilih | Bilangan Random    | Jam Disebar Kuesioner | Jumlah konsumen | Konsumen yang terpilih |
| 0,960              | 20.15                 | 16              | 15                     | 0,225              | 10.00                 | 10              | 2                      |
| 0,086              | 08.00                 | 3               | 1                      | 0,194              | 09.30                 | 6               | 1                      |
| 0,999              | 20.45                 | 10              | 10                     | 0,475              | 13.30                 | 26              | 12                     |
| 0,395              | 12.30                 | 15              | 6                      | 0,947              | 20.15                 | 13              | 12                     |
| 0,462              | 13.15                 | 20              | 9                      | 0,618              | 15.30                 | 15              | 9                      |
| 0,664              | 16.15                 | 9               | 6                      | 0,724              | 17.00                 | 10              | 7                      |
| 0,533              | 14.15                 | 12              | 6                      | 0,803              | 18.00                 | 6               | 5                      |
| 0,270              | 10.45                 | 23              | 6                      | 0,528              | 14.15                 | 18              | 10                     |
| 0,222              | 10.00                 | 12              | 3                      | 0,089              | 08.00                 | 2               | 1                      |
| 0,352              | 11.45                 | 18              | 6                      | 0,057              | 07.45                 | 4               | 1                      |
| 0,618              | 15.30                 | 9               | 6                      | 0,322              | 11.30                 | 24              | 8                      |
| 0,172              | 09.15                 | 5               | 1                      | 0,411              | 12.45                 | 20              | 8                      |
| <b>Hari ke - 7</b> |                       |                 |                        | <b>Hari ke - 8</b> |                       |                 |                        |
| Bilangan Random    | Jam Disebar Kuesioner | Jumlah konsumen | Konsumen yang terpilih | Bilangan Random    | Jam Disebar Kuesioner | Jumlah konsumen | Konsumen yang terpilih |
| 0,288              | 11.00                 | 45              | 13                     | 0,134              | 08.45                 | 25              | 3                      |
| 0,437              | 13.00                 | 56              | 24                     | 0,103              | 08.15                 | 10              | 1                      |
| 0,073              | 08.00                 | 10              | 1                      | 0,377              | 12.15                 | 40              | 15                     |
| 0,686              | 16.30                 | 36              | 25                     | 0,675              | 16.15                 | 85              | 57                     |
| 0,783              | 17.45                 | 28              | 22                     | 0,540              | 14.30                 | 122             | 66                     |
| 0,128              | 08.45                 | 8               | 1                      | 0,431              | 13.00                 | 40              | 17                     |
| 0,566              | 14.45                 | 35              | 20                     | 0,918              | 19.45                 | 63              | 58                     |
| 0,165              | 09.15                 | 14              | 2                      | 0,295              | 11.00                 | 33              | 10                     |
| 0,219              | 10.00                 | 10              | 2                      | 0,727              | 17.00                 | 15              | 11                     |
| 0,386              | 12.15                 | 22              | 8                      | 0,228              | 10.00                 | 38              | 9                      |
| 0,853              | 18.45                 | 16              | 14                     | 0,632              | 15.45                 | 45              | 28                     |
| 0,628              | 15.45                 | 11              | 7                      |                    |                       |                 |                        |

## **LAMPIRAN 6**

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- Jawaban Kuesioner Awal Konsumen

**Tabel L6.1**  
**Jawaban Kuesioner Awal Persepsi Konsumen**

| Resp      | Pernyataan |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
|-----------|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|
|           | 1          | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| <b>1</b>  | 2          | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 2  |
| <b>2</b>  | 1          | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3  | 3  | 2  | 2  | 3  | 3  | 2  | 3  | 2  |
| <b>3</b>  | 2          | 1 | 3 | 3 | 2 | 3 | 3 | 1 | 3 | 3  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
| <b>4</b>  | 2          | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |
| <b>5</b>  | 3          | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>6</b>  | 2          | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  |
| <b>7</b>  | 1          | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2  | 2  | 2  | 2  | 1  | 1  | 2  | 2  | 2  |
| <b>8</b>  | 2          | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |
| <b>9</b>  | 1          | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4  | 4  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
| <b>10</b> | 2          | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  |
| <b>11</b> | 1          | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>12</b> | 2          | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  |
| <b>13</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>14</b> | 2          | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  |
| <b>15</b> | 1          | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  |
| <b>16</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  |
| <b>17</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  |
| <b>18</b> | 1          | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |
| <b>19</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>20</b> | 2          | 2 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  |
| <b>21</b> | 3          | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  |
| <b>22</b> | 3          | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 1  |
| <b>23</b> | 2          | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  |
| <b>24</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  |
| <b>25</b> | 2          | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 4  | 4  | 2  | 2  | 3  | 3  | 4  | 3  | 2  |
| <b>26</b> | 1          | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  |
| <b>27</b> | 2          | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |
| <b>28</b> | 2          | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3  | 3  | 4  | 3  | 3  | 2  | 2  | 3  | 2  |
| <b>29</b> | 3          | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 3  |
| <b>30</b> | 2          | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  |
| <b>31</b> | 2          | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 2  |
| <b>32</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  |
| <b>33</b> | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  |
| <b>34</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 2  | 3  |
| <b>35</b> | 3          | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 2  |

**Tabel L6.1 (Lanjutan)**  
**Jawaban Kuesioner Awal Persepsi Konsumen**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 19         | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 |
| 1    | 2          | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  |
| 2    | 2          | 3  | 3  | 3  | 2  | 3  | 1  | 2  | 1  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 3  | 2  |
| 3    | 3          | 3  | 3  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 1  | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 3  |
| 4    | 2          | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 2  | 2  |
| 5    | 4          | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
| 6    | 3          | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 7    | 2          | 2  | 2  | 2  | 3  | 3  | 1  | 2  | 1  | 2  | 1  | 3  | 2  | 2  | 3  | 3  | 3  | 2  | 3  |
| 8    | 3          | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
| 9    | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 10   | 4          | 3  | 4  | 3  | 4  | 3  | 2  | 2  | 2  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  |
| 11   | 2          | 3  | 3  | 3  | 2  | 2  | 1  | 1  | 1  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 3  |
| 12   | 3          | 2  | 3  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  |
| 13   | 4          | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  |
| 14   | 3          | 2  | 3  | 3  | 4  | 3  | 2  | 3  | 2  | 2  | 3  | 2  | 4  | 3  | 3  | 3  | 3  | 2  | 2  |
| 15   | 3          | 3  | 4  | 3  | 3  | 3  | 2  | 2  | 1  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  |
| 16   | 1          | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 1  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  |
| 17   | 3          | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 18   | 3          | 2  | 2  | 2  | 3  | 3  | 1  | 1  | 1  | 3  | 3  | 2  | 4  | 4  | 3  | 3  | 2  | 2  | 3  |
| 19   | 3          | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 20   | 3          | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  |
| 21   | 4          | 2  | 3  | 2  | 4  | 3  | 2  | 2  | 3  | 2  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 2  | 3  |
| 22   | 2          | 1  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 1  | 2  | 3  | 2  | 2  | 3  | 2  | 3  | 2  | 3  |
| 23   | 2          | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 24   | 3          | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 3  |
| 25   | 3          | 2  | 3  | 2  | 3  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 2  | 2  |
| 26   | 3          | 3  | 3  | 3  | 1  | 2  | 1  | 1  | 2  | 1  | 3  | 2  | 2  | 1  | 2  | 2  | 2  | 2  | 3  |
| 27   | 2          | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 3  | 2  | 2  | 3  |
| 28   | 3          | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  |
| 29   | 3          | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 4  | 3  |
| 30   | 2          | 3  | 3  | 4  | 2  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 2  | 3  | 4  | 3  | 2  | 3  | 3  |
| 31   | 3          | 2  | 2  | 2  | 3  | 3  | 1  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 4  | 2  | 2  | 2  |
| 32   | 3          | 3  | 3  | 3  | 4  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
| 33   | 3          | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  |
| 34   | 3          | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  |
| 35   | 3          | 3  | 4  | 2  | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 2  | 2  | 4  |

**Tabel L6.1 (Lanjutan)**  
**Jawaban Kuesioner Awal Persepsi Konsumen**

| Resp      | Pernyataan |    |    |    |    |    |    |    |    |    |
|-----------|------------|----|----|----|----|----|----|----|----|----|
|           | 38         | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |
| <b>1</b>  | 3          | 3  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  |
| <b>2</b>  | 2          | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  |
| <b>3</b>  | 3          | 3  | 3  | 1  | 3  | 2  | 3  | 3  | 3  | 3  |
| <b>4</b>  | 2          | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  |
| <b>5</b>  | 3          | 3  | 4  | 2  | 4  | 4  | 3  | 3  | 4  | 4  |
| <b>6</b>  | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
| <b>7</b>  | 3          | 3  | 3  | 1  | 2  | 2  | 3  | 3  | 3  | 3  |
| <b>8</b>  | 4          | 4  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  |
| <b>9</b>  | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>10</b> | 4          | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  |
| <b>11</b> | 2          | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  |
| <b>12</b> | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  |
| <b>13</b> | 2          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>14</b> | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>15</b> | 2          | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
| <b>16</b> | 3          | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  |
| <b>17</b> | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
| <b>18</b> | 3          | 3  | 3  | 2  | 3  | 3  | 2  | 2  | 3  | 3  |
| <b>19</b> | 2          | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
| <b>20</b> | 3          | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  |
| <b>21</b> | 4          | 4  | 3  | 2  | 4  | 4  | 4  | 4  | 3  | 3  |
| <b>22</b> | 3          | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 2  |
| <b>23</b> | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>24</b> | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
| <b>25</b> | 2          | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
| <b>26</b> | 2          | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |
| <b>27</b> | 2          | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  |
| <b>28</b> | 3          | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>29</b> | 3          | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  |
| <b>30</b> | 4          | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  |
| <b>31</b> | 3          | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 3  |
| <b>32</b> | 3          | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>33</b> | 3          | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 4  |
| <b>34</b> | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>35</b> | 3          | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  |

**Tabel L6.2**  
**Jawaban Kuesioner Awal Harapan Konsumen**

| Resp | Pernyataan |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
|------|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|
|      | 1          | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 1    | 3          | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3  | 3  | 4  | 4  | 2  | 4  | 3  | 3  | 3  |
| 2    | 3          | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  |
| 3    | 4          | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  |
| 4    | 4          | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  |
| 5    | 4          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 6    | 4          | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4  | 3  | 4  | 3  | 3  | 4  | 2  | 3  | 3  |
| 7    | 3          | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 2  |
| 8    | 4          | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 2  |
| 9    | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  |
| 10   | 4          | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4  | 4  | 3  | 3  | 2  | 3  | 2  | 3  | 3  |
| 11   | 4          | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  |
| 12   | 4          | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4  |
| 13   | 3          | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  |
| 14   | 4          | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 4  |
| 15   | 3          | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 4  |
| 16   | 3          | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
| 17   | 4          | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
| 18   | 4          | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  |
| 19   | 4          | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  |
| 20   | 3          | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 21   | 3          | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
| 22   | 3          | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 3  |
| 23   | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 24   | 3          | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 25   | 3          | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3  | 4  | 4  | 4  | 3  | 4  | 2  | 4  | 3  |
| 26   | 3          | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  |
| 27   | 3          | 2 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 2  |
| 28   | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 4  |
| 29   | 4          | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  |
| 30   | 4          | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  |
| 31   | 4          | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 3  |
| 32   | 4          | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  |
| 33   | 3          | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  |
| 34   | 3          | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 4  |
| 35   | 4          | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  |

**Tabel L6.2 (Lanjutan)**  
**Jawaban Kuesioner Awal Harapan Konsumen**

| Resp      | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|           | 19         | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 |
| <b>1</b>  | 3          | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
| <b>2</b>  | 4          | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  |
| <b>3</b>  | 3          | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  |
| <b>4</b>  | 3          | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  |
| <b>5</b>  | 4          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| <b>6</b>  | 4          | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 4  |
| <b>7</b>  | 4          | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  |
| <b>8</b>  | 3          | 3  | 4  | 3  | 2  | 3  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
| <b>9</b>  | 3          | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  |
| <b>10</b> | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  |
| <b>11</b> | 4          | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  |
| <b>12</b> | 4          | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 4  |
| <b>13</b> | 4          | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  |
| <b>14</b> | 3          | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  |
| <b>15</b> | 4          | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  |
| <b>16</b> | 3          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  |
| <b>17</b> | 4          | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  |
| <b>18</b> | 4          | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  |
| <b>19</b> | 3          | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 4  |
| <b>20</b> | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  |
| <b>21</b> | 3          | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>22</b> | 3          | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  |
| <b>23</b> | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>24</b> | 4          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  |
| <b>25</b> | 4          | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 3  |
| <b>26</b> | 3          | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>27</b> | 4          | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 3  | 3  | 2  | 2  | 4  | 3  |
| <b>28</b> | 4          | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 4  |
| <b>29</b> | 4          | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| <b>30</b> | 4          | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 3  |
| <b>31</b> | 4          | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 4  |
| <b>32</b> | 3          | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  |
| <b>33</b> | 4          | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  |
| <b>34</b> | 3          | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  |
| <b>35</b> | 4          | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  |

**Tabel L6.2 (Lanjutan)**  
**Jawaban Kuesioner Awal Harapan Konsumen**

| Resp      | Pernyataan |    |    |    |    |    |    |    |    |    |
|-----------|------------|----|----|----|----|----|----|----|----|----|
|           | 38         | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |
| <b>1</b>  | 3          | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
| <b>2</b>  | 3          | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  |
| <b>3</b>  | 3          | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 3  |
| <b>4</b>  | 4          | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  |
| <b>5</b>  | 4          | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  |
| <b>6</b>  | 3          | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  |
| <b>7</b>  | 4          | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
| <b>8</b>  | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  |
| <b>9</b>  | 3          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  |
| <b>10</b> | 3          | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  |
| <b>11</b> | 3          | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  |
| <b>12</b> | 4          | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  |
| <b>13</b> | 4          | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  |
| <b>14</b> | 4          | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 3  |
| <b>15</b> | 4          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  |
| <b>16</b> | 4          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>17</b> | 4          | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  |
| <b>18</b> | 3          | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  |
| <b>19</b> | 3          | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  |
| <b>20</b> | 4          | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  |
| <b>21</b> | 4          | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  |
| <b>22</b> | 3          | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  |
| <b>23</b> | 3          | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
| <b>24</b> | 3          | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
| <b>25</b> | 4          | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 4  |
| <b>26</b> | 4          | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  |
| <b>27</b> | 3          | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  |
| <b>28</b> | 3          | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 2  | 4  |
| <b>29</b> | 4          | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| <b>30</b> | 4          | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 4  |
| <b>31</b> | 3          | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  |
| <b>32</b> | 4          | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3  |
| <b>33</b> | 4          | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  |
| <b>34</b> | 2          | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3  |
| <b>35</b> | 4          | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  |

**Tabel L6.3**  
**Jawaban Kuesioner Awal Bobot ( Kepuasan Konsumen )**

| Responden | Dimensi   |             |                |           |         |
|-----------|-----------|-------------|----------------|-----------|---------|
|           | Tangibles | Reliability | Responsiveness | Assurance | Emphaty |
| 1         | 20        | 25          | 20             | 15        | 20      |
| 2         | 20        | 25          | 15             | 20        | 20      |
| 3         | 10        | 40          | 10             | 30        | 10      |
| 4         | 10        | 20          | 20             | 30        | 20      |
| 5         | 20        | 40          | 10             | 20        | 10      |
| 6         | 30        | 35          | 15             | 10        | 10      |
| 7         | 20        | 20          | 20             | 20        | 20      |
| 8         | 15        | 20          | 20             | 20        | 25      |
| 9         | 25        | 40          | 10             | 15        | 10      |
| 10        | 25        | 30          | 10             | 15        | 20      |
| 11        | 20        | 20          | 20             | 20        | 20      |
| 12        | 25        | 45          | 10             | 10        | 10      |
| 13        | 20        | 20          | 20             | 20        | 20      |
| 14        | 30        | 25          | 20             | 15        | 10      |
| 15        | 20        | 20          | 20             | 20        | 20      |
| 16        | 30        | 40          | 10             | 10        | 10      |
| 17        | 10        | 10          | 30             | 10        | 40      |
| 18        | 20        | 25          | 20             | 15        | 20      |
| 19        | 20        | 30          | 20             | 20        | 10      |
| 20        | 30        | 30          | 30             | 5         | 5       |
| 21        | 10        | 10          | 30             | 30        | 20      |
| 22        | 25        | 35          | 15             | 10        | 15      |
| 23        | 30        | 20          | 15             | 25        | 10      |
| 24        | 30        | 20          | 15             | 20        | 15      |
| 25        | 20        | 35          | 15             | 10        | 20      |
| 26        | 10        | 30          | 15             | 25        | 10      |
| 27        | 15        | 40          | 20             | 15        | 10      |
| 28        | 20        | 20          | 20             | 20        | 20      |
| 29        | 20        | 25          | 20             | 20        | 15      |
| 30        | 20        | 25          | 15             | 20        | 20      |
| 31        | 15        | 25          | 20             | 25        | 15      |
| 32        | 20        | 30          | 25             | 15        | 10      |
| 33        | 15        | 25          | 15             | 20        | 25      |
| 34        | 5         | 50          | 10             | 20        | 15      |
| 35        | 50        | 20          | 10             | 10        | 10      |

## **LAMPIRAN 7**

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- Hasil Pengujian SPSS (Validitas dan Reliabilitas)

**PENGUJIAN VALIDITAS DAN RELIABILITAS  
KUESIONER AWAL PERSEPSI KONSUMEN**

| R E L I A B I L I T Y    A N A L Y S I S    -    S C A L E    (A L P<br>H A) |          | Mean   | Std Dev | Cases |
|--|----------|--------|---------|-------|
| 1.   | VAR00001 | 1,9714 | ,6177   | 35,0  |
| 2.   | VAR00002 | 2,5429 | ,6108   | 35,0  |
| 3.   | VAR00003 | 2,8286 | ,6636   | 35,0  |
| 4.   | VAR00004 | 2,7429 | ,4434   | 35,0  |
| 5.   | VAR00005 | 2,6571 | ,4816   | 35,0  |
| 6.   | VAR00006 | 2,5429 | ,5054   | 35,0  |
| 7.   | VAR00007 | 2,8000 | ,6325   | 35,0  |
| 8.   | VAR00008 | 2,6571 | ,6835   | 35,0  |
| 9.   | VAR00009 | 2,9714 | ,6177   | 35,0  |
| 10.  | VAR00010 | 3,0286 | ,5681   | 35,0  |
| 11.  | VAR00011 | 2,8000 | ,5841   | 35,0  |
| 12.  | VAR00012 | 2,6857 | ,5827   | 35,0  |
| 13.  | VAR00013 | 2,6000 | ,5531   | 35,0  |
| 14.  | VAR00014 | 2,9143 | ,6585   | 35,0  |
| 15.  | VAR00015 | 2,8286 | ,7065   | 35,0  |
| 16.  | VAR00016 | 2,8571 | ,6011   | 35,0  |
| 17.  | VAR00017 | 2,8000 | ,5841   | 35,0  |
| 18.  | VAR00018 | 2,4857 | ,6122   | 35,0  |
| 19.  | VAR00019 | 2,8000 | ,6774   | 35,0  |
| 20.  | VAR00020 | 2,6286 | ,5983   | 35,0  |
| 21.  | VAR00021 | 2,9429 | ,5392   | 35,0  |
| 22.  | VAR00022 | 2,6571 | ,5913   | 35,0  |
| 23.  | VAR00023 | 3,0000 | ,6860   | 35,0  |
| 24.  | VAR00024 | 2,8571 | ,4937   | 35,0  |
| 25.  | VAR00025 | 2,0857 | ,6585   | 35,0  |
| 26.  | VAR00026 | 2,2857 | ,6217   | 35,0  |
| 27.  | VAR00027 | 1,9714 | ,5681   | 35,0  |
| 28.  | VAR00028 | 2,5429 | ,5606   | 35,0  |
| 29.  | VAR00029 | 2,6000 | ,8117   | 35,0  |
| 30.  | VAR00030 | 2,9143 | ,5071   | 35,0  |
| 31.  | VAR00031 | 3,0000 | ,6417   | 35,0  |
| 32.  | VAR00032 | 2,9143 | ,6122   | 35,0  |
| 33.  | VAR00033 | 2,9143 | ,6585   | 35,0  |
| 34.  | VAR00034 | 2,8857 | ,5827   | 35,0  |
| 35.  | VAR00035 | 2,5714 | ,5021   | 35,0  |
| 36.  | VAR00036 | 2,6286 | ,5470   | 35,0  |
| 37.  | VAR00037 | 2,9429 | ,4816   | 35,0  |
| 38.  | VAR00038 | 2,8571 | ,6011   | 35,0  |
| 39.  | VAR00039 | 2,8286 | ,6636   | 35,0  |
| 40.  | VAR00040 | 2,9429 | ,4816   | 35,0  |
| 41.  | VAR00041 | 2,5714 | ,6081   | 35,0  |
| 42.  | VAR00042 | 2,8571 | ,6011   | 35,0  |
| 43.  | VAR00043 | 2,7714 | ,6456   | 35,0  |
| 44.  | VAR00044 | 2,8857 | ,5298   | 35,0  |
| 45.  | VAR00045 | 2,9429 | ,5913   | 35,0  |
| 46.  | VAR00046 | 3,0000 | ,5423   | 35,0  |
| 47.  | VAR00047 | 2,9714 | ,5137   | 35,0  |

|                         |              |          |          |       |  |
|-------------------------|--------------|----------|----------|-------|--|
|                         | N of Cases = | 35 , 0   |          |       |  |
| Item Means              | Mean         | Minimum  | Maximum  | Range |  |
| Max/Min                 | Variance     |          |          |       |  |
| 2 , 7337                | 1 , 9714     | 3 , 0286 | 1 , 0571 |       |  |
| 1 , 5362                | , 0642       |          |          |       |  |
| Item Variances          | Mean         | Minimum  | Maximum  | Range |  |
| Max/Min                 | Variance     |          |          |       |  |
| , 3554                  | , 1966       | , 6588   | , 4622   |       |  |
| 3 , 3504                | , 0074       |          |          |       |  |
| Inter-item Covariances  | Mean         | Minimum  | Maximum  | Range |  |
| Max/Min                 | Variance     |          |          |       |  |
| , 1016                  | - , 0588     | , 4353   | , 4941   | -     |  |
| 7 , 4000                | , 0056       |          |          |       |  |
| Inter-item Correlations | Mean         | Minimum  | Maximum  | Range |  |
| Max/Min                 | Variance     |          |          |       |  |
| , 2869                  | - , 1550     | , 9175   | 1 , 0725 | -     |  |
| 5 , 9177                | , 0391       |          |          |       |  |
| —                       |              |          |          |       |  |

**PENGUJIAN VALIDITAS DAN RELIABILITAS  
KUESIONER AWAL PERSEPSI KONSUMEN**

R E L I A B I L I T Y    A N A L Y S I S    -    S C A L E    (A L P  
H A)

Item-total Statistics

|          | Scale<br>Mean<br>if Item<br>Deleted | Scale<br>Variance<br>if Item<br>Deleted | Corrected<br>Item-<br>Total<br>Correlation | Alpha<br>if Item<br>Deleted |
|----------|-------------------------------------|---|--|-----------------------------|
| VAR00001 | 126,5143                            | 226,6689                                | ,4982                                      | ,9486                       |
| VAR00002 | 125,9429                            | 225,1143                                | ,5908                                      | ,9481                       |
| VAR00003 | 125,6571                            | 222,0555                                | ,6988                                      | ,9474                       |
| VAR00004 | 125,7429                            | 226,3731                                | ,7304                                      | ,9477                       |
| VAR00005 | 125,8286                            | 228,4403                                | ,5251                                      | ,9485                       |
| VAR00006 | 125,9429                            | 227,8202                                | ,5401                                      | ,9484                       |
| VAR00007 | 125,6857                            | 224,1630                                | ,6206                                      | ,9479                       |
| VAR00008 | 125,8286                            | 225,7345                                | ,4924                                      | ,9487                       |
| VAR00009 | 125,5143                            | 225,9042                                | ,5402                                      | ,9484                       |
| VAR00010 | 125,4571                            | 227,3143                                | ,5067                                      | ,9486                       |
| VAR00011 | 125,6857                            | 226,8689                                | ,5175                                      | ,9485                       |
| VAR00012 | 125,8000                            | 225,6353                                | ,5908                                      | ,9481                       |
| VAR00013 | 125,8857                            | 226,9866                                | ,5415                                      | ,9484                       |
| VAR00014 | 125,5714                            | 224,0756                                | ,5989                                      | ,9480                       |
| VAR00015 | 125,6571                            | 224,5261                                | ,5333                                      | ,9484                       |
| VAR00016 | 125,6286                            | 227,4756                                | ,4676                                      | ,9488                       |
| VAR00017 | 125,6857                            | 226,2218                                | ,5551                                      | ,9483                       |
| VAR00018 | 126,0000                            | 226,4118                                | ,5172                                      | ,9485                       |
| VAR00019 | 125,6857                            | 225,1042                                | ,5290                                      | ,9485                       |
| VAR00020 | 125,8571                            | 227,6555                                | ,4598                                      | ,9488                       |
| VAR00021 | 125,5429                            | 226,1378                                | ,6097                                      | ,9480                       |
| VAR00022 | 125,8286                            | 228,6756                                | ,4077                                      | ,9491                       |
| VAR00023 | 125,4857                            | 222,8454                                | ,6347                                      | ,9478                       |
| VAR00024 | 125,6286                            | 229,2403                                | ,4570                                      | ,9488                       |
| VAR00025 | 126,4000                            | 224,1882                                | ,5930                                      | ,9480                       |
| VAR00026 | 126,2000                            | 226,9882                                | ,4773                                      | ,9487                       |
| VAR00027 | 126,5143                            | 226,2571                                | ,5697                                      | ,9482                       |
| VAR00028 | 125,9429                            | 226,9378                                | ,5366                                      | ,9484                       |
| VAR00029 | 125,8857                            | 218,8689                                | ,6990                                      | ,9473                       |
| VAR00030 | 125,5714                            | 228,1345                                | ,5173                                      | ,9485                       |
| VAR00031 | 125,4857                            | 226,1983                                | ,5028                                      | ,9486                       |
| VAR00032 | 125,5714                            | 227,3697                                | ,4643                                      | ,9488                       |
| VAR00033 | 125,5714                            | 224,0168                                | ,6020                                      | ,9480                       |
| VAR00034 | 125,6000                            | 229,2471                                | ,3814                                      | ,9493                       |
| VAR00035 | 125,9143                            | 228,4336                                | ,5027                                      | ,9486                       |
| VAR00036 | 125,8571                            | 228,7143                                | ,4414                                      | ,9489                       |
| VAR00037 | 125,5429                            | 229,7849                                | ,4314                                      | ,9489                       |
| VAR00038 | 125,6286                            | 229,5933                                | ,3492                                      | ,9495                       |
| VAR00039 | 125,6571                            | 228,9966                                | ,3425                                      | ,9496                       |
| VAR00040 | 125,5429                            | 229,9025                                | ,4233                                      | ,9490                       |
| VAR00041 | 125,9143                            | 227,3748                                | ,4674                                      | ,9488                       |

— R E L I A B I L I T Y      A N A L Y S I S      -      S C A L E      (A L P  
H A)

## Item-total Statistics

|          | Scale<br>Mean<br>if Item<br>Deleted | Scale<br>Variance<br>if Item<br>Deleted | Corrected<br>Item-<br>Total<br>Correlation | Alpha<br>if Item<br>Deleted |
|----------|-------------------------------------|---|--|-----------------------------|
| VAR00042 | 125,6286                            | 224,1815                                | ,6540                                      | ,9477                       |
| VAR00043 | 125,7143                            | 222,7395                                | ,6829                                      | ,9475                       |
| VAR00044 | 125,6000                            | 227,9529                                | ,5052                                      | ,9486                       |
| VAR00045 | 125,5429                            | 228,1966                                | ,4350                                      | ,9490                       |
| VAR00046 | 125,4857                            | 229,5513                                | ,3937                                      | ,9491                       |
| VAR00047 | 125,5143                            | 229,8454                                | ,3985                                      | ,9491                       |

## Reliability Coefficients

N of Cases = 35,0

N of Items = 47

Alpha = ,9495

**PENGUJIAN VALIDITAS DAN RELIABILITAS  
KUESIONER AWAL HARAPAN KONSUMEN**

R E L I A B I L I T Y    A N A L Y S I S    -    S C A L E    ( A L P  
H A )

|     |          | Mean   | Std Dev | Cases |
|-----|----------|--------|---------|-------|
| 1.  | VAR00001 | 3,4857 | ,5071   | 35,0  |
| 2.  | VAR00002 | 3,4000 | ,6039   | 35,0  |
| 3.  | VAR00003 | 3,4286 | ,5021   | 35,0  |
| 4.  | VAR00004 | 3,4857 | ,5071   | 35,0  |
| 5.  | VAR00005 | 3,3429 | ,5392   | 35,0  |
| 6.  | VAR00006 | 3,2571 | ,4434   | 35,0  |
| 7.  | VAR00007 | 3,5429 | ,5606   | 35,0  |
| 8.  | VAR00008 | 3,4000 | ,4971   | 35,0  |
| 9.  | VAR00009 | 3,4571 | ,5054   | 35,0  |
| 10. | VAR00010 | 3,4000 | ,4971   | 35,0  |
| 11. | VAR00011 | 3,4286 | ,5021   | 35,0  |
| 12. | VAR00012 | 3,5143 | ,5071   | 35,0  |
| 13. | VAR00013 | 3,3714 | ,5470   | 35,0  |
| 14. | VAR00014 | 3,0857 | ,6122   | 35,0  |
| 15. | VAR00015 | 3,4000 | ,5531   | 35,0  |
| 16. | VAR00016 | 3,3143 | ,6761   | 35,0  |
| 17. | VAR00017 | 3,1714 | ,5137   | 35,0  |
| 18. | VAR00018 | 3,4000 | ,6508   | 35,0  |
| 19. | VAR00019 | 3,5429 | ,5054   | 35,0  |
| 20. | VAR00020 | 3,4286 | ,6081   | 35,0  |
| 21. | VAR00021 | 3,2857 | ,5186   | 35,0  |
| 22. | VAR00022 | 3,4857 | ,5071   | 35,0  |
| 23. | VAR00023 | 3,1429 | ,4937   | 35,0  |
| 24. | VAR00024 | 3,4571 | ,5054   | 35,0  |
| 25. | VAR00025 | 3,4571 | ,5606   | 35,0  |
| 26. | VAR00026 | 3,3429 | ,4816   | 35,0  |
| 27. | VAR00027 | 3,5143 | ,5071   | 35,0  |
| 28. | VAR00028 | 3,8000 | ,4058   | 35,0  |
| 29. | VAR00029 | 3,4286 | ,5021   | 35,0  |
| 30. | VAR00030 | 3,1429 | ,4300   | 35,0  |
| 31. | VAR00031 | 3,4857 | ,5071   | 35,0  |
| 32. | VAR00032 | 3,4000 | ,4971   | 35,0  |
| 33. | VAR00033 | 3,5429 | ,5054   | 35,0  |
| 34. | VAR00034 | 3,3143 | ,5298   | 35,0  |
| 35. | VAR00035 | 3,2286 | ,4902   | 35,0  |
| 36. | VAR00036 | 3,6571 | ,4816   | 35,0  |
| 37. | VAR00037 | 3,5429 | ,5054   | 35,0  |
| 38. | VAR00038 | 3,4857 | ,5621   | 35,0  |
| 39. | VAR00039 | 3,4857 | ,5621   | 35,0  |
| 40. | VAR00040 | 3,3429 | ,4816   | 35,0  |
| 41. | VAR00041 | 3,5143 | ,5071   | 35,0  |
| 42. | VAR00042 | 3,4857 | ,5071   | 35,0  |
| 43. | VAR00043 | 3,5429 | ,5606   | 35,0  |
| 44. | VAR00044 | 3,4857 | ,5071   | 35,0  |
| 45. | VAR00045 | 3,5143 | ,5071   | 35,0  |
| 46. | VAR00046 | 3,4571 | ,5606   | 35,0  |
| 47. | VAR00047 | 3,4571 | ,5054   | 35,0  |

|                         |              |         |         |       |  |
|-------------------------|--------------|---------|---------|-------|--|
|                         | N of Cases = | 35,0    |         |       |  |
| Item Means              | Mean         | Minimum | Maximum | Range |  |
| Max/Min                 | Variance     |         |         |       |  |
| 3,4225                  | 3,0857       | 3,8000  | ,7143   |       |  |
| 1,2315                  | ,0175        |         |         |       |  |
| Item Variances          | Mean         | Minimum | Maximum | Range |  |
| Max/Min                 | Variance     |         |         |       |  |
| ,2748                   | ,1647        | ,4571   | ,2924   |       |  |
| 2,7755                  | ,0030        |         |         |       |  |
| Inter-item Covariances  | Mean         | Minimum | Maximum | Range |  |
| Max/Min                 | Variance     |         |         |       |  |
| ,0571                   | -,0538       | ,3319   | ,3857   | -     |  |
| 6,1719                  | ,0023        |         |         |       |  |
| Inter-item Correlations | Mean         | Minimum | Maximum | Range |  |
| Max/Min                 | Variance     |         |         |       |  |
| ,2074                   | -,2287       | ,8074   | 1,0360  | -     |  |
| 3,5308                  | ,0292        |         |         |       |  |
| —                       |              |         |         |       |  |

**PENGUJIAN VALIDITAS DAN RELIABILITAS  
KUESIONER AWAL HARAPAN KONSUMEN**

R E L I A B I L I T Y    A N A L Y S I S    -    S C A L E    (A L P  
H A)

Item-total Statistics

|          | Scale<br>Mean<br>if Item<br>Deleted | Scale<br>Variance<br>if Item<br>Deleted | Corrected<br>Item-<br>Total<br>Correlation | Alpha<br>if Item<br>Deleted |
|----------|-------------------------------------|---|--|-----------------------------|
| VAR00001 | 157,3714                            | 130,4756                                | ,4909                                      | ,9230                       |
| VAR00002 | 157,4571                            | 129,6672                                | ,4645                                      | ,9233                       |
| VAR00003 | 157,4286                            | 132,1933                                | ,3443                                      | ,9243                       |
| VAR00004 | 157,3714                            | 131,1227                                | ,4340                                      | ,9235                       |
| VAR00005 | 157,5143                            | 130,9042                                | ,4235                                      | ,9236                       |
| VAR00006 | 157,6000                            | 132,5412                                | ,3606                                      | ,9241                       |
| VAR00007 | 157,3143                            | 129,1042                                | ,5496                                      | ,9224                       |
| VAR00008 | 157,4571                            | 131,5496                                | ,4055                                      | ,9238                       |
| VAR00009 | 157,4000                            | 130,6000                                | ,4817                                      | ,9231                       |
| VAR00010 | 157,4571                            | 130,8437                                | ,4687                                      | ,9232                       |
| VAR00011 | 157,4286                            | 131,7815                                | ,3805                                      | ,9240                       |
| VAR00012 | 157,3429                            | 129,1731                                | ,6064                                      | ,9220                       |
| VAR00013 | 157,4857                            | 128,1983                                | ,6397                                      | ,9216                       |
| VAR00014 | 157,7714                            | 129,4168                                | ,4759                                      | ,9232                       |
| VAR00015 | 157,4571                            | 130,0790                                | ,4784                                      | ,9231                       |
| VAR00016 | 157,5429                            | 129,5496                                | ,4167                                      | ,9239                       |
| VAR00017 | 157,6857                            | 132,1042                                | ,3432                                      | ,9243                       |
| VAR00018 | 157,4571                            | 128,1966                                | ,5293                                      | ,9226                       |
| VAR00019 | 157,3143                            | 131,4571                                | ,4062                                      | ,9238                       |
| VAR00020 | 157,4286                            | 129,6050                                | ,4655                                      | ,9233                       |
| VAR00021 | 157,5714                            | 131,5462                                | ,3871                                      | ,9239                       |
| VAR00022 | 157,3714                            | 129,7697                                | ,5534                                      | ,9225                       |
| VAR00023 | 157,7143                            | 132,0924                                | ,3599                                      | ,9242                       |
| VAR00024 | 157,4000                            | 130,6588                                | ,4765                                      | ,9232                       |
| VAR00025 | 157,4000                            | 128,6000                                | ,5903                                      | ,9221                       |
| VAR00026 | 157,5143                            | 131,6689                                | ,4089                                      | ,9237                       |
| VAR00027 | 157,3429                            | 130,4084                                | ,4969                                      | ,9230                       |
| VAR00028 | 157,0571                            | 132,8790                                | ,3609                                      | ,9241                       |
| VAR00029 | 157,4286                            | 131,7227                                | ,3857                                      | ,9239                       |
| VAR00030 | 157,7143                            | 132,9160                                | ,3348                                      | ,9243                       |
| VAR00031 | 157,3714                            | 131,2403                                | ,4237                                      | ,9236                       |
| VAR00032 | 157,4571                            | 131,1378                                | ,4423                                      | ,9235                       |
| VAR00033 | 157,3143                            | 130,8689                                | ,4580                                      | ,9233                       |
| VAR00034 | 157,5429                            | 131,9025                                | ,3482                                      | ,9243                       |
| VAR00035 | 157,6286                            | 130,6521                                | ,4932                                      | ,9230                       |
| VAR00036 | 157,2000                            | 132,1647                                | ,3634                                      | ,9241                       |
| VAR00037 | 157,3143                            | 131,6924                                | ,3855                                      | ,9239                       |
| VAR00038 | 157,3714                            | 130,4168                                | ,4430                                      | ,9235                       |
| VAR00039 | 157,3714                            | 130,0639                                | ,4711                                      | ,9232                       |
| VAR00040 | 157,5143                            | 132,1395                                | ,3657                                      | ,9241                       |
| VAR00041 | 157,3429                            | 130,8790                                | ,4554                                      | ,9234                       |

R E L I A B I L I T Y      A N A L Y S I S      -      S C A L E      (A L P  
H A)

## Item-total Statistics

|          | Scale<br>Mean<br>if Item<br>Deleted | Scale<br>Variance<br>if Item<br>Deleted | Corrected<br>Item-<br>Total<br>Correlation | Alpha<br>if Item<br>Deleted |
|----------|-------------------------------------|---|--|-----------------------------|
| VAR00042 | 157,3714                            | 131,6521                                | ,3876                                      | ,9239                       |
| VAR00043 | 157,3143                            | 131,2807                                | ,3756                                      | ,9241                       |
| VAR00044 | 157,3714                            | 131,7697                                | ,3774                                      | ,9240                       |
| VAR00045 | 157,3429                            | 131,1143                                | ,4348                                      | ,9235                       |
| VAR00046 | 157,4000                            | 130,8353                                | ,4110                                      | ,9238                       |
| VAR00047 | 157,4000                            | 131,1882                                | ,4298                                      | ,9236                       |

## Reliability Coefficients

N of Cases = 35,0

N of Items = 47

Alpha = ,9250

## **LAMPIRAN 8**

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- Jawaban Kuesioner Lanjutan (Persepsi dan Harapan Konsumen serta Bobot Dimensi Kualitas Jasa)
- Jawaban Kuesioner Persepsi Manajemen terhadap Harapan Konsumen
- Jawaban Kuesioner Perfomansi Standar Pelayanan
- Jawaban Kuesioner Penilaian Manajemen dan Supervisor Terhadap Kinerja Karyawan dan fasilitas yang diberikan Jonas Photo
- Jawaban Kuesioner Persepsi Manajemen terhadap Jonas Photo dan Operasinya
- Jawaban Kuesioner Persepsi Karyawan terhadap Jonas Photo khususnya Photo Studio dan Operasinya
- Jawaban Kuesioner Penilaian Seberapa Besar Studio Photo dan Karyawan pada Pelayanan Jasa Photo Studio Memenuhi Janji untuk Memberikan Kualitas Pelayanan kepada Konsumen

**Tabel L8.1**  
**Jawaban Kuesioner Lanjutan Persepsi Konsumen**

| Resp      | Pernyataan |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
|-----------|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|
|           | 1          | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| <b>1</b>  | 2          | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 2  |
| <b>2</b>  | 1          | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3  | 3  | 2  | 2  | 3  | 3  | 2  | 3  | 2  |
| <b>3</b>  | 2          | 1 | 3 | 3 | 2 | 3 | 3 | 1 | 3 | 3  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
| <b>4</b>  | 2          | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |
| <b>5</b>  | 3          | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>6</b>  | 2          | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  |
| <b>7</b>  | 1          | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2  | 2  | 2  | 2  | 1  | 1  | 2  | 2  | 2  |
| <b>8</b>  | 2          | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |
| <b>9</b>  | 1          | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4  | 4  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
| <b>10</b> | 2          | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  |
| <b>11</b> | 1          | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>12</b> | 2          | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  |
| <b>13</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>14</b> | 2          | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  |
| <b>15</b> | 1          | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  |
| <b>16</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  |
| <b>17</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 3  |
| <b>18</b> | 1          | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |
| <b>19</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>20</b> | 2          | 2 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  |
| <b>21</b> | 3          | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  |
| <b>22</b> | 3          | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 1  |
| <b>23</b> | 2          | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  |
| <b>24</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  |
| <b>25</b> | 2          | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 4  | 4  | 2  | 2  | 3  | 3  | 4  | 3  | 2  |
| <b>26</b> | 1          | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  |
| <b>27</b> | 2          | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |
| <b>28</b> | 2          | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3  | 3  | 4  | 3  | 3  | 2  | 2  | 3  | 2  |
| <b>29</b> | 3          | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 3  |
| <b>30</b> | 2          | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  |
| <b>31</b> | 2          | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 2  |
| <b>32</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  |
| <b>33</b> | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  |
| <b>34</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 2  |
| <b>35</b> | 3          | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 2  |
| <b>36</b> | 2          | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 3  |
| <b>37</b> | 2          | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 2  | 2  | 3  | 3  | 2  | 3  | 3  | 1  | 2  |
| <b>38</b> | 3          | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 3  | 4  | 2  | 2  | 2  | 2  | 1  | 2  | 3  |
| <b>39</b> | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3  | 2  | 2  | 2  | 2  | 1  | 1  | 3  | 3  |
| <b>40</b> | 2          | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 2  |
| <b>41</b> | 2          | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2  | 2  | 1  | 3  | 3  | 2  | 2  | 3  | 3  |
| <b>42</b> | 2          | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3  | 2  | 2  | 1  | 2  | 2  | 2  | 2  | 2  |

**Tabel L8.1 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Persepsi Konsumen**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 19         | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 |
| 1    | 2          | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  |
| 2    | 2          | 3  | 3  | 3  | 2  | 3  | 1  | 2  | 1  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 3  | 2  |
| 3    | 3          | 3  | 3  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 1  | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 3  |
| 4    | 2          | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 2  | 2  |
| 5    | 4          | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
| 6    | 3          | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 7    | 2          | 2  | 2  | 2  | 3  | 3  | 1  | 2  | 1  | 2  | 1  | 3  | 2  | 2  | 3  | 3  | 3  | 2  | 3  |
| 8    | 3          | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
| 9    | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 10   | 4          | 3  | 4  | 3  | 4  | 3  | 2  | 2  | 2  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  |
| 11   | 2          | 3  | 3  | 3  | 2  | 2  | 1  | 1  | 1  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 3  |
| 12   | 3          | 2  | 3  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  |
| 13   | 4          | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  |
| 14   | 3          | 2  | 3  | 3  | 4  | 3  | 2  | 3  | 2  | 2  | 3  | 2  | 4  | 3  | 3  | 3  | 3  | 2  | 2  |
| 15   | 3          | 3  | 4  | 3  | 3  | 3  | 2  | 2  | 1  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  |
| 16   | 1          | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 1  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  |
| 17   | 3          | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 18   | 3          | 2  | 2  | 2  | 3  | 3  | 1  | 1  | 1  | 3  | 3  | 2  | 4  | 4  | 3  | 3  | 2  | 2  | 3  |
| 19   | 3          | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 20   | 3          | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  |
| 21   | 4          | 2  | 3  | 2  | 4  | 3  | 2  | 2  | 3  | 2  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 2  | 3  |
| 22   | 2          | 1  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 1  | 2  | 3  | 2  | 2  | 3  | 2  | 3  | 2  | 3  |
| 23   | 2          | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 24   | 3          | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 3  |
| 25   | 3          | 2  | 3  | 2  | 3  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 2  | 2  |
| 26   | 3          | 3  | 3  | 3  | 1  | 2  | 1  | 1  | 1  | 2  | 1  | 3  | 2  | 2  | 1  | 2  | 2  | 2  | 3  |
| 27   | 2          | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 2  | 2  | 3  |
| 28   | 3          | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  |
| 29   | 3          | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 4  | 3  |
| 30   | 2          | 3  | 3  | 4  | 2  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 2  | 3  | 4  | 3  | 2  | 3  | 3  |
| 31   | 3          | 2  | 2  | 2  | 3  | 3  | 1  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 4  | 2  | 2  | 2  |
| 32   | 3          | 3  | 3  | 3  | 4  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
| 33   | 3          | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  |
| 34   | 3          | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  |
| 35   | 3          | 3  | 4  | 2  | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 2  | 2  | 4  |
| 36   | 3          | 3  | 3  | 4  | 4  | 2  | 3  | 2  | 2  | 4  | 3  | 4  | 3  | 2  | 3  | 3  | 2  | 3  | 3  |
| 37   | 2          | 3  | 3  | 3  | 3  | 1  | 1  | 2  | 3  | 2  | 2  | 3  | 2  | 2  | 3  | 1  | 2  | 3  | 2  |
| 38   | 2          | 3  | 3  | 2  | 1  | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 2  | 4  | 2  | 2  | 2  |
| 39   | 3          | 4  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 4  | 3  |
| 40   | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  |
| 41   | 3          | 3  | 3  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 1  | 1  | 2  | 2  | 2  | 3  | 2  | 2  | 3  |
| 42   | 3          | 2  | 3  | 3  | 4  | 3  | 4  | 3  | 2  | 4  | 3  | 3  | 3  | 3  | 2  | 4  | 2  | 3  | 2  |

**Tabel L8.1 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Persepsi Konsumen**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|
|      | 38         | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |
| 1    | 3          | 3  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  |
| 2    | 2          | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  |
| 3    | 3          | 3  | 3  | 1  | 3  | 2  | 3  | 3  | 3  | 3  |
| 4    | 2          | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  |
| 5    | 3          | 3  | 4  | 2  | 4  | 4  | 3  | 3  | 4  | 4  |
| 6    | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
| 7    | 3          | 3  | 3  | 1  | 2  | 2  | 3  | 3  | 3  | 3  |
| 8    | 4          | 4  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  |
| 9    | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 10   | 4          | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  |
| 11   | 2          | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  |
| 12   | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  |
| 13   | 2          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 14   | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 15   | 2          | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
| 16   | 3          | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  |
| 17   | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
| 18   | 3          | 3  | 3  | 2  | 3  | 3  | 2  | 2  | 3  | 3  |
| 19   | 2          | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
| 20   | 3          | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  |
| 21   | 4          | 4  | 3  | 2  | 4  | 4  | 4  | 4  | 3  | 3  |
| 22   | 3          | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 2  |
| 23   | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 24   | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
| 25   | 2          | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
| 26   | 2          | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |
| 27   | 2          | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  |
| 28   | 3          | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 29   | 3          | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  |
| 30   | 4          | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  |
| 31   | 3          | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 3  |
| 32   | 3          | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 33   | 3          | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 4  |
| 34   | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 35   | 3          | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  |
| 36   | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
| 37   | 2          | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
| 38   | 3          | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  |
| 39   | 3          | 3  | 1  | 4  | 3  | 4  | 2  | 3  | 1  | 1  |
| 40   | 2          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 41   | 2          | 2  | 3  | 2  | 3  | 3  | 2  | 2  | 3  | 3  |
| 42   | 2          | 2  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |

**Tabel L8.1 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Persepsi Konsumen**

| Resp | Pernyataan |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
|------|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|
|      | 1          | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 43   | 3          | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  |
| 44   | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
| 45   | 3          | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3  | 3  | 2  | 3  | 3  | 3  | 2  | 2  | 2  |
| 46   | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 47   | 2          | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4  | 3  | 3  | 2  | 2  | 3  | 1  | 2  | 2  |
| 48   | 2          | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 2  |
| 49   | 1          | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3  | 3  | 2  | 3  | 2  | 2  | 3  | 2  | 3  |
| 50   | 2          | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 4 | 4  | 3  | 1  | 3  | 2  | 2  | 3  | 2  | 3  |
| 51   | 2          | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2  | 1  | 2  | 3  | 2  | 2  | 4  | 2  | 2  |
| 52   | 3          | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3  | 3  | 2  | 3  | 2  | 3  | 4  | 2  | 2  |
| 53   | 3          | 2 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 2  |
| 54   | 3          | 4 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 2  | 3  |
| 55   | 2          | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4  | 4  | 3  | 3  | 3  | 2  | 4  | 3  | 3  |
| 56   | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 1  | 2  |
| 57   | 2          | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2  | 1  | 3  | 2  | 2  | 2  | 2  | 2  | 3  |
| 58   | 2          | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 1  |
| 59   | 2          | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 2  | 2  | 2  | 3  | 3  | 4  | 2  | 2  | 2  |
| 60   | 2          | 2 | 3 | 3 | 2 | 2 | 3 | 4 | 3 | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 2  |
| 61   | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 2  | 2  |
| 62   | 3          | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 2  | 3  | 3  | 4  | 3  | 2  | 1  |
| 63   | 3          | 3 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 2  | 3  |
| 64   | 1          | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 3  |
| 65   | 2          | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3  | 3  | 4  | 3  | 3  | 2  | 2  | 1  | 2  |
| 66   | 2          | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 1  | 3  |
| 67   | 2          | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2  | 2  | 2  | 3  | 1  | 1  | 3  | 2  | 2  |
| 68   | 2          | 2 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 69   | 2          | 2 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 4  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  |
| 70   | 3          | 3 | 2 | 3 | 3 | 2 | 4 | 3 | 3 | 3  | 3  | 2  | 4  | 4  | 3  | 3  | 4  | 2  |
| 71   | 3          | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 2  |
| 72   | 2          | 3 | 3 | 4 | 3 | 2 | 3 | 2 | 2 | 2  | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 2  |
| 73   | 1          | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2  | 2  | 1  | 2  | 3  | 3  | 3  | 2  | 1  |
| 74   | 3          | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 2  |
| 75   | 3          | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 3  | 4  | 2  | 3  | 2  | 2  | 3  | 2  | 4  |
| 76   | 1          | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 3  | 4  | 3  | 2  | 1  | 2  | 3  | 2  | 3  |
| 77   | 2          | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4  | 4  | 3  | 2  | 3  | 3  | 3  | 3  | 2  |
| 78   | 2          | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3  | 3  | 2  | 2  | 3  | 3  | 4  | 2  | 2  |
| 79   | 2          | 2 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3  | 3  | 2  | 2  | 3  | 2  | 2  | 2  | 3  |
| 80   | 3          | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 4  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 2  |
| 81   | 2          | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 3  |
| 82   | 2          | 3 | 2 | 2 | 2 | 4 | 4 | 3 | 3 | 3  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 2  |
| 83   | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2  | 2  | 3  | 3  | 3  | 2  | 1  | 3  |    |
| 84   | 2          | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3  | 3  | 2  | 4  | 2  | 3  | 3  | 3  | 3  |
| 85   | 2          | 4 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 3  |
| 86   | 2          | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 3  |
| 87   | 2          | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2  | 2  | 3  | 3  | 2  | 3  | 4  | 3  | 3  |
| 88   | 2          | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 2  | 1  | 3  | 3  | 3  | 3  | 3  | 3  | 2  |
| 89   | 2          | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 4  | 3  |
| 90   | 2          | 3 | 2 | 4 | 2 | 2 | 3 | 2 | 2 | 2  | 2  | 4  | 3  | 4  | 3  | 3  | 2  | 3  |

**Tabel L8.1 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Persepsi Konsumen**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 19         | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 |
| 43   | 3          | 2  | 3  | 2  | 2  | 3  | 4  | 4  | 2  | 1  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 2  | 3  |
| 44   | 4          | 3  | 3  | 2  | 1  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 3  |
| 45   | 3          | 2  | 2  | 3  | 4  | 3  | 2  | 1  | 2  | 1  | 3  | 3  | 3  | 3  | 2  | 1  | 3  | 3  | 3  |
| 46   | 2          | 4  | 3  | 2  | 2  | 3  | 4  | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
| 47   | 2          | 3  | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 4  | 3  | 1  |
| 48   | 2          | 3  | 2  | 1  | 2  | 1  | 1  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  |
| 49   | 2          | 3  | 1  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  |
| 50   | 3          | 3  | 2  | 2  | 2  | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 51   | 3          | 3  | 2  | 2  | 2  | 3  | 3  | 4  | 2  | 1  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  |
| 52   | 2          | 2  | 2  | 2  | 3  | 4  | 3  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  |
| 53   | 3          | 3  | 3  | 3  | 3  | 2  | 1  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 2  |
| 54   | 1          | 2  | 2  | 3  | 4  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  |
| 55   | 3          | 3  | 2  | 3  | 4  | 3  | 2  | 4  | 1  | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 2  |
| 56   | 2          | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 3  | 2  | 1  | 2  | 3  | 3  | 2  |
| 57   | 3          | 3  | 3  | 2  | 1  | 1  | 2  | 2  | 1  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 1  | 2  | 3  |
| 58   | 2          | 4  | 3  | 2  | 3  | 3  | 4  | 1  | 2  | 1  | 4  | 2  | 3  | 3  | 2  | 3  | 3  | 4  | 3  |
| 59   | 3          | 3  | 3  | 2  | 2  | 2  | 3  | 4  | 2  | 3  | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  |
| 60   | 3          | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 1  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 3  |
| 61   | 2          | 3  | 3  | 3  | 3  | 2  | 4  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 4  | 3  | 3  | 4  |
| 62   | 2          | 3  | 1  | 2  | 1  | 2  | 2  | 1  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 3  | 3  | 3  |
| 63   | 3          | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  |
| 64   | 3          | 3  | 2  | 1  | 2  | 2  | 3  | 2  | 1  | 2  | 1  | 1  | 2  | 2  | 2  | 3  | 2  | 2  | 2  |
| 65   | 4          | 3  | 3  | 3  | 2  | 2  | 1  | 2  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 3  | 3  |
| 66   | 3          | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 2  | 3  | 4  | 3  | 2  |
| 67   | 3          | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  |
| 68   | 2          | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 1  | 2  | 2  | 3  | 4  | 3  | 3  | 3  | 3  |
| 69   | 3          | 3  | 2  | 1  | 3  | 1  | 2  | 3  | 4  | 2  | 3  | 3  | 2  | 2  | 2  | 3  | 2  | 2  | 3  |
| 70   | 3          | 3  | 3  | 3  | 4  | 2  | 1  | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 1  | 3  | 2  | 4  |
| 71   | 2          | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 1  | 2  | 1  | 2  | 3  | 2  | 3  | 3  | 2  | 3  |
| 72   | 2          | 2  | 2  | 2  | 2  | 1  | 1  | 2  | 3  | 2  | 1  | 2  | 1  | 3  | 2  | 1  | 2  | 2  | 2  |
| 73   | 2          | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 3  |
| 74   | 3          | 2  | 2  | 1  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 1  | 2  | 3  | 2  | 2  | 2  |
| 75   | 3          | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  |
| 76   | 3          | 2  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  |
| 77   | 2          | 3  | 3  | 4  | 3  | 2  | 2  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 3  | 3  |
| 78   | 3          | 3  | 1  | 3  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 2  | 4  | 3  | 2  | 2  |
| 79   | 3          | 4  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 2  |
| 80   | 3          | 3  | 2  | 3  | 3  | 3  | 4  | 3  | 2  | 2  | 3  | 3  | 4  | 2  | 3  | 4  | 3  | 4  | 3  |
| 81   | 3          | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  |
| 82   | 4          | 2  | 2  | 4  | 4  | 3  | 4  | 2  | 1  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 2  | 2  |
| 83   | 3          | 3  | 4  | 3  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 2  | 2  | 3  |
| 84   | 2          | 3  | 2  | 2  | 2  | 2  | 3  | 2  | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 2  |
| 85   | 3          | 3  | 2  | 2  | 2  | 1  | 3  | 2  | 2  | 2  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  |
| 86   | 3          | 3  | 3  | 1  | 1  | 2  | 3  | 3  | 1  | 2  | 2  | 1  | 2  | 3  | 2  | 3  | 3  | 3  | 3  |
| 87   | 3          | 3  | 2  | 3  | 4  | 3  | 4  | 4  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 4  | 3  | 4  |
| 88   | 3          | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 3  | 3  | 4  |
| 89   | 2          | 3  | 2  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 2  | 4  | 4  |
| 90   | 3          | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 4  | 2  | 3  | 2  | 3  | 3  | 4  | 3  | 4  |

**Tabel L8.1 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Persepsi Konsumen**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|
|      | 38         | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |
| 43   | 4          | 3  | 3  | 1  | 3  | 3  | 3  | 3  | 3  | 4  |
| 44   | 3          | 3  | 3  | 4  | 3  | 2  | 3  | 4  | 3  | 2  |
| 45   | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
| 46   | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 47   | 1          | 3  | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  |
| 48   | 3          | 2  | 2  | 3  | 4  | 4  | 3  | 3  | 2  | 3  |
| 49   | 2          | 2  | 3  | 3  | 1  | 2  | 2  | 2  | 3  | 3  |
| 50   | 2          | 2  | 3  | 3  | 3  | 3  | 1  | 1  | 3  | 3  |
| 51   | 3          | 2  | 2  | 3  | 2  | 2  | 3  | 3  | 3  | 4  |
| 52   | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
| 53   | 2          | 2  | 2  | 3  | 1  | 1  | 3  | 3  | 2  | 3  |
| 54   | 3          | 3  | 1  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
| 55   | 3          | 2  | 3  | 2  | 1  | 1  | 2  | 3  | 3  | 3  |
| 56   | 3          | 1  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
| 57   | 4          | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 2  | 2  |
| 58   | 3          | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  |
| 59   | 2          | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 4  | 3  |
| 60   | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 61   | 3          | 3  | 1  | 2  | 3  | 3  | 2  | 3  | 1  | 2  |
| 62   | 4          | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 2  |
| 63   | 3          | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 1  |
| 64   | 2          | 3  | 2  | 3  | 2  | 2  | 3  | 4  | 2  | 2  |
| 65   | 2          | 3  | 2  | 3  | 3  | 4  | 2  | 2  | 3  | 3  |
| 66   | 1          | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 4  |
| 67   | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 68   | 2          | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
| 69   | 2          | 1  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  |
| 70   | 3          | 3  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 2  |
| 71   | 2          | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
| 72   | 2          | 2  | 1  | 2  | 2  | 2  | 2  | 3  | 1  | 1  |
| 73   | 2          | 1  | 1  | 2  | 3  | 3  | 3  | 3  | 1  | 2  |
| 74   | 3          | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  |
| 75   | 3          | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  |
| 76   | 3          | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 3  |
| 77   | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 78   | 3          | 3  | 2  | 4  | 3  | 3  | 3  | 3  | 2  | 2  |
| 79   | 3          | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
| 80   | 3          | 3  | 3  | 4  | 2  | 2  | 3  | 3  | 3  | 3  |
| 81   | 3          | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
| 82   | 3          | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  |
| 83   | 3          | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 4  |
| 84   | 3          | 2  | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 2  |
| 85   | 2          | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  |
| 86   | 2          | 2  | 2  | 3  | 3  | 3  | 2  | 3  | 2  | 2  |
| 87   | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 88   | 4          | 2  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  |
| 89   | 4          | 4  | 4  | 4  | 2  | 2  | 3  | 3  | 4  | 4  |
| 90   | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |

**Tabel L8.1 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Persepsi Konsumen**

| Resp                        | Pernyataan |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|-----------------------------|------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                             | 1          | 2    | 3    | 4    | 5    | 6    | 7    | 8    | 9    | 10   | 11   | 12   | 13   | 14   | 15   | 16   | 17   | 18   |
| <b>91</b>                   | 2          | 3    | 3    | 3    | 2    | 3    | 4    | 3    | 3    | 4    | 3    | 4    | 3    | 3    | 3    | 2    | 2    | 3    |
| <b>92</b>                   | 2          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 3    | 2    | 2    |
| <b>93</b>                   | 1          | 2    | 3    | 3    | 2    | 1    | 3    | 2    | 2    | 3    | 3    | 2    | 2    | 2    | 3    | 2    | 2    | 2    |
| <b>94</b>                   | 2          | 3    | 3    | 3    | 3    | 2    | 2    | 2    | 2    | 2    | 1    | 2    | 3    | 1    | 2    | 4    | 3    | 1    |
| <b>95</b>                   | 2          | 3    | 3    | 3    | 3    | 2    | 4    | 4    | 4    | 4    | 4    | 3    | 2    | 2    | 3    | 3    | 3    | 3    |
| <b>96</b>                   | 2          | 2    | 3    | 3    | 2    | 2    | 4    | 2    | 2    | 2    | 2    | 3    | 3    | 3    | 2    | 2    | 2    | 2    |
| <b>97</b>                   | 2          | 3    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 2    | 3    | 2    | 3    | 3    | 2    | 3    |
| <b>98</b>                   | 2          | 2    | 3    | 2    | 3    | 3    | 1    | 2    | 2    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| <b>99</b>                   | 1          | 3    | 3    | 2    | 3    | 2    | 3    | 2    | 1    | 1    | 2    | 2    | 3    | 4    | 2    | 2    | 2    | 3    |
| <b>100</b>                  | 2          | 3    | 3    | 3    | 2    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| <b>101</b>                  | 2          | 2    | 3    | 3    | 2    | 2    | 2    | 3    | 3    | 3    | 3    | 2    | 3    | 3    | 3    | 2    | 2    | 2    |
| <b>102</b>                  | 1          | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 3    | 2    | 1    | 3    | 3    | 3    | 3    | 3    |
| <b>103</b>                  | 2          | 2    | 3    | 2    | 2    | 2    | 3    | 2    | 2    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 1    |
| <b>104</b>                  | 2          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 1    | 2    | 3    | 3    | 2    | 2    | 2    |
| <b>105</b>                  | 2          | 3    | 3    | 3    | 2    | 2    | 2    | 1    | 2    | 2    | 2    | 3    | 3    | 3    | 4    | 2    | 2    | 2    |
| <b>106</b>                  | 1          | 3    | 3    | 3    | 4    | 2    | 3    | 2    | 2    | 2    | 2    | 3    | 4    | 3    | 3    | 2    | 3    | 2    |
| <b>107</b>                  | 1          | 2    | 2    | 3    | 3    | 2    | 3    | 2    | 2    | 2    | 3    | 3    | 2    | 2    | 4    | 3    | 3    | 3    |
| <b>108</b>                  | 1          | 3    | 3    | 3    | 3    | 2    | 2    | 3    | 3    | 3    | 2    | 2    | 3    | 2    | 3    | 2    | 2    | 3    |
| <b>109</b>                  | 2          | 3    | 3    | 3    | 2    | 2    | 3    | 2    | 2    | 2    | 2    | 3    | 3    | 4    | 2    | 2    | 1    | 2    |
| <b>110</b>                  | 3          | 3    | 3    | 2    | 3    | 2    | 2    | 4    | 4    | 3    | 3    | 2    | 3    | 3    | 2    | 3    | 2    | 2    |
| <b>111</b>                  | 3          | 1    | 4    | 3    | 2    | 2    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 2    | 2    | 2    | 2    | 3    |
| <b>112</b>                  | 2          | 3    | 3    | 3    | 2    | 2    | 3    | 3    | 4    | 4    | 3    | 3    | 3    | 2    | 2    | 3    | 3    | 2    |
| <b>113</b>                  | 2          | 3    | 3    | 4    | 2    | 2    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 2    | 3    | 1    |
| <b>114</b>                  | 2          | 2    | 3    | 3    | 2    | 2    | 2    | 2    | 2    | 3    | 3    | 3    | 3    | 2    | 2    | 3    | 1    | 2    |
| <b>115</b>                  | 1          | 2    | 3    | 4    | 3    | 3    | 4    | 2    | 2    | 2    | 3    | 2    | 2    | 3    | 3    | 2    | 2    | 2    |
| <b>116</b>                  | 2          | 2    | 4    | 3    | 3    | 2    | 1    | 2    | 3    | 3    | 1    | 2    | 2    | 2    | 2    | 2    | 2    | 3    |
| <b>117</b>                  | 2          | 3    | 3    | 3    | 4    | 1    | 3    | 3    | 3    | 3    | 1    | 3    | 2    | 1    | 3    | 2    | 3    | 2    |
| <b>118</b>                  | 1          | 3    | 2    | 3    | 3    | 4    | 2    | 2    | 2    | 2    | 1    | 2    | 2    | 1    | 3    | 3    | 2    | 1    |
| <b>119</b>                  | 2          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 1    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| <b>120</b>                  | 2          | 4    | 3    | 3    | 2    | 3    | 4    | 4    | 4    | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 3    | 3    |
| <b><math>\bar{x}</math></b> | 2,03       | 2,69 | 2,89 | 2,88 | 2,68 | 2,53 | 2,89 | 2,65 | 2,82 | 2,88 | 2,77 | 2,54 | 2,68 | 2,63 | 2,63 | 2,77 | 2,48 | 2,43 |
| <b>S</b>                    | 0,59       | 0,58 | 0,55 | 0,49 | 0,57 | 0,63 | 0,65 | 0,68 | 0,67 | 0,65 | 0,71 | 0,66 | 0,59 | 0,70 | 0,66 | 0,63 | 0,69 | 0,64 |
| <b><math>S^2</math></b>     | 0,34       | 0,33 | 0,30 | 0,24 | 0,32 | 0,40 | 0,42 | 0,46 | 0,45 | 0,42 | 0,50 | 0,44 | 0,35 | 0,49 | 0,44 | 0,40 | 0,47 | 0,42 |

**Tabel L8.1 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Persepsi Konsumen**

| Resp                 | Pernyataan |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|----------------------|------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                      | 19         | 20   | 21   | 22   | 23   | 24   | 25   | 26   | 27   | 28   | 29   | 30   | 31   | 32   | 33   | 34   | 35   | 36   | 37   |
| 91                   | 3          | 3    | 2    | 1    | 1    | 2    | 3    | 3    | 2    | 1    | 2    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |      |
| 92                   | 1          | 3    | 1    | 2    | 2    | 2    | 3    | 3    | 2    | 2    | 1    | 1    | 2    | 2    | 2    | 3    | 2    | 3    |      |
| 93                   | 3          | 3    | 2    | 2    | 2    | 2    | 3    | 2    | 1    | 2    | 2    | 3    | 3    | 3    | 3    | 2    | 2    | 1    |      |
| 94                   | 3          | 3    | 2    | 2    | 2    | 2    | 3    | 2    | 2    | 3    | 2    | 3    | 4    | 4    | 3    | 3    | 4    | 3    |      |
| 95                   | 1          | 3    | 2    | 2    | 3    | 3    | 2    | 3    | 3    | 3    | 2    | 3    | 3    | 2    | 3    | 3    | 3    | 3    |      |
| 96                   | 2          | 3    | 3    | 3    | 3    | 4    | 2    | 3    | 3    | 3    | 2    | 3    | 3    | 4    | 2    | 2    | 3    | 4    |      |
| 97                   | 2          | 3    | 2    | 3    | 3    | 3    | 1    | 2    | 2    | 3    | 2    | 3    | 4    | 3    | 2    | 2    | 3    | 3    |      |
| 98                   | 3          | 2    | 2    | 4    | 4    | 3    | 3    | 3    | 2    | 2    | 3    | 3    | 3    | 1    | 3    | 2    | 2    | 2    |      |
| 99                   | 3          | 3    | 3    | 2    | 2    | 3    | 3    | 3    | 2    | 3    | 2    | 4    | 2    | 3    | 3    | 4    | 3    | 4    |      |
| 100                  | 2          | 2    | 3    | 3    | 2    | 3    | 2    | 4    | 2    | 2    | 3    | 3    | 2    | 3    | 3    | 2    | 3    | 3    |      |
| 101                  | 2          | 3    | 4    | 3    | 3    | 3    | 4    | 2    | 1    | 1    | 4    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |      |
| 102                  | 2          | 3    | 3    | 3    | 4    | 4    | 3    | 2    | 2    | 2    | 3    | 3    | 3    | 2    | 3    | 4    | 2    | 3    |      |
| 103                  | 1          | 2    | 1    | 3    | 4    | 3    | 4    | 3    | 2    | 2    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 4    |      |
| 104                  | 2          | 3    | 2    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |      |
| 105                  | 2          | 2    | 1    | 2    | 2    | 3    | 3    | 3    | 3    | 3    | 2    | 2    | 2    | 3    | 3    | 3    | 3    | 3    |      |
| 106                  | 2          | 3    | 3    | 4    | 4    | 2    | 2    | 2    | 3    | 3    | 4    | 3    | 3    | 3    | 2    | 3    | 3    | 3    |      |
| 107                  | 3          | 3    | 4    | 3    | 3    | 3    | 4    | 3    | 4    | 3    | 3    | 2    | 3    | 2    | 3    | 2    | 2    | 3    |      |
| 108                  | 2          | 3    | 3    | 3    | 3    | 2    | 3    | 2    | 3    | 3    | 2    | 3    | 3    | 2    | 2    | 3    | 2    | 1    |      |
| 109                  | 4          | 4    | 3    | 3    | 3    | 1    | 1    | 2    | 3    | 4    | 3    | 2    | 2    | 3    | 3    | 2    | 2    | 3    |      |
| 110                  | 2          | 2    | 3    | 4    | 3    | 2    | 3    | 3    | 3    | 2    | 2    | 3    | 2    | 3    | 3    | 3    | 3    | 3    |      |
| 111                  | 2          | 2    | 2    | 2    | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 2    | 2    | 3    | 3    | 1    | 2    | 3    |      |
| 112                  | 3          | 3    | 2    | 2    | 1    | 2    | 3    | 3    | 2    | 2    | 2    | 2    | 3    | 3    | 2    | 2    | 3    | 4    |      |
| 113                  | 3          | 3    | 3    | 1    | 3    | 3    | 1    | 1    | 3    | 3    | 3    | 3    | 3    | 2    | 2    | 2    | 1    | 2    |      |
| 114                  | 3          | 4    | 3    | 3    | 2    | 2    | 2    | 3    | 3    | 3    | 4    | 3    | 4    | 3    | 2    | 1    | 2    | 2    |      |
| 115                  | 2          | 3    | 3    | 2    | 3    | 3    | 3    | 3    | 2    | 3    | 3    | 3    | 3    | 2    | 3    | 2    | 3    | 3    |      |
| 116                  | 3          | 3    | 3    | 4    | 4    | 3    | 3    | 3    | 2    | 2    | 3    | 2    | 3    | 3    | 2    | 3    | 2    | 3    |      |
| 117                  | 2          | 3    | 2    | 3    | 3    | 2    | 2    | 2    | 2    | 3    | 3    | 2    | 3    | 3    | 2    | 2    | 3    | 3    |      |
| 118                  | 2          | 3    | 2    | 2    | 3    | 3    | 2    | 3    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 2    | 3    | 2    |      |
| 119                  | 3          | 2    | 3    | 3    | 2    | 3    | 2    | 4    | 3    | 3    | 2    | 1    | 2    | 3    | 3    | 2    | 3    | 4    |      |
| 120                  | 2          | 2    | 2    | 2    | 4    | 3    | 2    | 3    | 4    | 3    | 3    | 3    | 3    | 4    | 2    | 2    | 3    | 3    |      |
| $\bar{x}$            | 2,63       | 2,78 | 2,64 | 2,58 | 2,80 | 2,61 | 2,51 | 2,54 | 2,27 | 2,53 | 2,63 | 2,66 | 2,84 | 2,83 | 2,63 | 2,73 | 2,69 | 2,71 | 2,83 |
| <b>S</b>             | 0,67       | 0,58 | 0,68 | 0,73 | 0,83 | 0,70 | 0,86 | 0,72 | 0,69 | 0,69 | 0,74 | 0,64 | 0,62 | 0,56 | 0,65 | 0,66 | 0,67 | 0,59 | 0,56 |
| <b>S<sup>2</sup></b> | 0,45       | 0,34 | 0,47 | 0,53 | 0,68 | 0,49 | 0,74 | 0,52 | 0,48 | 0,47 | 0,55 | 0,41 | 0,39 | 0,31 | 0,42 | 0,43 | 0,45 | 0,34 | 0,31 |

**Tabel L8.1 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Persepsi Konsumen**

| Resp      | Pernyataan |      |      |      |      |      |      |      |      |      |
|-----------|------------|------|------|------|------|------|------|------|------|------|
|           | 38         | 39   | 40   | 41   | 42   | 43   | 44   | 45   | 46   | 47   |
| 91        | 3          | 2    | 2    | 2    | 2    | 2    | 2    | 1    | 2    | 2    |
| 92        | 1          | 2    | 2    | 3    | 3    | 2    | 2    | 2    | 2    | 2    |
| 93        | 3          | 3    | 2    | 2    | 2    | 2    | 3    | 2    | 2    | 3    |
| 94        | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 2    | 2    |
| 95        | 3          | 2    | 2    | 3    | 3    | 3    | 3    | 3    | 2    | 2    |
| 96        | 3          | 1    | 3    | 3    | 3    | 3    | 2    | 2    | 3    | 3    |
| 97        | 3          | 2    | 3    | 3    | 2    | 2    | 3    | 3    | 4    | 3    |
| 98        | 3          | 2    | 2    | 2    | 3    | 3    | 3    | 3    | 3    | 3    |
| 99        | 3          | 3    | 3    | 3    | 2    | 2    | 2    | 2    | 3    | 3    |
| 100       | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| 101       | 3          | 4    | 3    | 2    | 2    | 2    | 3    | 3    | 3    | 4    |
| 102       | 2          | 2    | 3    | 2    | 3    | 3    | 3    | 3    | 3    | 3    |
| 103       | 3          | 3    | 3    | 3    | 2    | 3    | 3    | 3    | 3    | 3    |
| 104       | 3          | 2    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 4    |
| 105       | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| 106       | 3          | 3    | 3    | 3    | 3    | 3    | 2    | 2    | 3    | 3    |
| 107       | 2          | 2    | 3    | 2    | 3    | 3    | 2    | 2    | 4    | 4    |
| 108       | 4          | 2    | 3    | 2    | 3    | 3    | 4    | 3    | 3    | 3    |
| 109       | 2          | 3    | 3    | 2    | 3    | 3    | 2    | 2    | 3    | 3    |
| 110       | 3          | 2    | 3    | 3    | 2    | 2    | 3    | 3    | 3    | 3    |
| 111       | 2          | 3    | 3    | 2    | 2    | 3    | 3    | 3    | 3    | 3    |
| 112       | 3          | 2    | 3    | 3    | 2    | 2    | 3    | 3    | 3    | 2    |
| 113       | 3          | 2    | 2    | 2    | 3    | 3    | 3    | 3    | 2    | 2    |
| 114       | 3          | 1    | 3    | 2    | 3    | 3    | 3    | 3    | 3    | 3    |
| 115       | 3          | 2    | 2    | 3    | 2    | 2    | 3    | 3    | 3    | 3    |
| 116       | 3          | 2    | 3    | 2    | 3    | 3    | 3    | 3    | 3    | 3    |
| 117       | 3          | 2    | 3    | 3    | 3    | 3    | 3    | 4    | 3    | 3    |
| 118       | 4          | 3    | 3    | 2    | 2    | 2    | 4    | 3    | 3    | 3    |
| 119       | 2          | 3    | 2    | 3    | 3    | 3    | 2    | 2    | 2    | 2    |
| 120       | 3          | 2    | 2    | 3    | 2    | 2    | 3    | 3    | 2    | 2    |
| $\bar{x}$ | 2,78       | 2,56 | 2,67 | 2,70 | 2,72 | 2,72 | 2,77 | 2,83 | 2,76 | 2,79 |
| S         | 0,64       | 0,67 | 0,64 | 0,60 | 0,58 | 0,60 | 0,55 | 0,58 | 0,65 | 0,65 |
| $S^2$     | 0,41       | 0,45 | 0,41 | 0,36 | 0,34 | 0,36 | 0,30 | 0,34 | 0,42 | 0,42 |

**Tabel L8.2**  
**Jawaban Kuesioner Lanjutan Harapan Konsumen**

| Resp      | Pernyataan |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
|-----------|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|
|           | 1          | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| <b>1</b>  | 3          | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3  | 3  | 4  | 4  | 2  | 4  | 3  | 3  | 3  |
| <b>2</b>  | 3          | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  |
| <b>3</b>  | 4          | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  |
| <b>4</b>  | 4          | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  |
| <b>5</b>  | 4          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| <b>6</b>  | 4          | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4  | 3  | 4  | 3  | 3  | 4  | 2  | 3  | 3  |
| <b>7</b>  | 3          | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 2  |
| <b>8</b>  | 4          | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 2  |
| <b>9</b>  | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  |
| <b>10</b> | 4          | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4  | 4  | 3  | 3  | 2  | 3  | 2  | 3  | 3  |
| <b>11</b> | 4          | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  |
| <b>12</b> | 4          | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4  |
| <b>13</b> | 3          | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  |
| <b>14</b> | 4          | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 4  |
| <b>15</b> | 3          | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 4  |
| <b>16</b> | 3          | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  |
| <b>17</b> | 4          | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
| <b>18</b> | 4          | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  |
| <b>19</b> | 4          | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  |
| <b>20</b> | 3          | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>21</b> | 3          | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
| <b>22</b> | 3          | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 3  |
| <b>23</b> | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>24</b> | 3          | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>25</b> | 3          | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3  | 4  | 4  | 4  | 3  | 4  | 2  | 4  | 3  |
| <b>26</b> | 3          | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  |
| <b>27</b> | 3          | 2 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 2  |
| <b>28</b> | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 4  |
| <b>29</b> | 4          | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  |
| <b>30</b> | 4          | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  |
| <b>31</b> | 4          | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 3  |
| <b>32</b> | 4          | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  |
| <b>33</b> | 3          | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  |
| <b>34</b> | 3          | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 4  |
| <b>35</b> | 4          | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  |
| <b>36</b> | 3          | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  |
| <b>37</b> | 3          | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  |
| <b>38</b> | 4          | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  |
| <b>39</b> | 4          | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  |
| <b>40</b> | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  |
| <b>41</b> | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4  | 3  | 4  | 3  | 2  | 3  | 4  | 3  | 3  |
| <b>42</b> | 4          | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4  | 3  | 4  | 3  | 2  | 3  | 4  | 3  | 4  |

**Tabel L8.2 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Harapan Konsumen**

| Res       | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|           | 19         | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 |
| <b>1</b>  | 3          | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
| <b>2</b>  | 4          | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  |
| <b>3</b>  | 3          | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  |
| <b>4</b>  | 3          | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  |
| <b>5</b>  | 4          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| <b>6</b>  | 4          | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 4  |
| <b>7</b>  | 4          | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  |
| <b>8</b>  | 3          | 3  | 4  | 3  | 2  | 3  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
| <b>9</b>  | 3          | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  |
| <b>10</b> | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  |
| <b>11</b> | 4          | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  |
| <b>12</b> | 4          | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 4  |
| <b>13</b> | 4          | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  |
| <b>14</b> | 3          | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  |
| <b>15</b> | 4          | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  |
| <b>16</b> | 3          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  |
| <b>17</b> | 4          | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  |
| <b>18</b> | 4          | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  |
| <b>19</b> | 3          | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 4  |
| <b>20</b> | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
| <b>21</b> | 3          | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>22</b> | 3          | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  |
| <b>23</b> | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>24</b> | 4          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  |
| <b>25</b> | 4          | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 3  |
| <b>26</b> | 3          | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  |
| <b>27</b> | 4          | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 3  | 3  | 2  | 2  | 4  | 3  |
| <b>28</b> | 4          | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 4  |
| <b>29</b> | 4          | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| <b>30</b> | 4          | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 3  |
| <b>31</b> | 4          | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 4  |
| <b>32</b> | 3          | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  |
| <b>33</b> | 4          | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 3  |
| <b>34</b> | 3          | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  |
| <b>35</b> | 4          | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 4  |
| <b>36</b> | 4          | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  |
| <b>37</b> | 3          | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 2  | 3  | 4  | 3  |
| <b>38</b> | 3          | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  |
| <b>39</b> | 2          | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 3  | 4  |
| <b>40</b> | 3          | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 2  | 2  | 4  | 3  | 3  | 3  | 3  | 3  |
| <b>41</b> | 2          | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  |
| <b>42</b> | 3          | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  |

**Tabel L8.2 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Harapan Konsumen**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|
|      | 38         | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |
| 1    | 3          | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
| 2    | 3          | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  |
| 3    | 3          | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 3  |
| 4    | 4          | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  |
| 5    | 4          | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  |
| 6    | 3          | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  |
| 7    | 4          | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
| 8    | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  |
| 9    | 3          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  |
| 10   | 3          | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  |
| 11   | 3          | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  |
| 12   | 4          | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  |
| 13   | 4          | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  |
| 14   | 4          | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 3  |
| 15   | 4          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  |
| 16   | 4          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 17   | 4          | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  |
| 18   | 3          | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  |
| 19   | 3          | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  |
| 20   | 4          | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  |
| 21   | 4          | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  |
| 22   | 3          | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  |
| 23   | 3          | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
| 24   | 3          | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
| 25   | 4          | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 4  |
| 26   | 4          | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  |
| 27   | 3          | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  |
| 28   | 3          | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 2  | 4  |
| 29   | 4          | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 30   | 4          | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 4  |
| 31   | 3          | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  |
| 32   | 4          | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3  |
| 33   | 4          | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  |
| 34   | 2          | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3  |
| 35   | 4          | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  |
| 36   | 4          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  |
| 37   | 3          | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 2  | 4  |
| 38   | 3          | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  |
| 39   | 4          | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 3  |
| 40   | 3          | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 3  | 4  |
| 41   | 3          | 4  | 2  | 2  | 3  | 4  | 4  | 3  | 3  | 3  |
| 42   | 3          | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  |

**Tabel L8.2 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Harapan Konsumen**

| Resp | Pernyataan |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
|------|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|
|      | 1          | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 43   | 3          | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  |
| 44   | 3          | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  |
| 45   | 4          | 4 | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  |
| 46   | 4          | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 3  |
| 47   | 3          | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4  | 2  | 3  | 3  | 4  | 4  | 4  | 4  | 4  |
| 48   | 3          | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 4  | 4  | 2  | 3  | 4  | 4  |
| 49   | 4          | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4  | 3  | 4  | 4  | 4  | 2  | 4  | 3  | 4  |
| 50   | 3          | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4  | 4  | 4  | 3  | 4  | 2  | 3  | 3  | 4  |
| 51   | 3          | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 52   | 4          | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4  | 4  | 4  | 3  | 4  | 2  | 3  | 3  | 3  |
| 53   | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
| 54   | 3          | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  |
| 55   | 4          | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  |
| 56   | 4          | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  |
| 57   | 4          | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 3  |
| 58   | 4          | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4  |
| 59   | 3          | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  |
| 60   | 4          | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  |
| 61   | 3          | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  |
| 62   | 4          | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 4  |
| 63   | 4          | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  |
| 64   | 3          | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  |
| 65   | 3          | 2 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  |
| 66   | 3          | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 4  | 3  |
| 67   | 3          | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  |
| 68   | 4          | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  |
| 69   | 3          | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3  | 4  | 2  | 3  | 4  | 4  | 3  | 3  | 3  |
| 70   | 3          | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 71   | 3          | 2 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  |
| 72   | 3          | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  |
| 73   | 3          | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 4  |
| 74   | 3          | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 2  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 2  |
| 75   | 2          | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  |
| 76   | 4          | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  |
| 77   | 4          | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4  | 4  | 4  | 4  | 4  | 2  | 3  | 3  | 3  |
| 78   | 4          | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3  |
| 79   | 4          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  |
| 80   | 3          | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3  | 4  | 3  | 3  | 2  | 3  | 4  | 3  | 3  |
| 81   | 3          | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4  | 3  | 4  | 4  | 2  | 4  | 4  | 3  | 4  |
| 82   | 4          | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3  | 4  | 3  | 4  | 4  | 2  | 2  | 3  | 3  |
| 83   | 4          | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 3  |
| 84   | 3          | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  |
| 85   | 4          | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3  | 3  | 3  | 2  | 3  | 4  | 3  | 3  | 3  |
| 86   | 3          | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  |
| 87   | 4          | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 4  |
| 88   | 3          | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 2 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  |
| 89   | 3          | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 4  |
| 90   | 3          | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  |

**Tabel L8.2 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Harapan Konsumen**

| Res | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|     | 19         | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 |
| 43  | 3          | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  |
| 44  | 4          | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  |
| 45  | 3          | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  |
| 46  | 4          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  |
| 47  | 4          | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  |
| 48  | 2          | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 3  |
| 49  | 2          | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 2  | 3  | 4  | 4  |
| 50  | 3          | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 2  | 3  | 4  | 4  |
| 51  | 2          | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 2  | 3  | 3  | 4  | 3  | 4  | 4  |
| 52  | 4          | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 4  | 4  | 4  | 4  | 3  |
| 53  | 4          | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  |
| 54  | 2          | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 2  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  |
| 55  | 3          | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 2  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  |
| 56  | 4          | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 2  | 3  | 4  | 3  | 4  | 3  | 3  |
| 57  | 2          | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  |
| 58  | 3          | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  |
| 59  | 3          | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 3  |
| 60  | 3          | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  |
| 61  | 3          | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 4  |
| 62  | 3          | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  |
| 63  | 4          | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  |
| 64  | 4          | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 3  |
| 65  | 2          | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 4  |
| 66  | 3          | 4  | 4  | 3  | 2  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 2  | 3  | 3  | 3  |
| 67  | 3          | 3  | 3  | 3  | 2  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 2  | 3  | 3  | 4  |
| 68  | 2          | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  |
| 69  | 2          | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  |
| 70  | 2          | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  |
| 71  | 4          | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 72  | 3          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  |
| 73  | 3          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  |
| 74  | 3          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  |
| 75  | 3          | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 2  | 3  |
| 76  | 4          | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  |
| 77  | 3          | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  |
| 78  | 3          | 3  | 4  | 4  | 4  | 4  | 2  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  |
| 79  | 4          | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 3  |
| 80  | 4          | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 4  |
| 81  | 3          | 4  | 4  | 3  | 4  | 2  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3  |
| 82  | 2          | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 3  |
| 83  | 3          | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 2  | 3  | 4  | 4  | 3  | 4  | 4  |
| 84  | 3          | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 4  | 4  | 3  | 3  | 4  |
| 85  | 2          | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 3  |
| 86  | 2          | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 2  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 2  | 3  |
| 87  | 4          | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 2  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  |
| 88  | 3          | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 2  | 3  | 4  | 4  | 4  | 4  | 4  |
| 89  | 3          | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  |
| 90  | 2          | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  |

**Tabel L8.2 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Harapan Konsumen**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|
|      | 38         | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |
| 43   | 4          | 4  | 4  | 4  | 3  | 2  | 3  | 4  | 3  | 4  |
| 44   | 4          | 3  | 3  | 4  | 3  | 2  | 3  | 4  | 4  | 3  |
| 45   | 4          | 3  | 2  | 3  | 3  | 4  | 3  | 4  | 4  | 4  |
| 46   | 3          | 3  | 2  | 3  | 4  | 4  | 4  | 4  | 3  | 3  |
| 47   | 3          | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  |
| 48   | 3          | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 4  |
| 49   | 3          | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  |
| 50   | 4          | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  |
| 51   | 4          | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  |
| 52   | 4          | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 3  |
| 53   | 4          | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  |
| 54   | 3          | 3  | 4  | 4  | 3  | 2  | 3  | 4  | 4  | 3  |
| 55   | 3          | 3  | 3  | 4  | 3  | 2  | 3  | 4  | 4  | 3  |
| 56   | 4          | 3  | 2  | 3  | 4  | 4  | 3  | 4  | 4  | 3  |
| 57   | 4          | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  |
| 58   | 3          | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  |
| 59   | 3          | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 3  |
| 60   | 4          | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  |
| 61   | 4          | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 3  |
| 62   | 3          | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3  |
| 63   | 3          | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  |
| 64   | 3          | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  |
| 65   | 3          | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  |
| 66   | 3          | 3  | 3  | 3  | 4  | 4  | 3  | 2  | 3  | 4  |
| 67   | 4          | 4  | 4  | 4  | 4  | 4  | 4  | 2  | 2  | 4  |
| 68   | 3          | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  |
| 69   | 3          | 3  | 2  | 3  | 3  | 4  | 4  | 4  | 3  | 4  |
| 70   | 3          | 3  | 2  | 3  | 4  | 4  | 4  | 4  | 3  | 2  |
| 71   | 3          | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  |
| 72   | 4          | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 2  |
| 73   | 4          | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  |
| 74   | 3          | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 3  |
| 75   | 4          | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  |
| 76   | 4          | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  |
| 77   | 3          | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  |
| 78   | 3          | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  |
| 79   | 3          | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 2  | 4  |
| 80   | 3          | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  |
| 81   | 4          | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 3  |
| 82   | 3          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  |
| 83   | 3          | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 3  |
| 84   | 4          | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 3  |
| 85   | 3          | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 4  |
| 86   | 3          | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  |
| 87   | 3          | 3  | 3  | 2  | 3  | 3  | 4  | 3  | 4  | 4  |
| 88   | 4          | 4  | 3  | 2  | 4  | 3  | 4  | 3  | 4  | 4  |
| 89   | 4          | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  |
| 90   | 3          | 2  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 4  |

**Tabel L8.2 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Harapan Konsumen**

| Resp                        | Pernyataan |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|-----------------------------|------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                             | 1          | 2    | 3    | 4    | 5    | 6    | 7    | 8    | 9    | 10   | 11   | 12   | 13   | 14   | 15   | 16   | 17   | 18   |
| <b>91</b>                   | 3          | 3    | 4    | 4    | 4    | 3    | 3    | 4    | 4    | 4    | 3    | 4    | 4    | 3    | 3    | 3    | 4    | 4    |
| <b>92</b>                   | 4          | 3    | 4    | 4    | 4    | 4    | 3    | 4    | 3    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    |
| <b>93</b>                   | 3          | 4    | 4    | 3    | 4    | 3    | 4    | 4    | 4    | 4    | 3    | 4    | 4    | 3    | 3    | 3    | 3    | 3    |
| <b>94</b>                   | 4          | 3    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 4    | 4    | 3    | 2    | 2    | 2    | 3    |
| <b>95</b>                   | 4          | 3    | 4    | 4    | 4    | 4    | 4    | 3    | 3    | 3    | 4    | 3    | 3    | 3    | 2    | 2    | 3    | 3    |
| <b>96</b>                   | 4          | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 3    | 4    | 3    | 3    | 3    | 4    | 2    | 2    | 3    | 2    |
| <b>97</b>                   | 4          | 3    | 3    | 3    | 3    | 3    | 4    | 3    | 4    | 4    | 3    | 4    | 3    | 3    | 3    | 3    | 4    | 2    |
| <b>98</b>                   | 3          | 4    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 2    | 3    | 3    | 2    | 2    | 3    | 4    | 3    |
| <b>99</b>                   | 3          | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 3    | 4    | 4    | 3    | 3    | 4    | 2    | 4    | 4    | 4    |
| <b>100</b>                  | 3          | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 4    | 2    | 2    | 3    | 4    | 3    | 3    | 4    |
| <b>101</b>                  | 3          | 4    | 4    | 4    | 4    | 4    | 3    | 4    | 3    | 3    | 4    | 4    | 2    | 4    | 4    | 4    | 2    | 3    |
| <b>102</b>                  | 3          | 4    | 3    | 3    | 4    | 4    | 3    | 3    | 3    | 4    | 4    | 4    | 2    | 3    | 4    | 4    | 3    | 4    |
| <b>103</b>                  | 3          | 3    | 4    | 3    | 4    | 3    | 4    | 4    | 4    | 4    | 3    | 4    | 3    | 4    | 4    | 3    | 3    | 3    |
| <b>104</b>                  | 3          | 4    | 3    | 3    | 3    | 3    | 2    | 4    | 4    | 4    | 3    | 4    | 4    | 3    | 3    | 4    | 3    | 3    |
| <b>105</b>                  | 3          | 3    | 4    | 4    | 3    | 4    | 3    | 3    | 3    | 4    | 3    | 2    | 3    | 3    | 3    | 2    | 4    |      |
| <b>106</b>                  | 3          | 3    | 4    | 4    | 3    | 3    | 4    | 4    | 4    | 4    | 3    | 4    | 2    | 4    | 3    | 4    | 3    | 3    |
| <b>107</b>                  | 3          | 4    | 4    | 3    | 3    | 4    | 4    | 3    | 4    | 4    | 3    | 4    | 3    | 4    | 4    | 3    | 3    | 3    |
| <b>108</b>                  | 3          | 3    | 2    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 3    | 3    | 4    | 3    | 4    | 4    | 3    | 3    |
| <b>109</b>                  | 4          | 3    | 4    | 3    | 3    | 4    | 3    | 3    | 4    | 4    | 3    | 4    | 3    | 4    | 4    | 4    | 3    | 3    |
| <b>110</b>                  | 3          | 3    | 4    | 4    | 4    | 3    | 3    | 4    | 4    | 4    | 3    | 3    | 4    | 4    | 3    | 3    | 3    | 3    |
| <b>111</b>                  | 3          | 3    | 4    | 4    | 4    | 4    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 3    |
| <b>112</b>                  | 4          | 4    | 3    | 4    | 3    | 3    | 3    | 4    | 4    | 4    | 3    | 4    | 3    | 3    | 4    | 3    | 2    | 2    |
| <b>113</b>                  | 4          | 4    | 4    | 4    | 3    | 4    | 4    | 4    | 3    | 3    | 4    | 4    | 3    | 4    | 4    | 3    | 4    | 3    |
| <b>114</b>                  | 4          | 3    | 3    | 4    | 4    | 4    | 3    | 3    | 3    | 3    | 4    | 3    | 4    | 4    | 3    | 4    | 3    | 3    |
| <b>115</b>                  | 3          | 3    | 3    | 4    | 4    | 2    | 3    | 3    | 4    | 4    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 4    |
| <b>116</b>                  | 4          | 3    | 3    | 4    | 3    | 4    | 3    | 4    | 3    | 3    | 3    | 4    | 3    | 4    | 4    | 3    | 3    | 4    |
| <b>117</b>                  | 3          | 3    | 3    | 3    | 2    | 4    | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 4    | 3    | 3    | 3    |
| <b>118</b>                  | 4          | 4    | 3    | 2    | 4    | 4    | 3    | 3    | 4    | 3    | 4    | 3    | 4    | 4    | 4    | 3    | 3    | 4    |
| <b>119</b>                  | 4          | 3    | 3    | 4    | 4    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 3    | 3    |
| <b>120</b>                  | 2          | 2    | 3    | 3    | 4    | 3    | 3    | 3    | 2    | 3    | 3    | 4    | 3    | 3    | 4    | 3    | 3    | 3    |
| <b><math>\bar{x}</math></b> | 3,42       | 3,31 | 3,44 | 3,43 | 3,42 | 3,45 | 3,39 | 3,48 | 3,49 | 3,48 | 3,40 | 3,55 | 3,43 | 3,40 | 3,32 | 3,34 | 3,27 | 3,45 |
| <b>S</b>                    | 0,53       | 0,63 | 0,52 | 0,53 | 0,56 | 0,55 | 0,58 | 0,50 | 0,55 | 0,53 | 0,53 | 0,55 | 0,60 | 0,65 | 0,66 | 0,61 | 0,55 | 0,59 |
| <b><math>S^2</math></b>     | 0,28       | 0,40 | 0,27 | 0,28 | 0,31 | 0,30 | 0,34 | 0,25 | 0,30 | 0,29 | 0,28 | 0,30 | 0,36 | 0,43 | 0,44 | 0,38 | 0,30 | 0,35 |

**Tabel L8.2 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Harapan Konsumen**

| Res                  | Pernyataan |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|----------------------|------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                      | 19         | 20   | 21   | 22   | 23   | 24   | 25   | 26   | 27   | 28   | 29   | 30   | 31   | 32   | 33   | 34   | 35   | 36   | 37   |
| 91                   | 4          | 4    | 4    | 4    | 3    | 2    | 2    | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 3    | 3    | 3    | 3    | 3    |
| 92                   | 4          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    |
| 93                   | 2          | 4    | 3    | 3    | 4    | 3    | 3    | 3    | 4    | 3    | 3    | 4    | 3    | 4    | 4    | 3    | 3    | 4    | 3    |
| 94                   | 2          | 4    | 4    | 3    | 3    | 4    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 3    |
| 95                   | 3          | 4    | 3    | 3    | 2    | 3    | 4    | 3    | 4    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 3    |
| 96                   | 4          | 2    | 2    | 3    | 3    | 4    | 4    | 4    | 4    | 3    | 3    | 3    | 2    | 3    | 3    | 3    | 3    | 3    | 3    |
| 97                   | 3          | 4    | 2    | 4    | 2    | 4    | 4    | 3    | 4    | 4    | 3    | 3    | 2    | 3    | 3    | 2    | 3    | 3    | 3    |
| 98                   | 3          | 3    | 4    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 4    |
| 99                   | 2          | 4    | 4    | 4    | 2    | 3    | 4    | 4    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| 100                  | 3          | 4    | 3    | 3    | 4    | 3    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 3    |
| 101                  | 3          | 4    | 3    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 3    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    |
| 102                  | 3          | 4    | 3    | 3    | 4    | 3    | 3    | 4    | 4    | 3    | 3    | 4    | 4    | 3    | 4    | 3    | 4    | 4    | 4    |
| 103                  | 2          | 3    | 3    | 3    | 4    | 3    | 4    | 3    | 3    | 3    | 4    | 4    | 4    | 3    | 3    | 4    | 3    | 3    | 3    |
| 104                  | 3          | 3    | 3    | 4    | 3    | 4    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 4    |
| 105                  | 2          | 4    | 4    | 4    | 3    | 3    | 3    | 3    | 4    | 3    | 4    | 3    | 3    | 2    | 3    | 3    | 2    | 3    | 3    |
| 106                  | 3          | 3    | 3    | 3    | 4    | 3    | 3    | 4    | 3    | 4    | 3    | 2    | 3    | 3    | 4    | 4    | 4    | 4    | 4    |
| 107                  | 3          | 3    | 3    | 4    | 3    | 4    | 4    | 4    | 3    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| 108                  | 3          | 3    | 4    | 3    | 3    | 3    | 2    | 4    | 2    | 4    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 3    | 3    |
| 109                  | 3          | 3    | 3    | 4    | 4    | 3    | 4    | 3    | 3    | 3    | 3    | 3    | 4    | 3    | 4    | 4    | 4    | 4    | 4    |
| 110                  | 3          | 3    | 4    | 3    | 4    | 3    | 4    | 4    | 2    | 3    | 3    | 3    | 4    | 4    | 3    | 4    | 3    | 4    | 4    |
| 111                  | 4          | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 3    | 4    | 4    | 4    | 3    | 3    | 3    | 4    | 3    |
| 112                  | 3          | 4    | 4    | 4    | 4    | 3    | 3    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 4    | 3    | 3    | 4    | 3    |
| 113                  | 3          | 4    | 4    | 4    | 4    | 4    | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 3    | 4    | 4    | 4    | 3    |
| 114                  | 3          | 3    | 3    | 3    | 4    | 4    | 3    | 3    | 4    | 4    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 3    | 4    |
| 115                  | 4          | 3    | 3    | 4    | 4    | 4    | 3    | 4    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 4    |
| 116                  | 3          | 4    | 4    | 3    | 3    | 3    | 4    | 4    | 3    | 4    | 3    | 3    | 3    | 4    | 3    | 4    | 3    | 4    | 3    |
| 117                  | 3          | 4    | 4    | 3    | 3    | 3    | 3    | 3    | 3    | 4    | 4    | 3    | 3    | 4    | 4    | 3    | 4    | 3    | 4    |
| 118                  | 4          | 3    | 3    | 3    | 4    | 3    | 3    | 4    | 4    | 3    | 3    | 3    | 4    | 4    | 4    | 3    | 3    | 4    | 4    |
| 119                  | 3          | 4    | 3    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 4    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 3    |
| 120                  | 4          | 3    | 4    | 4    | 4    | 3    | 3    | 3    | 3    | 3    | 4    | 3    | 4    | 4    | 3    | 2    | 3    | 3    | 3    |
| $\bar{x}$            | 3,17       | 3,49 | 3,42 | 3,48 | 3,35 | 3,43 | 3,43 | 3,47 | 3,45 | 3,53 | 3,48 | 3,26 | 3,41 | 3,48 | 3,49 | 3,36 | 3,30 | 3,58 | 3,48 |
| <b>S</b>             | 0,69       | 0,55 | 0,54 | 0,50 | 0,59 | 0,55 | 0,58 | 0,52 | 0,55 | 0,56 | 0,52 | 0,51 | 0,64 | 0,52 | 0,52 | 0,59 | 0,54 | 0,50 | 0,50 |
| <b>S<sup>2</sup></b> | 0,48       | 0,30 | 0,30 | 0,25 | 0,35 | 0,30 | 0,33 | 0,27 | 0,30 | 0,32 | 0,27 | 0,26 | 0,41 | 0,27 | 0,27 | 0,35 | 0,30 | 0,25 | 0,25 |

**Tabel L8.2 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Harapan Konsumen**

| Resp      | Pernyataan |      |      |      |      |      |      |      |      |      |
|-----------|------------|------|------|------|------|------|------|------|------|------|
|           | 38         | 39   | 40   | 41   | 42   | 43   | 44   | 45   | 46   | 47   |
| 91        | 3          | 4    | 4    | 4    | 3    | 2    | 3    | 4    | 3    | 4    |
| 92        | 4          | 3    | 3    | 4    | 3    | 2    | 3    | 4    | 4    | 3    |
| 93        | 3          | 3    | 2    | 4    | 4    | 4    | 3    | 2    | 3    | 4    |
| 94        | 3          | 3    | 2    | 3    | 3    | 4    | 3    | 2    | 3    | 4    |
| 95        | 3          | 3    | 4    | 3    | 2    | 3    | 3    | 4    | 3    | 4    |
| 96        | 3          | 4    | 4    | 3    | 2    | 3    | 4    | 4    | 4    | 4    |
| 97        | 4          | 3    | 4    | 3    | 4    | 3    | 4    | 4    | 4    | 4    |
| 98        | 4          | 3    | 3    | 4    | 4    | 3    | 4    | 3    | 3    | 4    |
| 99        | 3          | 3    | 3    | 3    | 4    | 4    | 4    | 4    | 3    | 4    |
| 100       | 4          | 4    | 3    | 3    | 3    | 4    | 4    | 4    | 4    | 3    |
| 101       | 4          | 3    | 3    | 3    | 3    | 4    | 4    | 4    | 4    | 3    |
| 102       | 4          | 3    | 4    | 3    | 4    | 4    | 4    | 4    | 3    | 3    |
| 103       | 4          | 3    | 4    | 4    | 3    | 4    | 4    | 3    | 3    | 3    |
| 104       | 4          | 4    | 4    | 3    | 3    | 4    | 4    | 4    | 3    | 3    |
| 105       | 4          | 2    | 4    | 4    | 3    | 4    | 4    | 3    | 3    | 3    |
| 106       | 4          | 3    | 4    | 3    | 3    | 3    | 4    | 3    | 3    | 3    |
| 107       | 4          | 2    | 4    | 2    | 4    | 3    | 3    | 3    | 3    | 4    |
| 108       | 4          | 4    | 3    | 3    | 3    | 3    | 3    | 4    | 3    | 4    |
| 109       | 4          | 3    | 4    | 2    | 3    | 3    | 3    | 4    | 4    | 3    |
| 110       | 4          | 4    | 4    | 4    | 3    | 3    | 4    | 4    | 4    | 3    |
| 111       | 4          | 4    | 3    | 3    | 4    | 3    | 4    | 3    | 4    | 4    |
| 112       | 4          | 4    | 3    | 4    | 3    | 4    | 3    | 2    | 4    | 3    |
| 113       | 3          | 3    | 4    | 4    | 3    | 3    | 3    | 4    | 3    | 4    |
| 114       | 3          | 3    | 2    | 4    | 2    | 4    | 3    | 3    | 3    | 4    |
| 115       | 4          | 4    | 4    | 3    | 3    | 3    | 3    | 3    | 2    | 4    |
| 116       | 3          | 4    | 4    | 4    | 2    | 3    | 3    | 3    | 3    | 4    |
| 117       | 3          | 3    | 4    | 4    | 3    | 4    | 3    | 3    | 3    | 4    |
| 118       | 3          | 3    | 4    | 3    | 4    | 3    | 3    | 3    | 3    | 4    |
| 119       | 3          | 4    | 4    | 3    | 4    | 4    | 3    | 3    | 3    | 4    |
| 120       | 3          | 3    | 4    | 3    | 3    | 3    | 3    | 4    | 3    | 2    |
| $\bar{x}$ | 3,47       | 3,39 | 3,45 | 3,45 | 3,44 | 3,49 | 3,46 | 3,48 | 3,38 | 3,48 |
| S         | 0,52       | 0,57 | 0,63 | 0,58 | 0,56 | 0,61 | 0,50 | 0,59 | 0,57 | 0,55 |
| $S^2$     | 0,27       | 0,32 | 0,40 | 0,33 | 0,32 | 0,37 | 0,25 | 0,35 | 0,32 | 0,30 |

**Tabel L8.3**  
**Jawaban Kuesioner Lanjutan Bobot Kriteria Kepuasan Konsumen**

| Responden | Dimensi   |             |                |           |         |
|-----------|-----------|-------------|----------------|-----------|---------|
|           | Tangibles | Reliability | Responsiveness | Assurance | Emphaty |
| 1         | 20        | 25          | 20             | 15        | 20      |
| 2         | 20        | 25          | 15             | 20        | 20      |
| 3         | 10        | 40          | 10             | 30        | 10      |
| 4         | 10        | 20          | 20             | 30        | 20      |
| 5         | 20        | 40          | 10             | 20        | 10      |
| 6         | 30        | 35          | 15             | 10        | 10      |
| 7         | 20        | 20          | 20             | 20        | 20      |
| 8         | 15        | 20          | 20             | 20        | 25      |
| 9         | 25        | 40          | 10             | 15        | 10      |
| 10        | 25        | 30          | 10             | 15        | 20      |
| 11        | 20        | 20          | 20             | 20        | 20      |
| 12        | 25        | 45          | 10             | 10        | 10      |
| 13        | 20        | 20          | 20             | 20        | 20      |
| 14        | 30        | 25          | 20             | 15        | 10      |
| 15        | 20        | 20          | 20             | 20        | 20      |
| 16        | 30        | 40          | 10             | 10        | 10      |
| 17        | 10        | 10          | 30             | 10        | 40      |
| 18        | 20        | 25          | 20             | 15        | 20      |
| 19        | 20        | 30          | 20             | 20        | 10      |
| 20        | 30        | 30          | 30             | 5         | 5       |
| 21        | 10        | 10          | 30             | 30        | 20      |
| 22        | 25        | 35          | 15             | 10        | 15      |
| 23        | 30        | 20          | 15             | 25        | 10      |
| 24        | 30        | 20          | 15             | 20        | 15      |
| 25        | 20        | 35          | 15             | 10        | 20      |
| 26        | 10        | 30          | 15             | 25        | 10      |
| 27        | 15        | 40          | 20             | 15        | 10      |
| 28        | 20        | 20          | 20             | 20        | 20      |
| 29        | 20        | 25          | 20             | 20        | 15      |
| 30        | 20        | 25          | 15             | 20        | 20      |
| 31        | 15        | 25          | 20             | 25        | 15      |
| 32        | 20        | 30          | 25             | 15        | 10      |
| 33        | 15        | 25          | 15             | 20        | 25      |
| 34        | 5         | 50          | 10             | 20        | 15      |
| 35        | 50        | 20          | 10             | 10        | 10      |
| 36        | 30        | 30          | 15             | 20        | 5       |
| 37        | 30        | 20          | 20             | 20        | 10      |
| 38        | 30        | 10          | 20             | 30        | 10      |
| 39        | 20        | 20          | 30             | 15        | 20      |
| 40        | 30        | 10          | 20             | 20        | 20      |
| 41        | 30        | 25          | 10             | 20        | 15      |
| 42        | 25        | 20          | 10             | 25        | 20      |

**Tabel L8.3 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Bobot Kriteria Kepuasan Konsumen**

| <b>Responden</b> | <b>Dimensi</b>   |                    |                       |                  |                |
|------------------|------------------|--------------------|-----------------------|------------------|----------------|
|                  | <b>Tangibles</b> | <b>Reliability</b> | <b>Responsiveness</b> | <b>Assurance</b> | <b>Emphaty</b> |
| <b>43</b>        | 20               | 25                 | 20                    | 25               | 10             |
| <b>44</b>        | 25               | 15                 | 25                    | 15               | 20             |
| <b>45</b>        | 40               | 30                 | 15                    | 10               | 5              |
| <b>46</b>        | 40               | 20                 | 10                    | 20               | 10             |
| <b>47</b>        | 10               | 20                 | 20                    | 30               | 20             |
| <b>48</b>        | 25               | 25                 | 25                    | 20               | 5              |
| <b>49</b>        | 25               | 15                 | 30                    | 20               | 10             |
| <b>50</b>        | 40               | 20                 | 20                    | 10               | 10             |
| <b>51</b>        | 20               | 15                 | 25                    | 20               | 20             |
| <b>52</b>        | 20               | 30                 | 10                    | 20               | 20             |
| <b>53</b>        | 20               | 15                 | 15                    | 30               | 20             |
| <b>54</b>        | 35               | 20                 | 15                    | 15               | 15             |
| <b>55</b>        | 15               | 10                 | 15                    | 20               | 40             |
| <b>56</b>        | 20               | 20                 | 20                    | 10               | 30             |
| <b>57</b>        | 30               | 20                 | 20                    | 25               | 5              |
| <b>58</b>        | 40               | 10                 | 20                    | 20               | 10             |
| <b>59</b>        | 40               | 15                 | 10                    | 20               | 15             |
| <b>60</b>        | 20               | 15                 | 20                    | 15               | 30             |
| <b>61</b>        | 25               | 30                 | 15                    | 15               | 15             |
| <b>62</b>        | 20               | 30                 | 25                    | 15               | 10             |
| <b>63</b>        | 10               | 20                 | 20                    | 10               | 40             |
| <b>64</b>        | 20               | 30                 | 20                    | 15               | 15             |
| <b>65</b>        | 15               | 20                 | 15                    | 30               | 20             |
| <b>66</b>        | 20               | 30                 | 20                    | 15               | 15             |
| <b>67</b>        | 40               | 25                 | 15                    | 10               | 10             |
| <b>68</b>        | 15               | 25                 | 20                    | 20               | 20             |
| <b>69</b>        | 20               | 15                 | 20                    | 20               | 25             |
| <b>70</b>        | 30               | 25                 | 15                    | 15               | 15             |
| <b>71</b>        | 30               | 25                 | 15                    | 15               | 15             |
| <b>72</b>        | 15               | 15                 | 20                    | 20               | 30             |
| <b>73</b>        | 15               | 20                 | 20                    | 20               | 25             |
| <b>74</b>        | 20               | 10                 | 20                    | 25               | 25             |
| <b>75</b>        | 30               | 25                 | 10                    | 25               | 10             |
| <b>76</b>        | 20               | 20                 | 10                    | 40               | 10             |
| <b>77</b>        | 30               | 30                 | 10                    | 10               | 20             |
| <b>78</b>        | 20               | 30                 | 10                    | 20               | 20             |
| <b>79</b>        | 30               | 20                 | 20                    | 10               | 20             |
| <b>80</b>        | 15               | 20                 | 25                    | 20               | 20             |
| <b>81</b>        | 30               | 10                 | 10                    | 20               | 30             |
| <b>82</b>        | 40               | 20                 | 10                    | 10               | 20             |
| <b>83</b>        | 35               | 10                 | 20                    | 10               | 25             |
| <b>84</b>        | 25               | 30                 | 10                    | 25               | 10             |
| <b>85</b>        | 20               | 20                 | 15                    | 20               | 25             |
| <b>86</b>        | 5                | 20                 | 20                    | 40               | 15             |
| <b>87</b>        | 10               | 25                 | 20                    | 25               | 20             |
| <b>88</b>        | 10               | 30                 | 25                    | 20               | 15             |
| <b>89</b>        | 30               | 20                 | 20                    | 10               | 20             |
| <b>90</b>        | 30               | 25                 | 20                    | 15               | 10             |

**Tabel L8.3 (Lanjutan)**  
**Jawaban Kuesioner Lanjutan Bobot Kriteria Kepuasan Konsumen**

| Responden | Dimensi   |             |                |           |         |
|-----------|-----------|-------------|----------------|-----------|---------|
|           | Tangibles | Reliability | Responsiveness | Assurance | Emphaty |
| 91        | 15        | 30          | 15             | 30        | 10      |
| 92        | 30        | 15          | 15             | 20        | 20      |
| 93        | 5         | 10          | 45             | 15        | 25      |
| 94        | 10        | 20          | 30             | 20        | 20      |
| 95        | 20        | 20          | 30             | 20        | 10      |
| 96        | 20        | 15          | 30             | 15        | 20      |
| 97        | 20        | 25          | 40             | 10        | 5       |
| 98        | 15        | 30          | 30             | 10        | 15      |
| 99        | 10        | 20          | 30             | 15        | 25      |
| 100       | 25        | 15          | 30             | 15        | 15      |
| 101       | 15        | 30          | 25             | 20        | 10      |
| 102       | 20        | 20          | 30             | 20        | 10      |
| 103       | 25        | 20          | 15             | 25        | 15      |
| 104       | 15        | 25          | 10             | 20        | 30      |
| 105       | 10        | 15          | 25             | 20        | 10      |
| 106       | 30        | 10          | 30             | 10        | 20      |
| 107       | 25        | 30          | 20             | 15        | 10      |
| 108       | 30        | 20          | 15             | 20        | 15      |
| 109       | 25        | 25          | 15             | 25        | 10      |
| 110       | 30        | 20          | 10             | 30        | 10      |
| 111       | 20        | 15          | 25             | 10        | 30      |
| 112       | 15        | 25          | 20             | 15        | 25      |
| 113       | 10        | 25          | 25             | 30        | 10      |
| 114       | 20        | 20          | 20             | 15        | 25      |
| 115       | 20        | 20          | 20             | 20        | 20      |
| 116       | 25        | 20          | 25             | 15        | 15      |
| 117       | 20        | 25          | 20             | 15        | 20      |
| 118       | 20        | 20          | 10             | 25        | 25      |
| 119       | 25        | 15          | 25             | 20        | 15      |
| 120       | 15        | 25          | 15             | 35        | 10      |

**Tabel L8.4**  
**Jawaban Kuesioner Persepsi Manajemen terhadap Harapan Konsumen**

| Resp           | Pernyataan |     |     |     |   |   |     |     |     |     |     |    |    |     |     |     |    |
|----------------|------------|-----|-----|-----|---|---|-----|-----|-----|-----|-----|----|----|-----|-----|-----|----|
|                | 1          | 2   | 3   | 4   | 5 | 6 | 7   | 8   | 9   | 10  | 11  | 12 | 13 | 14  | 15  | 16  | 17 |
| 1              | 3          | 4   | 3   | 4   | 3 | 3 | 3   | 4   | 3   | 4   | 4   | 3  | 3  | 4   | 4   | 4   | 3  |
| 2              | 3          | 4   | 4   | 3   | 3 | 3 | 3   | 4   | 3   | 3   | 3   | 3  | 3  | 3   | 3   | 3   | 3  |
| 3              | 3          | 4   | 3   | 3   | 3 | 3 | 4   | 3   | 4   | 3   | 4   | 3  | 3  | 3   | 3   | 3   | 3  |
| 4              | 3          | 4   | 4   | 4   | 3 | 3 | 3   | 3   | 3   | 4   | 4   | 3  | 3  | 3   | 3   | 4   | 3  |
| 5              | 3          | 3   | 3   | 3   | 3 | 3 | 3   | 4   | 4   | 4   | 3   | 3  | 3  | 3   | 3   | 3   | 3  |
| Rata-rata      | 3          | 3,8 | 3,4 | 3,4 | 3 | 3 | 3,2 | 3,6 | 3,4 | 3,6 | 3,6 | 3  | 3  | 3,2 | 3,2 | 3,4 | 3  |
| S <sup>2</sup> | 0          | 0,2 | 0,3 | 0,3 | 0 | 0 | 0,2 | 0,3 | 0,3 | 0,3 | 0   | 0  | 0  | 0,2 | 0,2 | 0,3 | 0  |

**Tabel L8.4 (Lanjutan)**  
**Jawaban Kuesioner Persepsi Manajemen terhadap Harapan Konsumen**

| Resp           | Pernyataan |    |     |    |     |     |     |    |     |    |    |     |    |     |     |    |     |
|----------------|------------|----|-----|----|-----|-----|-----|----|-----|----|----|-----|----|-----|-----|----|-----|
|                | 18         | 19 | 20  | 21 | 22  | 23  | 24  | 25 | 26  | 27 | 28 | 29  | 30 | 31  | 32  | 33 | 34  |
| 1              | 3          | 3  | 4   | 3  | 4   | 4   | 4   | 3  | 4   | 3  | 4  | 3   | 3  | 4   | 4   | 3  | 4   |
| 2              | 3          | 3  | 4   | 3  | 3   | 3   | 4   | 3  | 4   | 3  | 4  | 3   | 4  | 4   | 4   | 3  | 3   |
| 3              | 3          | 3  | 4   | 3  | 4   | 4   | 3   | 3  | 3   | 3  | 4  | 3   | 3  | 3   | 3   | 3  | 3   |
| 4              | 3          | 3  | 3   | 3  | 4   | 3   | 3   | 3  | 4   | 3  | 4  | 4   | 3  | 3   | 4   | 3  | 3   |
| 5              | 3          | 3  | 4   | 3  | 4   | 3   | 4   | 3  | 3   | 3  | 4  | 4   | 3  | 3   | 3   | 3  | 3   |
| Rata-rata      | 3          | 3  | 3,8 | 3  | 3,8 | 3,4 | 3,6 | 3  | 3,6 | 3  | 4  | 3,6 | 3  | 3,4 | 3,6 | 3  | 3,2 |
| S <sup>2</sup> | 0          | 0  | 0,2 | 0  | 0,2 | 0,3 | 0,3 | 0  | 0,3 | 0  | 0  | 0,3 | 0  | 0,3 | 0,3 | 0  | 0,2 |

**Tabel L8.4 (Lanjutan)**  
**Jawaban Kuesioner Persepsi Manajemen terhadap Harapan Konsumen**

| Resp           | Pernyataan |     |     |     |    |     |     |     |    |     |     |    |     |   |   |   |
|----------------|------------|-----|-----|-----|----|-----|-----|-----|----|-----|-----|----|-----|---|---|---|
|                | 35         | 36  | 37  | 38  | 39 | 40  | 41  | 42  | 43 | 44  | 45  | 46 | 47  |   |   |   |
| 1              | 4          | 4   | 4   | 4   | 3  | 3   | 3   | 4   | 3  | 4   | 4   | 3  | 4   | 4 | 3 | 4 |
| 2              | 4          | 3   | 4   | 3   | 3  | 4   | 3   | 4   | 3  | 3   | 4   | 3  | 4   | 3 | 4 |   |
| 3              | 4          | 3   | 3   | 3   | 3  | 4   | 3   | 3   | 3  | 4   | 3   | 3  | 3   | 3 | 3 | 3 |
| 4              | 4          | 4   | 4   | 3   | 3  | 3   | 3   | 4   | 3  | 3   | 4   | 3  | 3   | 3 | 3 | 3 |
| 5              | 3          | 4   | 3   | 3   | 3  | 4   | 4   | 3   | 3  | 3   | 3   | 3  | 3   | 3 | 3 | 3 |
| Rata-rata      | 3,8        | 3,6 | 3,6 | 3,2 | 3  | 3,6 | 3,2 | 3,6 | 3  | 3,4 | 3,6 | 3  | 3,4 |   |   |   |
| S <sup>2</sup> | 0,2        | 0,3 | 0,3 | 0,2 | 0  | 0,3 | 0,2 | 0,3 | 0  | 0,3 | 0,3 | 0  | 0,3 |   |   |   |

**Tabel L8.5**  
**Jawaban Bobot Persepsi Manajemen Terhadap Harapan Konsumen**

| Resp      | Dimensi   |             |                |           |         |
|-----------|-----------|-------------|----------------|-----------|---------|
|           | Tangibles | Reliability | Responsiveness | Assurance | Emphaty |
| 1         | 10        | 20          | 25             | 20        | 25      |
| 2         | 10        | 15          | 25             | 25        | 25      |
| 3         | 15        | 20          | 20             | 25        | 20      |
| 4         | 15        | 15          | 25             | 25        | 20      |
| 5         | 20        | 20          | 20             | 20        | 20      |
| Rata-rata | 14        | 18          | 23             | 23        | 22      |

**Tabel L8.6**  
**Jawaban Kuesioner Perfomansi Standar Pelayanan**

| Pernyataan | Responden |   |   |   |   |   |   |   |
|------------|-----------|---|---|---|---|---|---|---|
|            | 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 1          | 3         | 3 | 3 | - | - | - | - | - |
| 2          | 4         | 3 | 3 | - | - | 3 | - | - |
| 3          | 3         | 3 | 3 | - | - | 3 | - | - |
| 4          | 3         | 3 | 3 | - | - | 3 | - | - |
| 5          | 3         | 3 | 3 | - | - | 3 | - | - |
| 6          | 1         | 1 | 1 | - | - | 1 | - | - |
| 7          | 4         | 4 | 4 | - | - | 4 | - | - |
| 8          | 3         | 3 | - | 3 | - | - | 3 | - |
| 9          | 3         | 3 | - | 3 | - | - | 3 | - |
| 10         | 4         | 4 | - | 4 | - | - | 4 | - |
| 11         | 3         | 3 | - | 3 | - | - | 3 | - |
| 12         | 3         | 3 | - | 3 | - | - | 3 | - |
| 13         | 3         | 3 | - | 3 | - | - | 3 | - |
| 14         | 3         | 3 | 2 | 2 | 3 | 3 | 2 | 3 |
| 15         | 3         | 3 | 2 | 2 | 3 | 3 | 3 | 2 |
| 16         | 3         | 3 | 3 | - | - | 3 | - | - |
| 17         | 3         | 3 | 3 | - | - | 3 | - | - |
| 18         | 3         | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 19         | 3         | 3 | 3 | - | - | 3 | - | - |
| 20         | 3         | 3 | 3 | - | - | 3 | - | - |
| 21         | 4         | 4 | 4 | - | - | 4 | - | - |
| 22         | 3         | 3 | - | - | 3 | - | - | 3 |
| 23         | 3         | 3 | 3 | - | - | 3 | - | - |
| 24         | 3         | 3 | 3 | - | - | 3 | - | - |
| 25         | 3         | 3 | 3 | - | - | 3 | - | - |
| 26         | 3         | 3 | 3 | - | - | 3 | - | - |
| 27         | 1         | 2 | 1 | - | - | 1 | - | - |
| 28         | 3         | 3 | 3 | - | - | 3 | - | - |
| 29         | 3         | 3 | 3 | - | - | 3 | - | - |
| 30         | 3         | 3 | 3 | - | - | 3 | - | - |
| 31         | 3         | 3 | - | 3 | - | - | 3 | - |
| 32         | 3         | 3 | - | 3 | - | - | 3 | - |
| 33         | 3         | 3 | - | 3 | - | - | 3 | - |
| 34         | 3         | 3 | 3 | - | - | 3 | - | - |
| 35         | 3         | 3 | 3 | - | - | 3 | - | - |
| 36         | 3         | 3 | 3 | - | - | 4 | - | - |
| 37         | 4         | 3 | 4 | - | - | 4 | - | - |
| 38         | 4         | 4 | - | 4 | - | - | 4 | - |
| 39         | 4         | 4 | - | 4 | - | - | 4 | - |
| 40         | 4         | 4 | 4 | - | - | 3 | - | - |
| 41         | 3         | 3 | 3 | - | - | 3 | - | - |
| 42         | 3         | 3 | 3 | - | - | 3 | - | - |
| 43         | 3         | 3 | 3 | - | - | 3 | - | - |
| 44         | 3         | 3 | - | 3 | - | - | 3 | - |
| 45         | 3         | 3 | - | 3 | - | - | 3 | - |
| 46         | 3         | 3 | 3 | - | - | 3 | - | - |
| 47         | 3         | 3 | 3 | - | - | 3 | - | - |

**Tabel L8.7**  
**Jawaban Kuesioner Penilaian Manajemen dan *Supervior* Terhadap  
Kinerja Karyawan dan fasilitas yang diberikan Jonas Photo**

| Resp | Pernyataan |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |
|------|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|
|      | 1          | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 1    | 2          | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 4 | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  |
| 2    | 2          | 3 | 4 | 3 | 2 | 1 | 4 | 2 | 4 | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 2  |
| 3    | 1          | 2 | 3 | 4 | 2 | 2 | 3 | - | - | -  | -  | -  | -  | 3  | 3  | 3  | 2  |
| 4    | -          | - | - | - | - | - | - | 2 | 4 | 4  | 4  | 2  | 2  | 3  | 3  | -  | -  |
| 5    | -          | - | - | - | - | - | - | - | - | -  | -  | -  | -  | 3  | 3  | -  | -  |
| 6    | -          | 3 | 4 | 4 | 2 | 2 | 4 | - | - | -  | -  | -  | -  | 3  | 3  | 3  | 2  |
| 7    | -          | - | - | - | - | - | - | 2 | 4 | 3  | 3  | 3  | 3  | 3  | 3  | -  | -  |
| 8    | -          | - | - | - | - | - | - | - | - | -  | -  | -  | -  | 3  | 3  | -  | -  |

**Tabel L8.7 (Lanjutan)**  
**Jawaban Kuesioner Penilaian Manajemen dan *Supervior* Terhadap  
Kinerja Karyawan dan fasilitas yang diberikan Jonas Photo**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 18         | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 |
| 1    | 3          | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 2  | 3  |
| 2    | 3          | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  |
| 3    | 3          | 1  | 2  | 2  | -  | 2  | 1  | 1  | 3  | 2  | 2  | 3  | 3  | -  | -  | -  | 3  |
| 4    | 3          | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | 3  | 3  | 2  | -  |
| 5    | 3          | -  | -  | -  | 3  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |
| 6    | 3          | 2  | 3  | 3  | -  | 3  | 1  | 2  | 3  | 2  | 3  | 3  | 4  | -  | -  | -  | 2  |
| 7    | 3          | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | 3  | 3  | 2  | -  |
| 8    | 3          | -  | -  | -  | 3  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |

**Tabel L8.7 (Lanjutan)**  
**Jawaban Kuesioner Penilaian Manajemen dan *Supervior* Terhadap  
Kinerja Karyawan dan fasilitas yang diberikan Jonas Photo**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |  |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|--|--|--|--|
|      | 35         | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |  |  |  |  |
| 1    | 3          | 2  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  |  |  |  |  |
| 2    | 4          | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  |  |  |  |  |
| 3    | 3          | 3  | 3  | -  | -  | 3  | 3  | 3  | 3  | -  | -  | 3  | 3  |  |  |  |  |
| 4    | -          | -  | -  | 3  | 2  | -  | -  | -  | -  | 3  | 3  | -  | -  |  |  |  |  |
| 5    | -          | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |  |  |  |  |
| 6    | 3          | 3  | 3  | -  | -  | 2  | 3  | 3  | 3  | -  | -  | 3  | 3  |  |  |  |  |
| 7    | -          | -  | -  | 3  | 3  | -  | -  | -  | -  | 3  | 3  | -  | -  |  |  |  |  |
| 8    | -          | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |  |  |  |  |

**Tabel L8.8**  
**Jawaban Kuesioner Persepsi Manajemen Terhadap**  
**Jonas Photo dan operasinya**

| Resp             | Data Penyebab Gap 1 |   |     |     |     |   |     |   |   |
|------------------|---------------------|---|-----|-----|-----|---|-----|---|---|
|                  | Pernyataan          |   |     |     |     |   |     |   |   |
|                  | 1                   | 2 | 3   | 4   | 5   | 6 | 7   | 8 | 9 |
| +                | +                   | + | +   | +   | +   | + | +   | - | - |
| <b>1</b>         | 4                   | 3 | 3   | 4   | 3   | 2 | 3   | 1 | 3 |
| <b>2</b>         | 3                   | 3 | 2   | 3   | 3   | 2 | 3   | 1 | 3 |
| <b>3</b>         | 3                   | 3 | 3   | 3   | 4   | 2 | 4   | 1 | 3 |
| <b>4</b>         | 3                   | 3 | 2   | 3   | 3   | 2 | 3   | 1 | 3 |
| <b>5</b>         | 3                   | 3 | 2   | 3   | 3   | 2 | 3   | 1 | 3 |
| <b>Rata-rata</b> | 3,2                 | 3 | 2,4 | 3,2 | 3,2 | 2 | 3,2 | 1 | 3 |

**Tabel L8.8 (Lanjutan)**  
**Jawaban Kuesioner Persepsi Manajemen Terhadap**  
**Jonas Photo dan operasinya**

| Resp             | Data Penyebab Gap 2 |    |     |     |     |    |     |     |     |     |    |    |     |
|------------------|---------------------|----|-----|-----|-----|----|-----|-----|-----|-----|----|----|-----|
|                  | Pernyataan          |    |     |     |     |    |     |     |     |     |    |    |     |
|                  | 10                  | 11 | 12  | 13  | 14  | 15 | 16  | 17  | 18  | 19  | 20 | 21 | 22  |
| +                | +                   | +  | +   | +   | +   | +  | +   | +   | +   | +   | +  | -  | +   |
| <b>1</b>         | 3                   | 2  | 3   | 3   | 3   | 2  | 4   | 4   | 3   | 3   | 3  | 3  | 2   |
| <b>2</b>         | 4                   | 3  | 3   | 4   | 4   | 1  | 3   | 3   | 2   | 3   | 3  | 2  | 2   |
| <b>3</b>         | 3                   | 4  | 4   | 3   | 4   | 2  | 3   | 3   | 1   | 2   | 4  | 1  | 1   |
| <b>4</b>         | 3                   | 3  | 4   | 3   | 4   | 3  | 3   | 3   | 3   | 3   | 3  | 2  | 2   |
| <b>5</b>         | 4                   | 3  | 4   | 3   | 3   | 2  | 3   | 4   | 3   | 3   | 2  | 2  | 2   |
| <b>Rata-rata</b> | 3,4                 | 3  | 3,6 | 3,2 | 3,6 | 2  | 3,2 | 3,4 | 2,4 | 2,8 | 3  | 2  | 1,8 |

**Tabel L8.9**  
**Jawaban Kuesioner Persepsi Karyawan Terhadap Jonas Photo khususnya Photo Studio dan Operasinya**

| Karyawan                  | Resp      | Data Penyebab Gap 3 |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------------------|-----------|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                           |           | Pernyataan          |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|                           |           | 1                   | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  | 11  | 12  | 13  | 14  | 15  | 16  | 17  | 18  | 19  | 20  | 21  | 22  | 23  |
| <i>Fotografer</i>         | <b>1</b>  | 3                   | 3   | 4   | 4   | 4   | 4   | 4   | 4   | 2   | 3   | 2   | 1   | 4   | 3   | 3   | 2   | 4   | 3   | 3   | 3   | 3   | 4   | 2   |
|                           | <b>2</b>  | 3                   | 3   | 4   | 4   | 4   | 4   | 4   | 4   | 2   | 3   | 3   | 2   | 3   | 3   | 3   | 2   | 4   | 3   | 3   | 3   | 3   | 4   | 2   |
|                           | <b>3</b>  | 4                   | 3   | 3   | 3   | 4   | 4   | 4   | 3   | 2   | 3   | 3   | 2   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 2   |
|                           | <b>4</b>  | 4                   | 3   | 3   | 3   | 4   | 4   | 4   | 3   | 3   | 3   | 3   | 2   | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   |
|                           | <b>5</b>  | 3                   | 3   | 3   | 3   | 3   | 4   | 4   | 4   | 3   | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 3   | 3   | 3   |
|                           | <b>6</b>  | 3                   | 3   | 3   | 3   | 3   | 4   | 4   | 4   | 3   | 1   | 4   | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 4   | 3   | 3   |
|                           | <b>7</b>  | 3                   | 3   | 3   | 3   | 4   | 3   | 3   | 4   | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 4   | 3   | 3   |
|                           | <b>8</b>  | 2                   | 2   | 3   | 4   | 4   | 3   | 3   | 3   | 1   | 3   | 2   | 2   | 3   | 3   | 3   | 1   | 3   | 3   | 2   | 3   | 4   | 4   | 3   |
|                           | <b>9</b>  | 3                   | 4   | 3   | 4   | 4   | 3   | 3   | 3   | 2   | 3   | 3   | 2   | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 4   | 3   | 2   |
|                           | <b>10</b> | 2                   | 3   | 3   | 4   | 3   | 3   | 3   | 4   | 2   | 2   | 2   | 3   | 3   | 3   | 2   | 1   | 4   | 4   | 3   | 4   | 3   | 3   | 2   |
| Rata - Rata               |           | 3                   | 3   | 3,2 | 3,5 | 3,8 | 3,6 | 3,6 | 3,4 | 2   | 3   | 2,7 | 2,1 | 3,1 | 2,8 | 2,9 | 2,2 | 3,3 | 3   | 2,8 | 3,2 | 3,3 | 3,4 | 2,4 |
| <i>Asisten Fotografer</i> | <b>1</b>  | 4                   | 3   | 4   | 3   | 4   | 3   | 3   | 3   | 2   | 2   | 3   | 2   | 3   | 3   | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 4   | 1   |
|                           | <b>2</b>  | 3                   | 3   | 4   | 3   | 4   | 3   | 3   | 3   | 2   | 1   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 3   | 3   | 2   | 3   | 3   |
|                           | <b>3</b>  | 2                   | 1   | 3   | 3   | 3   | 3   | 3   | 4   | 3   | 2   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 4   | 3   | 3   | 3   | 3   | 2   |
|                           | <b>4</b>  | 3                   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 3   | 3   | 2   | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 2   | 2   | 3   | 2   |
|                           | <b>5</b>  | 2                   | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 2   | 1   | 2   | 4   | 2   | 3   | 1   | 2   | 3   | 3   | 2   | 1   | 3   | 2   |
|                           | <b>6</b>  | 3                   | 3   | 3   | 3   | 4   | 3   | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 1   | 3   | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 3   |
|                           | <b>7</b>  | 3                   | 4   | 3   | 4   | 3   | 3   | 4   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 1   | 2   | 4   | 3   |
|                           | <b>8</b>  | 3                   | 3   | 4   | 4   | 3   | 3   | 4   | 4   | 1   | 1   | 3   | 3   | 4   | 3   | 2   | 2   | 4   | 3   | 3   | 3   | 3   | 4   | 3   |
|                           | <b>9</b>  | 3                   | 3   | 4   | 4   | 3   | 3   | 3   | 2   | 2   | 3   | 3   | 2   | 4   | 3   | 3   | 3   | 4   | 2   | 3   | 3   | 3   | 4   | 3   |
|                           | <b>10</b> | 4                   | 4   | 3   | 4   | 3   | 3   | 3   | 3   | 2   | 3   | 3   | 4   | 2   | 2   | 3   | 2   | 3   | 4   | 4   | 3   | 4   | 3   | 3   |
| Rata - Rata               |           | 3                   | 2,9 | 3,4 | 3,4 | 3,3 | 3   | 3,2 | 3   | 2,1 | 2,3 | 2,5 | 2,4 | 3,2 | 2,5 | 2,8 | 2,3 | 3   | 3,2 | 3,1 | 2,6 | 2,6 | 3,4 | 2,5 |

**Tabel L8.9 (Lanjutan)**  
**Jawaban Kuesioner Persepsi Karyawan Terhadap Jonas Photo khususnya Photo Studio dan Operasinya**

| Karyawan      | Resp      | Data Penyebab Gap 3<br>Pernyataan |     |     |     |     |     |     |     |     |     |     |     |     |     |    |     |     |     |     |     |     |     |     |
|---------------|-----------|-----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|
|               |           | 1                                 | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  | 11  | 12  | 13  | 14  | 15 | 16  | 17  | 18  | 19  | 20  | 21  | 22  | 23  |
| Order service | <b>1</b>  | 4                                 | 3   | 3   | 3   | 4   | 3   | 3   | 3   | 3   | 3   | 4   | 2   | 3   | 3   | 3  | 4   | 3   | 3   | 4   | 3   | 3   | 3   | 3   |
|               | <b>2</b>  | 4                                 | 3   | 3   | 3   | 4   | 2   | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 2  | 3   | 3   | 3   | 4   | 3   | 2   | 3   |     |
|               | <b>3</b>  | 3                                 | 3   | 3   | 3   | 4   | 4   | 3   | 3   | 2   | 3   | 3   | 1   | 3   | 3   | 3  | 3   | 3   | 3   | 4   | 3   | 4   | 2   |     |
|               | <b>4</b>  | 3                                 | 4   | 3   | 3   | 4   | 4   | 4   | 2   | 1   | 3   | 4   | 1   | 3   | 3   | 4  | 1   | 3   | 4   | 2   | 3   | 4   | 4   | 3   |
|               | <b>5</b>  | 3                                 | 4   | 3   | 3   | 3   | 4   | 3   | 3   | 2   | 3   | 3   | 3   | 4   | 3   | 3  | 1   | 4   | 3   | 3   | 3   | 2   | 3   | 2   |
|               | <b>6</b>  | 3                                 | 3   | 3   | 3   | 3   | 4   | 3   | 2   | 3   | 2   | 2   | 2   | 3   | 3   | 3  | 1   | 4   | 3   | 3   | 3   | 3   | 4   | 1   |
|               | <b>7</b>  | 3                                 | 3   | 3   | 3   | 4   | 3   | 4   | 4   | 3   | 3   | 3   | 2   | 3   | 2   | 3  | 2   | 3   | 3   | 3   | 4   | 3   | 3   | 2   |
|               | <b>8</b>  | 3                                 | 3   | 3   | 3   | 4   | 3   | 3   | 3   | 4   | 3   | 4   | 1   | 3   | 2   | 2  | 2   | 3   | 4   | 3   | 4   | 3   | 3   | 3   |
| Rata - Rata   |           | 3,3                               | 3,3 | 3   | 3   | 3,8 | 3,4 | 3,3 | 2,9 | 2,5 | 2,9 | 3,3 | 1,9 | 3,1 | 2,8 | 3  | 2   | 3,3 | 3,3 | 3   | 3,5 | 3   | 3,3 | 2,4 |
| Satpam        | <b>1</b>  | 2                                 | 1   | 3   | 3   | 3   | 4   | 4   | 3   | 2   | 4   | 3   | 2   | 4   | 3   | 3  | 2   | 1   | 2   | 3   | 3   | 4   | 3   | 2   |
|               | <b>2</b>  | 2                                 | 2   | 3   | 3   | 3   | 4   | 3   | 3   | 1   | 3   | 2   | 2   | 4   | 2   | 3  | 1   | 3   | 3   | 3   | 3   | 2   | 3   | 2   |
|               | <b>3</b>  | 3                                 | 3   | 2   | 3   | 3   | 4   | 4   | 3   | 2   | 3   | 3   | 1   | 3   | 2   | 3  | 1   | 3   | 2   | 3   | 3   | 3   | 4   | 3   |
|               | <b>4</b>  | 3                                 | 4   | 3   | 3   | 3   | 4   | 3   | 2   | 3   | 3   | 4   | 2   | 3   | 3   | 3  | 3   | 3   | 4   | 3   | 4   | 3   | 2   |     |
|               | <b>5</b>  | 3                                 | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 3   | 3   | 3   | 1   | 3   | 3   | 3  | 3   | 2   | 4   | 3   | 3   | 3   | 3   |     |
|               | <b>6</b>  | 3                                 | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 2   | 3   | 2   | 3   | 3  | 3   | 2   | 3   | 3   | 3   | 4   | 4   | 3   |
|               | <b>7</b>  | 3                                 | 3   | 2   | 3   | 3   | 3   | 3   | 2   | 2   | 2   | 3   | 1   | 2   | 3   | 3  | 2   | 4   | 2   | 3   | 3   | 3   | 3   | 2   |
|               | <b>8</b>  | 3                                 | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 2   | 2   | 2   | 2   | 4   | 3   | 3  | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 1   |
|               | <b>9</b>  | 4                                 | 3   | 3   | 3   | 4   | 3   | 3   | 3   | 2   | 2   | 2   | 3   | 4   | 3   | 3  | 1   | 3   | 4   | 3   | 2   | 2   | 2   | 2   |
|               | <b>10</b> | 3                                 | 3   | 4   | 3   | 3   | 3   | 4   | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 3  | 3   | 3   | 4   | 4   | 3   | 3   | 3   | 2   |
|               | <b>11</b> | 3                                 | 3   | 4   | 4   | 4   | 4   | 3   | 2   | 2   | 3   | 3   | 2   | 4   | 1   | 4  | 2   | 3   | 4   | 4   | 3   | 3   | 3   | 3   |
|               | <b>12</b> | 3                                 | 4   | 4   | 3   | 4   | 4   | 3   | 3   | 3   | 2   | 2   | 3   | 3   | 2   | 3  | 3   | 2   | 3   | 4   | 4   | 3   | 1   | 2   |
| Rata - Rata   |           | 2,9                               | 2,9 | 3,1 | 3,1 | 3,3 | 3,5 | 3,3 | 2,8 | 2,3 | 2,8 | 2,7 | 1,9 | 3,3 | 2,7 | 3  | 2,1 | 2,9 | 3   | 3,3 | 2,9 | 2,9 | 3   | 2,3 |

**Tabel L8.9 (Lanjutan)**  
**Jawaban Kuesioner Persepsi Karyawan Terhadap Jonas Photo khususnya Photo Studio dan Operasinya**

| Karyawan                | Resp | Data Penyebab Gap 3 |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|-------------------------|------|---------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                         |      | Pernyataan          |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|                         |      | 1                   | 2    | 3    | 4    | 5    | 6    | 7    | 8    | 9    | 10   | 11   | 12   | 13   | 14   | 15   | 16   | 17   | 18   | 19   | 20   | 21   | 22   | 23   |
| Kasir                   | 1    | 3                   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 2    | 4    | 3    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 3    |
|                         | 2    | 2                   | 2    | 2    | 3    | 3    | 3    | 3    | 3    | 2    | 1    | 3    | 1    | 3    | 3    | 3    | 1    | 1    | 2    | 3    | 3    | 3    | 3    | 2    |
|                         | 3    | 4                   | 4    | 4    | 3    | 4    | 3    | 4    | 3    | 1    | 3    | 2    | 2    | 3    | 2    | 2    | 2    | 4    | 3    | 3    | 3    | 3    | 4    | 2    |
|                         | 4    | 4                   | 3    | 4    | 4    | 4    | 3    | 4    | 4    | 2    | 3    | 3    | 3    | 3    | 3    | 2    | 1    | 3    | 4    | 3    | 4    | 2    | 3    | 2    |
| Rata - Rata             |      | 3,25                | 3,00 | 3,25 | 3,25 | 3,50 | 3,00 | 3,50 | 3,25 | 2,00 | 2,25 | 2,75 | 2,00 | 3,25 | 2,75 | 2,50 | 1,75 | 2,75 | 3,00 | 3,00 | 3,50 | 2,75 | 3,25 | 2,25 |
| Rata - Rata keseluruhan |      | 3,06                | 3,00 | 3,19 | 3,25 | 3,50 | 3,31 | 3,35 | 3,04 | 2,17 | 2,65 | 2,75 | 2,06 | 3,21 | 2,69 | 2,85 | 2,08 | 3,04 | 3,08 | 3,06 | 3,10 | 2,92 | 3,25 | 2,35 |

**Tabel L8.9 (Lanjutan)**  
**Jawaban Kuesioner Persepsi Karyawan Terhadap Jonas Photo**  
**khususnya Photo Studio dan Operasinya**

| Karyawan           | Resp | Data Penyebab Gap 4 |      |      |      |
|--------------------|------|---------------------|------|------|------|
|                    |      | Pernyataan          |      |      |      |
|                    |      | 24                  | 25   | 26   | 27   |
|                    |      | +                   | +    | +    | +    |
| Kasir              | 1    | 3                   | 3    | 4    | 3    |
|                    | 2    | 3                   | 3    | 3    | 4    |
|                    | 3    | 1                   | 3    | 4    | 3    |
|                    | 4    | 2                   | 2    | 4    | 4    |
| <b>Rata - Rata</b> |      | 2,25                | 2,75 | 3,75 | 3,50 |

**Tabel L8.10**  
**Jawaban Kuesioner Penilaian Seberapa Besar Jonas Photo dan Karyawan**  
**pada pelayanan jasa photo studio Memenuhi Janji untuk Memberikan**  
**Kualitas Pelayanan kepada Konsumen**

| Karyawan           | Resp | Pernyataan                        |   |
|--------------------|------|-----------------------------------|---|
|                    |      | Harga diskon sesuai dengan brosur |   |
| Kasir              | 1    |                                   | 4 |
|                    | 2    |                                   | 4 |
|                    | 3    |                                   | 3 |
|                    | 4    |                                   | 4 |
| <b>Rata - Rata</b> |      | 3,750                             |   |



## **LAMPIRAN 9**

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- Perhitungan Pengolahan Data Gap 5

**Tabel L9.1**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 1    | P          | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 2  | 4  | 3  |
|      | P-H        | -1 | 0  | -1 | 0  | 0  | -1 | -1 | 0  | 0  | 0  | 0  | -1 | -2 | 1  | -1 | 0  |
| 2    | P          | 1  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 2  | 3  |
|      | H          | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
|      | P-H        | -2 | -2 | -2 | -1 | -2 | -1 | -1 | -1 | 0  | 0  | -2 | -1 | 0  | 0  | -1 | 0  |
| 3    | P          | 2  | 1  | 3  | 3  | 2  | 3  | 3  | 1  | 3  | 3  | 2  | 3  | 3  | 4  | 3  | 3  |
|      | H          | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
|      | P-H        | -2 | -2 | 0  | 0  | -2 | 0  | -1 | -2 | 0  | 0  | -1 | -1 | 0  | 1  | 0  | -1 |
| 4    | P          | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |
|      | H          | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  |
|      | P-H        | -2 | -2 | 0  | -1 | -2 | -1 | -2 | 0  | -2 | -2 | -2 | -2 | -1 | -2 | -1 | -1 |
| 5    | P          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  |
|      | P-H        | -1 | -1 | 0  | -1 | -1 | -1 | -1 | -1 | -1 | 0  | -1 | -1 | -1 | -1 | -1 | -1 |
| 6    | P          | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 2  | 3  |    |
|      | P-H        | -2 | 0  | 0  | -1 | -1 | -1 | -1 | -2 | -1 | -1 | -1 | -2 | -1 | 0  | -1 | 1  |
| 7    | P          | 1  | 1  | 1  | 2  | 2  | 2  | 2  | 1  | 2  | 2  | 2  | 2  | 2  | 1  | 1  | 2  |
|      | H          | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 4  |
|      | P-H        | -2 | -2 | -3 | -1 | -1 | -1 | -2 | -2 | -1 | -1 | -1 | -2 | -2 | -3 | -2 | -2 |
| 8    | P          | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  |
|      | H          | 4  | 4  | 3  | 4  | 4  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  |
|      | P-H        | -2 | -2 | 0  | -2 | -2 | -1 | 0  | -1 | -1 | -1 | 0  | -1 | 0  | -1 | -1 | -2 |
| 9    | P          | 1  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  |
|      | P-H        | -2 | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 1  | 1  | 0  | 0  | 1  | -1 | 0  |
| 10   | P          | 2  | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 4  |
|      | H          | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 2  | 3  | 2  |
|      | P-H        | -2 | 0  | 1  | -1 | 0  | 0  | 0  | -2 | -1 | -1 | -1 | 1  | 0  | 2  | 1  | 2  |
| 11   | P          | 1  | 2  | 2  | 3  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  |
|      | P-H        | -3 | -2 | -2 | -1 | -2 | 0  | -1 | -1 | -1 | -1 | -1 | -1 | 0  | 0  | 0  | 0  |
| 12   | P          | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  |
|      | P-H        | -2 | -1 | 0  | -1 | 0  | -2 | -2 | -1 | 0  | 0  | -1 | -2 | -1 | -1 | 0  | -1 |
| 13   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  |
|      | P-H        | -1 | 0  | -1 | -1 | 0  | 0  | -1 | -1 | -1 | -1 | -1 | 0  | 0  | -1 | -1 | -1 |
| 14   | P          | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3  |
|      | P-H        | -2 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | 0  | -1 | 0  | -1 | 0  |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 18         | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 |    |
| 1    | P          | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  |
|      | P-H        | -1 | -1 | -1 | 0  | -2 | -2 | -1 | -1 | -1 | -2 | -2 | -1 | -1 | 0  | -1 | 0  | -1 |
| 2    | P          | 2  | 2  | 3  | 3  | 2  | 3  | 1  | 2  | 1  | 3  | 2  | 2  | 2  | 2  | 2  | 3  |    |
|      | H          | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 4  |
|      | P-H        | -2 | -2 | 0  | -1 | -1 | -2 | 0  | -2 | -2 | -2 | -1 | -1 | -1 | -1 | -2 | -1 |    |
| 3    | P          | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 1  | 2  | 3  | 3  | 3  | 2  |
|      | H          | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 4  |
|      | P-H        | -1 | 0  | 0  | -1 | -1 | 0  | 0  | -1 | -1 | -2 | -2 | -2 | -1 | -1 | 0  | -1 | -2 |
| 4    | P          | 2  | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 2  | 3  |    |
|      | H          | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  |
|      | P-H        | -2 | -1 | -1 | -1 | -2 | 0  | -1 | -2 | -2 | -2 | -2 | -1 | -1 | -1 | -2 | 0  |    |
| 5    | P          | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  |
|      | P-H        | -1 | 0  | -1 | -1 | -1 | 0  | 0  | -1 | -1 | 0  | -1 | 1  | 0  | -1 | -1 | 0  | -1 |
| 6    | P          | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  |
|      | P-H        | -1 | -1 | -1 | -1 | -1 | 0  | -1 | -2 | -1 | -2 | -1 | -1 | 0  | -1 | 0  | 0  | -1 |
| 7    | P          | 2  | 2  | 2  | 2  | 3  | 3  | 1  | 2  | 1  | 2  | 1  | 3  | 2  | 2  | 3  | 3  |    |
|      | H          | 2  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  |
|      | P-H        | 0  | -2 | -2 | -2 | -2 | 0  | -1 | -3 | -2 | -2 | -2 | -3 | 0  | -2 | -1 | 0  | 0  |
| 8    | P          | 2  | 3  | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 2  |
|      | H          | 2  | 3  | 3  | 4  | 3  | 2  | 3  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | P-H        | 0  | 0  | -1 | -1 | -1 | 1  | -1 | 0  | -1 | -1 | -2 | 0  | 0  | 0  | 0  | 0  | -1 |
| 9    | P          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  |
|      | P-H        | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | -1 | 0  | 0  | 0  | 0  | 0  | -1 |
| 10   | P          | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 2  | 2  | 2  | 3  | 4  | 3  | 4  | 4  | 4  | 3  |
|      | H          | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  |
|      | P-H        | 0  | 1  | 1  | 1  | 0  | 1  | 0  | -1 | -1 | -1 | -1 | 0  | 0  | 1  | 0  | 0  | 0  |
| 11   | P          | 3  | 2  | 3  | 3  | 3  | 2  | 2  | 1  | 1  | 1  | 2  | 2  | 3  | 2  | 2  | 2  | 2  |
|      | H          | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3  |
|      | P-H        | -1 | -2 | 0  | 0  | -1 | -1 | -2 | -3 | -2 | -3 | -2 | -1 | 0  | -1 | -2 | -2 | -1 |
| 12   | P          | 2  | 3  | 2  | 3  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 4  | 4  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  |
|      | P-H        | -2 | -1 | -2 | 0  | -2 | -1 | -1 | -2 | -1 | -2 | -2 | 0  | -1 | 0  | 1  | -1 | 0  |
| 13   | P          | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 4  |
|      | H          | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  |
|      | P-H        | -1 | 0  | -1 | -1 | -1 | 0  | 0  | -1 | -1 | -2 | -1 | -1 | 0  | -1 | -1 | -1 | 0  |
| 14   | P          | 2  | 3  | 2  | 3  | 3  | 4  | 3  | 2  | 3  | 2  | 2  | 3  | 2  | 4  | 3  | 3  | 3  |
|      | H          | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3  |
|      | P-H        | -2 | 0  | -1 | -1 | -1 | 1  | -1 | -2 | -1 | -2 | -2 | -1 | -1 | 1  | 0  | -1 | 0  |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 35         | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |    |
| 1    | P          | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
|      | P-H        | 0  | -1 | 0  | 0  | -1 | -2 | 0  | 0  | -2 | 0  | 0  | 0  | -1 |
| 2    | P          | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | -2 | -1 | -2 | -1 | -2 | -1 | 0  | -1 | -2 | -1 | -1 | 0  | -1 |
| 3    | P          | 2  | 2  | 3  | 3  | 3  | 3  | 1  | 3  | 2  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 3  |
|      | P-H        | -2 | -2 | -1 | 0  | -1 | 0  | -3 | -1 | -1 | -1 | -1 | 0  | 0  |
| 4    | P          | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  |
|      | P-H        | -1 | -2 | -2 | -2 | -1 | -2 | -2 | -2 | -1 | -2 | -1 | -1 | -1 |
| 5    | P          | 3  | 3  | 4  | 3  | 3  | 4  | 2  | 4  | 4  | 3  | 3  | 4  | 4  |
|      | H          | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  |
|      | P-H        | -1 | -1 | 0  | -1 | -1 | 0  | -1 | 0  | 0  | -1 | -1 | 0  | 0  |
| 6    | P          | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  |
|      | P-H        | 0  | -1 | -1 | 0  | -2 | 0  | -1 | 0  | 0  | 0  | 1  | -1 | -1 |
| 7    | P          | 3  | 2  | 3  | 3  | 3  | 1  | 2  | 2  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
|      | P-H        | 0  | -2 | -1 | -1 | -1 | -1 | -2 | -1 | -2 | 0  | 0  | 0  | -1 |
| 8    | P          | 2  | 3  | 3  | 4  | 4  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 4  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  |
|      | P-H        | -1 | -1 | 0  | 1  | 2  | -1 | -1 | 0  | 0  | 0  | 0  | -1 | -2 |
| 9    | P          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  |
|      | P-H        | 0  | -1 | 0  | 0  | 0  | 0  | -1 | 0  | 0  | 0  | 0  | -1 | 0  |
| 10   | P          | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  |
|      | H          | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  |
|      | P-H        | 0  | -1 | -1 | 1  | 1  | 0  | 0  | 0  | -1 | 0  | 0  | 0  | 1  |
| 11   | P          | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  |
|      | P-H        | -1 | -2 | -1 | -1 | -1 | -1 | -2 | -2 | -2 | -1 | -1 | -1 | -1 |
| 12   | P          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  |
|      | H          | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  |
|      | P-H        | 0  | -1 | -1 | -1 | 0  | 0  | -1 | -1 | -1 | -1 | 0  | 1  | 0  |
| 13   | P          | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  |
|      | P-H        | 0  | -1 | -1 | -2 | 0  | 0  | -1 | 0  | 0  | -1 | -1 | -1 | 0  |
| 14   | P          | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 3  |
|      | P-H        | 0  | -2 | -1 | -1 | -1 | -1 | -1 | 0  | -1 | 0  | -1 | -1 | 0  |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 15   | P          | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3  |
|      | H          | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 2  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  |
|      | P-H        | 0  | 0  | 1  | -1 | 0  | -1 | 0  | 0  | 2  | -1 | 0  | -1 | 0  | 0  | 1  | -1 |
| 16   | P          | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  |
|      | H          | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  |
|      | P-H        | -1 | 0  | 1  | 0  | 0  | -1 | 0  | -1 | 1  | 0  | 1  | 0  | -1 | -1 | 0  | 0  |
| 17   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 3  |
|      | H          | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  |
|      | P-H        | -2 | 0  | 0  | -1 | 0  | 0  | -1 | -1 | 0  | 0  | 0  | 0  | 0  | -1 | -1 | 0  |
| 18   | P          | 1  | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |
|      | H          | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  |
|      | P-H        | -3 | -2 | 0  | -2 | -1 | -2 | -1 | -1 | -2 | -1 | -2 | -2 | -2 | -1 | -1 | -1 |
| 19   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  |
|      | P-H        | -2 | 0  | 0  | -1 | 0  | -1 | -1 | 0  | -1 | -1 | 0  | -1 | 0  | 0  | -1 | 0  |
| 20   | P          | 2  | 2  | 3  | 3  | 2  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | P-H        | -1 | -1 | 0  | 0  | -1 | -1 | 0  | 1  | 1  | 1  | 0  | 0  | 0  | 1  | 1  | 1  |
| 21   | P          | 3  | 3  | 4  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
|      | P-H        | 0  | -1 | 0  | 0  | 0  | -1 | 0  | 0  | 0  | 0  | 0  | -1 | -1 | 0  | 0  | 0  |
| 22   | P          | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  |
|      | P-H        | 0  | -1 | -1 | -1 | -2 | 0  | 0  | -1 | 0  | -1 | 0  | 0  | -1 | 0  | 0  | 1  |
| 23   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  |
|      | P-H        | -1 | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 0  |
| 24   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  |
|      | H          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | P-H        | -1 | 0  | -1 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | -1 |
| 25   | P          | 2  | 3  | 3  | 3  | 3  | 2  | 4  | 3  | 4  | 4  | 4  | 2  | 2  | 3  | 3  | 4  |
|      | H          | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 2  |
|      | P-H        | -1 | -1 | -1 | 0  | -1 | -2 | 1  | 0  | 0  | 1  | 0  | -2 | -2 | 0  | -1 | -1 |
| 26   | P          | 1  | 2  | 1  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  |
|      | H          | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  |
|      | P-H        | -2 | 0  | -2 | -1 | -1 | -1 | 0  | 0  | 0  | 0  | -1 | -1 | -1 | 0  | -1 | 0  |
| 27   | P          | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  |
|      | H          | 3  | 2  | 3  | 3  | 2  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  |
|      | P-H        | -1 | 0  | -1 | -1 | 1  | -1 | -2 | -1 | -1 | 0  | -1 | -1 | -1 | 0  | -1 | -1 |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 18         | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 |
| 15   | P 3        | 3  | 3  | 4  | 3  | 3  | 3  | 2  | 2  | 1  | 3  | 3  | 3  | 3  | 3  | 2  | 3  |
|      | H 4        | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  |
|      | P-H -1     | -1 | -1 | 0  | -1 | 0  | -1 | -2 | -2 | -3 | -1 | -1 | 0  | -1 | -1 | -2 | -1 |
| 16   | P 2        | 1  | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 1  | 3  | 3  | 3  | 3  | 2  |
|      | H 3        | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  |
|      | P-H -1     | -2 | -1 | 0  | -2 | 0  | -1 | -1 | -1 | -1 | -2 | -2 | 0  | 0  | -1 | 0  | -1 |
| 17   | P 3        | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H 3        | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 4  |
|      | P-H 0      | -1 | -1 | 0  | 0  | 0  | -1 | -2 | -1 | -1 | -1 | 0  | 0  | -1 | 0  | 0  | -1 |
| 18   | P 2        | 3  | 2  | 2  | 2  | 3  | 3  | 1  | 1  | 1  | 3  | 3  | 2  | 4  | 4  | 3  | 3  |
|      | H 4        | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  |
|      | P-H -2     | -1 | -1 | -1 | -1 | 0  | 0  | -3 | -3 | -3 | -1 | 0  | -1 | 1  | 0  | -1 | -1 |
| 19   | P 3        | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H 3        | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  |
|      | P-H 0      | 0  | -1 | 0  | 0  | 0  | 0  | -2 | -1 | -1 | -1 | -1 | 0  | -1 | -1 | -1 | 0  |
| 20   | P 3        | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
|      | H 3        | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  |
|      | P-H 0      | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | -1 | -1 | 0  | 1  | 0  | 0  | -1 | 1  |
| 21   | P 2        | 4  | 2  | 3  | 2  | 4  | 3  | 2  | 2  | 3  | 2  | 4  | 3  | 4  | 4  | 4  | 3  |
|      | H 4        | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  |
|      | P-H -2     | 1  | -1 | 0  | -2 | 1  | -1 | -1 | -1 | -1 | -2 | 1  | -1 | 1  | 1  | 1  | 0  |
| 22   | P 1        | 2  | 1  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 1  | 2  | 3  | 2  | 2  | 3  | 2  |
|      | H 3        | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  |
|      | P-H -2     | -1 | -2 | 0  | -1 | -2 | -1 | 0  | 0  | 0  | -2 | -2 | 0  | -1 | -1 | 0  | -2 |
| 23   | P 3        | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  |
|      | H 3        | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | P-H 0      | -1 | 0  | 0  | 0  | 0  | 0  | -1 | -2 | -1 | 0  | -1 | 0  | 0  | 0  | 0  | 0  |
| 24   | P 3        | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
|      | H 3        | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
|      | P-H 0      | -1 | 0  | 0  | 0  | 0  | 0  | -1 | -1 | -1 | 0  | 0  | 0  | -1 | -1 | -1 | 0  |
| 25   | P 2        | 3  | 2  | 3  | 2  | 3  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  |
|      | H 3        | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3  |
|      | P-H -1     | -1 | -1 | -1 | -1 | -2 | 0  | 0  | -1 | -1 | -2 | -1 | 0  | 0  | 0  | -2 | -2 |
| 26   | P 2        | 3  | 3  | 3  | 3  | 1  | 2  | 1  | 1  | 1  | 2  | 1  | 3  | 2  | 2  | 1  | 2  |
|      | H 3        | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 3  |
|      | P-H -1     | 0  | -1 | 0  | 0  | -2 | -1 | -2 | -2 | -3 | -1 | -3 | 0  | -2 | -1 | -2 | -1 |
| 27   | P 2        | 2  | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 3  |
|      | H 2        | 4  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 3  | 3  | 2  |
|      | P-H 0      | -2 | -1 | 0  | -1 | 0  | 0  | -1 | -1 | -1 | -2 | -1 | 1  | 0  | 0  | -1 | 1  |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 35         | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |    |
| 15   | P          | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
|      | H          | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  |
|      | P-H        | 0  | -1 | 0  | -2 | -2 | -1 | -1 | -1 | -1 | -2 | -2 | 0  | 0  |
| 16   | P          | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | P-H        | -1 | -2 | 0  | -1 | 0  | 0  | 0  | -1 | -1 | 0  | 0  | 0  | 0  |
| 17   | P          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
|      | H          | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  |
|      | P-H        | 0  | 0  | 0  | -1 | -1 | 0  | 0  | -1 | 0  | 0  | 0  | 0  | 0  |
| 18   | P          | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 2  | 3  | 3  |
|      | H          | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  |
|      | P-H        | -2 | -1 | -1 | 0  | -1 | 0  | -2 | 0  | 0  | -2 | -2 | -1 | -1 |
| 19   | P          | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
|      | H          | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  |
|      | P-H        | -1 | 0  | -1 | -1 | -2 | 0  | 0  | 0  | -1 | -2 | -2 | -1 | 0  |
| 20   | P          | 3  | 3  | 4  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  |
|      | P-H        | 0  | 0  | 0  | -1 | 0  | -1 | -1 | 0  | 0  | -1 | -1 | -1 | -1 |
| 21   | P          | 3  | 2  | 3  | 4  | 4  | 3  | 2  | 4  | 4  | 4  | 4  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  |
|      | P-H        | 0  | -1 | 0  | 0  | 1  | 0  | -2 | 1  | 0  | 1  | 1  | 0  | 0  |
| 22   | P          | 3  | 2  | 3  | 3  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  |
|      | P-H        | 0  | -1 | 0  | 0  | 0  | -1 | 0  | -2 | -2 | 0  | 0  | -2 | -1 |
| 23   | P          | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
|      | P-H        | 0  | 0  | 0  | 0  | -1 | -1 | 0  | 0  | -1 | 0  | 0  | 0  | 0  |
| 24   | P          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
|      | P-H        | 0  | 0  | -1 | 0  | 0  | 0  | 0  | 0  | -1 | 0  | 0  | -1 | -1 |
| 25   | P          | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
|      | H          | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 4  |
|      | P-H        | -1 | -1 | -2 | -2 | -1 | -1 | 0  | -1 | 0  | -2 | -2 | 0  | -1 |
| 26   | P          | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  |
|      | P-H        | -1 | -1 | 0  | -2 | -2 | -1 | -2 | -2 | -1 | -1 | -1 | -1 | -1 |
| 27   | P          | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 3  |
|      | H          | 2  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  |
|      | P-H        | 0  | -2 | 0  | -1 | -1 | 0  | -1 | -1 | 0  | 0  | 0  | 0  | 0  |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|
|      | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |   |
| 28   | P          | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 2  | 3 |
|      | H          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3 |
|      | P-H        | -1 | 0  | 0  | 0  | 0  | -1 | 0  | -1 | 0  | 0  | 0  | 0  | 0  | -1 | -2 | 0  |   |
| 29   | P          | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |   |
|      | H          | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |   |
|      | P-H        | -1 | -2 | -1 | -2 | -1 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -1 |   |
| 30   | P          | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |   |
|      | H          | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  |   |
|      | P-H        | -2 | -2 | -1 | -1 | -2 | -1 | -1 | -1 | 0  | 0  | 0  | -1 | -1 | -1 | -1 | -1 |   |
| 31   | P          | 2  | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 2  |   |
|      | H          | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  |   |
|      | P-H        | -2 | -1 | -1 | -2 | 0  | -1 | -2 | -2 | -1 | -1 | -2 | -2 | -1 | -2 | -1 | -1 |   |
| 32   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |   |
|      | H          | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 4  |   |
|      | P-H        | -2 | -1 | -1 | -1 | -1 | 0  | -1 | -1 | 1  | -1 | 0  | 0  | 0  | 0  | 0  | -1 |   |
| 33   | P          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |   |
|      | H          | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 4  |   |
|      | P-H        | 0  | 0  | 0  | 0  | 0  | -1 | -1 | 0  | -1 | 0  | -1 | -1 | 0  | 0  | 0  | 0  |   |
| 34   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  |   |
|      | H          | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 2  | 3  |   |
|      | P-H        | -1 | 0  | 0  | 0  | 0  | 0  | -1 | 0  | -1 | 0  | 0  | 0  | -1 | 1  | 1  | 0  |   |
| 35   | P          | 3  | 2  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3  |   |
|      | H          | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3  |   |
|      | P-H        | -1 | -1 | 0  | -1 | 0  | 0  | 0  | 0  | 1  | 0  | -1 | -1 | -1 | 1  | 0  | -1 |   |
| 36   | P          | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  |   |
|      | H          | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  |   |
|      | P-H        | -1 | 0  | -1 | -1 | -1 | 0  | 0  | 0  | 0  | -1 | 0  | 0  | -2 | -2 | -2 | -1 |   |
| 37   | P          | 2  | 3  | 3  | 2  | 2  | 1  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 3  |   |
|      | H          | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 3  |   |
|      | P-H        | -1 | 0  | -1 | -1 | -1 | -3 | -2 | -2 | -1 | -1 | -2 | -1 | -1 | -1 | -1 | -2 |   |
| 38   | P          | 3  | 3  | 3  | 3  | 3  | 2  | 4  | 3  | 3  | 3  | 4  | 2  | 2  | 2  | 2  | 1  |   |
|      | H          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  |   |
|      | P-H        | -1 | -1 | -1 | -1 | -1 | -2 | 0  | 0  | -1 | -1 | 0  | -1 | -2 | -1 | -1 | -3 |   |
| 39   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 2  | 2  | 1  | 1  | 3  | 3  |   |
|      | H          | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  |   |
|      | P-H        | -2 | 0  | 0  | 0  | -1 | -1 | -1 | -1 | -1 | -1 | -2 | -1 | -1 | -2 | -2 | 0  |   |
| 40   | P          | 2  | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  |   |
|      | H          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  |   |
|      | P-H        | -1 | -1 | 0  | 0  | -1 | -1 | 0  | 0  | 0  | 0  | -1 | -1 | -1 | -1 | -1 | -1 |   |
| 41   | P          | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 1  | 3  | 3  | 3  | 2  | 2  |   |
|      | H          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 2  | 3  | 4  | 3  |   |
|      | P-H        | -1 | 0  | -1 | 0  | 0  | 0  | 0  | -1 | -2 | -2 | -2 | -1 | 0  | 1  | -1 | -2 |   |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 18         | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 |
| 28   | P          | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  |
|      | P-H        | -2 | -1 | -1 | 0  | 0  | -2 | -1 | 0  | -1 | 0  | 0  | 0  | -1 | -1 | 0  | 0  |
| 29   | P          | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  |
|      | H          | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  |
|      | P-H        | 0  | -1 | -1 | -1 | 0  | -1 | -1 | -1 | -2 | -1 | -1 | 0  | -1 | -1 | -1 | -2 |
| 30   | P          | 3  | 2  | 3  | 3  | 4  | 2  | 3  | 3  | 2  | 3  | 2  | 3  | 2  | 3  | 4  | 3  |
|      | H          | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  |
|      | P-H        | -1 | -2 | -1 | 0  | 1  | -1 | 0  | -1 | 0  | -2 | -1 | -2 | -1 | -1 | 0  | 1  |
| 31   | P          | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 1  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 4  |
|      | H          | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3  |
|      | P-H        | -1 | -1 | -2 | -1 | -1 | 0  | -1 | -2 | -1 | -2 | -2 | -2 | 0  | -1 | -1 | 1  |
| 32   | P          | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
|      | H          | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  |
|      | P-H        | -1 | 0  | -1 | -1 | -1 | 0  | -1 | -1 | -1 | -2 | -1 | -1 | 0  | -1 | 0  | 1  |
| 33   | P          | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  |
|      | H          | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  |
|      | P-H        | 0  | -1 | 0  | 0  | 1  | 1  | 1  | -1 | -1 | -1 | -1 | 0  | 1  | 0  | 0  | 0  |
| 34   | P          | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  |
|      | P-H        | -1 | 0  | -1 | 0  | 0  | 0  | -1 | -2 | 0  | -1 | 0  | 0  | 0  | -1 | 0  | -1 |
| 35   | P          | 2  | 3  | 3  | 4  | 2  | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  |
|      | P-H        | -2 | -1 | -1 | 1  | -2 | 0  | -1 | -1 | 0  | -1 | -1 | 0  | 0  | 0  | 0  | -1 |
| 36   | P          | 3  | 3  | 3  | 4  | 4  | 2  | 3  | 2  | 2  | 4  | 3  | 4  | 3  | 2  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  |
|      | P-H        | -1 | -1 | -1 | 0  | 0  | 0  | -2 | -1 | -2 | -2 | 0  | -1 | 0  | -1 | -2 | -1 |
| 37   | P          | 2  | 2  | 3  | 3  | 3  | 3  | 1  | 1  | 2  | 3  | 2  | 2  | 3  | 2  | 2  | 3  |
|      | H          | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 2  |
|      | P-H        | -1 | -1 | -1 | -1 | 0  | -1 | -2 | -2 | -2 | 0  | -1 | -2 | -1 | -2 | -2 | 1  |
| 38   | P          | 3  | 2  | 3  | 3  | 2  | 1  | 3  | 4  | 3  | 3  | 3  | 2  | 3  | 2  | 2  | 4  |
|      | H          | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  |
|      | P-H        | 0  | -1 | -1 | -1 | -1 | -2 | 0  | 0  | 0  | -1 | 0  | -1 | -2 | -1 | -2 | -1 |
| 39   | P          | 3  | 4  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
|      | P-H        | -1 | 2  | 0  | -1 | -1 | -1 | 0  | 0  | -1 | -1 | 0  | 0  | 0  | -1 | 0  | 0  |
| 40   | P          | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 3  | 3  |
|      | H          | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 2  | 2  | 4  | 3  |
|      | P-H        | -1 | -1 | -1 | 0  | -1 | -1 | 0  | -1 | -1 | -2 | -1 | -1 | 0  | 0  | -1 | 0  |
| 41   | P          | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 1  | 1  | 2  | 2  | 2  | 3  |
|      | H          | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 4  | 4  | 3  | 3  | 3  | 3  | 3  |
|      | P-H        | 0  | 1  | 0  | -1 | -1 | 0  | -1 | -1 | 0  | -2 | -3 | -2 | -1 | -1 | -1 | -1 |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 35         | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |    |
| 28   | P          | 2  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 2  | 4  |
|      | P-H        | -1 | 0  | -1 | 0  | 1  | 0  | 0  | -1 | -1 | -1 | -1 | 1  | -1 |
| 29   | P          | 2  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
|      | P-H        | -2 | 0  | -1 | -1 | -1 | 0  | -1 | 0  | 0  | -1 | 0  | -1 | -1 |
| 30   | P          | 2  | 3  | 3  | 4  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 4  |
|      | P-H        | -2 | -1 | 0  | 0  | -1 | 0  | -2 | -2 | -2 | 0  | 0  | 0  | -1 |
| 31   | P          | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  |
|      | P-H        | -1 | -2 | -2 | 0  | 0  | 0  | -2 | 0  | -2 | -1 | -1 | -1 | -1 |
| 32   | P          | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3  |
|      | P-H        | 0  | -1 | 0  | -1 | 1  | 0  | -1 | -1 | -1 | 0  | -1 | -1 | 0  |
| 33   | P          | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 4  |
|      | H          | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  |
|      | P-H        | -1 | -1 | 0  | -1 | -1 | 0  | -1 | -1 | 0  | 0  | 0  | -1 | 1  |
| 34   | P          | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 2  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3  |
|      | P-H        | -1 | 0  | 0  | 1  | -2 | 0  | 0  | -1 | 0  | -1 | -1 | 0  | 0  |
| 35   | P          | 2  | 2  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  |
|      | H          | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  |
|      | P-H        | -1 | -2 | 0  | -1 | -1 | 0  | -1 | 0  | 1  | -1 | 0  | 0  | -1 |
| 36   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | 0  | 0  | 0  | -1 |
| 37   | P          | 2  | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 2  | 4  |
|      | P-H        | -2 | 0  | -1 | -1 | 0  | -2 | -1 | 0  | 0  | 0  | 0  | 0  | -2 |
| 38   | P          | 2  | 2  | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  |
|      | H          | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  |
|      | P-H        | -2 | -1 | -1 | 0  | -1 | -1 | -2 | -2 | -2 | -1 | -1 | 0  | 0  |
| 39   | P          | 2  | 4  | 3  | 3  | 3  | 1  | 4  | 3  | 4  | 2  | 3  | 1  | 1  |
|      | H          | 2  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 3  |
|      | P-H        | 0  | 1  | -1 | -1 | -1 | -3 | 0  | -1 | 1  | -1 | -1 | -2 | -2 |
| 40   | P          | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 3  | 4  |
|      | P-H        | 0  | 0  | -1 | -1 | 0  | 0  | 0  | -1 | 0  | 0  | 1  | 0  | -1 |
| 41   | P          | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 2  | 2  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 3  | 4  | 2  | 2  | 3  | 4  | 4  | 3  | 3  | 3  |
|      | P-H        | -2 | -2 | -1 | -1 | -2 | 1  | 0  | 0  | -1 | -2 | -1 | 0  | 0  |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 42   | P          | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 2  | 2  | 1  | 2  | 2  | 2  | 2  |
|      | H          | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 2  | 3  | 4  | 3  |    |
|      | P-H        | -2 | -1 | -2 | 0  | -1 | -2 | 0  | -1 | -1 | -1 | -1 | -2 | 0  | -1 | -2 | -1 |
| 43   | P          | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  |
|      | P-H        | 0  | 1  | 0  | 0  | -1 | -1 | 0  | -1 | -1 | -1 | 0  | -1 | -1 | 0  | -1 | -1 |
| 44   | P          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 3  |
|      | H          | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | 0  | -1 | -1 | -1 | -1 | -1 | 0  | -2 | -2 | -2 | -1 | -1 | -1 | -2 | -1 | -1 |
| 45   | P          | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 2  |
|      | H          | 4  | 4  | 4  | 3  | 3  | 2  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 4  |
|      | P-H        | -1 | -1 | -1 | -1 | -1 | 0  | -1 | -1 | 0  | 0  | 0  | -2 | -1 | 0  | -1 | -2 |
| 46   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  |
|      | P-H        | -2 | 0  | 0  | 0  | -1 | 0  | 0  | 0  | -1 | -1 | 0  | -1 | -1 | 0  | -1 | -1 |
| 47   | P          | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 4  | 3  | 3  | 2  | 2  | 3  | 1  |
|      | H          | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 2  | 3  | 3  | 4  | 4  | 4  |
|      | P-H        | -1 | 0  | 0  | -1 | -1 | -1 | 0  | -1 | 0  | 0  | 1  | 0  | -1 | -2 | -1 | -3 |
| 48   | P          | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  |
|      | H          | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 2  | 3  | 4  |
|      | P-H        | -1 | -1 | 0  | -2 | -2 | 0  | 0  | 0  | 0  | 0  | 0  | -1 | -1 | 1  | -1 | -1 |
| 49   | P          | 1  | 3  | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 2  | 3  |
|      | H          | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 2  | 3  |
|      | P-H        | -3 | 0  | 0  | -1 | -1 | 0  | -1 | -1 | 0  | -1 | 0  | -2 | -1 | -2 | 0  | -1 |
| 50   | P          | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 4  | 4  | 4  | 3  | 1  | 3  | 2  | 2  | 3  |
|      | H          | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 2  | 3  |
|      | P-H        | -1 | -1 | -1 | -1 | -2 | -1 | -1 | 1  | 0  | 0  | -1 | -3 | 0  | -2 | 0  | -1 |
| 51   | P          | 2  | 2  | 3  | 3  | 2  | 2  | 3  | 2  | 2  | 2  | 1  | 2  | 3  | 2  | 2  | 4  |
|      | H          | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
|      | P-H        | -1 | -2 | 0  | -1 | -2 | -2 | -1 | -2 | -1 | -2 | -3 | -2 | -1 | -2 | -2 | 0  |
| 52   | P          | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 4  |
|      | H          | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 2  | 3  |
|      | P-H        | -1 | 0  | -1 | -2 | -2 | 0  | 0  | -1 | 0  | -1 | -1 | -2 | 0  | -2 | 1  | -1 |
| 53   | P          | 3  | 2  | 3  | 3  | 2  | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 3  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  |
|      | P-H        | 0  | -1 | 0  | 0  | -1 | 0  | 1  | 0  | 1  | 0  | -1 | -1 | -1 | -2 | -1 | 0  |
| 54   | P          | 3  | 4  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  |
|      | P-H        | 0  | 1  | -1 | 0  | -2 | -2 | 0  | 0  | 0  | 1  | -1 | -1 | -1 | 0  | -1 | -2 |
| 55   | P          | 2  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 2  | 4  |
|      | H          | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  |
|      | P-H        | -2 | -1 | 1  | 0  | 0  | -1 | 0  | 0  | 1  | 1  | 1  | -1 | 0  | -1 | -1 | 0  |
| 56   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 1  |
|      | H          | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | -2 | -1 | 0  | 0  | 0  | 0  | 0  | -1 | -2 | -1 | -1 | -2 | -2 | -1 | 0  | -1 |
| 57   | P          | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 2  | 2  | 1  | 3  | 2  | 2  | 2  | 2  |
|      | H          | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | -2 | -1 | 0  | 0  | -1 | 0  | -1 | -1 | -2 | -1 | -2 | -1 | -2 | -2 | -1 | -2 |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 18         | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 |
| 42   | P          | 3  | 2  | 3  | 3  | 4  | 3  | 4  | 3  | 2  | 4  | 3  | 3  | 3  | 2  | 4  | 2  |
|      | H          | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  |
|      | P-H        | -1 | -1 | 0  | -1 | 0  | -1 | 0  | -1 | -2 | 1  | -1 | -1 | 0  | -2 | 1  | -1 |
| 43   | P          | 2  | 3  | 2  | 3  | 2  | 2  | 3  | 4  | 4  | 2  | 1  | 2  | 3  | 3  | 4  | 3  |
|      | H          | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  |
|      | P-H        | -2 | 0  | -1 | 0  | -1 | -1 | 0  | 2  | 1  | -2 | -3 | -2 | 0  | 0  | 0  | -1 |
| 44   | P          | 3  | 4  | 3  | 3  | 2  | 1  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 2  |
|      | H          | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  |
|      | P-H        | -1 | 0  | -1 | -1 | -3 | -2 | -2 | -1 | -1 | -1 | -2 | -1 | 0  | 0  | -2 | -2 |
| 45   | P          | 2  | 3  | 2  | 2  | 3  | 4  | 3  | 2  | 1  | 2  | 1  | 3  | 3  | 3  | 2  | 1  |
|      | H          | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  |
|      | P-H        | -2 | 0  | -2 | -2 | -1 | 1  | -1 | -1 | -2 | -1 | -2 | 0  | 0  | 0  | -2 | -3 |
| 46   | P          | 3  | 2  | 4  | 3  | 2  | 2  | 3  | 4  | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  |
|      | P-H        | 0  | -2 | 0  | -1 | -2 | -2 | -1 | 0  | -1 | -2 | -2 | -1 | -1 | 0  | 0  | -1 |
| 47   | P          | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 2  |
|      | H          | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  |
|      | P-H        | -2 | -2 | -1 | -2 | -2 | 0  | -1 | -1 | -1 | -2 | -1 | -1 | -1 | -2 | -1 | -2 |
| 48   | P          | 2  | 2  | 3  | 2  | 1  | 2  | 1  | 1  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  |
|      | H          | 4  | 2  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  |
|      | P-H        | -2 | 0  | 0  | -1 | -3 | -1 | -3 | -2 | -2 | 0  | -1 | -1 | -1 | 0  | 0  | -1 |
| 49   | P          | 3  | 2  | 3  | 1  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 3  |
|      | H          | 4  | 2  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 2  |
|      | P-H        | -1 | 0  | 0  | -3 | 0  | 0  | -1 | -1 | -1 | -2 | -2 | -1 | -1 | -2 | -1 | -1 |
| 50   | P          | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  |
|      | H          | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  |
|      | P-H        | -1 | 0  | 0  | -1 | -1 | -1 | -1 | 0  | 0  | 0  | -1 | -1 | 0  | -1 | 0  | 1  |
| 51   | P          | 2  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 4  | 2  | 1  | 3  | 3  | 3  | 2  | 3  |
|      | H          | 4  | 2  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 2  | 3  | 4  |
|      | P-H        | -2 | 1  | 0  | -2 | -2 | -2 | -1 | 0  | 1  | -2 | -2 | -1 | 0  | 1  | 0  | -1 |
| 52   | P          | 2  | 2  | 2  | 2  | 2  | 3  | 4  | 3  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 4  |
|      | P-H        | -1 | -2 | -2 | -2 | -2 | -1 | 0  | 0  | -1 | 0  | 0  | 0  | 0  | 1  | 0  | -1 |
| 53   | P          | 2  | 3  | 3  | 3  | 3  | 2  | 1  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  |
|      | H          | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 4  |
|      | P-H        | -1 | -1 | -1 | 0  | 0  | 0  | -2 | -2 | -1 | 0  | 0  | -1 | 0  | -1 | 0  | -2 |
| 54   | P          | 3  | 1  | 2  | 2  | 3  | 4  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 2  |
|      | H          | 4  | 2  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 2  | 3  | 4  | 4  | 3  | 4  | 3  |
|      | P-H        | -1 | -1 | -1 | -1 | -1 | 0  | -2 | -1 | -1 | -1 | 0  | 0  | -1 | -1 | -1 | -2 |
| 55   | P          | 3  | 3  | 3  | 2  | 3  | 4  | 3  | 2  | 4  | 1  | 2  | 3  | 3  | 2  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 2  | 3  | 4  | 4  | 4  | 3  |
|      | P-H        | 0  | 0  | 0  | -2 | 0  | 0  | -1 | -2 | 1  | -2 | 0  | 0  | -1 | -1 | -2 | -2 |
| 56   | P          | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 1  | 2  |    |
|      | H          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 2  | 3  | 4  | 3  |
|      | P-H        | -2 | -2 | -2 | -1 | -1 | -1 | -2 | -1 | -1 | 0  | -2 | 0  | -1 | 1  | -1 | -3 |
| 57   | P          | 3  | 3  | 3  | 3  | 2  | 1  | 1  | 2  | 2  | 1  | 2  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 2  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  |
|      | P-H        | 0  | 1  | 0  | 0  | -1 | -3 | -3 | -2 | -2 | -3 | -2 | -1 | 0  | -1 | 0  | -1 |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 35         | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |    |
| 42   | P          | 2  | 3  | 2  | 2  | 2  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  |
|      | P-H        | -1 | 0  | -1 | -1 | -2 | 1  | 0  | -1 | -1 | -1 | -1 | -1 | -1 |
| 43   | P          | 3  | 2  | 3  | 4  | 3  | 3  | 1  | 3  | 3  | 3  | 3  | 3  | 4  |
|      | H          | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 2  | 3  | 4  | 3  | 4  |
|      | P-H        | 0  | -1 | -1 | 0  | -1 | -1 | -3 | 0  | 1  | 0  | -1 | 0  | 0  |
| 44   | P          | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 4  | 3  | 2  |
|      | H          | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 2  | 3  | 4  | 4  | 3  |
|      | P-H        | -1 | -1 | -1 | -1 | 0  | 0  | 0  | 0  | 0  | 0  | -1 | -1 | -1 |
| 45   | P          | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
|      | H          | 4  | 4  | 4  | 4  | 3  | 2  | 3  | 3  | 4  | 3  | 4  | 4  | 4  |
|      | P-H        | -1 | -1 | -1 | -1 | -1 | 1  | 0  | 0  | -1 | 0  | -1 | 0  | -1 |
| 46   | P          | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 3  | 3  | 2  | 3  | 4  | 4  | 4  | 4  | 3  | 3  |
|      | P-H        | -1 | -2 | -2 | 0  | 0  | 1  | 0  | -1 | -1 | -1 | -1 | 0  | 0  |
| 47   | P          | 4  | 3  | 1  | 1  | 3  | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | 1  | 0  | -2 | -2 | 0  | -2 | 0  | -1 | -1 | -2 | -1 | 0  | -1 |
| 48   | P          | 3  | 3  | 2  | 3  | 2  | 2  | 3  | 4  | 4  | 3  | 3  | 2  | 3  |
|      | H          | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 4  |
|      | P-H        | -1 | -1 | -1 | 0  | -2 | -2 | 0  | 0  | 1  | 0  | -1 | -1 | -1 |
| 49   | P          | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 1  | 2  | 2  | 2  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  |
|      | P-H        | 0  | -1 | -2 | -1 | -1 | -1 | -1 | -3 | -2 | -1 | -2 | 0  | -1 |
| 50   | P          | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 1  | 1  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  |
|      | P-H        | 0  | -1 | -1 | -2 | -1 | 0  | -1 | -1 | -1 | -3 | -2 | 0  | 0  |
| 51   | P          | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 2  | 3  | 3  | 3  | 4  |
|      | H          | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  |
|      | P-H        | 0  | -1 | -1 | -1 | -1 | -1 | -1 | -2 | -2 | -1 | 0  | -1 | 1  |
| 52   | P          | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
|      | H          | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 3  |
|      | P-H        | -2 | -2 | -1 | -1 | -1 | 0  | -1 | 0  | 0  | -1 | 1  | -1 | 0  |
| 53   | P          | 2  | 3  | 2  | 2  | 2  | 2  | 3  | 1  | 1  | 3  | 3  | 2  | 3  |
|      | H          | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  |
|      | P-H        | -2 | -1 | -2 | -2 | -1 | -1 | 0  | -2 | -2 | -1 | -1 | -1 | 0  |
| 54   | P          | 3  | 3  | 3  | 3  | 3  | 1  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 2  | 3  | 4  | 4  | 3  |
|      | P-H        | 0  | -1 | 0  | 0  | 0  | -3 | -1 | 0  | 1  | 0  | -1 | -2 | -1 |
| 55   | P          | 2  | 2  | 2  | 3  | 2  | 3  | 2  | 1  | 1  | 2  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 4  | 4  | 3  |
|      | P-H        | -2 | -2 | -2 | 0  | -1 | 0  | -2 | -2 | -1 | -1 | -1 | -1 | 0  |
| 56   | P          | 3  | 3  | 2  | 3  | 1  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 4  | 3  | 3  | 4  | 3  | 2  | 3  | 4  | 4  | 3  | 4  | 4  | 3  |
|      | P-H        | -1 | 0  | -1 | -1 | -2 | 0  | 0  | -1 | -1 | 0  | -1 | -2 | -1 |
| 57   | P          | 1  | 2  | 3  | 4  | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 2  | 2  |
|      | H          | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  |
|      | P-H        | -3 | -2 | -1 | 0  | -1 | -2 | -1 | -1 | -2 | 0  | -1 | -1 | -1 |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|
|      | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |   |
| 58   | P          | 2  | 2  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |   |
|      | H          | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 3  |   |
|      | P-H        | -2 | -2 | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | -1 | 0  | -1 | 0  | 0  | 0  |   |
| 59   | P          | 2  | 3  | 3  | 4  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 4  | 2  | 2  |   |
|      | H          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  |   |
|      | P-H        | -1 | 0  | -1 | 1  | 0  | 0  | 0  | -2 | -1 | -2 | -2 | -1 | -1 | 1  | -1 | -2 |   |
| 60   | P          | 2  | 2  | 3  | 3  | 2  | 2  | 3  | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  |   |
|      | H          | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 4  |   |
|      | P-H        | -2 | -2 | 0  | 0  | -1 | -1 | 0  | 0  | -1 | -1 | 0  | 0  | -1 | -1 | 0  | 0  |   |
| 61   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 2  |   |
|      | H          | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  |   |
|      | P-H        | -1 | -1 | 0  | -1 | 0  | -1 | 0  | -1 | -1 | 0  | 1  | -1 | 0  | -1 | 0  | -2 |   |
| 62   | P          | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 3  | 2 |
|      | H          | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 4  |   |
|      | P-H        | -1 | 0  | -1 | 1  | 0  | 0  | -1 | -1 | -1 | 0  | 0  | -1 | 0  | -1 | 0  | -2 |   |
| 63   | P          | 3  | 3  | 3  | 3  | 2  | 2  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 2  |   |
|      | H          | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  |   |
|      | P-H        | -1 | 0  | -1 | -1 | -2 | -2 | 0  | 1  | 0  | 1  | 1  | 0  | 1  | -1 | -1 | -2 |   |
| 64   | P          | 1  | 3  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 2  |   |
|      | H          | 3  | 2  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  |   |
|      | P-H        | -2 | 1  | -2 | -1 | -1 | -1 | -2 | -2 | -1 | 0  | -1 | -1 | 0  | -2 | -1 | 0  |   |
| 65   | P          | 2  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 2  |   |
|      | H          | 3  | 2  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 3  |   |
|      | P-H        | -1 | 0  | -1 | 0  | -2 | -1 | 0  | 0  | -1 | 0  | 0  | 1  | 0  | 1  | -1 | -2 |   |
| 66   | P          | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  |   |
|      | H          | 3  | 2  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 2  | 3  |   |
|      | P-H        | -1 | 1  | 0  | 0  | -1 | -2 | 0  | -1 | -1 | 0  | 0  | 0  | -2 | -1 | 0  | -3 |   |
| 67   | P          | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 1  | 1  | 3  | 2  |   |
|      | H          | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  |   |
|      | P-H        | -1 | 0  | -1 | 0  | -1 | -2 | -1 | -2 | -1 | -2 | -1 | 0  | -3 | -3 | -1 | -2 |   |
| 68   | P          | 2  | 2  | 2  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |   |
|      | H          | 4  | 2  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 2  | 4  | 3  | 3  | 3  | 4  | 4  |   |
|      | P-H        | -2 | 0  | -1 | 0  | 0  | -1 | 1  | 0  | 0  | 1  | -1 | 0  | 0  | 0  | -1 | -1 |   |
| 69   | P          | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 2  | 2  | 2  | 3  |   |
|      | H          | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 2  | 3  | 4  | 4  | 3  |   |
|      | P-H        | -1 | -1 | 0  | -1 | 0  | -1 | 0  | 1  | 0  | 1  | -1 | 1  | -1 | -2 | 0  | 0  |   |
| 70   | P          | 3  | 3  | 2  | 3  | 3  | 2  | 4  | 3  | 3  | 3  | 3  | 2  | 4  | 4  | 3  | 4  |   |
|      | H          | 3  | 2  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |   |
|      | P-H        | 0  | 1  | -1 | -1 | -1 | 1  | 0  | -1 | -1 | -1 | -2 | 0  | 0  | -1 | -1 | 0  |   |
| 71   | P          | 3  | 2  | 2  | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 3  | 2  | 3  | 2  | 2  | 3  |   |
|      | H          | 3  | 2  | 3  | 3  | 3  | 4  | 2  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  |   |
|      | P-H        | 0  | 0  | -1 | -1 | 0  | -2 | 1  | -1 | -1 | -1 | -2 | -1 | -2 | -1 | 0  | 0  |   |
| 72   | P          | 2  | 3  | 3  | 4  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 3  | 3  |   |
|      | H          | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  |   |
|      | P-H        | -1 | 0  | -1 | 1  | 0  | -2 | 0  | -1 | -2 | -1 | -2 | -2 | -2 | -1 | -1 | 0  |   |
| 73   | P          | 1  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 1  | 2  | 3  | 3  | 3  | 2  |   |
|      | H          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 3  |   |
|      | P-H        | -2 | 0  | -1 | 0  | 0  | -1 | -1 | -2 | -2 | -1 | -1 | -3 | -2 | -1 | 0  | -1 |   |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 18         | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 |    |
| 58   | P          | 1  | 2  | 4  | 3  | 2  | 3  | 3  | 4  | 1  | 2  | 1  | 4  | 2  | 3  | 3  | 2  | 3  |
|      | H          | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 3  |    |
|      | P-H        | -3 | -1 | 0  | 0  | -1 | 0  | 0  | 0  | -3 | -1 | -3 | 0  | -2 | -1 | 0  | -2 | 0  |
| 59   | P          | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 4  | 2  | 3  | 2  | 2  | 2  | 3  | 2  | 3  |
|      | H          | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  |
|      | P-H        | -2 | 0  | -1 | -1 | -1 | -1 | -1 | 0  | -2 | -1 | -2 | -1 | -2 | 0  | -1 | -1 | -1 |
| 60   | P          | 2  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 1  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
|      | P-H        | -2 | 0  | -1 | 1  | 0  | 1  | 0  | -1 | -1 | -3 | -1 | -2 | -2 | -1 | -1 | -1 | -1 |
| 61   | P          | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 4  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 4  |
|      | H          | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  |
|      | P-H        | -2 | -1 | 0  | 0  | 0  | -1 | -1 | 1  | -2 | -1 | -1 | -1 | 0  | -1 | -2 | 0  | 0  |
| 62   | P          | 1  | 2  | 3  | 1  | 2  | 1  | 2  | 2  | 1  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  |
|      | P-H        | -3 | -1 | 0  | -3 | -1 | -2 | -2 | -2 | -3 | -1 | 0  | 0  | -1 | -1 | -1 | -1 | 0  |
| 63   | P          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 2  | 3  | 3  |
|      | H          | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  |
|      | P-H        | 0  | -1 | 1  | 0  | -1 | -1 | -1 | 0  | -1 | -2 | -2 | -1 | 0  | 0  | -1 | -2 | 0  |
| 64   | P          | 3  | 3  | 3  | 2  | 1  | 2  | 2  | 3  | 2  | 1  | 2  | 1  | 1  | 2  | 2  | 2  | 3  |
|      | H          | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  |
|      | P-H        | 0  | -1 | 0  | -1 | -3 | -2 | -2 | 0  | -2 | -3 | -2 | -3 | -2 | -1 | -2 | -2 | 0  |
| 65   | P          | 2  | 4  | 3  | 3  | 3  | 2  | 2  | 1  | 2  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 2  |
|      | H          | 3  | 2  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 3  |
|      | P-H        | -1 | 2  | -1 | 0  | 0  | -1 | -2 | -3 | -1 | 0  | -1 | -1 | -1 | -2 | -1 | 0  | -1 |
| 66   | P          | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 2  | 3  |
|      | H          | 3  | 3  | 4  | 4  | 3  | 2  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 2  |
|      | P-H        | 0  | 0  | -1 | -2 | -1 | 1  | -1 | -1 | -1 | 0  | -1 | -2 | 0  | -2 | -1 | -1 | 1  |
| 67   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 2  |
|      | P-H        | -1 | 0  | 0  | 0  | 0  | 1  | 1  | 0  | 0  | -1 | -1 | -1 | -1 | -1 | 0  | 1  |    |
| 68   | P          | 3  | 2  | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 1  | 2  | 2  | 3  | 4  |
|      | H          | 4  | 2  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  |
|      | P-H        | -1 | 0  | 1  | -1 | 0  | -1 | 0  | -1 | -2 | -2 | -2 | -2 | -2 | -1 | 0  | -1 | -1 |
| 69   | P          | 3  | 3  | 3  | 2  | 1  | 3  | 1  | 2  | 3  | 4  | 2  | 3  | 3  | 2  | 2  | 2  | 3  |
|      | H          | 3  | 2  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  |
|      | P-H        | 0  | 1  | -1 | -2 | -3 | -1 | -2 | -1 | -1 | 0  | -2 | -1 | 0  | -1 | -1 | -1 | -1 |
| 70   | P          | 2  | 3  | 3  | 3  | 4  | 2  | 1  | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 1  |
|      | H          | 4  | 2  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3  |
|      | P-H        | -2 | 1  | -1 | -1 | 0  | 0  | -1 | -3 | -2 | -1 | -1 | -1 | -1 | -1 | -1 | 0  | -2 |
| 71   | P          | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 1  | 2  | 1  | 2  | 3  | 2  | 3  |
|      | H          | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 2  | 3  | 3  | 3  | 3  |
|      | P-H        | -2 | -2 | -1 | -1 | -2 | -2 | -1 | -1 | -1 | -1 | -1 | -2 | -2 | -1 | 0  | -1 | 0  |
| 72   | P          | 2  | 2  | 2  | 2  | 2  | 2  | 1  | 1  | 2  | 3  | 2  | 1  | 2  | 1  | 3  | 2  | 1  |
|      | H          | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  |
|      | P-H        | -2 | -1 | -2 | -2 | -2 | -2 | -3 | -3 | -2 | -1 | -2 | -2 | -2 | -3 | -1 | -2 | -2 |
| 73   | P          | 1  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 2  | 3  |
|      | H          | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  |
|      | P-H        | -3 | -1 | -2 | -1 | -1 | -1 | -2 | -2 | -1 | -1 | -2 | -1 | -1 | -2 | -1 | -2 | -1 |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 35         | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |    |
| 58   | P          | 3  | 4  | 3  | 3  | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  |
|      | P-H        | 0  | 0  | 0  | 0  | -2 | -1 | -1 | -2 | -1 | 0  | -1 | -1 | 0  |
| 59   | P          | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 4  | 3  |
|      | H          | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 3  |
|      | P-H        | 0  | -1 | 0  | -1 | -1 | -1 | -1 | 0  | -1 | -2 | 0  | 1  | 0  |
| 60   | P          | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  |
|      | P-H        | -2 | -1 | 0  | -1 | -1 | -1 | -1 | 0  | -1 | 0  | 0  | -1 | 0  |
| 61   | P          | 3  | 3  | 4  | 3  | 3  | 1  | 2  | 3  | 3  | 2  | 3  | 1  | 2  |
|      | H          | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 3  |
|      | P-H        | -1 | -1 | 0  | -1 | -1 | -3 | -1 | 0  | -1 | -2 | 0  | -3 | -1 |
| 62   | P          | 4  | 3  | 3  | 4  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3  |
|      | P-H        | 1  | -1 | 0  | 1  | -1 | -2 | -1 | -2 | -1 | 0  | 0  | -2 | -1 |
| 63   | P          | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 1  |
|      | H          | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  |
|      | P-H        | -2 | -1 | 0  | 0  | -1 | -2 | -1 | 0  | 0  | -1 | 0  | -2 | -2 |
| 64   | P          | 2  | 2  | 2  | 2  | 3  | 2  | 3  | 2  | 2  | 3  | 4  | 2  | 2  |
|      | H          | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  |
|      | P-H        | -2 | -2 | -1 | -1 | 0  | -2 | 0  | -1 | -2 | -1 | 1  | -2 | -2 |
| 65   | P          | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 4  | 2  | 2  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  |
|      | P-H        | -1 | -1 | -1 | -1 | 0  | -1 | -1 | -1 | 0  | -1 | -1 | -1 | 0  |
| 66   | P          | 4  | 3  | 2  | 1  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 4  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 2  | 3  | 4  |
|      | P-H        | 1  | 0  | -1 | -2 | -1 | 0  | 0  | -1 | -1 | -1 | 0  | 0  | 0  |
| 67   | P          | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 2  | 2  | 4  |
|      | P-H        | 1  | 0  | 0  | -1 | -1 | -1 | -1 | -1 | -1 | -1 | 1  | 1  | -1 |
| 68   | P          | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | 0  | -1 | -1 | -1 | -1 | 0  | -1 | -1 | -1 | -2 | -2 | 0  | -1 |
| 69   | P          | 2  | 2  | 3  | 2  | 1  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | -1 | -1 | 0  | -1 | -2 | 0  | -1 | 0  | -1 | -2 | -2 | -1 | -2 |
| 70   | P          | 3  | 2  | 4  | 3  | 3  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 4  | 4  | 4  | 4  | 3  | 2  |
|      | P-H        | 0  | -1 | 1  | 0  | 0  | 0  | -1 | -1 | -1 | -2 | -1 | -1 | 0  |
| 71   | P          | 3  | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  |
|      | P-H        | 0  | -1 | 0  | -1 | -2 | -2 | 0  | -1 | 0  | -1 | -2 | 0  | 0  |
| 72   | P          | 2  | 2  | 2  | 2  | 2  | 1  | 2  | 2  | 2  | 2  | 3  | 1  | 1  |
|      | H          | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 2  |
|      | P-H        | -1 | -2 | -2 | -2 | -1 | -3 | -1 | -1 | -1 | -1 | -1 | -2 | -1 |
| 73   | P          | 2  | 2  | 3  | 2  | 1  | 1  | 2  | 3  | 3  | 3  | 3  | 1  | 2  |
|      | H          | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | -1 | -2 | -1 | -2 | -2 | -3 | -1 | -1 | -1 | -1 | 0  | -3 | -2 |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 74   | P          | 3  | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 3  |
|      | H          | 3  | 4  | 3  | 3  | 2  | 4  | 3  | 3  | 3  | 2  | 4  | 3  | 3  | 4  | 3  | 3  |
|      | P-H        | 0  | 0  | 0  | 0  | 1  | -2 | 0  | 0  | 0  | 1  | -1 | -1 | -1 | -2 | -1 | 0  |
| 75   | P          | 3  | 3  | 4  | 4  | 3  | 4  | 2  | 3  | 3  | 3  | 4  | 2  | 3  | 2  | 2  | 3  |
|      | H          | 2  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 4  |
|      | P-H        | 1  | 0  | 0  | 0  | 0  | 0  | -2 | -1 | 0  | -1 | 0  | -1 | -1 | -2 | -1 | 0  |
| 76   | P          | 1  | 3  | 2  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 1  | 2  | 3  |
|      | H          | 4  | 4  | 3  | 4  | 4  | 2  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  |
|      | P-H        | -3 | -1 | -1 | 0  | 0  | 2  | 0  | -1 | -1 | -1 | 0  | -1 | -1 | -2 | -1 | 0  |
| 77   | P          | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 4  | 4  | 3  | 2  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 2  | 3  |
|      | P-H        | -2 | -1 | 0  | -1 | -1 | -2 | -1 | 0  | 0  | 0  | 0  | -1 | -2 | -1 | 1  | 0  |
| 78   | P          | 2  | 3  | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 4  |
|      | H          | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | -2 | -1 | 0  | 0  | 0  | -1 | -2 | -1 | -1 | 0  | -1 | -2 | -2 | -1 | 0  | -2 |
| 79   | P          | 2  | 2  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 2  |
|      | H          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  |
|      | P-H        | -2 | -2 | 0  | -1 | 0  | 0  | 0  | 0  | -1 | -1 | 0  | -2 | -2 | -1 | -2 | -2 |
| 80   | P          | 3  | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 3  | 3  | 2  |
|      | H          | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 2  | 3  | 4  |
|      | P-H        | 0  | -1 | -1 | -1 | -1 | -2 | -1 | -1 | -1 | 1  | -1 | -1 | 0  | 1  | 0  | -1 |
| 81   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 2  | 3  |
|      | H          | 3  | 4  | 3  | 3  | 2  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 2  | 4  | 4  |
|      | P-H        | -1 | -1 | 0  | 0  | 1  | 0  | -1 | -1 | -1 | -1 | 0  | -2 | -1 | 0  | -2 | -1 |
| 82   | P          | 2  | 3  | 2  | 2  | 2  | 4  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 2  | 3  |
|      | H          | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 2  | 2  |
|      | P-H        | -2 | 0  | -2 | -1 | -2 | 1  | 0  | -1 | 0  | 0  | -1 | -1 | -1 | -2 | 0  | 1  |
| 83   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  |
|      | H          | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 3  |
|      | P-H        | -2 | -1 | -1 | -1 | -1 | -1 | 0  | -2 | -1 | -1 | -2 | 0  | -1 | 0  | -1 | -2 |
| 84   | P          | 2  | 3  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 4  | 2  | 3  | 3  |
|      | H          | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  |
|      | P-H        | -1 | -1 | -1 | -1 | -1 | -2 | -1 | -1 | 0  | -1 | 0  | -1 | 0  | -1 | 0  | 0  |
| 85   | P          | 2  | 4  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 3  |
|      | H          | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 4  | 3  |
|      | P-H        | -2 | 0  | -1 | -2 | 0  | -2 | -1 | -1 | 0  | 0  | 0  | 0  | 1  | -1 | -2 | 0  |
| 86   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 4  | 4  | 4  | 2  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  |
|      | P-H        | -1 | 0  | 0  | -1 | -1 | -1 | 1  | -2 | 0  | 0  | 0  | -2 | -1 | -1 | -2 | -2 |
| 87   | P          | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 4  |
|      | H          | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  |
|      | P-H        | -2 | -2 | 0  | 0  | 0  | 0  | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -2 | 0  | 1  |
| 88   | P          | 2  | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 2  | 2  | 1  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | P-H        | -1 | -1 | -1 | 0  | 1  | -1 | -1 | -2 | 0  | -1 | -2 | 0  | 0  | 0  | 0  | 0  |
| 89   | P          | 2  | 3  | 3  | 3  | 4  | 4  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 4  |
|      | H          | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | -1 | 0  | -1 | -1 | 0  | 0  | 0  | -2 | -2 | -2 | -1 | -2 | -1 | -1 | 0  | -1 |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 18         | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 |
| 74   | P          | 2  | 3  | 2  | 2  | 1  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 1  | 2  | 3  |
|      | H          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 4  |
|      | P-H        | 0  | 0  | -1 | -1 | -2 | -1 | -1 | 0  | 0  | 0  | -1 | -1 | -2 | -1 | -2 | -1 |
| 75   | P          | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 4  | 3  | 3  | 3  | 3  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | 1  | 0  | 0  | 0  | -1 | 0  | 0  | -2 | -1 | -2 | -1 | 0  | -1 | -1 | -1 | 0  |
| 76   | P          | 3  | 3  | 2  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | -1 | -1 | -1 | -1 | -1 | 0  | -1 | -1 | 0  | 0  | -1 | -1 | -1 | -1 | 0  | -1 |
| 77   | P          | 2  | 2  | 3  | 3  | 4  | 3  | 2  | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  |
|      | P-H        | -1 | -1 | 0  | 0  | 1  | -1 | -1 | -2 | 0  | -1 | -1 | -2 | -2 | -1 | -1 | -2 |
| 78   | P          | 2  | 3  | 3  | 1  | 3  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 2  |
|      | H          | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 2  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
|      | P-H        | -1 | 0  | 0  | -3 | -1 | -2 | -2 | 1  | -1 | -1 | 0  | -1 | 0  | 0  | 0  | -1 |
| 79   | P          | 3  | 3  | 4  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 2  | 3  |
|      | H          | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 4  |
|      | P-H        | 0  | -1 | 0  | -1 | -2 | -1 | 0  | -1 | -1 | -1 | 0  | -1 | -1 | 0  | 0  | -1 |
| 80   | P          | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 3  | 2  | 2  | 3  | 3  | 4  | 2  | 3  |
|      | H          | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 4  |
|      | P-H        | -1 | -1 | -1 | -2 | -1 | 0  | 0  | 0  | -1 | -1 | -1 | 0  | 0  | -1 | 0  | 0  |
| 81   | P          | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 2  |
|      | H          | 4  | 3  | 4  | 4  | 3  | 4  | 2  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | -1 | 0  | -1 | -1 | 0  | -1 | 0  | -1 | -1 | -2 | -2 | -1 | -2 | -1 | 0  | -2 |
| 82   | P          | 2  | 4  | 2  | 2  | 4  | 4  | 3  | 4  | 2  | 1  | 3  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 2  | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  |
|      | P-H        | -1 | 2  | -2 | -1 | 1  | 1  | 1  | -1 | -2 | -1 | -1 | -1 | 0  | 0  | -2 | -2 |
| 83   | P          | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 3  |
|      | H          | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 2  | 3  | 4  | 4  |
|      | P-H        | 0  | 0  | -1 | 1  | 0  | 0  | -2 | 0  | -1 | -2 | 0  | -1 | -1 | 1  | -1 | -1 |
| 84   | P          | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 3  | 2  | 4  | 3  | 3  | 3  | 3  | 2  | 3  |
|      | H          | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 4  |
|      | P-H        | -1 | -1 | -1 | -2 | -1 | -1 | -2 | 0  | -1 | 1  | 0  | -1 | 0  | 1  | 0  | -2 |
| 85   | P          | 3  | 3  | 3  | 2  | 2  | 2  | 1  | 3  | 2  | 2  | 2  | 3  | 2  | 2  | 3  | 3  |
|      | H          | 3  | 2  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 4  |
|      | P-H        | 0  | 1  | -1 | -1 | -2 | -1 | -3 | 0  | -1 | -1 | -1 | -1 | -2 | 0  | -1 | -1 |
| 86   | P          | 3  | 3  | 3  | 3  | 1  | 1  | 2  | 3  | 3  | 1  | 2  | 2  | 1  | 2  | 3  | 2  |
|      | H          | 4  | 2  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 2  | 3  | 4  | 4  | 3  | 4  |
|      | P-H        | -1 | 1  | -1 | -1 | -3 | -3 | -2 | 0  | 0  | -2 | 0  | -1 | -3 | -2 | 0  | -2 |
| 87   | P          | 3  | 3  | 3  | 2  | 3  | 4  | 3  | 4  | 4  | 2  | 2  | 3  | 3  | 3  | 2  | 3  |
|      | H          | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 2  | 3  | 4  | 4  | 4  | 3  |
|      | P-H        | -1 | -1 | 0  | -2 | -1 | 1  | -1 | 0  | 1  | -1 | 0  | 0  | -1 | -1 | -1 | -2 |
| 88   | P          | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3  |
|      | H          | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 2  | 3  | 4  |
|      | P-H        | -2 | 0  | 0  | -1 | -2 | -1 | -1 | -1 | -1 | 0  | -1 | 0  | 0  | 2  | 0  | -2 |
| 89   | P          | 3  | 2  | 3  | 2  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 4  |
|      | H          | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  |
|      | P-H        | -1 | -1 | 0  | -2 | 0  | 0  | 0  | 0  | -1 | -1 | -1 | -1 | 0  | 0  | 0  | 0  |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 35         | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |    |
| 74   | P          | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 3  |
|      | P-H        | -1 | -1 | -2 | 0  | -2 | -2 | -1 | -1 | 0  | 0  | 0  | -2 | -1 |
| 75   | P          | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 2  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  |
|      | P-H        | 1  | 0  | -2 | -1 | -1 | -1 | -1 | -2 | -1 | 0  | 0  | -1 | -1 |
| 76   | P          | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  |
|      | P-H        | 0  | -1 | 0  | -1 | 0  | 1  | 0  | 0  | -1 | 0  | -1 | -1 | -1 |
| 77   | P          | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  |
|      | P-H        | -1 | 0  | 0  | 0  | -1 | -1 | -1 | -1 | -1 | -1 | 0  | -1 | -1 |
| 78   | P          | 4  | 3  | 2  | 3  | 3  | 2  | 4  | 3  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  |
|      | P-H        | 0  | 0  | -1 | 0  | 1  | -1 | 1  | 0  | 0  | 0  | -1 | -1 | -2 |
| 79   | P          | 3  | 3  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 2  | 4  |
|      | P-H        | -1 | -1 | -1 | 0  | -1 | -2 | -1 | -1 | 0  | 0  | -1 | 0  | -2 |
| 80   | P          | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 2  | 2  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  |
|      | P-H        | 0  | 0  | 0  | 0  | 0  | -1 | 0  | -2 | -2 | 0  | 0  | 0  | 0  |
| 81   | P          | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 3  |
|      | P-H        | 0  | -1 | 0  | -1 | -1 | -2 | 0  | 0  | -1 | 0  | -1 | -1 | -1 |
| 82   | P          | 3  | 2  | 2  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  |
|      | P-H        | -1 | -1 | -1 | 0  | -2 | -1 | -2 | -1 | -1 | -1 | -1 | 0  | -1 |
| 83   | P          | 3  | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 4  |
|      | H          | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 3  |
|      | P-H        | 0  | -2 | -1 | 0  | -1 | -2 | -2 | -1 | -2 | -1 | -1 | 0  | 1  |
| 84   | P          | 2  | 3  | 2  | 3  | 2  | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 3  |
|      | P-H        | -1 | 0  | -2 | -1 | -2 | -2 | -1 | -2 | -1 | 0  | -1 | -1 | -1 |
| 85   | P          | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 4  |
|      | P-H        | 0  | 0  | 0  | -1 | 0  | -2 | -1 | -1 | -2 | -1 | -2 | -1 | -2 |
| 86   | P          | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 3  | 2  | 2  |
|      | H          | 2  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  |
|      | P-H        | 1  | 0  | -1 | -1 | -1 | -1 | 0  | 0  | 0  | -2 | -1 | -2 | -2 |
| 87   | P          | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 3  | 4  | 4  |
|      | P-H        | 1  | -1 | 1  | 0  | 0  | 0  | 1  | 0  | 0  | -1 | 0  | -1 | -1 |
| 88   | P          | 3  | 3  | 4  | 4  | 2  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 4  | 4  | 3  | 2  | 4  | 3  | 4  | 3  | 4  | 4  |
|      | P-H        | -1 | -1 | 0  | 0  | -2 | 0  | 2  | -1 | 0  | -1 | 0  | -1 | -1 |
| 89   | P          | 2  | 4  | 4  | 4  | 4  | 4  | 4  | 2  | 2  | 3  | 3  | 4  | 4  |
|      | H          | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  |
|      | P-H        | -2 | 0  | 0  | 0  | 0  | 0  | 0  | -2 | -2 | 0  | -1 | 1  | 0  |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |    |
| 90   | P          | 2  | 3  | 2  | 4  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 4  | 3  | 4  | 3  | 3  | 2  |
|      | H          | 3  | 2  | 3  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  |
|      | P-H        | -1 | 1  | -1 | 2  | -1 | -1 | 1  | -1 | -1 | -1 | -1 | 0  | -1 | 0  | -1 | -1 | -1 |
| 91   | P          | 2  | 3  | 3  | 3  | 2  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  |
|      | P-H        | -1 | 0  | -1 | -1 | -2 | 0  | 1  | -1 | -1 | 0  | 0  | 0  | -1 | 0  | 0  | -1 | -2 |
| 92   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  |
|      | H          | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  |
|      | P-H        | -2 | 0  | -1 | -1 | -1 | -1 | 0  | -1 | 0  | -1 | 0  | -1 | -1 | -2 | -1 | -1 | -2 |
| 93   | P          | 1  | 2  | 3  | 3  | 2  | 1  | 3  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 2  |
|      | H          | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 3  |
|      | P-H        | -2 | -2 | -1 | 0  | -2 | -2 | -1 | -2 | -2 | -1 | 0  | -2 | -2 | -1 | -1 | 0  | -1 |
| 94   | P          | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 1  | 2  | 3  | 1  | 2  | 4  | 3  |
|      | H          | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 2  | 2  | 2  |
|      | P-H        | -2 | 0  | 0  | 0  | -1 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -1 | -2 | 0  | 2  | 1  |
| 95   | P          | 2  | 3  | 3  | 3  | 3  | 2  | 4  | 4  | 4  | 4  | 4  | 3  | 2  | 2  | 3  | 3  | 3  |
|      | H          | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 2  | 3  | 3  |
|      | P-H        | -2 | 0  | -1 | -1 | -1 | -2 | 0  | 1  | 1  | 1  | 0  | 0  | -1 | -1 | 1  | 1  | 0  |
| 96   | P          | 2  | 2  | 3  | 3  | 2  | 2  | 4  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 2  |
|      | H          | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 2  | 2  | 3  |
|      | P-H        | -2 | -1 | 0  | 0  | -1 | -1 | 2  | -1 | -1 | -2 | -1 | 0  | 0  | -1 | 0  | 0  | -1 |
| 97   | P          | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 2  |
|      | H          | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  |
|      | P-H        | -2 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | -1 | -1 | 0  | -2 | 0  | -1 | 0  | 0  | -2 |
| 98   | P          | 2  | 2  | 3  | 2  | 3  | 3  | 1  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 2  | 3  | 3  | 2  | 2  | 3  | 4  |
|      | P-H        | -1 | -2 | 0  | -1 | -1 | -1 | -3 | -2 | -2 | -1 | 1  | 0  | 0  | 1  | 1  | 0  | -1 |
| 99   | P          | 1  | 3  | 3  | 2  | 3  | 2  | 3  | 2  | 1  | 1  | 2  | 2  | 3  | 4  | 2  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 2  | 4  | 4  |
|      | P-H        | -2 | 0  | 0  | -1 | 0  | -2 | 0  | -1 | -2 | -3 | -2 | -1 | 0  | 0  | 0  | -2 | -2 |
| 100  | P          | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 2  | 2  | 3  | 4  | 3  | 3  |
|      | P-H        | -1 | 0  | 0  | 0  | -1 | -1 | 0  | 0  | 0  | 0  | -1 | 1  | 1  | 0  | -1 | 0  | 0  |
| 101  | P          | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 2  | 4  | 4  | 4  | 2  |
|      | P-H        | -1 | -2 | -1 | -1 | -2 | -2 | -1 | -1 | 0  | 0  | -1 | -2 | 1  | -1 | -1 | -2 | 0  |
| 102  | P          | 1  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 1  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 2  | 3  | 4  | 4  | 3  |
|      | P-H        | -2 | -2 | -1 | -1 | -2 | -2 | -1 | -1 | -1 | -2 | -1 | -2 | -1 | 0  | -1 | -1 | 0  |
| 103  | P          | 2  | 2  | 3  | 2  | 2  | 2  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  |
|      | H          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  |
|      | P-H        | -1 | -1 | -1 | -1 | -1 | -1 | 0  | 0  | -1 | -1 | -1 | -1 | 0  | 0  | 0  | 0  | -1 |
| 104  | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 1  | 2  | 3  | 3  | 2  |
|      | H          | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 3  |
|      | P-H        | -1 | 0  | -1 | 0  | -1 | 0  | -1 | -1 | -1 | -1 | 0  | -3 | -1 | -1 | -1 | -1 | -1 |
| 105  | P          | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 1  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 4  | 2  |
|      | H          | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  |
|      | P-H        | -1 | -1 | 0  | 0  | -1 | -1 | 0  | -3 | -2 | -2 | -1 | -1 | -1 | 0  | 0  | 0  | -1 |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 18         | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 |
| 90   | P          | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 4  | 2  | 3  | 2  | 3  |
|      | H          | 4  | 2  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 3  |
|      | P-H        | -1 | 1  | 0  | 0  | -1 | -1 | -2 | -1 | -1 | -1 | 0  | 0  | -1 | 0  | -2 | 0  |
| 91   | P          | 3  | 3  | 3  | 2  | 1  | 1  | 2  | 3  | 3  | 2  | 1  | 2  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 4  | 4  | 3  | 2  | 2  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  |
|      | P-H        | -1 | -1 | -1 | -2 | -3 | -2 | 0  | 1  | -1 | -2 | -3 | -2 | -1 | -1 | 0  | 0  |
| 92   | P          | 2  | 1  | 3  | 1  | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 1  | 1  | 2  | 2  | 3  |
|      | H          | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 4  | 4  | 4  |
|      | P-H        | -2 | -3 | 0  | -2 | -1 | -1 | -1 | 0  | 0  | 0  | -1 | -2 | -2 | -2 | -2 | -1 |
| 93   | P          | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 2  | 1  | 2  | 2  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 2  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 3  |
|      | P-H        | -1 | 1  | -1 | -1 | -1 | -2 | -1 | 0  | -1 | -3 | -1 | -1 | -1 | 0  | -1 | -1 |
| 94   | P          | 1  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 3  | 4  | 4  | 3  |
|      | H          | 3  | 2  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  |
|      | P-H        | -2 | 1  | -1 | -2 | -1 | -1 | -2 | 0  | -1 | -2 | 0  | -1 | 0  | 1  | 0  | 0  |
| 95   | P          | 3  | 1  | 3  | 2  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 3  |
|      | H          | 3  | 3  | 4  | 3  | 3  | 2  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  |
|      | P-H        | 0  | -2 | -1 | -1 | -1 | 1  | 0  | -2 | 0  | -1 | 0  | 0  | -1 | 0  | -1 | 0  |
| 96   | P          | 2  | 2  | 3  | 3  | 3  | 4  | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 2  | 2  |
|      | H          | 2  | 4  | 2  | 2  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 2  | 3  | 3  |
|      | P-H        | 0  | -2 | 1  | 1  | 0  | 0  | 0  | -2 | -1 | -1 | 0  | -1 | 0  | 1  | 1  | -1 |
| 97   | P          | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 1  | 2  | 2  | 3  | 2  | 3  | 4  | 3  | 2  |
|      | H          | 2  | 3  | 4  | 2  | 4  | 2  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 2  | 3  | 3  |
|      | P-H        | 1  | -1 | -1 | 0  | -1 | 1  | -1 | -3 | -1 | -2 | -1 | -1 | 0  | 2  | 0  | -1 |
| 98   | P          | 3  | 3  | 2  | 2  | 4  | 4  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 1  | 3  |
|      | H          | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 4  | 4  |
|      | P-H        | 0  | 0  | -1 | -2 | 1  | 1  | 0  | 0  | 0  | -1 | -1 | 1  | 0  | 0  | -1 | -3 |
| 99   | P          | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 2  | 3  | 2  | 4  | 2  | 3  | 3  |
|      | H          | 4  | 2  | 4  | 4  | 4  | 2  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
|      | P-H        | -1 | 1  | -1 | -1 | -2 | 0  | 0  | -1 | -1 | -1 | 0  | -2 | 1  | -1 | 0  | 0  |
| 100  | P          | 3  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 4  | 2  | 2  | 3  | 3  | 2  | 3  | 2  |
|      | H          | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
|      | P-H        | -1 | -1 | -2 | 0  | 0  | -2 | 0  | -1 | 1  | -2 | -1 | 0  | 0  | -1 | -1 | -1 |
| 101  | P          | 2  | 2  | 3  | 4  | 3  | 3  | 3  | 4  | 2  | 1  | 1  | 4  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 4  |
|      | P-H        | -1 | -1 | -1 | 1  | 0  | 0  | 0  | 1  | -2 | -2 | -1 | 1  | -1 | 0  | -1 | -1 |
| 102  | P          | 3  | 2  | 3  | 3  | 3  | 4  | 4  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 3  |
|      | H          | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4  |
|      | P-H        | -1 | -1 | -1 | 0  | 0  | 0  | 1  | 0  | -2 | -2 | -1 | 0  | -1 | -1 | 0  | -2 |
| 103  | P          | 1  | 1  | 2  | 1  | 3  | 4  | 3  | 4  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 2  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  |
|      | P-H        | -2 | -1 | -1 | -2 | 0  | 0  | 0  | 0  | -1 | -1 | -1 | -1 | -1 | 0  | 0  | 0  |
| 104  | P          | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  |
|      | P-H        | -1 | -1 | 0  | -1 | -1 | 0  | -1 | 0  | 0  | -1 | 0  | 0  | 0  | 0  | 0  | -1 |
| 105  | P          | 2  | 2  | 2  | 1  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  |
|      | H          | 4  | 2  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 2  | 3  |
|      | P-H        | -2 | 0  | -2 | -3 | -2 | -1 | 0  | 0  | 0  | -1 | 0  | -2 | -1 | 1  | 0  | 0  |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 35         | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |
| 90   | P          | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 4  | 3  | 4  |
|      | P-H        | 1  | 0  | 1  | 0  | 1  | 0  | 0  | 0  | -1 | -1 | 0  | -1 |
| 91   | P          | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 1  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 2  | 3  | 4  | 3  |
|      | P-H        | 0  | 0  | 0  | 0  | -2 | -2 | -2 | -1 | 0  | -1 | -3 | -1 |
| 92   | P          | 2  | 3  | 2  | 1  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  |
|      | H          | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 2  | 3  | 4  | 4  |
|      | P-H        | -2 | -1 | -2 | -3 | -1 | -1 | -1 | 0  | 0  | -1 | -2 | -1 |
| 93   | P          | 2  | 2  | 1  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 2  | 2  |
|      | H          | 3  | 4  | 3  | 3  | 3  | 2  | 4  | 4  | 4  | 3  | 2  | 3  |
|      | P-H        | -1 | -2 | -2 | 0  | 0  | 0  | -2 | -2 | 0  | 0  | -1 | -1 |
| 94   | P          | 4  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 3  | 2  | 3  |
|      | P-H        | 1  | 0  | -1 | 0  | 0  | 1  | 0  | 0  | -1 | 0  | 0  | -1 |
| 95   | P          | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 3  | 4  | 3  |
|      | P-H        | 0  | 0  | 0  | 0  | -1 | -2 | 0  | 1  | 0  | 0  | -1 | -1 |
| 96   | P          | 3  | 4  | 3  | 3  | 1  | 3  | 3  | 3  | 3  | 2  | 2  | 3  |
|      | H          | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 2  | 3  | 4  | 4  | 4  |
|      | P-H        | 0  | 1  | 0  | 0  | -3 | -1 | 0  | 1  | 0  | -2 | -2 | -1 |
| 97   | P          | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 4  |
|      | H          | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  |
|      | P-H        | 0  | 0  | 0  | -1 | -1 | -1 | 0  | -2 | -1 | -1 | 0  | -1 |
| 98   | P          | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  |
|      | P-H        | -2 | -2 | -2 | -1 | -1 | -1 | -2 | -1 | 0  | -1 | 0  | -1 |
| 99   | P          | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3  |
|      | P-H        | 1  | 0  | 1  | 0  | 0  | 0  | 0  | -2 | -2 | -2 | -2 | 0  |
| 100  | P          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 3  |
|      | P-H        | 0  | 0  | 0  | -1 | -1 | 0  | 0  | 0  | -1 | -1 | -1 | 0  |
| 101  | P          | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 2  | 2  | 3  | 3  | 4  |
|      | H          | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  |
|      | P-H        | -1 | -1 | -1 | -1 | 1  | 0  | -1 | -1 | -2 | -1 | -1 | -1 |
| 102  | P          | 4  | 2  | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  |
|      | P-H        | 0  | -2 | -1 | -2 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | 0  |
| 103  | P          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 3  |
|      | P-H        | -1 | 0  | 1  | -1 | 0  | -1 | -1 | -1 | -1 | 0  | 0  | 0  |
| 104  | P          | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
|      | H          | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  |
|      | P-H        | 0  | 0  | -1 | -1 | -2 | -1 | 0  | 0  | -1 | 0  | -1 | 0  |
| 105  | P          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 2  | 3  | 3  | 4  | 2  | 4  | 4  | 3  | 4  | 4  | 3  | 3  |
|      | P-H        | 1  | 0  | 0  | -1 | 1  | -1 | -1 | 0  | -1 | -1 | 0  | 0  |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |    |
| 106  | P          | 1  | 3  | 3  | 3  | 4  | 2  | 3  | 2  | 2  | 2  | 2  | 3  | 4  | 3  | 3  | 2  | 3  |
|      | H          | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 3  | 3  | 3  | 2  |
|      | P-H        | -2 | 0  | -1 | -1 | 1  | -2 | 0  | -1 | -1 | -2 | -1 | 1  | 1  | 0  | 0  | -1 | 1  |
| 107  | P          | 1  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 4  | 3  | 3  |
|      | H          | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 2  | 4  | 3  | 4  | 3  |
|      | P-H        | -2 | -1 | -2 | -1 | 0  | -1 | -1 | -2 | -2 | -2 | 0  | -1 | 0  | -2 | 1  | -1 | 0  |
| 108  | P          | 1  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 3  | 2  | 2  |
|      | H          | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 3  |
|      | P-H        | -2 | -1 | -1 | 0  | 0  | -2 | -2 | 0  | -1 | -1 | -1 | -2 | 0  | -2 | -1 | -1 | -1 |
| 109  | P          | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 4  | 2  | 2  | 1  |
|      | H          | 3  | 3  | 2  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 3  |
|      | P-H        | -1 | 0  | 1  | 0  | -1 | -2 | -1 | -2 | -2 | -2 | -1 | 0  | -1 | 1  | -2 | -2 | -2 |
| 110  | P          | 3  | 3  | 3  | 2  | 3  | 2  | 2  | 4  | 4  | 3  | 3  | 2  | 3  | 3  | 2  | 3  | 2  |
|      | H          | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3  |
|      | P-H        | -1 | 0  | -1 | -1 | 0  | -2 | -1 | 1  | 0  | -1 | 0  | -2 | 0  | -1 | -2 | -1 | -1 |
| 111  | P          | 3  | 1  | 4  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 2  | 2  | 2  |
|      | H          | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  |
|      | P-H        | 0  | -2 | 0  | -1 | -2 | -1 | 0  | -1 | -1 | 0  | 1  | -1 | -1 | -1 | -1 | -1 | -1 |
| 112  | P          | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |
|      | H          | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  |
|      | P-H        | -1 | 0  | -1 | -1 | -2 | -2 | -1 | 0  | 0  | 0  | -1 | -1 | -1 | -2 | -2 | -1 | 0  |
| 113  | P          | 2  | 3  | 3  | 4  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  |
|      | H          | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 2  | 2  |
|      | P-H        | -2 | -1 | 0  | 0  | -1 | -1 | 0  | -1 | -1 | 0  | -1 | 0  | 0  | -2 | 0  | 0  | 1  |
| 114  | P          | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 1  |
|      | H          | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 4  |
|      | P-H        | -2 | -2 | -1 | -1 | -1 | -2 | -2 | -2 | -1 | 0  | -1 | -1 | 0  | -2 | -2 | 0  | -3 |
| 115  | P          | 1  | 2  | 3  | 4  | 3  | 3  | 4  | 2  | 2  | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 2  |
|      | H          | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 3  |
|      | P-H        | -3 | -1 | 0  | 0  | -1 | -1 | 1  | -1 | -1 | -1 | -1 | -1 | -2 | -1 | 0  | -2 | -1 |
| 116  | P          | 2  | 2  | 4  | 3  | 3  | 3  | 2  | 1  | 2  | 3  | 3  | 1  | 2  | 2  | 2  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 4  | 4  | 2  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  |
|      | P-H        | -1 | -1 | 1  | -1 | -1 | 1  | -1 | -2 | -2 | -1 | 0  | -2 | -2 | -2 | -2 | -2 | -2 |
| 117  | P          | 2  | 3  | 3  | 3  | 4  | 1  | 3  | 3  | 3  | 3  | 3  | 1  | 3  | 2  | 1  | 3  | 2  |
|      | H          | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3  |
|      | P-H        | -2 | 0  | 0  | -1 | 1  | -3 | 0  | -1 | 0  | 0  | 0  | -3 | 0  | -2 | -3 | 0  | -1 |
| 118  | P          | 1  | 3  | 2  | 3  | 3  | 4  | 2  | 2  | 2  | 2  | 1  | 2  | 2  | 1  | 3  | 3  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 2  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 4  | 3  | 3  |
|      | P-H        | -2 | 0  | -1 | 0  | 1  | 0  | -1 | -1 | -1 | -1 | -2 | -1 | 0  | -2 | -1 | 0  | -1 |
| 119  | P          | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 1  | 3  | 3  | 3  | 3  | 3  |
|      | H          | 4  | 4  | 3  | 2  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 3  |
|      | P-H        | -2 | -1 | 0  | 1  | -1 | -1 | 0  | 0  | -1 | 0  | -1 | -2 | -1 | -1 | -1 | 0  | 0  |
| 120  | P          | 2  | 4  | 3  | 3  | 2  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  |
|      | H          | 2  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  |
|      | P-H        | 0  | 2  | 0  | 0  | -2 | 0  | 1  | 1  | 2  | 0  | 0  | -1 | 0  | 0  | -1 | -1 | 0  |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 18         | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 |
| 106  | P          | 2  | 2  | 3  | 3  | 4  | 4  | 2  | 2  | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 2  | 3  | 3  | 4  | 4  |
|      | P-H        | -1 | -1 | 0  | 0  | 1  | 0  | -1 | -1 | -2 | 0  | -1 | 1  | 1  | 0  | 0  | -2 |
| 107  | P          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 2  | 3  | 2  | 3  |
|      | H          | 3  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  |
|      | P-H        | 0  | 0  | 0  | 1  | -1 | 0  | -1 | -1 | 0  | 0  | 1  | 0  | -1 | -1 | 0  | 0  |
| 108  | P          | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 2  | 3  | 3  | 2  | 3  |
|      | H          | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 4  | 2  | 4  | 3  | 3  | 3  | 3  | 4  | 3  |
|      | P-H        | 0  | -1 | 0  | -1 | 0  | 0  | -1 | 1  | -2 | 1  | -1 | -1 | 0  | 0  | -1 | -2 |
| 109  | P          | 2  | 4  | 4  | 3  | 3  | 3  | 1  | 1  | 2  | 3  | 4  | 3  | 2  | 2  | 3  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  | 4  |
|      | P-H        | -1 | 1  | 1  | 0  | -1 | -1 | -2 | -3 | -1 | 0  | 1  | 0  | -1 | -2 | 0  | -2 |
| 110  | P          | 2  | 2  | 2  | 3  | 4  | 3  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 3  | 3  |
|      | H          | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 2  | 3  | 3  | 4  | 4  | 3  | 4  |
|      | P-H        | -1 | -1 | -1 | -1 | 1  | -1 | -1 | -1 | -1 | 1  | -1 | -1 | 0  | -2 | -1 | 0  |
| 111  | P          | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  |
|      | P-H        | 0  | -2 | -2 | -1 | -2 | -2 | -1 | -1 | -1 | -1 | 0  | -1 | -2 | -2 | -1 | 0  |
| 112  | P          | 2  | 3  | 3  | 2  | 2  | 1  | 2  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 2  |
|      | H          | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  |
|      | P-H        | -2 | 0  | -1 | -2 | -2 | -3 | -1 | 0  | 0  | -1 | -1 | -1 | -2 | 0  | 0  | -2 |
| 113  | P          | 1  | 3  | 3  | 3  | 1  | 3  | 3  | 1  | 1  | 3  | 3  | 3  | 3  | 2  | 2  | 2  |
|      | H          | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 4  |
|      | P-H        | -2 | 0  | -1 | -1 | -3 | -1 | -1 | -2 | -2 | 0  | 0  | 0  | 0  | 1  | -1 | -2 |
| 114  | P          | 2  | 3  | 4  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  |
|      | P-H        | -1 | 0  | 1  | 0  | 0  | -2 | -2 | -1 | 0  | -1 | -1 | 1  | 0  | 0  | 0  | -2 |
| 115  | P          | 2  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 3  |
|      | H          | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
|      | P-H        | -2 | -2 | 0  | 0  | -2 | -1 | -1 | 0  | -1 | -1 | 0  | -1 | 0  | 0  | 0  | -1 |
| 116  | P          | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  |
|      | H          | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 3  |
|      | P-H        | -1 | 0  | -1 | -1 | 1  | 1  | 0  | -1 | -1 | -1 | -2 | 0  | -1 | 0  | -1 | -1 |
| 117  | P          | 3  | 2  | 3  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 3  | 2  |
|      | H          | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  |
|      | P-H        | 0  | -1 | -1 | -2 | 0  | 0  | -1 | -1 | -1 | -1 | -1 | -1 | 0  | -1 | -2 | -1 |
| 118  | P          | 1  | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 2  |
|      | H          | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  |
|      | P-H        | -3 | -2 | 0  | -1 | -1 | 0  | -1 | -1 | -1 | 0  | 0  | 0  | 0  | -1 | -1 | -1 |
| 119  | P          | 3  | 3  | 2  | 3  | 3  | 2  | 3  | 2  | 4  | 3  | 3  | 2  | 1  | 2  | 3  | 2  |
|      | H          | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 3  |
|      | P-H        | 0  | 0  | -2 | 0  | 0  | -1 | 0  | -1 | 0  | 0  | 0  | -2 | -2 | -1 | -1 | 0  |
| 120  | P          | 3  | 2  | 2  | 2  | 2  | 4  | 3  | 2  | 3  | 4  | 3  | 3  | 3  | 4  | 2  | 2  |
|      | H          | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 2  |
|      | P-H        | 0  | -2 | -1 | -2 | -2 | 0  | 0  | -1 | 0  | 1  | 0  | -1 | 0  | -1 | 0  | 0  |

**Tabel L9.1 (Lanjutan)**  
**Perhitungan Skor Servqual (Gap 5)**

| Resp | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
|      | 35         | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 |    |
| 106  | P          | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  |    |
|      | H          | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  |    |
|      | P-H        | -1 | -1 | -1 | -1 | 0  | -1 | 0  | 0  | -2 | -1 | 0  | 0  |    |
| 107  | P          | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 3  | 2  | 2  | 4  | 4  |    |
|      | H          | 3  | 3  | 3  | 4  | 2  | 4  | 2  | 4  | 3  | 3  | 3  | 4  |    |
|      | P-H        | -1 | -1 | 0  | -2 | 0  | -1 | 0  | -1 | 0  | -1 | -1 | 1  | 0  |
| 108  | P          | 2  | 1  | 2  | 4  | 2  | 3  | 2  | 3  | 3  | 4  | 3  | 3  |    |
|      | H          | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 4  |    |
|      | P-H        | -1 | -2 | -1 | 0  | -2 | 0  | -1 | 0  | 0  | 1  | -1 | 0  | -1 |
| 109  | P          | 2  | 2  | 3  | 2  | 3  | 3  | 2  | 3  | 3  | 2  | 2  | 3  |    |
|      | H          | 4  | 4  | 4  | 4  | 3  | 4  | 2  | 3  | 3  | 3  | 4  | 4  |    |
|      | P-H        | -2 | -2 | -1 | -2 | 0  | -1 | 0  | 0  | 0  | -1 | -2 | -1 | 0  |
| 110  | P          | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 3  |    |
|      | H          | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  |    |
|      | P-H        | 0  | -1 | -1 | -1 | -2 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | 0  |
| 111  | P          | 1  | 2  | 3  | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  |    |
|      | H          | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 4  |    |
|      | P-H        | -2 | -2 | 0  | -2 | -1 | 0  | -1 | -2 | 0  | -1 | 0  | -1 | -1 |
| 112  | P          | 3  | 3  | 4  | 3  | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 2  |
|      | H          | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 2  | 4  | 3  |
|      | P-H        | 0  | -1 | 1  | -1 | -2 | 0  | -1 | -1 | -2 | 0  | 1  | -1 | -1 |
| 113  | P          | 1  | 2  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  |
|      | H          | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 4  |    |
|      | P-H        | -3 | -2 | 0  | 0  | -1 | -2 | -2 | 0  | 0  | 0  | -1 | -1 | -2 |
| 114  | P          | 2  | 2  | 3  | 3  | 1  | 3  | 2  | 3  | 3  | 3  | 3  | 3  |    |
|      | H          | 3  | 3  | 4  | 3  | 3  | 2  | 4  | 2  | 4  | 3  | 3  | 3  | 4  |
|      | P-H        | -1 | -1 | -1 | 0  | -2 | 1  | -2 | 1  | -1 | 0  | 0  | 0  | -1 |
| 115  | P          | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 2  | 3  | 3  | 3  |    |
|      | H          | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 4  |
|      | P-H        | -1 | 0  | -1 | -1 | -2 | -2 | 0  | -1 | -1 | 0  | 0  | 1  | -1 |
| 116  | P          | 3  | 2  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 3  |    |
|      | H          | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 2  | 3  | 3  | 3  | 3  | 4  |
|      | P-H        | 0  | -2 | 0  | 0  | -2 | -1 | -2 | 1  | 0  | 0  | 0  | 0  | -1 |
| 117  | P          | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
|      | H          | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 4  |
|      | P-H        | -1 | 0  | -1 | 0  | -1 | -1 | -1 | 0  | -1 | 0  | 1  | 0  | -1 |
| 118  | P          | 3  | 2  | 3  | 4  | 3  | 3  | 2  | 2  | 2  | 4  | 3  | 3  | 3  |
|      | H          | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  |
|      | P-H        | 0  | -2 | -1 | 1  | 0  | -1 | -1 | -2 | -1 | 1  | 0  | 0  | -1 |
| 119  | P          | 3  | 4  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  |
|      | P-H        | 0  | 1  | 0  | -1 | -1 | -2 | 0  | -1 | -1 | -1 | -1 | -1 | -2 |
| 120  | P          | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 2  |
|      | H          | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 2  |    |
|      | P-H        | 0  | 0  | 0  | 0  | -1 | -2 | 0  | -1 | -1 | 0  | -1 | -1 | 0  |

**Tabel L9.2**  
**Perhitungan Servqual Untuk Gap 5**

| Res<br>P | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |           | Ski    | Wi     | SQi    |  |  |  |
|----------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----------|--------|--------|--------|--|--|--|
|          | Tangibles  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |           |        |        |        |  |  |  |
|          | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18        |        |        |        |  |  |  |
| 1        | -1         | 0  | -1 | 0  | 0  | -1 | -1 | 0  | 0  | 0  | 0  | -1 | -2 | 1  | -1 | 0  | 0  | -1        | -0,444 | 20     | -0,089 |  |  |  |
| 2        | -2         | -2 | -2 | -1 | -2 | -1 | -1 | -1 | 0  | 0  | -2 | -1 | 0  | 0  | -1 | 0  | -2 | -1,056    | 20     | -0,211 |        |  |  |  |
| 3        | -2         | -2 | 0  | 0  | -2 | 0  | -1 | -2 | 0  | 0  | -1 | -1 | 0  | 1  | 0  | 0  | -1 | -1,-0,667 | 10     | -0,067 |        |  |  |  |
| 4        | -2         | -2 | 0  | -1 | -2 | -1 | -2 | 0  | -2 | -2 | -2 | -2 | -1 | -2 | -1 | -1 | -2 | -1,500    | 10     | -0,150 |        |  |  |  |
| 5        | -1         | -1 | 0  | -1 | -1 | -1 | -1 | -1 | -1 | 0  | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -0,889    | 20     | -0,178 |        |  |  |  |
| 6        | -2         | 0  | 0  | -1 | -1 | -1 | -1 | -2 | -1 | -1 | -1 | -2 | -1 | 0  | -1 | 1  | 0  | -1,-0,833 | 30     | -0,250 |        |  |  |  |
| 7        | -2         | -2 | -3 | -1 | -1 | -1 | -2 | -2 | -1 | -1 | -1 | -2 | -2 | -2 | -3 | -2 | -2 | 0,-1,667  | 20     | -0,333 |        |  |  |  |
| 8        | -2         | -2 | 0  | -2 | -2 | -1 | 0  | -1 | -1 | -1 | 0  | -1 | 0  | -1 | -1 | -1 | -2 | 0,-1,000  | 15     | -0,150 |        |  |  |  |
| 9        | -2         | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 1  | 1  | 0  | 0  | 1  | -1 | 0  | 0  | 0,111     | 25     | 0,028  |        |  |  |  |
| 10       | -2         | 0  | 1  | -1 | 0  | 0  | 0  | -2 | -1 | -1 | -1 | 1  | 0  | 2  | 1  | 2  | 1  | 0         | 0,000  | 25     | 0,000  |  |  |  |
| 11       | -3         | -2 | -2 | -1 | -2 | 0  | -1 | -1 | -1 | -1 | -1 | -1 | 0  | 0  | 0  | 0  | -1 | -1,000    | 20     | -0,200 |        |  |  |  |
| 12       | -2         | -1 | 0  | -1 | 0  | -2 | -2 | -1 | 0  | 0  | -1 | -2 | -1 | -1 | 0  | -1 | 0  | -2,-0,944 | 25     | -0,236 |        |  |  |  |
| 13       | -1         | 0  | -1 | -1 | 0  | 0  | -1 | -1 | -1 | -1 | -1 | 0  | 0  | -1 | -1 | -1 | -1 | -0,722    | 20     | -0,144 |        |  |  |  |
| 14       | -2         | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | 0  | -1 | 0  | -1 | 0  | -1 | -2,-0,944 | 30     | -0,283 |        |  |  |  |
| 15       | 0          | 0  | 1  | -1 | 0  | -1 | 0  | 0  | 2  | -1 | 0  | -1 | 0  | 0  | 1  | 1  | -1 | -1,-0,056 | 20     | -0,011 |        |  |  |  |
| 16       | -1         | 0  | 1  | 0  | 0  | -1 | 0  | -1 | 1  | 0  | 1  | 0  | -1 | -1 | 0  | 0  | 0  | -1,-0,167 | 30     | -0,050 |        |  |  |  |
| 17       | -2         | 0  | 0  | -1 | 0  | 0  | -1 | -1 | 0  | 0  | 0  | 0  | 0  | -1 | -1 | 0  | 3  | -0,222    | 10     | -0,022 |        |  |  |  |
| 18       | -3         | -2 | 0  | -2 | -1 | -2 | -1 | -1 | -2 | -1 | -2 | -2 | -2 | -1 | -1 | -1 | 4  | -1,222    | 20     | -0,244 |        |  |  |  |
| 19       | -2         | 0  | 0  | -1 | 0  | -1 | -1 | 0  | -1 | -1 | -1 | 0  | -1 | 0  | 0  | -1 | 0  | 3,-0,389  | 20     | -0,078 |        |  |  |  |
| 20       | -1         | -1 | 0  | 0  | -1 | -1 | 0  | 1  | 1  | 1  | 0  | 0  | 0  | 1  | 1  | 1  | 1  | 0         | 0,167  | 30     | 0,050  |  |  |  |
| 21       | 0          | -1 | 0  | 0  | 0  | -1 | 0  | 0  | 0  | 0  | 0  | -1 | -1 | -1 | 0  | 0  | 0  | -2,-0,389 | 10     | -0,039 |        |  |  |  |
| 22       | 0          | -1 | -1 | -1 | -2 | 0  | 0  | -1 | 0  | -1 | 0  | 0  | 0  | -1 | 0  | 0  | 1  | -2,-0,500 | 25     | -0,125 |        |  |  |  |
| 23       | -1         | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0,167     | 30     | 0,050  |        |  |  |  |

**Tabel L9.2 (Lanjutan)**  
**Perhitungan Servqual Untuk Gap 5**

| Resp | Pernyataan  |    |    |    |    |    |    |    |        |        |        |                |    |    |    |    |    |    |    |        |        |        |        |  |  |  |
|------|-------------|----|----|----|----|----|----|----|--------|--------|--------|----------------|----|----|----|----|----|----|----|--------|--------|--------|--------|--|--|--|
|      | Reliability |    |    |    |    |    |    |    | Ski    | Wi     | SQi    | Responsiveness |    |    |    |    |    |    |    | Ski    | Wi     | SQi    |        |  |  |  |
|      | 19          | 20 | 21 | 22 | 23 | 24 | 25 | 26 |        |        |        | 27             | 28 | 29 | 30 | 31 | 32 | 33 | 34 |        |        |        |        |  |  |  |
| 1    | -1          | -1 | 0  | -2 | -2 | -1 | -1 | -1 | -1,125 | 25     | -0,281 | -2             | -2 | -1 | -1 | 0  | -1 | 0  | -1 | -1,000 | 20     | -0,200 |        |  |  |  |
| 2    | -2          | 0  | -1 | -1 | -2 | 0  | -2 | -2 | -1,250 | 25     | -0,313 | -2             | -1 | -1 | -1 | -1 | -1 | -2 | -1 | -1,250 | 15     | -0,188 |        |  |  |  |
| 3    | 0           | 0  | -1 | -1 | 0  | 0  | -1 | -1 | -1     | -0,500 | 40     | -0,200         | -2 | -2 | -2 | -1 | -1 | 0  | -1 | -2     | -1,375 | 10     | -0,138 |  |  |  |
| 4    | -1          | -1 | -1 | -2 | 0  | -1 | -2 | -2 | -1,250 | 20     | -0,250 | -2             | -2 | -2 | -1 | -1 | -1 | -2 | 0  | -1,375 | 20     | -0,275 |        |  |  |  |
| 5    | 0           | -1 | -1 | -1 | 0  | 0  | -1 | -1 | -0,625 | 40     | -0,250 | 0              | -1 | 1  | 0  | -1 | -1 | 0  | -1 | -0,375 | 10     | -0,038 |        |  |  |  |
| 6    | -1          | -1 | -1 | -1 | 0  | -1 | -2 | -1 | -1,000 | 35     | -0,350 | -2             | -1 | -1 | 0  | -1 | 0  | 0  | -1 | -0,750 | 15     | -0,113 |        |  |  |  |
| 7    | -2          | -2 | -2 | -2 | 0  | -1 | -3 | -2 | -1,750 | 20     | -0,350 | -2             | -2 | -3 | 0  | -2 | -1 | 0  | 0  | -1,250 | 20     | -0,250 |        |  |  |  |
| 8    | 0           | -1 | -1 | -1 | 1  | -1 | 0  | -1 | -0,500 | 20     | -0,100 | -1             | -2 | 0  | 0  | 0  | 0  | 0  | -1 | -0,500 | 20     | -0,100 |        |  |  |  |
| 9    | 0           | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0,250  | 40     | 0,100  | 0              | -1 | 0  | 0  | 0  | 0  | 0  | -1 | -0,250 | 10     | -0,025 |        |  |  |  |
| 10   | 1           | 1  | 1  | 0  | 1  | 0  | -1 | -1 | 0,250  | 30     | 0,075  | -1             | -1 | 0  | 0  | 1  | 0  | 0  | 0  | -0,125 | 10     | -0,013 |        |  |  |  |
| 11   | -2          | 0  | 0  | -1 | -1 | -2 | -3 | -2 | -1,375 | 20     | -0,275 | -3             | -2 | -1 | 0  | -1 | -2 | -2 | -1 | -1,500 | 20     | -0,300 |        |  |  |  |
| 12   | -1          | -2 | 0  | -2 | -1 | -1 | -2 | -1 | -1,250 | 45     | -0,563 | -2             | -2 | 0  | -1 | 0  | 1  | -1 | 0  | -0,625 | 10     | -0,063 |        |  |  |  |
| 13   | 0           | -1 | -1 | -1 | 0  | 0  | -1 | -1 | -0,625 | 20     | -0,125 | -2             | -1 | -1 | 0  | -1 | -1 | -1 | 0  | -0,875 | 20     | -0,175 |        |  |  |  |
| 14   | 0           | -1 | -1 | -1 | 1  | -1 | -2 | -1 | -0,750 | 25     | -0,188 | -2             | -2 | -1 | -1 | 1  | 0  | -1 | 0  | -0,750 | 20     | -0,150 |        |  |  |  |
| 15   | -1          | -1 | 0  | -1 | 0  | -1 | -2 | -2 | -1,000 | 20     | -0,200 | -3             | -1 | -1 | 0  | -1 | -1 | -2 | -1 | -1,250 | 20     | -0,250 |        |  |  |  |
| 16   | -2          | -1 | 0  | -2 | 0  | -1 | -1 | -1 | -1,000 | 40     | -0,400 | -1             | -2 | -2 | 0  | 0  | -1 | 0  | -1 | -0,875 | 10     | -0,088 |        |  |  |  |
| 17   | -1          | -1 | 0  | 0  | 0  | -1 | -2 | -1 | -0,750 | 10     | -0,075 | -1             | -1 | 0  | 0  | -1 | 0  | 0  | -1 | -0,500 | 30     | -0,150 |        |  |  |  |
| 18   | -1          | -1 | -1 | -1 | 0  | 0  | -3 | -3 | -1,250 | 25     | -0,313 | -3             | -1 | 0  | -1 | 1  | 0  | -1 | -1 | -0,750 | 20     | -0,150 |        |  |  |  |
| 19   | 0           | -1 | 0  | 0  | 0  | 0  | -2 | -1 | -0,500 | 30     | -0,150 | -1             | -1 | -1 | 0  | -1 | -1 | -1 | 0  | -0,750 | 20     | -0,150 |        |  |  |  |
| 20   | 0           | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0,125  | 30     | 0,038  | -1             | -1 | 0  | 1  | 0  | 0  | -1 | 1  | -0,125 | 30     | -0,038 |        |  |  |  |
| 21   | 1           | -1 | 0  | -2 | 1  | -1 | -1 | -1 | -0,500 | 10     | -0,050 | -1             | -2 | 1  | -1 | 1  | 1  | 1  | 0  | 0,000  | 30     | 0,000  |        |  |  |  |
| 22   | -1          | -2 | 0  | -1 | -2 | -1 | 0  | 0  | -0,875 | 35     | -0,306 | 0              | -2 | -2 | 0  | -1 | -1 | 0  | -2 | -1,000 | 15     | -0,150 |        |  |  |  |
| 23   | -1          | 0  | 0  | 0  | 0  | 0  | -1 | -2 | -0,500 | 20     | -0,100 | -1             | 0  | -1 | 0  | 0  | 0  | 0  | 0  | -0,250 | 15     | -0,038 |        |  |  |  |

**Tabel L9.2 (Lanjutan)**  
**Perhitungan Servqual Untuk Gap 5**

| Resp | Pernyataan |    |    |    |    |     |        |     |         |    |    |    |    |     | Total<br>SQi<br>TSO |     |        |    |        |        |
|------|------------|----|----|----|----|-----|--------|-----|---------|----|----|----|----|-----|---------------------|-----|--------|----|--------|--------|
|      | Assurance  |    |    |    |    | Ski | Wi     | SQi | Empathy |    |    |    |    | Ski | Wi                  | SQi |        |    |        |        |
|      | 35         | 36 | 37 | 38 | 39 |     |        |     | 41      | 42 | 43 | 44 | 45 | 46  | 47                  |     |        |    |        |        |
| 1    | 0          | -1 | 0  | 0  | -1 | -2  | -0,667 | 15  | -0,100  | 0  | 0  | -2 | 0  | 0   | 0                   | -1  | -0,429 | 20 | -0,086 | -0,756 |
| 2    | -2         | -1 | -2 | -1 | -2 | -1  | -1,500 | 20  | -0,300  | 0  | -1 | -2 | -1 | -1  | 0                   | -1  | -0,857 | 20 | -0,171 | -1,183 |
| 3    | -2         | -2 | -1 | 0  | -1 | 0   | -1,000 | 30  | -0,300  | -3 | -1 | -1 | -1 | -1  | 0                   | 0   | -1,000 | 10 | -0,100 | -0,804 |
| 4    | -1         | -2 | -2 | -2 | -1 | -1  | -1,667 | 30  | -0,500  | -2 | -2 | -2 | -1 | -2  | -1                  | -1  | -1,571 | 20 | -0,314 | -1,489 |
| 5    | -1         | -1 | 0  | -1 | -1 | 0   | -0,667 | 20  | -0,133  | -1 | 0  | 0  | -1 | -1  | 0                   | 0   | -0,429 | 10 | -0,043 | -0,641 |
| 6    | 0          | -1 | -1 | 0  | -2 | 0   | -0,667 | 10  | -0,067  | -1 | 0  | 0  | 0  | 1   | -1                  | -1  | -0,286 | 10 | -0,029 | -0,808 |
| 7    | 0          | -2 | -1 | -1 | -1 | -1  | -1,000 | 20  | -0,200  | -2 | -1 | -2 | 0  | 0   | 0                   | -1  | -0,857 | 20 | -0,171 | -1,305 |
| 8    | -1         | -1 | 0  | 1  | 2  | -1  | 0,000  | 20  | 0,000   | -1 | 0  | 0  | 0  | 0   | -1                  | -2  | -0,571 | 25 | -0,143 | -0,493 |
| 9    | 0          | -1 | 0  | 0  | 0  | 0   | -0,167 | 15  | -0,025  | -1 | 0  | 0  | 0  | 0   | -1                  | 0   | -0,286 | 10 | -0,029 | 0,049  |
| 10   | 0          | -1 | -1 | 1  | 1  | 0   | 0,000  | 15  | 0,000   | 0  | 0  | -1 | 0  | 0   | 0                   | 1   | 0,000  | 20 | 0,000  | 0,063  |
| 11   | -1         | -2 | -1 | -1 | -1 | -1  | -1,167 | 20  | -0,233  | -2 | -2 | -2 | -1 | -1  | -1                  | -1  | -1,429 | 20 | -0,286 | -1,294 |
| 12   | 0          | -1 | -1 | -1 | 0  | 0   | -0,500 | 10  | -0,050  | -1 | -1 | -1 | -1 | 0   | 1                   | 0   | -0,429 | 10 | -0,043 | -0,954 |
| 13   | 0          | -1 | -1 | -2 | 0  | 0   | -0,667 | 20  | -0,133  | -1 | 0  | 0  | -1 | -1  | -1                  | 0   | -0,571 | 20 | -0,114 | -0,692 |
| 14   | 0          | -2 | -1 | -1 | -1 | -1  | -1,000 | 15  | -0,150  | -1 | 0  | -1 | 0  | -1  | -1                  | 0   | -0,571 | 10 | -0,057 | -0,828 |
| 15   | 0          | -1 | 0  | -2 | -2 | -1  | -1,000 | 20  | -0,200  | -1 | -1 | -1 | -2 | -2  | 0                   | 0   | -1,000 | 20 | -0,200 | -0,861 |
| 16   | -1         | -2 | 0  | -1 | 0  | 0   | -0,667 | 10  | -0,067  | 0  | -1 | -1 | 0  | 0   | 0                   | 0   | -0,286 | 10 | -0,029 | -0,633 |
| 17   | 0          | 0  | 0  | -1 | -1 | 0   | -0,333 | 10  | -0,033  | 0  | -1 | 0  | 0  | 0   | 0                   | 0   | -0,143 | 40 | -0,057 | -0,338 |
| 18   | -2         | -1 | -1 | 0  | -1 | 0   | -0,833 | 15  | -0,125  | -2 | 0  | 0  | -2 | -2  | -1                  | -1  | -1,143 | 20 | -0,229 | -1,061 |
| 19   | -1         | 0  | -1 | -1 | -2 | 0   | -0,833 | 20  | -0,167  | 0  | 0  | -1 | -2 | -2  | -1                  | 0   | -0,857 | 10 | -0,086 | -0,630 |
| 20   | 0          | 0  | 0  | -1 | 0  | -1  | -0,333 | 5   | -0,017  | -1 | 0  | 0  | -1 | -1  | -1                  | -1  | -0,714 | 5  | -0,036 | -0,002 |
| 21   | 0          | -1 | 0  | 0  | 1  | 0   | 0,000  | 30  | 0,000   | -2 | 1  | 0  | 1  | 1   | 0                   | 0   | 0,143  | 20 | 0,029  | -0,060 |
| 22   | 0          | -1 | 0  | 0  | 0  | -1  | -0,333 | 10  | -0,033  | 0  | -2 | -2 | 0  | 0   | -2                  | -1  | -1,000 | 15 | -0,150 | -0,765 |
| 23   | 0          | 0  | 0  | 0  | -1 | -1  | -0,333 | 25  | -0,083  | 0  | 0  | -1 | 0  | 0   | 0                   | 0   | -0,143 | 10 | -0,014 | -0,185 |

**Tabel L9.2 (Lanjutan)**  
**Perhitungan Servqual Untuk Gap 5**

| Res<br>P | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |        | Ski    | Wi     | SQi    |        |  |  |
|----------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--------|--------|--------|--------|--------|--|--|
|          | Tangibles  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |        |        |        |        |        |  |  |
|          | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18     |        |        |        |        |  |  |
| 24       | -1         | 0  | -1 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | -1 | 0      | -0,167 | 30     | -0,050 |        |  |  |
| 25       | -1         | -1 | -1 | 0  | -1 | -2 | 1  | 0  | 0  | 1  | 0  | -2 | -2 | 0  | -1 | 2  | -1 | -1     | -0,500 | 20     | -0,100 |        |  |  |
| 26       | -2         | 0  | -2 | -1 | -1 | -1 | -1 | 0  | 0  | 0  | -1 | -1 | -1 | 0  | -1 | -1 | 0  | -1     | -0,778 | 10     | -0,078 |        |  |  |
| 27       | -1         | 0  | -1 | -1 | 1  | -1 | -2 | -1 | -1 | 0  | -1 | -1 | -1 | 0  | -1 | -1 | 0  | 0      | -0,667 | 15     | -0,100 |        |  |  |
| 28       | -1         | 0  | 0  | 0  | 0  | -1 | 0  | -1 | 0  | 0  | 0  | 0  | 0  | 0  | -1 | -2 | 0  | -2     | -0,444 | 20     | -0,089 |        |  |  |
| 29       | -1         | -2 | -1 | -2 | -1 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -1     | 0      | -1,667 | 20     | -0,333 |  |  |
| 30       | -2         | -2 | -1 | -1 | -2 | -1 | -1 | -1 | 0  | 0  | 0  | -1 | -1 | -1 | -1 | -1 | -1 | -1     | -1,000 | 20     | -0,200 |        |  |  |
| 31       | -2         | -1 | -1 | -2 | 0  | -1 | -2 | -2 | -1 | -1 | -2 | -2 | -1 | -2 | -1 | -1 | -1 | -1     | -1,333 | 15     | -0,200 |        |  |  |
| 32       | -2         | -1 | -1 | -1 | -1 | 0  | -1 | -1 | 1  | -1 | 0  | 0  | 0  | 0  | 0  | -1 | -1 | -1     | -0,611 | 20     | -0,122 |        |  |  |
| 33       | 0          | 0  | 0  | 0  | 0  | -1 | -1 | 0  | -1 | 0  | -1 | -1 | 0  | 0  | -1 | 0  | 0  | -0,389 | 15     | -0,058 |        |        |  |  |
| 34       | -1         | 0  | 0  | 0  | 0  | 0  | -1 | 0  | -1 | 0  | 0  | -1 | 1  | 1  | 0  | -1 | -1 | -0,222 | 5      | -0,011 |        |        |  |  |
| 35       | -1         | -1 | 0  | -1 | 0  | 0  | 0  | 0  | 1  | 0  | -1 | -1 | -1 | 1  | 0  | -1 | 1  | -2     | -0,333 | 50     | -0,167 |        |  |  |
| 36       | -1         | 0  | -1 | -1 | -1 | 0  | 0  | 0  | 0  | -1 | 0  | 0  | -2 | -2 | -2 | -1 | -1 | -1     | -0,778 | 30     | -0,233 |        |  |  |
| 37       | -1         | 0  | -1 | -1 | -1 | -3 | -2 | -2 | -1 | -1 | -2 | -1 | -1 | -1 | -1 | 0  | -2 | -1     | -1,222 | 30     | -0,367 |        |  |  |
| 38       | -1         | -1 | -1 | -1 | -1 | -2 | 0  | 0  | -1 | -1 | 0  | -1 | -2 | -1 | -1 | -3 | -1 | 0      | -1,000 | 30     | -0,300 |        |  |  |
| 39       | -2         | 0  | 0  | 0  | -1 | -1 | -1 | -1 | -1 | -1 | -2 | -1 | -1 | -2 | -2 | 0  | 0  | -1     | -0,944 | 20     | -0,189 |        |  |  |
| 40       | -1         | -1 | 0  | 0  | -1 | -1 | 0  | 0  | 0  | 0  | -1 | -1 | -1 | -1 | -1 | 0  | -1 | -1     | -0,611 | 30     | -0,183 |        |  |  |
| 41       | -1         | 0  | -1 | 0  | 0  | 0  | -1 | -2 | -2 | -2 | -1 | 0  | 1  | -1 | -2 | 0  | 0  | -0,667 | 30     | -0,200 |        |        |  |  |
| 42       | -2         | -1 | -2 | 0  | -1 | -2 | 0  | -1 | -1 | -1 | -2 | -2 | 0  | -1 | -2 | -1 | -1 | -1     | -1,167 | 25     | -0,292 |        |  |  |
| 43       | 0          | 1  | 0  | 0  | -1 | -1 | 0  | -1 | -1 | -1 | 0  | -1 | -1 | 0  | -1 | -1 | -1 | -2     | -0,611 | 20     | -0,122 |        |  |  |
| 44       | 0          | -1 | -1 | -1 | -1 | -1 | 0  | -2 | -2 | -2 | -2 | -1 | -1 | -1 | -2 | -1 | -1 | -1     | -1,167 | 25     | -0,292 |        |  |  |
| 45       | -1         | -1 | -1 | -1 | -1 | 0  | -1 | -1 | 0  | 0  | 0  | -2 | -1 | 0  | -1 | -2 | -2 | -2     | -0,944 | 40     | -0,378 |        |  |  |
| 46       | -2         | 0  | 0  | 0  | -1 | 0  | 0  | 0  | -1 | -1 | 0  | -1 | -1 | 0  | -1 | 0  | -1 | 0      | -0,500 | 40     | -0,200 |        |  |  |
| 47       | -1         | 0  | 0  | -1 | -1 | -1 | 0  | -1 | 0  | 0  | 1  | 0  | -1 | -2 | -1 | -3 | -2 | -2     | -0,833 | 10     | -0,083 |        |  |  |
| 48       | -1         | -1 | 0  | -2 | -2 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | -1 | -1 | 1  | -1 | -1 | -2     | -0,611 | 25     | -0,153 |        |  |  |

**Tabel L9.2 (Lanjutan)**  
**Perhitungan Servqual Untuk Gap 5**

| Resp | Pernyataan  |    |    |    |    |    |    |                |        |    |        |    |    |    | Ski | Wi | SQi |    |    |        |    |        |
|------|-------------|----|----|----|----|----|----|----------------|--------|----|--------|----|----|----|-----|----|-----|----|----|--------|----|--------|
|      | Reliability |    |    |    |    |    |    | Responsiveness |        |    |        |    |    |    |     |    |     |    |    |        |    |        |
|      | 19          | 20 | 21 | 22 | 23 | 24 | 25 | 26             | 27     | 28 | 29     | 30 | 31 | 32 | 33  | 34 |     |    |    |        |    |        |
| 24   | -1          | 0  | 0  | 0  | 0  | 0  | -1 | -1             | -0,375 | 20 | -0,075 | -1 | 0  | 0  | 0   | -1 | -1  | -1 | 0  | -0,500 | 15 | -0,075 |
| 25   | -1          | -1 | -1 | -2 | 0  | 0  | -1 | -1             | -0,875 | 35 | -0,306 | -2 | -1 | 0  | 0   | 0  | -2  | -2 | 0  | -0,875 | 15 | -0,131 |
| 26   | 0           | -1 | 0  | 0  | -2 | -1 | -2 | -2             | -1,000 | 30 | -0,300 | -3 | -1 | -3 | 0   | -2 | -1  | -2 | -1 | -1,625 | 15 | -0,244 |
| 27   | -2          | -1 | 0  | -1 | 0  | 0  | -1 | -1             | -0,750 | 40 | -0,300 | -1 | -2 | -1 | 1   | 0  | 0   | -1 | 1  | -0,375 | 20 | -0,075 |
| 28   | -1          | -1 | 0  | 0  | 0  | -2 | -1 | 0              | -0,625 | 20 | -0,125 | -1 | 0  | 0  | 0   | -1 | -1  | 0  | 0  | -0,375 | 20 | -0,075 |
| 29   | -1          | -1 | -1 | -1 | 0  | -1 | -1 | -1             | -0,875 | 25 | -0,219 | -2 | -1 | -1 | 0   | -1 | -1  | -1 | -2 | -1,125 | 20 | -0,225 |
| 30   | -2          | -1 | 0  | 1  | -1 | 0  | -1 | 0              | -0,500 | 25 | -0,125 | -2 | -1 | -2 | -1  | -1 | 0   | 1  | 0  | -0,750 | 15 | -0,113 |
| 31   | -1          | -2 | -1 | -1 | 0  | -1 | -2 | -1             | -1,125 | 25 | -0,281 | -2 | -2 | -2 | 0   | -1 | -1  | 1  | 1  | -1,125 | 20 | -0,225 |
| 32   | 0           | -1 | -1 | -1 | 0  | -1 | -1 | -1             | -0,750 | 30 | -0,225 | -2 | -1 | -1 | 0   | -1 | 0   | 1  | 0  | -0,500 | 25 | -0,125 |
| 33   | -1          | 0  | 0  | 1  | 1  | 1  | -1 | -1             | 0,000  | 25 | 0,000  | -1 | -1 | 0  | 1   | 0  | 0   | 0  | 0  | -0,125 | 15 | -0,019 |
| 34   | 0           | -1 | 0  | 0  | 0  | -1 | -2 | 0              | -0,500 | 50 | -0,250 | -1 | 0  | 0  | 0   | -1 | 0   | -1 | 0  | -0,375 | 10 | -0,038 |
| 35   | -1          | -1 | 1  | -2 | 0  | -1 | -1 | 0              | -0,625 | 20 | -0,125 | -1 | -1 | -1 | 0   | 0  | 0   | -1 | 0  | -0,500 | 10 | -0,050 |
| 36   | -1          | -1 | 0  | 0  | 0  | -2 | -1 | -2             | -0,875 | 30 | -0,263 | -2 | 0  | -1 | 0   | -1 | -2  | -1 | 0  | -0,875 | 15 | -0,131 |
| 37   | -1          | -1 | -1 | 0  | -1 | -2 | -2 | -2             | -1,250 | 20 | -0,250 | 0  | -1 | -2 | -1  | -2 | -2  | 1  | -2 | -1,125 | 20 | -0,225 |
| 38   | -1          | -1 | -1 | -1 | -2 | 0  | 0  | 0              | -0,750 | 10 | -0,075 | -1 | 0  | -1 | 2   | -1 | -2  | -1 | 0  | -1,000 | 20 | -0,200 |
| 39   | 2           | 0  | -1 | -1 | -1 | 0  | 0  | -1             | -0,250 | 20 | -0,050 | -1 | 0  | 0  | 0   | 0  | -1  | 0  | 0  | -0,250 | 30 | -0,075 |
| 40   | -1          | -1 | 0  | -1 | -1 | 0  | -1 | -1             | -0,750 | 10 | -0,075 | -2 | -1 | -1 | 0   | 0  | -1  | 0  | 0  | -0,625 | 20 | -0,125 |
| 41   | 1           | 0  | -1 | -1 | 0  | -1 | -1 | 0              | -0,375 | 25 | -0,094 | -2 | -3 | -2 | -1  | -1 | -1  | 0  | -1 | -1,375 | 10 | -0,138 |
| 42   | -1          | 0  | -1 | 0  | -1 | 0  | -1 | -2             | -0,750 | 20 | -0,150 | 1  | -1 | -1 | -1  | 0  | -2  | 1  | -1 | -0,500 | 10 | -0,050 |
| 43   | 0           | -1 | 0  | -1 | -1 | 0  | 2  | 1              | 0,000  | 25 | 0,000  | -2 | -3 | -2 | 0   | 0  | 0   | -1 | -1 | -1,125 | 20 | -0,225 |
| 44   | 0           | -1 | -1 | -1 | -3 | -2 | -2 | -1             | -1,375 | 15 | -0,206 | -1 | -1 | -2 | -1  | 0  | 0   | -2 | -2 | -1,125 | 25 | -0,281 |
| 45   | 0           | -2 | -2 | -1 | 1  | -1 | -1 | -2             | -1,000 | 30 | -0,300 | -1 | -2 | 0  | 0   | 0  | 0   | -2 | -3 | -1,000 | 15 | -0,150 |
| 46   | -2          | 0  | -1 | -2 | -2 | -1 | 0  | -1             | -1,125 | 20 | -0,225 | -2 | -2 | -1 | -1  | -1 | 0   | 0  | -1 | -1,000 | 10 | -0,100 |
| 47   | -2          | -1 | -2 | -2 | 0  | -1 | -1 | -1             | -1,250 | 20 | -0,250 | -1 | -2 | -1 | -1  | -1 | -2  | -1 | -2 | -1,375 | 20 | -0,275 |
| 48   | 0           | 0  | -1 | -3 | -1 | -3 | -2 | -2             | -1,500 | 25 | -0,375 | 0  | -1 | -1 | -1  | 0  | 0   | 0  | -1 | -0,500 | 25 | -0,125 |

**Tabel L9.2 (Lanjutan)**  
**Perhitungan Servqual Untuk Gap 5**

| Resp |           |    |    |    |    |    |        |    |        |         |    |    |    | Total<br>SQi<br>TSQ |    |               |                         |
|------|-----------|----|----|----|----|----|--------|----|--------|---------|----|----|----|---------------------|----|---------------|-------------------------|
|      | Assurance |    |    |    |    |    | Ski    | Wi | SQi    | Empathy |    |    |    |                     |    |               |                         |
|      | 35        | 36 | 37 | 38 | 39 | 40 | 41     | 42 | 43     | 44      | 45 | 46 | 47 |                     |    |               |                         |
| 24   | 0         | 0  | -1 | 0  | 0  | 0  | -0,167 | 20 | -0,033 | 0       | 0  | -1 | 0  | -0,429              | 15 | -0,064 -0,298 |                         |
| 25   | -1        | -1 | -2 | -2 | -1 | -1 | -1,333 | 10 | -0,133 | 0       | -1 | 0  | -2 | -2                  | 0  | -1            | -0,857 20 -0,171 -0,842 |
| 26   | -1        | -1 | 0  | -2 | -2 | -1 | -1,167 | 25 | -0,292 | -2      | -2 | -1 | -1 | -1                  | -1 | -1            | -1,286 10 -0,129 -1,042 |
| 27   | 0         | -2 | 0  | -1 | -1 | 0  | -0,667 | 15 | -0,100 | -1      | -1 | 0  | 0  | 0                   | 0  | 0             | -0,286 10 -0,029 -0,604 |
| 28   | -1        | 0  | -1 | 0  | 1  | 0  | -0,167 | 20 | -0,033 | 0       | -1 | -1 | -1 | 1                   | -1 | -1            | -0,571 20 -0,114 -0,437 |
| 29   | -2        | 0  | -1 | -1 | -1 | 0  | -0,833 | 20 | -0,167 | -1      | 0  | 0  | -1 | 0                   | -1 | -1            | -0,571 15 -0,086 -1,029 |
| 30   | -2        | -1 | 0  | 0  | -1 | 0  | -0,667 | 20 | -0,133 | -2      | -2 | -2 | 0  | 0                   | 0  | -1            | -1,000 20 -0,200 -0,771 |
| 31   | -1        | -2 | -2 | 0  | 0  | 0  | -0,833 | 25 | -0,208 | -2      | 0  | -2 | -1 | -1                  | -1 | -1            | -1,143 15 -0,171 -1,086 |
| 32   | 0         | -1 | 0  | -1 | 1  | 0  | -0,167 | 15 | -0,025 | -1      | -1 | -1 | 0  | -1                  | -1 | 0             | -0,714 10 -0,071 -0,569 |
| 33   | -1        | -1 | 0  | -1 | -1 | 0  | -0,667 | 20 | -0,133 | -1      | -1 | 0  | 0  | 0                   | -1 | 1             | -0,286 25 -0,071 -0,282 |
| 34   | -1        | 0  | 0  | 1  | -2 | 0  | -0,333 | 20 | -0,067 | 0       | -1 | 0  | -1 | -1                  | 0  | 0             | -0,429 15 -0,064 -0,430 |
| 35   | -1        | -2 | 0  | -1 | -1 | 0  | -0,833 | 10 | -0,083 | -1      | 0  | 1  | -1 | 0                   | 0  | -1            | -0,286 10 -0,029 -0,454 |
| 36   | -1        | -1 | -1 | -1 | -1 | -1 | -1,000 | 20 | -0,200 | -1      | -1 | -1 | -1 | 0                   | 0  | -1            | -0,714 5 -0,036 -0,863  |
| 37   | -2        | 0  | -1 | -1 | 0  | -2 | -1,000 | 20 | -0,200 | -1      | 0  | 0  | 0  | 0                   | 0  | -2            | -0,429 10 -0,043 -1,085 |
| 38   | -2        | -1 | -1 | 0  | -1 | -1 | -1,000 | 30 | -0,300 | -2      | -2 | -2 | -1 | -1                  | 0  | 0             | -1,143 10 -0,114 -0,989 |
| 39   | 0         | 1  | -1 | -1 | -1 | -3 | -0,833 | 15 | -0,125 | 0       | -1 | 1  | -1 | -1                  | -2 | -2            | -0,857 20 -0,171 -0,610 |
| 40   | 0         | 0  | -1 | -1 | 0  | 0  | -0,333 | 20 | -0,067 | 0       | -1 | 0  | 1  | 0                   | -1 | -1            | -0,143 20 -0,029 -0,479 |
| 41   | -2        | -2 | -1 | -1 | -2 | 1  | -1,167 | 20 | -0,233 | 0       | 0  | -1 | -2 | -1                  | 0  | 0             | -0,571 15 -0,086 -0,750 |
| 42   | -1        | 0  | -1 | -1 | -2 | 1  | -0,667 | 25 | -0,167 | 0       | -1 | -1 | -1 | -1                  | -1 | -1            | -0,857 20 -0,171 -0,830 |
| 43   | 0         | -1 | -1 | 0  | -1 | -1 | -0,667 | 25 | -0,167 | -3      | 0  | 1  | 0  | -1                  | 0  | 0             | -0,429 10 -0,043 -0,557 |
| 44   | -1        | -1 | -1 | -1 | 0  | 0  | -0,667 | 15 | -0,100 | 0       | 0  | 0  | 0  | 0                   | -1 | -1            | -0,286 20 -0,057 -0,936 |
| 45   | -1        | -1 | -1 | -1 | -1 | 1  | -0,667 | 10 | -0,067 | 0       | 0  | -1 | 0  | 0                   | -1 | -1            | -0,429 5 -0,021 -0,916  |
| 46   | -1        | -2 | -2 | 0  | 0  | 1  | -0,667 | 20 | -0,133 | 0       | -1 | -1 | -1 | 0                   | 0  | 0             | -0,571 10 -0,057 -0,715 |
| 47   | 1         | 0  | -2 | -2 | 0  | -2 | -0,833 | 30 | -0,250 | 0       | -1 | -1 | -2 | -1                  | 0  | -1            | -0,857 20 -0,171 -1,030 |
| 48   | -1        | -1 | -1 | 0  | -2 | -2 | -1,167 | 20 | -0,233 | 0       | 0  | 1  | 0  | -1                  | -1 | -1            | -0,286 5 -0,014 -0,900  |

**Tabel L9.2 (Lanjutan)**  
**Perhitungan Servqual Untuk Gap 5**

| Res<br>P  | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |        | Ski    | Wi     | SQi    |  |  |  |
|-----------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--------|--------|--------|--------|--|--|--|
|           | Tangibles  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |        |        |        |        |  |  |  |
|           | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18     |        |        |        |  |  |  |
| <b>49</b> | -3         | 0  | 0  | -1 | -1 | 0  | -1 | -1 | 0  | -1 | 0  | -2 | -1 | -2 | 0  | -1 | -1 | -1     | -0,889 | 25     | -0,222 |  |  |  |
| <b>50</b> | -1         | -1 | -1 | -1 | -2 | -1 | -1 | 1  | 0  | 0  | -1 | -3 | 0  | -2 | 0  | 0  | -1 | -1     | -0,833 | 40     | -0,333 |  |  |  |
| <b>51</b> | -1         | -2 | 0  | -1 | -2 | -2 | -1 | -2 | -1 | -2 | -3 | -2 | -1 | -2 | -2 | 0  | -2 | -2     | -1,556 | 20     | -0,311 |  |  |  |
| <b>52</b> | -1         | 0  | -1 | -2 | -2 | 0  | 0  | -1 | 0  | -1 | -1 | -2 | 0  | -2 | 1  | 1  | -1 | -1     | -0,722 | 20     | -0,144 |  |  |  |
| <b>53</b> | 0          | -1 | 0  | 0  | -1 | 0  | 1  | 0  | 1  | 0  | -1 | -1 | -1 | -2 | -1 | 0  | 0  | -1     | -0,389 | 20     | -0,078 |  |  |  |
| <b>54</b> | 0          | 1  | -1 | 0  | -2 | -2 | -2 | 0  | 0  | 0  | 1  | -1 | -1 | -1 | 0  | -1 | -2 | -1     | -0,667 | 35     | -0,233 |  |  |  |
| <b>55</b> | -2         | -1 | 1  | 0  | 0  | -1 | 0  | 0  | 1  | 1  | 1  | -1 | 0  | -1 | -1 | 1  | 0  | 0      | -0,111 | 15     | -0,017 |  |  |  |
| <b>56</b> | -2         | -1 | 0  | 0  | 0  | 0  | 0  | -1 | -2 | -1 | -1 | -2 | -2 | -1 | 0  | -1 | -3 | -2     | -1,056 | 20     | -0,211 |  |  |  |
| <b>57</b> | -2         | -1 | 0  | 0  | -1 | 0  | -1 | -1 | -2 | -1 | -2 | -1 | -2 | -2 | -1 | -2 | -1 | 0      | -1,111 | 30     | -0,333 |  |  |  |
| <b>58</b> | -2         | -2 | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | -1 | 0  | -1 | 0  | 0  | 0  | -3     | -0,444 | 40     | -0,178 |  |  |  |
| <b>59</b> | -1         | 0  | -1 | 1  | 0  | 0  | 0  | -2 | -1 | -2 | -2 | -2 | -1 | -1 | 1  | -1 | -2 | -2     | -0,889 | 40     | -0,356 |  |  |  |
| <b>60</b> | -2         | -2 | 0  | 0  | -1 | -1 | 0  | 0  | -1 | -1 | 0  | 0  | -1 | -1 | 0  | 0  | 0  | -2     | -0,667 | 20     | -0,133 |  |  |  |
| <b>61</b> | -1         | -1 | 0  | -1 | 0  | -1 | 0  | -1 | -1 | 0  | 1  | -1 | 0  | -1 | 0  | -1 | -2 | -2     | -0,667 | 25     | -0,167 |  |  |  |
| <b>62</b> | -1         | 0  | -1 | 1  | 0  | 0  | -1 | -1 | -1 | 0  | 0  | -1 | 0  | -1 | 0  | 0  | -2 | -3     | -0,611 | 20     | -0,122 |  |  |  |
| <b>63</b> | -1         | 0  | -1 | -1 | -2 | -2 | 0  | 1  | 0  | 1  | 1  | 0  | 1  | -1 | -1 | -1 | -2 | 0      | -0,444 | 10     | -0,044 |  |  |  |
| <b>64</b> | -2         | 1  | -2 | -1 | -1 | -1 | -2 | -2 | -1 | 0  | -1 | -1 | 0  | -2 | -1 | 0  | -1 | 0      | -0,944 | 20     | -0,189 |  |  |  |
| <b>65</b> | -1         | 0  | -1 | 0  | -2 | -1 | 0  | 0  | -1 | 0  | 0  | 1  | 0  | 1  | -1 | -1 | -2 | -1     | -0,500 | 15     | -0,075 |  |  |  |
| <b>66</b> | -1         | 1  | 0  | 0  | -1 | -2 | 0  | -1 | -1 | 0  | 0  | 0  | -2 | -1 | 0  | 0  | -3 | 0      | -0,611 | 20     | -0,122 |  |  |  |
| <b>67</b> | -1         | 0  | -1 | 0  | -1 | -2 | -1 | -2 | -1 | -2 | -1 | 0  | -3 | -3 | -1 | -2 | -1 | -1,278 | 40     | -0,511 |        |  |  |  |
| <b>68</b> | -2         | 0  | -1 | 0  | 0  | -1 | 1  | 0  | 0  | 1  | -1 | 0  | 0  | 0  | -1 | -1 | -1 | -1     | -0,389 | 15     | -0,058 |  |  |  |
| <b>69</b> | -1         | -1 | 0  | -1 | 0  | -1 | 0  | 1  | 0  | 1  | -1 | 1  | -1 | -2 | -2 | 0  | 0  | 0      | -0,389 | 20     | -0,078 |  |  |  |
| <b>70</b> | 0          | 1  | -1 | -1 | -1 | -1 | 1  | 0  | -1 | -1 | -1 | -2 | 0  | 0  | -1 | -1 | 0  | -2     | -0,611 | 30     | -0,183 |  |  |  |
| <b>71</b> | 0          | 0  | -1 | -1 | 0  | -2 | 1  | -1 | -1 | -1 | -2 | -1 | -2 | -1 | 0  | 0  | -2 | -0,833 | 30     | -0,250 |        |  |  |  |
| <b>72</b> | -1         | 0  | -1 | 1  | 0  | -2 | 0  | -1 | -2 | -1 | -2 | -2 | -2 | -1 | -1 | 0  | 0  | -2     | -0,944 | 15     | -0,142 |  |  |  |
| <b>73</b> | -2         | 0  | -1 | 0  | 0  | -1 | -1 | -2 | -2 | -1 | -1 | -3 | -2 | -1 | 0  | -1 | -1 | -3     | -1,222 | 15     | -0,183 |  |  |  |
| <b>74</b> | 0          | 0  | 0  | 0  | 1  | -2 | 0  | 0  | 0  | 1  | -1 | -1 | -1 | -2 | -1 | -1 | 0  | 0      | -0,389 | 20     | -0,078 |  |  |  |
| <b>75</b> | 1          | 0  | 0  | 0  | 0  | 0  | -2 | -1 | 0  | -1 | 0  | -1 | -1 | -2 | -1 | 0  | -2 | 1      | -0,500 | 30     | -0,150 |  |  |  |
| <b>76</b> | -3         | -1 | -1 | 0  | 0  | 2  | 0  | -1 | -1 | -1 | 0  | -1 | -1 | -2 | -1 | 0  | -2 | -1     | -0,778 | 20     | -0,156 |  |  |  |

**Tabel L9.2 (Lanjutan)**  
**Perhitungan Servqual Untuk Gap 5**

| Resp | Pernyataan  |    |    |    |    |    |    |    |        |    |        |                |    |    |    |    |    |    |    |        |        |        |        |  |  |  |
|------|-------------|----|----|----|----|----|----|----|--------|----|--------|----------------|----|----|----|----|----|----|----|--------|--------|--------|--------|--|--|--|
|      | Reliability |    |    |    |    |    |    |    | Ski    | Wi | SQi    | Responsiveness |    |    |    |    |    |    |    | Ski    | Wi     | SQi    |        |  |  |  |
|      | 19          | 20 | 21 | 22 | 23 | 24 | 25 | 26 |        |    |        | 27             | 28 | 29 | 30 | 31 | 32 | 33 | 34 |        |        |        |        |  |  |  |
| 49   | 0           | 0  | -3 | 0  | 0  | -1 | -1 | -1 | -0,750 | 15 | -0,113 | -2             | -2 | -1 | -1 | -2 | -1 | -1 | 1  | -1,125 | 30     | -0,338 |        |  |  |  |
| 50   | 0           | 0  | -1 | -1 | -1 | -1 | 0  | 0  | -0,500 | 20 | -0,100 | 0              | -1 | -1 | -1 | 0  | -1 | 0  | 1  | -0,375 | 20     | -0,075 |        |  |  |  |
| 51   | 1           | 0  | -2 | -2 | -2 | -1 | 0  | 1  | -0,625 | 15 | -0,094 | -2             | -2 | -1 | 0  | 1  | 0  | -1 | -1 | -0,750 | 25     | -0,188 |        |  |  |  |
| 52   | -2          | -2 | -2 | -2 | -1 | 0  | 0  | -1 | -1,250 | 30 | -0,375 | 0              | 0  | 0  | 0  | 1  | 0  | -1 | -1 | -0,125 | 10     | -0,013 |        |  |  |  |
| 53   | -1          | -1 | 0  | 0  | 0  | -2 | -2 | -1 | -0,875 | 15 | -0,131 | 0              | 0  | -1 | 0  | -1 | 0  | -2 | -2 | -0,750 | 15     | -0,113 |        |  |  |  |
| 54   | -1          | -1 | -1 | -1 | 0  | -2 | -1 | -1 | -1,000 | 20 | -0,200 | -1             | 0  | 0  | -1 | -1 | -1 | -2 | -1 | -0,875 | 15     | -0,131 |        |  |  |  |
| 55   | 0           | 0  | -2 | 0  | 0  | -1 | -2 | 1  | -0,500 | 10 | -0,050 | -2             | 0  | 0  | -1 | -1 | -2 | -2 | -1 | -1,125 | 15     | -0,169 |        |  |  |  |
| 56   | -2          | -2 | -1 | -1 | -1 | -2 | -1 | -1 | -1,375 | 20 | -0,275 | 0              | -2 | 0  | -1 | 1  | -1 | -3 | -1 | -0,875 | 20     | -0,175 |        |  |  |  |
| 57   | 1           | 0  | 0  | -1 | -3 | -3 | -2 | -2 | -1,250 | 20 | -0,250 | -3             | -2 | -1 | 0  | -1 | 0  | -1 | -1 | -1,125 | 20     | -0,225 |        |  |  |  |
| 58   | -1          | 0  | 0  | -1 | 0  | 0  | 0  | -3 | -0,625 | 10 | -0,063 | -1             | -3 | 0  | -2 | -1 | 0  | -2 | 0  | -1,125 | 20     | -0,225 |        |  |  |  |
| 59   | 0           | -1 | -1 | -1 | -1 | -1 | -1 | 0  | -0,750 | 15 | -0,113 | -2             | -1 | -2 | -1 | -2 | 0  | -1 | -1 | -1,250 | 10     | -0,125 |        |  |  |  |
| 60   | 0           | -1 | 1  | 0  | 1  | 0  | -1 | -1 | -0,125 | 15 | -0,019 | -3             | -1 | -2 | -2 | -1 | -1 | -1 | -1 | -1,500 | 20     | -0,300 |        |  |  |  |
| 61   | -1          | 0  | 0  | 0  | -1 | -1 | 1  | -2 | -0,500 | 30 | -0,150 | -1             | -1 | -1 | 0  | -1 | -2 | 0  | 0  | -0,750 | 15     | -0,113 |        |  |  |  |
| 62   | -1          | 0  | -3 | -1 | -2 | -2 | -2 | -3 | -1,750 | 30 | -0,525 | -1             | 0  | 0  | -1 | -1 | -1 | -1 | 0  | -0,625 | 25     | -0,156 |        |  |  |  |
| 63   | -1          | 1  | 0  | -1 | -1 | -1 | -1 | 0  | -0,500 | 20 | -0,100 | -2             | -2 | -1 | 0  | 0  | -1 | -2 | 0  | -1,000 | 20     | -0,200 |        |  |  |  |
| 64   | -1          | 0  | -1 | -3 | -2 | -2 | 0  | -2 | -1,375 | 30 | -0,413 | -3             | -2 | -3 | -2 | -1 | -2 | -2 | 0  | -1,875 | 20     | -0,375 |        |  |  |  |
| 65   | 2           | -1 | 0  | 0  | -1 | -2 | -3 | -1 | -0,750 | 20 | -0,150 | 0              | -1 | -1 | -1 | -2 | -1 | 0  | -1 | -0,875 | 15     | -0,131 |        |  |  |  |
| 66   | 0           | -1 | -2 | -1 | 1  | -1 | -1 | -1 | -0,750 | 30 | -0,225 | 0              | -1 | -2 | 0  | -2 | -1 | -1 | 1  | -0,750 | 20     | -0,150 |        |  |  |  |
| 67   | 0           | 0  | 0  | 0  | 1  | 1  | 0  | 0  | 0,250  | 25 | 0,063  | -1             | -1 | -1 | -1 | -1 | -1 | 0  | 1  | -0,625 | 15     | -0,094 |        |  |  |  |
| 68   | 0           | 1  | -1 | 0  | -1 | 0  | -1 | -2 | -0,500 | 25 | -0,125 | -2             | -2 | -2 | -2 | -2 | -1 | 0  | -1 | -1,500 | 20     | -0,300 |        |  |  |  |
| 69   | 1           | -1 | -2 | -3 | -1 | -2 | -1 | -1 | -1,250 | 15 | -0,188 | 0              | -2 | -1 | 0  | -1 | -1 | -1 | -1 | -1     | -0,875 | 20     | -0,175 |  |  |  |
| 70   | 1           | -1 | -1 | 0  | 0  | -1 | -3 | -2 | -0,875 | 25 | -0,219 | -1             | -1 | -1 | -1 | -1 | -1 | 0  | -2 | -1,000 | 15     | -0,150 |        |  |  |  |
| 71   | -2          | -1 | -1 | -2 | -2 | -1 | -1 | -1 | -1,375 | 25 | -0,344 | -1             | -2 | -2 | -1 | -1 | 0  | -1 | 0  | -1,000 | 15     | -0,150 |        |  |  |  |
| 72   | -1          | -2 | -2 | -2 | -2 | -3 | -3 | -2 | -2,125 | 15 | -0,319 | -1             | -2 | -2 | -3 | -1 | -2 | -2 | -1 | -1,875 | 20     | -0,375 |        |  |  |  |
| 73   | -1          | -2 | -1 | -1 | -1 | -2 | -2 | -1 | -1,375 | 20 | -0,275 | -1             | -2 | -1 | -1 | -2 | -1 | -2 | -1 | -1,375 | 20     | -0,275 |        |  |  |  |
| 74   | 0           | -1 | -1 | -2 | -1 | -1 | 0  | 0  | -0,750 | 10 | -0,075 | 0              | -1 | -1 | -2 | -1 | -2 | -1 | -1 | -1,125 | 20     | -0,225 |        |  |  |  |
| 75   | 0           | 0  | 0  | -1 | 0  | 0  | -2 | -1 | -0,500 | 25 | -0,125 | -2             | -1 | 0  | -1 | -1 | -1 | 0  | -2 | -1,000 | 10     | -0,100 |        |  |  |  |

**Tabel L9.2 (Lanjutan)**  
**Perhitungan Servqual Untuk Gap 5**

| Resp |           |    |    |    |    |     |        |     |         |    |    |    |    | Total<br>SQi<br>TSO |    |    |        |    |        |        |
|------|-----------|----|----|----|----|-----|--------|-----|---------|----|----|----|----|---------------------|----|----|--------|----|--------|--------|
|      | Assurance |    |    |    |    | Ski | Wi     | SQi | Empathy |    |    |    |    |                     |    |    |        |    |        |        |
|      | 35        | 36 | 37 | 38 | 39 | 40  | 41     | 42  | 43      | 44 | 45 | 46 | 47 |                     |    |    |        |    |        |        |
| 49   | 0         | -1 | -2 | -1 | -1 | -1  | -1,000 | 20  | -0,200  | -1 | -3 | -2 | -1 | -2                  | 0  | -1 | -1,429 | 10 | -0,143 | -1,015 |
| 50   | 0         | -1 | -1 | -2 | -1 | 0   | -0,833 | 10  | -0,083  | -1 | -1 | -1 | -3 | -2                  | 0  | 0  | -1,143 | 10 | -0,114 | -0,706 |
| 51   | 0         | -1 | -1 | -1 | -1 | -1  | -0,833 | 20  | -0,167  | 1  | 0  | 0  | 0  | 0                   | 0  | 0  | 0,143  | 20 | 0,029  | -0,730 |
| 52   | -2        | -2 | -1 | -1 | -1 | 0   | -1,167 | 20  | -0,233  | -1 | 0  | 0  | -1 | 1                   | -1 | 0  | -0,286 | 20 | -0,057 | -0,822 |
| 53   | -2        | -1 | -2 | -2 | -1 | -1  | -1,500 | 30  | -0,450  | 0  | -2 | -2 | -1 | -1                  | -1 | 0  | -1,000 | 20 | -0,200 | -0,972 |
| 54   | 0         | -1 | 0  | 0  | 0  | -3  | -0,667 | 15  | -0,100  | -1 | 0  | 1  | 0  | -1                  | -2 | -1 | -0,571 | 15 | -0,086 | -0,750 |
| 55   | -2        | -2 | -2 | 0  | -1 | 0   | -1,167 | 20  | -0,233  | -2 | -2 | -1 | -1 | -1                  | -1 | 0  | -1,143 | 40 | -0,457 | -0,926 |
| 56   | -1        | 0  | -1 | -1 | -2 | 0   | -0,833 | 10  | -0,083  | 0  | -1 | -1 | 0  | -1                  | -2 | -1 | -0,857 | 30 | -0,257 | -1,002 |
| 57   | -3        | -2 | -1 | 0  | -1 | -2  | -1,500 | 25  | -0,375  | -1 | -1 | -2 | 0  | -1                  | -1 | -1 | -1,000 | 5  | -0,050 | -1,233 |
| 58   | 0         | 0  | 0  | 0  | -2 | -1  | -0,500 | 20  | -0,100  | -1 | -2 | -1 | 0  | -1                  | -1 | 0  | -0,857 | 10 | -0,086 | -0,651 |
| 59   | 0         | -1 | 0  | -1 | -1 | -1  | -0,667 | 20  | -0,133  | -1 | 0  | -1 | -2 | 0                   | 1  | 0  | -0,429 | 15 | -0,064 | -0,791 |
| 60   | -2        | -1 | 0  | -1 | -1 | -1  | -1,000 | 15  | -0,150  | -1 | 0  | -1 | 0  | 0                   | -1 | 0  | -0,429 | 30 | -0,129 | -0,731 |
| 61   | -1        | -1 | 0  | -1 | -1 | -3  | -1,167 | 15  | -0,175  | -1 | 0  | -1 | -2 | 0                   | -3 | -1 | -1,143 | 15 | -0,171 | -0,776 |
| 62   | 1         | -1 | 0  | 1  | -1 | -2  | -0,333 | 15  | -0,050  | -1 | -2 | -1 | 0  | 0                   | -2 | -1 | -1,000 | 10 | -0,100 | -0,953 |
| 63   | -2        | -1 | 0  | 0  | -1 | -2  | -1,000 | 10  | -0,100  | -1 | 0  | 0  | -1 | 0                   | -2 | -2 | -0,857 | 40 | -0,343 | -0,787 |
| 64   | -2        | -2 | -1 | -1 | 0  | -2  | -1,333 | 15  | -0,200  | 0  | -1 | -2 | -1 | 1                   | -2 | -2 | -1,000 | 15 | -0,150 | -1,326 |
| 65   | -1        | -1 | -1 | -1 | 0  | -1  | -0,833 | 30  | -0,250  | -1 | -1 | 0  | -1 | -1                  | -1 | 0  | -0,714 | 20 | -0,143 | -0,749 |
| 66   | 1         | 0  | -1 | -2 | -1 | 0   | -0,500 | 15  | -0,075  | 0  | -1 | -1 | -1 | 0                   | 0  | 0  | -0,429 | 15 | -0,064 | -0,637 |
| 67   | 1         | 0  | 0  | -1 | -1 | -1  | -0,333 | 10  | -0,033  | -1 | -1 | -1 | -1 | 1                   | 1  | -1 | -0,429 | 10 | -0,043 | -0,619 |
| 68   | 0         | -1 | -1 | -1 | -1 | 0   | -0,667 | 20  | -0,133  | -1 | -1 | -1 | -2 | -2                  | 0  | -1 | -1,143 | 20 | -0,229 | -0,845 |
| 69   | -1        | -1 | 0  | -1 | -2 | 0   | -0,833 | 20  | -0,167  | -1 | 0  | -1 | -2 | -2                  | -1 | -2 | -1,286 | 25 | -0,321 | -0,928 |
| 70   | 0         | -1 | 1  | 0  | 0  | 0   | 0,000  | 15  | 0,000   | -1 | -1 | -1 | -2 | -1                  | -1 | 0  | -1,000 | 15 | -0,150 | -0,702 |
| 71   | 0         | -1 | 0  | -1 | -2 | -2  | -1,000 | 15  | -0,150  | 0  | -1 | 0  | -1 | -2                  | 0  | 0  | -0,571 | 15 | -0,086 | -0,979 |
| 72   | -1        | -2 | -2 | -2 | -1 | -3  | -1,833 | 20  | -0,367  | -1 | -1 | -1 | -1 | -1                  | -2 | -1 | -1,143 | 30 | -0,343 | -1,545 |
| 73   | -1        | -2 | -1 | -2 | -2 | -3  | -1,833 | 20  | -0,367  | -1 | -1 | -1 | -1 | 0                   | -3 | -2 | -1,286 | 25 | -0,321 | -1,421 |
| 74   | -1        | -1 | -2 | 0  | -2 | -2  | -1,333 | 25  | -0,333  | -1 | -1 | 0  | 0  | 0                   | -2 | -1 | -0,714 | 25 | -0,179 | -0,890 |
| 75   | 1         | 0  | -2 | -1 | -1 | -1  | -0,667 | 25  | -0,167  | -1 | -2 | -1 | 0  | 0                   | -1 | -1 | -0,857 | 10 | -0,086 | -0,627 |
| 76   | 0         | -1 | 0  | -1 | 0  | 1   | -0,167 | 40  | -0,067  | 0  | 0  | -1 | 0  | -1                  | -1 | -1 | -0,571 | 10 | -0,057 | -0,517 |

**Tabel L9.2 (Lanjutan)**  
**Perhitungan Servqual Untuk Gap 5**

| Res<br>P | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |        | Ski    | Wi     | SQi    |  |  |  |
|----------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--------|--------|--------|--------|--|--|--|
|          | Tangibles  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |        |        |        |        |  |  |  |
|          | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18     |        |        |        |  |  |  |
| 77       | -2         | -1 | 0  | -1 | -1 | -2 | -1 | 0  | 0  | 0  | 0  | -1 | -2 | -1 | 1  | 0  | 0  | -1     | -0,667 | 30     | -0,200 |  |  |  |
| 78       | -2         | -1 | 0  | 0  | 0  | -1 | -2 | -1 | -1 | 0  | -1 | -2 | -2 | -1 | 0  | 1  | -2 | -1     | -0,889 | 20     | -0,178 |  |  |  |
| 79       | -2         | -2 | 0  | -1 | 0  | 0  | 0  | 0  | -1 | -1 | 0  | -2 | -2 | -1 | -2 | -2 | -2 | 0      | -1,000 | 30     | -0,300 |  |  |  |
| 80       | 0          | -1 | -1 | -1 | -1 | -2 | -1 | -1 | -1 | 1  | -1 | -1 | 0  | 1  | 0  | -1 | -1 | -1     | -0,667 | 15     | -0,100 |  |  |  |
| 81       | -1         | -1 | 0  | 0  | 1  | 0  | -1 | -1 | -1 | -1 | 0  | -2 | -1 | 0  | -2 | -1 | 0  | -1     | -0,667 | 30     | -0,200 |  |  |  |
| 82       | -2         | 0  | -2 | -1 | -2 | 1  | 0  | -1 | 0  | 0  | -1 | -1 | -1 | -2 | 0  | 1  | 0  | -1     | -0,667 | 40     | -0,267 |  |  |  |
| 83       | -2         | -1 | -1 | -1 | -1 | -1 | 0  | -2 | -1 | -1 | -2 | 0  | -1 | 0  | -1 | -2 | -2 | 0      | -1,056 | 35     | -0,369 |  |  |  |
| 84       | -1         | -1 | -1 | -1 | -1 | -2 | -1 | -1 | 0  | -1 | 0  | -1 | 0  | -1 | 0  | 0  | 0  | -1     | -0,722 | 25     | -0,181 |  |  |  |
| 85       | -2         | 0  | -1 | -2 | 0  | -2 | -1 | -1 | 0  | 0  | 0  | 0  | 1  | -1 | -2 | 0  | -1 | 0      | -0,667 | 20     | -0,133 |  |  |  |
| 86       | -1         | 0  | 0  | -1 | -1 | -1 | 1  | -2 | 0  | 0  | 0  | -2 | -1 | -1 | -2 | -2 | -2 | -1     | -0,889 | 5      | -0,044 |  |  |  |
| 87       | -2         | -2 | 0  | 0  | 0  | 0  | -1 | -1 | -1 | -1 | -1 | -1 | -2 | 0  | 1  | 0  | -1 | -0,722 | 10     | -0,072 |        |  |  |  |
| 88       | -1         | -1 | -1 | 0  | 1  | -1 | -1 | -2 | 0  | -1 | -2 | 0  | 0  | 0  | 0  | 0  | 0  | -2     | -0,611 | 10     | -0,061 |  |  |  |
| 89       | -1         | 0  | -1 | -1 | 0  | 0  | 0  | -2 | -2 | -2 | -1 | -2 | -1 | -1 | 0  | -1 | 1  | -1     | -0,833 | 30     | -0,250 |  |  |  |
| 90       | -1         | 1  | -1 | 2  | -1 | -1 | 1  | -1 | -1 | -1 | 0  | -1 | 0  | -1 | 0  | -1 | -1 | -1     | -0,500 | 30     | -0,150 |  |  |  |
| 91       | -1         | 0  | -1 | -1 | -2 | 0  | 1  | -1 | -1 | 0  | 0  | -1 | 0  | 0  | -1 | -2 | -1 | -0,611 | 15     | -0,092 |        |  |  |  |
| 92       | -2         | 0  | -1 | -1 | -1 | -1 | 0  | -1 | 0  | -1 | 0  | -1 | -1 | -2 | -1 | -1 | -2 | -2     | -1,000 | 30     | -0,300 |  |  |  |
| 93       | -2         | -2 | -1 | 0  | -2 | -2 | -1 | -2 | -2 | -1 | 0  | -2 | -2 | -1 | -1 | 0  | -1 | -1     | -1,278 | 5      | -0,064 |  |  |  |
| 94       | -2         | 0  | 0  | 0  | -1 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -1 | -2 | 0  | 2  | 1  | -2     | -1,056 | 10     | -0,106 |  |  |  |
| 95       | -2         | 0  | -1 | -1 | -1 | -2 | 0  | 1  | 1  | 1  | 0  | 0  | -1 | -1 | 1  | 1  | 0  | 0      | -0,222 | 20     | -0,044 |  |  |  |
| 96       | -2         | -1 | 0  | 0  | -1 | -1 | 2  | -1 | -1 | -2 | -1 | 0  | 0  | -1 | 0  | 0  | -1 | 0      | -0,556 | 20     | -0,111 |  |  |  |
| 97       | -2         | 0  | 0  | 0  | 0  | 0  | 0  | -1 | -1 | 0  | -2 | 0  | -1 | 0  | 0  | -2 | 1  | -0,444 | 20     | -0,089 |        |  |  |  |
| 98       | -1         | -2 | 0  | -1 | -1 | -1 | -3 | -2 | -2 | -1 | 1  | 0  | 0  | 1  | 1  | 0  | -1 | 0      | -0,667 | 15     | -0,100 |  |  |  |
| 99       | -2         | 0  | 0  | -1 | 0  | -2 | 0  | -1 | -2 | -3 | -2 | -1 | 0  | 0  | 0  | -2 | -2 | -1     | -1,056 | 10     | -0,106 |  |  |  |
| 100      | -1         | 0  | 0  | 0  | -1 | -1 | 0  | 0  | 0  | 0  | -1 | 1  | 1  | 0  | -1 | 0  | 0  | -1     | -0,222 | 25     | -0,056 |  |  |  |
| 101      | -1         | -2 | -1 | -1 | -2 | -2 | -1 | -1 | 0  | 0  | -1 | -2 | 1  | -1 | -1 | -2 | 0  | -1     | -1,000 | 15     | -0,150 |  |  |  |
| 102      | -2         | -2 | -1 | -1 | -2 | -2 | -1 | -1 | -1 | -2 | -1 | -2 | -1 | 0  | -1 | -1 | 0  | -1     | -1,222 | 20     | -0,244 |  |  |  |
| 103      | -1         | -1 | -1 | -1 | -1 | -1 | 0  | 0  | -1 | -1 | -1 | -1 | 0  | 0  | 0  | 0  | -1 | -2     | -0,722 | 25     | -0,181 |  |  |  |
| 104      | -1         | 0  | -1 | 0  | -1 | 0  | -1 | -1 | -1 | -1 | 0  | -3 | -1 | -1 | -1 | -1 | -1 | -1     | -0,889 | 15     | -0,133 |  |  |  |

**Tabel L9.2 (Lanjutan)**  
**Perhitungan Servqual Untuk Gap 5**

| Resp | Pernyataan  |    |    |    |    |    |    |                |        |        |        |        |    |    | Ski | Wi | SQi |    |    |        |    |        |
|------|-------------|----|----|----|----|----|----|----------------|--------|--------|--------|--------|----|----|-----|----|-----|----|----|--------|----|--------|
|      | Reliability |    |    |    |    |    |    | Responsiveness |        |        |        |        |    |    |     |    |     |    |    |        |    |        |
|      | 19          | 20 | 21 | 22 | 23 | 24 | 25 | 27             | 28     | 29     | 30     | 31     | 32 | 33 |     |    |     |    |    |        |    |        |
| 77   | -1          | 0  | 0  | 1  | -1 | -1 | -2 | 0              | -0,500 | 30     | -0,150 | -1     | -1 | -2 | -2  | -1 | -1  | -2 | -1 | -1,375 | 10 | -0,138 |
| 78   | 0           | 0  | -3 | -1 | -2 | -2 | 1  | -1             | -1,000 | 30     | -0,300 | -1     | 0  | -1 | 0   | 0  | 0   | -1 | -1 | -0,500 | 10 | -0,050 |
| 79   | -1          | 0  | -1 | -2 | -1 | 0  | -1 | -1             | -0,875 | 20     | -0,175 | -1     | 0  | -1 | -1  | 0  | 0   | -1 | -1 | -0,625 | 20 | -0,125 |
| 80   | -1          | -1 | -2 | -1 | 0  | 0  | 0  | -1             | -0,750 | 20     | -0,150 | -1     | -1 | -1 | 0   | 0  | -1  | 0  | 0  | -0,500 | 25 | -0,125 |
| 81   | 0           | -1 | -1 | 0  | -1 | 0  | -1 | -1             | -0,625 | 10     | -0,063 | -2     | -2 | -1 | -2  | -1 | -1  | 0  | -2 | -1,375 | 10 | -0,138 |
| 82   | 2           | -2 | -1 | 1  | 1  | 1  | 1  | -1             | 0,250  | 20     | 0,050  | -2     | -1 | -1 | 0   | 0  | -2  | -2 | 0  | -1,000 | 10 | -0,100 |
| 83   | 0           | -1 | 1  | 0  | 0  | -2 | 0  | -1             | -0,375 | 10     | -0,038 | -2     | 0  | -1 | -1  | 1  | -1  | -1 | -1 | -0,750 | 20 | -0,150 |
| 84   | -1          | -1 | -2 | -1 | -1 | -2 | 0  | -1             | -1,125 | 30     | -0,338 | 1      | 0  | -1 | 0   | 1  | 0   | -2 | -1 | -0,250 | 10 | -0,025 |
| 85   | 1           | -1 | -1 | -2 | -1 | -3 | 0  | -1             | -1,000 | 20     | -0,200 | -1     | -1 | -1 | -1  | -2 | 0   | -1 | -1 | -1,000 | 15 | -0,150 |
| 86   | 1           | -1 | -1 | -3 | -3 | -2 | 0  | 0              | -1,125 | 20     | -0,225 | -2     | 0  | -1 | -3  | -2 | 0   | -2 | 0  | -1,250 | 20 | -0,250 |
| 87   | -1          | 0  | -2 | -1 | 1  | -1 | 0  | 1              | -0,375 | 25     | -0,094 | -1     | 0  | 0  | -1  | -1 | -1  | -2 | 0  | -0,750 | 20 | -0,150 |
| 88   | 0           | 0  | -1 | -2 | -1 | -1 | -1 | -1             | -0,875 | 30     | -0,263 | 0      | -1 | 0  | 0   | 2  | 0   | -2 | -1 | -0,250 | 25 | -0,063 |
| 89   | -1          | 0  | -2 | 0  | 0  | 0  | 0  | -1             | -0,500 | 20     | -0,100 | -1     | -1 | -1 | 0   | 0  | 0   | 0  | 0  | -0,375 | 20 | -0,075 |
| 90   | 1           | 0  | 0  | -1 | -1 | -2 | -1 | -1             | -0,625 | 25     | -0,156 | -1     | 0  | 0  | -1  | 0  | -2  | 0  | 0  | -0,500 | 20 | -0,100 |
| 91   | -1          | -1 | -2 | -3 | -2 | 0  | 1  | -1             | -1,125 | 30     | -0,338 | -2     | -3 | -2 | -1  | -1 | 0   | 0  | 0  | -1,125 | 15 | -0,169 |
| 92   | -3          | 0  | -2 | -1 | -1 | -1 | 0  | 0              | -1,000 | 15     | -0,150 | 0      | -1 | -2 | -2  | -2 | -2  | -2 | -1 | -1,500 | 15 | -0,225 |
| 93   | 1           | -1 | -1 | -1 | -2 | -1 | 0  | -1             | -0,750 | 10     | -0,075 | -3     | -1 | -1 | -1  | 0  | -1  | -1 | 0  | -1,000 | 45 | -0,450 |
| 94   | 1           | -1 | -2 | -1 | -1 | -2 | 0  | -1             | -0,875 | 20     | -0,175 | -2     | 0  | -1 | 0   | 1  | 0   | 0  | 0  | -0,250 | 30 | -0,075 |
| 95   | -2          | -1 | -1 | -1 | 1  | 0  | -2 | 0              | -0,750 | 20     | -0,150 | -1     | 0  | 0  | -1  | 0  | -1  | -1 | 0  | -0,500 | 30 | -0,150 |
| 96   | -2          | 1  | 1  | 0  | 0  | 0  | 0  | -2             | -1     | -0,375 | 15     | -0,056 | -1 | 0  | -1  | 0  | 1   | 1  | -1 | -0,250 | 30 | -0,075 |
| 97   | -1          | -1 | 0  | -1 | 1  | -1 | -3 | -1             | -0,875 | 25     | -0,219 | -2     | -1 | -1 | 0   | 2  | 0   | -1 | 0  | -0,375 | 40 | -0,150 |
| 98   | 0           | -1 | -2 | 1  | 1  | 0  | 0  | 0              | -0,125 | 30     | -0,038 | -1     | -1 | 1  | 0   | 0  | -1  | -3 | -1 | -0,750 | 30 | -0,225 |
| 99   | 1           | -1 | -1 | -2 | 0  | 0  | -1 | -1             | -0,625 | 20     | -0,125 | -1     | 0  | -2 | 1   | -1 | 0   | 0  | 0  | -0,375 | 30 | -0,113 |
| 100  | -1          | -2 | 0  | 0  | -2 | 0  | -1 | 1              | -0,625 | 15     | -0,094 | -2     | -1 | 0  | 0   | -1 | -1  | 0  | -1 | -0,750 | 30 | -0,225 |
| 101  | -1          | -1 | 1  | 0  | 0  | 0  | 1  | -2             | -0,250 | 30     | -0,075 | -2     | -2 | 1  | -1  | 0  | -1  | -1 | -1 | -0,875 | 25 | -0,219 |
| 102  | -1          | -1 | 0  | 0  | 0  | 1  | 0  | -2             | -0,375 | 20     | -0,075 | -2     | -1 | 0  | -1  | -1 | 0   | -2 | 0  | -0,875 | 30 | -0,263 |
| 103  | -1          | -1 | -2 | 0  | 0  | 0  | 0  | 0              | -0,500 | 20     | -0,100 | -1     | -1 | -1 | -1  | 0  | 0   | 0  | 0  | -0,625 | 15 | -0,094 |
| 104  | -1          | 0  | -1 | -1 | 0  | -1 | 0  | 0              | -0,500 | 25     | -0,125 | -1     | 0  | 0  | 0   | 0  | 0   | 0  | -1 | -0,250 | 10 | -0,025 |

**Tabel L9.2 (Lanjutan)**  
**Perhitungan Servqual Untuk Gap 5**

| Resp |           |    |    |    |    |     |        |     |         |    |    |    |    | Total<br>SQi<br>TSO |        |        |        |        |        |        |
|------|-----------|----|----|----|----|-----|--------|-----|---------|----|----|----|----|---------------------|--------|--------|--------|--------|--------|--------|
|      | Assurance |    |    |    |    | Ski | Wi     | SQi | Empathy |    |    |    |    |                     |        |        |        |        |        |        |
|      | 35        | 36 | 37 | 38 | 39 | 40  | 41     | 42  | 43      | 44 | 45 | 46 | 47 |                     |        |        |        |        |        |        |
| 77   | -1        | 0  | 0  | 0  | -1 | -1  | -0,500 | 10  | -0,050  | -1 | -1 | -1 | -1 | -1                  | -0,857 | 20     | -0,171 | -0,709 |        |        |
| 78   | 0         | 0  | -1 | 0  | 1  | -1  | -0,167 | 20  | -0,033  | 1  | 0  | 0  | -1 | -1                  | -2     | -0,429 | 20     | -0,086 | -0,647 |        |
| 79   | -1        | -1 | -1 | 0  | -1 | -2  | -1,000 | 10  | -0,100  | -1 | -1 | 0  | 0  | -1                  | 0      | -0,714 | 20     | -0,143 | -0,843 |        |
| 80   | 0         | 0  | 0  | 0  | 0  | -1  | -0,167 | 20  | -0,033  | 0  | -2 | 0  | 0  | 0                   | 0      | -0,571 | 20     | -0,114 | -0,523 |        |
| 81   | 0         | -1 | 0  | -1 | -1 | -2  | -0,833 | 20  | -0,167  | 0  | 0  | -1 | 0  | -1                  | -1     | -0,571 | 30     | -0,171 | -0,738 |        |
| 82   | -1        | -1 | -1 | 0  | -2 | -1  | -1,000 | 10  | -0,100  | -2 | -1 | -1 | -1 | 0                   | -1     | -1,000 | 20     | -0,200 | -0,617 |        |
| 83   | 0         | -2 | -1 | 0  | -1 | -2  | -1,000 | 10  | -0,100  | -2 | -1 | -2 | -1 | -1                  | 0      | -0,857 | 25     | -0,214 | -0,871 |        |
| 84   | -1        | 0  | -2 | -1 | -2 | -2  | -1,333 | 25  | -0,333  | -1 | -2 | -1 | 0  | -1                  | -1     | -1,000 | 10     | -0,100 | -0,976 |        |
| 85   | 0         | 0  | 0  | -1 | 0  | -2  | -0,500 | 20  | -0,100  | -1 | -1 | -2 | -1 | -2                  | -1     | -1,429 | 25     | -0,357 | -0,940 |        |
| 86   | 1         | 0  | -1 | -1 | -1 | -1  | -0,500 | 40  | -0,200  | 0  | 0  | 0  | -2 | -1                  | -2     | -2     | -1,000 | 15     | -0,150 | -0,869 |
| 87   | 1         | -1 | 1  | 0  | 0  | 0   | 0,167  | 25  | 0,042   | 1  | 0  | 0  | -1 | 0                   | -1     | -0,286 | 20     | -0,057 | -0,331 |        |
| 88   | -1        | -1 | 0  | 0  | -2 | 0   | -0,667 | 20  | -0,133  | 2  | -1 | 0  | -1 | 0                   | -1     | -0,286 | 15     | -0,043 | -0,562 |        |
| 89   | -2        | 0  | 0  | 0  | 0  | 0   | -0,333 | 10  | -0,033  | 0  | -2 | -2 | 0  | -1                  | 1      | 0      | -0,571 | 20     | -0,114 | -0,573 |
| 90   | 1         | 0  | 1  | 0  | 1  | 0   | 0,500  | 15  | 0,075   | 0  | 0  | -1 | 0  | -1                  | 0      | -0,571 | 10     | -0,057 | -0,388 |        |
| 91   | 0         | 0  | 0  | 0  | -2 | -2  | -0,667 | 30  | -0,200  | -2 | -1 | 0  | -1 | -3                  | -1     | -2     | -1,429 | 10     | -0,143 | -0,941 |
| 92   | -2        | -1 | -2 | -3 | -1 | -1  | -1,667 | 20  | -0,333  | -1 | 0  | 0  | -1 | -2                  | -2     | -1     | -1,000 | 20     | -0,200 | -1,208 |
| 93   | -1        | -2 | -2 | 0  | 0  | 0   | -0,833 | 15  | -0,125  | -2 | -2 | -2 | 0  | 0                   | -1     | -1     | -1,143 | 25     | -0,286 | -1,000 |
| 94   | 1         | 0  | -1 | 0  | 0  | 1   | 0,167  | 20  | 0,033   | 0  | 0  | -1 | 0  | 0                   | -1     | -2     | -0,571 | 20     | -0,114 | -0,437 |
| 95   | 0         | 0  | 0  | 0  | -1 | -2  | -0,500 | 20  | -0,100  | 0  | 1  | 0  | 0  | -1                  | -1     | -2     | -0,429 | 10     | -0,043 | -0,487 |
| 96   | 0         | 1  | 0  | 0  | -3 | -1  | -0,500 | 15  | -0,075  | 0  | 1  | 0  | -2 | -2                  | -1     | -1     | -0,714 | 20     | -0,143 | -0,460 |
| 97   | 0         | 0  | 0  | -1 | -1 | -1  | -0,500 | 10  | -0,050  | 0  | -2 | -1 | -1 | 0                   | -1     | -0,857 | 5      | -0,043 | -0,550 |        |
| 98   | -2        | -2 | -2 | -1 | -1 | -1  | -1,500 | 10  | -0,150  | -2 | -1 | 0  | -1 | 0                   | 0      | -1     | -0,714 | 15     | -0,107 | -0,620 |
| 99   | 1         | 0  | 1  | 0  | 0  | 0   | 0,333  | 15  | 0,050   | 0  | -2 | -2 | -2 | 0                   | -1     | -1,286 | 25     | -0,321 | -0,614 |        |
| 100  | 0         | 0  | 0  | -1 | -1 | 0   | -0,333 | 15  | -0,050  | 0  | 0  | -1 | -1 | -1                  | -1     | 0      | -0,571 | 15     | -0,086 | -0,510 |
| 101  | -1        | -1 | -1 | -1 | 1  | 0   | -0,500 | 20  | -0,100  | -1 | -1 | -2 | -1 | -1                  | -1     | 1      | -0,857 | 10     | -0,086 | -0,629 |
| 102  | 0         | -2 | -1 | -2 | -1 | -1  | -1,167 | 20  | -0,233  | -1 | -1 | -1 | -1 | 0                   | 0      | -0,714 | 10     | -0,071 | -0,887 |        |
| 103  | -1        | 0  | 1  | -1 | 0  | -1  | -0,333 | 25  | -0,083  | -1 | -1 | -1 | -1 | 0                   | 0      | 0      | -0,571 | 15     | -0,086 | -0,543 |
| 104  | 0         | 0  | -1 | -1 | -2 | -1  | -0,833 | 20  | -0,167  | 0  | 0  | -1 | 0  | -1                  | 0      | 1      | -0,143 | 30     | -0,043 | -0,493 |

**Tabel L9.2 (Lanjutan)**  
**Perhitungan Servqual Untuk Gap 5**

| Res<br>P                        | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |        | Ski    | Wi     | SQi    |        |  |  |
|---------------------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--------|--------|--------|--------|--------|--|--|
|                                 | Tangibles  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |        |        |        |        |        |  |  |
|                                 | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18     |        |        |        |        |  |  |
| <b>105</b>                      | -1         | -1 | 0  | 0  | -1 | -1 | 0  | -3 | -2 | -2 | -1 | -1 | -1 | 0  | 0  | 0  | -1 | -2     | -0,944 | 10     | -0,094 |        |  |  |
| <b>106</b>                      | -2         | 0  | -1 | -1 | 1  | -2 | 0  | -1 | -1 | -2 | -1 | 1  | 1  | 0  | 0  | -1 | 1  | -1     | -0,500 | 30     | -0,150 |        |  |  |
| <b>107</b>                      | -2         | -1 | -2 | -1 | 0  | -1 | -1 | -2 | -2 | -2 | 0  | -1 | 0  | -2 | 1  | -1 | 0  | 0      | -0,944 | 25     | -0,236 |        |  |  |
| <b>108</b>                      | -2         | -1 | -1 | 0  | 0  | -2 | -2 | 0  | -1 | -1 | -1 | -2 | 0  | -2 | -1 | -1 | -1 | 0      | -1,000 | 30     | -0,300 |        |  |  |
| <b>109</b>                      | -1         | 0  | 1  | 0  | -1 | -2 | -1 | -2 | -2 | -2 | -1 | 0  | -1 | 1  | -2 | -2 | -2 | -1     | -1,000 | 25     | -0,250 |        |  |  |
| <b>110</b>                      | -1         | 0  | -1 | -1 | 0  | -2 | -1 | 1  | 0  | -1 | 0  | -2 | 0  | -1 | -2 | -1 | -1 | -1     | -0,778 | 30     | -0,233 |        |  |  |
| <b>111</b>                      | 0          | -2 | 0  | -1 | -2 | -1 | 0  | -1 | -1 | 0  | 1  | -1 | -1 | -1 | -1 | -1 | 0  | 0      | -0,722 | 20     | -0,144 |        |  |  |
| <b>112</b>                      | -1         | 0  | -1 | -1 | -2 | -2 | -1 | 0  | 0  | 0  | -1 | -1 | -1 | -2 | -2 | -1 | 0  | -2     | -1,000 | 15     | -0,150 |        |  |  |
| <b>113</b>                      | -2         | -1 | 0  | 0  | -1 | -1 | 0  | -1 | -1 | 0  | -1 | 0  | 0  | -2 | 0  | 0  | 1  | -2     | -0,611 | 10     | -0,061 |        |  |  |
| <b>114</b>                      | -2         | -2 | -1 | -1 | -1 | -2 | -2 | -2 | -1 | 0  | -1 | -1 | 0  | -2 | -2 | 0  | -3 | -1     | -1,333 | 20     | -0,267 |        |  |  |
| <b>115</b>                      | -3         | -1 | 0  | 0  | -1 | -1 | 1  | -1 | -1 | -1 | -1 | -1 | -1 | -2 | -1 | 0  | -2 | -1     | -2     | -1,000 | 20     | -0,200 |  |  |
| <b>116</b>                      | -1         | -1 | 1  | -1 | -1 | 1  | -1 | -2 | -2 | -1 | 0  | -2 | -2 | -2 | -2 | -2 | -2 | -1     | -1,167 | 25     | -0,292 |        |  |  |
| <b>117</b>                      | -2         | 0  | 0  | -1 | 1  | -3 | 0  | -1 | 0  | 0  | 0  | -3 | 0  | -2 | -3 | 0  | -1 | 0      | -0,833 | 20     | -0,167 |        |  |  |
| <b>118</b>                      | -2         | 0  | -1 | 0  | 1  | 0  | -1 | -1 | -1 | -2 | -1 | 0  | -2 | -1 | 0  | -1 | -3 | -0,889 | 20     | -0,178 |        |        |  |  |
| <b>119</b>                      | -2         | -1 | 0  | 1  | -1 | -1 | 0  | 0  | -1 | 0  | -1 | -2 | -1 | -1 | -1 | 0  | 0  | 0      | -0,611 | 25     | -0,153 |        |  |  |
| <b>120</b>                      | 0          | 2  | 0  | 0  | -2 | 0  | 1  | 1  | 2  | 0  | 0  | -1 | 0  | 0  | -1 | -1 | 0  | 0      | 0,056  | 15     | 0,008  |        |  |  |
| <i>SQ<sub>i</sub> Tangibles</i> |            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    | -0,162 |        |        |        |        |  |  |

**Tabel L9.2 (Lanjutan)**  
**Perhitungan Servqual Untuk Gap 5**

| Resp | Pernyataan  |    |    |    |    |    |    |             |                |    |        |    |    |    |    |     | Ski | Wi | SQi |                |    |        |
|------|-------------|----|----|----|----|----|----|-------------|----------------|----|--------|----|----|----|----|-----|-----|----|-----|----------------|----|--------|
|      | Reliability |    |    |    |    |    |    |             | Responsiveness |    |        |    |    |    |    |     |     |    |     |                |    |        |
|      | 19          | 20 | 21 | 22 | 23 | 24 | 25 | 26          | 27             | 28 | 29     | 30 | 31 | 32 | 33 | 34  |     |    |     |                |    |        |
| 105  | 0           | -2 | -3 | -2 | -1 | 0  | 0  | 0           | -1,000         | 15 | -0,150 | -1 | 0  | -2 | -1 | -1  | 1   | 0  | 0   | -0,500         | 25 | -0,125 |
| 106  | -1          | 0  | 0  | 1  | 0  | -1 | -1 | -2          | -0,500         | 10 | -0,050 | 0  | -1 | 1  | 1  | 0   | 0   | -1 | -2  | -0,250         | 30 | -0,075 |
| 107  | 0           | 0  | 1  | -1 | 0  | -1 | -1 | 0           | -0,250         | 30 | -0,075 | 0  | 1  | 0  | -1 | -1  | 0   | -1 | 0   | -0,250         | 20 | -0,050 |
| 108  | -1          | 0  | -1 | 0  | 0  | -1 | 1  | -2          | -0,500         | 20 | -0,100 | 1  | -1 | -1 | 0  | 0   | -1  | -2 | 0   | -0,500         | 15 | -0,075 |
| 109  | 1           | 1  | 0  | -1 | -1 | -2 | -3 | -1          | -0,750         | 25 | -0,188 | 0  | 1  | 0  | -1 | -2  | 0   | -1 | -2  | -0,625         | 15 | -0,094 |
| 110  | -1          | -1 | -1 | 1  | -1 | -1 | -1 | -1          | -0,750         | 20 | -0,150 | 1  | -1 | -1 | 0  | -2  | -1  | 0  | -1  | -0,625         | 10 | -0,063 |
| 111  | -2          | -2 | -1 | -2 | -2 | -1 | -1 | -1          | -1,500         | 15 | -0,225 | -1 | 0  | -1 | -2 | -2  | -1  | 0  | 0   | -0,875         | 25 | -0,219 |
| 112  | 0           | -1 | -2 | -2 | -3 | -1 | 0  | 0           | -1,125         | 25 | -0,281 | -1 | -1 | -1 | -2 | 0   | 0   | -2 | -1  | -1,000         | 20 | -0,200 |
| 113  | 0           | -1 | -1 | -3 | -1 | -1 | -2 | -2          | -1,375         | 25 | -0,344 | 0  | 0  | 0  | 0  | 1   | -1  | -1 | -2  | -0,375         | 25 | -0,094 |
| 114  | 0           | 1  | 0  | 0  | -2 | -2 | -1 | 0           | -0,500         | 20 | -0,100 | -1 | -1 | 1  | 0  | 0   | 0   | -1 | -2  | -0,500         | 20 | -0,100 |
| 115  | -2          | 0  | 0  | -2 | -1 | -1 | 0  | -1          | -0,875         | 20 | -0,175 | -1 | 0  | -1 | 0  | 0   | 0   | -1 | -1  | -0,500         | 20 | -0,100 |
| 116  | 0           | -1 | -1 | 1  | 1  | 0  | -1 | -1          | -0,250         | 20 | -0,050 | -1 | -2 | 0  | -1 | 0   | -1  | -1 | -1  | -0,875         | 25 | -0,219 |
| 117  | -1          | -1 | -2 | 0  | 0  | -1 | -1 | -1          | -0,875         | 25 | -0,219 | -1 | -1 | -1 | 0  | -1  | -2  | -1 | -1  | -1,000         | 20 | -0,200 |
| 118  | -2          | 0  | -1 | -1 | -1 | 0  | -1 | -1          | -0,875         | 20 | -0,175 | -1 | 0  | 0  | 0  | -1  | -1  | -1 | -1  | -0,500         | 10 | -0,050 |
| 119  | 0           | -2 | 0  | 0  | -1 | 0  | -1 | 0           | -0,500         | 15 | -0,075 | 0  | 0  | -2 | -2 | -1  | -1  | 0  | -1  | -0,875         | 25 | -0,219 |
| 120  | -2          | -1 | -2 | -2 | 0  | 0  | -1 | 0           | -1,000         | 25 | -0,250 | 1  | 0  | -1 | 0  | -1  | 0   | -1 | 0   | -0,250         | 15 | -0,038 |
| SQi  |             |    |    |    |    |    |    | Reliability |                |    |        |    |    |    |    | SQi |     |    |     | Responsiveness |    |        |
|      |             |    |    |    |    |    |    |             |                |    |        |    |    |    |    |     |     |    |     |                |    |        |
|      |             |    |    |    |    |    |    |             |                |    |        |    |    |    |    |     |     |    |     |                |    |        |
|      |             |    |    |    |    |    |    |             |                |    |        |    |    |    |    |     |     |    |     |                |    |        |
|      |             |    |    |    |    |    |    |             |                |    |        |    |    |    |    |     |     |    |     |                |    |        |

**Tabel L9.2 (Lanjutan)**  
**Perhitungan Servqual Untuk Gap 5**

| Resp                  |           |                  |    |    |    |     |        |     |         |    |    |                       |    | Total<br>SQi<br>TSQ |    |    |        |        |        |        |
|-----------------------|-----------|------------------|----|----|----|-----|--------|-----|---------|----|----|-----------------------|----|---------------------|----|----|--------|--------|--------|--------|
|                       | Assurance |                  |    |    |    | Ski | Wi     | SQi | Empathy |    |    |                       |    |                     |    |    |        |        |        |        |
|                       | 35        | 36               | 37 | 38 | 39 | 40  | 41     | 42  | 43      | 44 | 45 | 46                    | 47 |                     |    |    |        |        |        |        |
| 105                   | 1         | 0                | 0  | -1 | 1  | -1  | 0,000  | 20  | 0,000   | -1 | 0  | -1                    | -1 | 0                   | 0  | 0  | -0,429 | 10     | -0,043 | -0,412 |
| 106                   | -1        | -1               | -1 | -1 | 0  | -1  | -0,833 | 10  | -0,083  | 0  | 0  | 0                     | -2 | -1                  | 0  | 0  | -0,429 | 20     | -0,086 | -0,444 |
| 107                   | -1        | -1               | 0  | -2 | 0  | -1  | -0,833 | 15  | -0,125  | 0  | -1 | 0                     | -1 | -1                  | 1  | 0  | -0,286 | 10     | -0,029 | -0,515 |
| 108                   | -1        | -2               | -1 | 0  | -2 | 0   | -1,000 | 20  | -0,200  | -1 | 0  | 0                     | 1  | -1                  | 0  | -1 | -0,286 | 15     | -0,043 | -0,718 |
| 109                   | -2        | -2               | -1 | -2 | 0  | -1  | -1,333 | 25  | -0,333  | 0  | 0  | 0                     | -1 | -2                  | -1 | 0  | -0,571 | 10     | -0,057 | -0,922 |
| 110                   | 0         | -1               | -1 | -1 | -2 | -1  | -1,000 | 30  | -0,300  | -1 | -1 | -1                    | -1 | -1                  | -1 | 0  | -0,857 | 10     | -0,086 | -0,832 |
| 111                   | -2        | -2               | 0  | -2 | -1 | 0   | -1,167 | 10  | -0,117  | -1 | -2 | 0                     | -1 | 0                   | -1 | -1 | -0,857 | 30     | -0,257 | -0,962 |
| 112                   | 0         | -1               | 1  | -1 | -2 | 0   | -0,500 | 15  | -0,075  | -1 | -1 | -2                    | 0  | 1                   | -1 | -1 | -0,714 | 25     | -0,179 | -0,885 |
| 113                   | -3        | -2               | 0  | 0  | -1 | -2  | -1,333 | 30  | -0,400  | -2 | 0  | 0                     | 0  | -1                  | -1 | -2 | -0,857 | 10     | -0,086 | -0,984 |
| 114                   | -1        | -1               | -1 | 0  | -2 | 1   | -0,667 | 15  | -0,100  | -2 | 1  | -1                    | 0  | 0                   | 0  | -1 | -0,429 | 25     | -0,107 | -0,674 |
| 115                   | -1        | 0                | -1 | -1 | -2 | -2  | -1,167 | 20  | -0,233  | 0  | -1 | -1                    | 0  | 0                   | 1  | -1 | -0,286 | 20     | -0,057 | -0,765 |
| 116                   | 0         | -2               | 0  | 0  | -2 | -1  | -0,833 | 15  | -0,125  | -2 | 1  | 0                     | 0  | 0                   | 0  | -1 | -0,286 | 15     | -0,043 | -0,728 |
| 117                   | -1        | 0                | -1 | 0  | -1 | -1  | -0,667 | 15  | -0,100  | -1 | 0  | -1                    | 0  | 1                   | 0  | -1 | -0,286 | 20     | -0,057 | -0,743 |
| 118                   | 0         | -2               | -1 | 1  | 0  | -1  | -0,500 | 25  | -0,125  | -1 | -2 | -1                    | 1  | 0                   | 0  | -1 | -0,571 | 25     | -0,143 | -0,671 |
| 119                   | 0         | 1                | 0  | -1 | -1 | -2  | -0,500 | 20  | -0,100  | 0  | -1 | -1                    | -1 | -1                  | -1 | -2 | -1,000 | 15     | -0,150 | -0,697 |
| 120                   | 0         | 0                | 0  | 0  | -1 | -2  | -0,500 | 35  | -0,175  | 0  | -1 | -1                    | 0  | -1                  | -1 | 0  | -0,571 | 10     | -0,057 | -0,511 |
| <i>SQ<sub>i</sub></i> |           | <i>Assurance</i> |    |    |    |     | -0,141 |     |         |    |    | <i>SQ<sub>i</sub></i> |    | <i>Empathy</i>      |    |    | -0,118 | -0,744 |        |        |

**Tabel L9.3**  
**Perhitungan Rata-rata Dimensi**  
**Persepsi Konsumen**

| Dimensi        | Perny | Per item |                | Per Dimensi |                |
|----------------|-------|----------|----------------|-------------|----------------|
|                |       | Mean     | S <sup>2</sup> | Mean        | S <sup>2</sup> |
| Tangibles      | 1     | 2,03     | 0,34           | 2,659       | 0,399          |
|                | 2     | 2,69     | 0,33           |             |                |
|                | 3     | 2,89     | 0,3            |             |                |
|                | 4     | 2,88     | 0,24           |             |                |
|                | 5     | 2,68     | 0,32           |             |                |
|                | 6     | 2,53     | 0,4            |             |                |
|                | 7     | 2,89     | 0,42           |             |                |
|                | 8     | 2,65     | 0,46           |             |                |
|                | 9     | 2,82     | 0,45           |             |                |
|                | 10    | 2,88     | 0,42           |             |                |
|                | 11    | 2,77     | 0,5            |             |                |
|                | 12    | 2,54     | 0,44           |             |                |
|                | 13    | 2,68     | 0,35           |             |                |
|                | 14    | 2,63     | 0,49           |             |                |
|                | 15    | 2,63     | 0,44           |             |                |
|                | 16    | 2,77     | 0,4            |             |                |
|                | 17    | 2,48     | 0,47           |             |                |
|                | 18    | 2,43     | 0,42           |             |                |
| Reliability    | 19    | 2,63     | 0,45           | 2,636       | 0,528          |
|                | 20    | 2,78     | 0,34           |             |                |
|                | 21    | 2,64     | 0,47           |             |                |
|                | 22    | 2,58     | 0,53           |             |                |
|                | 23    | 2,8      | 0,68           |             |                |
|                | 24    | 2,61     | 0,49           |             |                |
|                | 25    | 2,51     | 0,74           |             |                |
|                | 26    | 2,54     | 0,52           |             |                |
| Responsiveness | 27    | 2,27     | 0,48           | 2,640       | 0,433          |
|                | 28    | 2,53     | 0,47           |             |                |
|                | 29    | 2,63     | 0,55           |             |                |
|                | 30    | 2,66     | 0,41           |             |                |
|                | 31    | 2,84     | 0,39           |             |                |
|                | 32    | 2,83     | 0,31           |             |                |
|                | 33    | 2,63     | 0,42           |             |                |
| Assurance      | 34    | 2,73     | 0,43           | 2,752       | 0,395          |
|                | 35    | 2,96     | 0,45           |             |                |
|                | 36    | 2,71     | 0,34           |             |                |
|                | 37    | 2,83     | 0,31           |             |                |
|                | 38    | 2,78     | 0,41           |             |                |
|                | 39    | 2,56     | 0,45           |             |                |
| Empathy        | 40    | 2,67     | 0,41           | 2,757       | 0,363          |
|                | 41    | 2,7      | 0,36           |             |                |
|                | 42    | 2,73     | 0,34           |             |                |
|                | 43    | 2,72     | 0,36           |             |                |
|                | 44    | 2,77     | 0,3            |             |                |
|                | 45    | 2,83     | 0,34           |             |                |
|                | 46    | 2,76     | 0,42           |             |                |
| Empathy        | 47    | 2,79     | 0,42           |             |                |

**Tabel L9.4**  
**Perhitungan Rata-rata Dimensi**  
**Harapan Konsumen**

| Dimensi        | Perny | Per item |                | Per Dimensi |                |
|----------------|-------|----------|----------------|-------------|----------------|
|                |       | Mean     | S <sup>2</sup> | Mean        | S <sup>2</sup> |
| Tangibles      | 1     | 3,42     | 0,28           | 3,415       | 0,326          |
|                | 2     | 3,31     | 0,4            |             |                |
|                | 3     | 3,44     | 0,27           |             |                |
|                | 4     | 3,43     | 0,28           |             |                |
|                | 5     | 3,42     | 0,31           |             |                |
|                | 6     | 3,45     | 0,3            |             |                |
|                | 7     | 3,39     | 0,34           |             |                |
|                | 8     | 3,48     | 0,25           |             |                |
|                | 9     | 3,49     | 0,3            |             |                |
|                | 10    | 3,48     | 0,29           |             |                |
|                | 11    | 3,4      | 0,28           |             |                |
|                | 12    | 3,55     | 0,3            |             |                |
|                | 13    | 3,43     | 0,36           |             |                |
|                | 14    | 3,4      | 0,43           |             |                |
|                | 15    | 3,32     | 0,44           |             |                |
|                | 16    | 3,34     | 0,38           |             |                |
|                | 17    | 3,27     | 0,3            |             |                |
|                | 18    | 3,45     | 0,35           |             |                |
| Reliability    | 19    | 3,17     | 0,48           | 3,405       | 0,323          |
|                | 20    | 3,49     | 0,3            |             |                |
|                | 21    | 3,42     | 0,3            |             |                |
|                | 22    | 3,48     | 0,25           |             |                |
|                | 23    | 3,35     | 0,35           |             |                |
|                | 24    | 3,43     | 0,3            |             |                |
|                | 25    | 3,43     | 0,33           |             |                |
|                | 26    | 3,47     | 0,27           |             |                |
| Responsiveness | 27    | 3,45     | 0,3            | 3,433       | 0,306          |
|                | 28    | 3,53     | 0,32           |             |                |
|                | 29    | 3,48     | 0,27           |             |                |
|                | 30    | 3,26     | 0,26           |             |                |
|                | 31    | 3,41     | 0,41           |             |                |
|                | 32    | 3,48     | 0,27           |             |                |
|                | 33    | 3,49     | 0,27           |             |                |
| Assurance      | 34    | 3,36     | 0,35           | 3,445       | 0,298          |
|                | 35    | 3,3      | 0,3            |             |                |
|                | 36    | 3,58     | 0,25           |             |                |
|                | 37    | 3,48     | 0,25           |             |                |
|                | 38    | 3,47     | 0,27           |             |                |
|                | 39    | 3,39     | 0,32           |             |                |
| Empathy        | 40    | 3,45     | 0,4            | 3,454       | 0,320          |
|                | 41    | 3,45     | 0,33           |             |                |
|                | 42    | 3,44     | 0,32           |             |                |
|                | 43    | 3,49     | 0,37           |             |                |
|                | 44    | 3,46     | 0,25           |             |                |
|                | 45    | 3,48     | 0,35           |             |                |
|                | 46    | 3,38     | 0,32           |             |                |
|                | 47    | 3,48     | 0,3            |             |                |

## **LAMPIRAN 10**

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- Perhitungan Pengolahan Data Gap 1
- Perhitungan Pengolahan Data Gap 2
- Perhitungan Pengolahan Data Gap 3

**Tabel L10.1**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp      | Pernyataan |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    | Ski   | Wi    | SQi   |       |  |  |
|-----------|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|-------|-------|-------|-------|--|--|
|           | Tangibles  |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |       |       |       |       |  |  |
|           | 1          | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |       |       |       |       |  |  |
| <b>1</b>  | 3          | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3  | 3  | 4  | 4  | 2  | 4  | 3  | 3  | 3  | 3,222 | 20    | 0,644 |       |  |  |
| <b>2</b>  | 3          | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3,333 | 20    | 0,667 |       |  |  |
| <b>3</b>  | 4          | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3,333 | 10    | 0,333 |       |  |  |
| <b>4</b>  | 4          | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3,611 | 10    | 0,361 |       |  |  |
| <b>5</b>  | 4          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3,944 | 20    | 0,789 |       |  |  |
| <b>6</b>  | 4          | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4  | 3  | 4  | 3  | 3  | 4  | 2  | 3  | 3  | 3,278 | 30    | 0,983 |       |  |  |
| <b>7</b>  | 3          | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 2  | 3,333 | 20    | 0,667 |       |  |  |
| <b>8</b>  | 4          | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 2  | 3,111 | 15    | 0,467 |       |  |  |
| <b>9</b>  | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 2,889 | 25    | 0,722 |       |  |  |
| <b>10</b> | 4          | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4  | 4  | 4  | 3  | 3  | 2  | 3  | 2  | 3  | 3     | 3,222 | 25    | 0,806 |  |  |
| <b>11</b> | 4          | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 3,667 | 20    | 0,733 |       |  |  |
| <b>12</b> | 4          | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3,556 | 25    | 0,889 |       |  |  |
| <b>13</b> | 3          | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3,667 | 20    | 0,733 |       |  |  |
| <b>14</b> | 4          | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3,778 | 30    | 1,133 |       |  |  |
| <b>15</b> | 3          | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 3,556 | 20    | 0,711 |       |  |  |
| <b>16</b> | 3          | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3,278 | 30    | 0,983 |       |  |  |
| <b>17</b> | 4          | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3,333 | 10    | 0,333 |       |  |  |
| <b>18</b> | 4          | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3,611 | 20    | 0,722 |       |  |  |
| <b>19</b> | 4          | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 3,500 | 20    | 0,700 |       |  |  |
| <b>20</b> | 3          | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3,056 | 30    | 0,917 |       |  |  |
| <b>21</b> | 3          | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3,222 | 10    | 0,322 |       |  |  |
| <b>22</b> | 3          | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 3  | 3,278 | 25    | 0,819 |       |  |  |
| <b>23</b> | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3,056 | 30    | 0,917 |       |  |  |

**Tabel L10.1 (Lanjutan)**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp | Pernyataan  |    |    |    |    |    |    |                |       |       |       |       |    |    | Ski | Wi | SQi |       |       |       |       |       |       |
|------|-------------|----|----|----|----|----|----|----------------|-------|-------|-------|-------|----|----|-----|----|-----|-------|-------|-------|-------|-------|-------|
|      | Reliability |    |    |    |    |    |    | Responsiveness |       |       |       |       |    |    |     |    |     |       |       |       |       |       |       |
|      | 19          | 20 | 21 | 22 | 23 | 24 | 25 | 26             | 27    | 28    | 29    | 30    | 31 | 32 | 33  | 34 |     |       |       |       |       |       |       |
| 1    | 3           | 3  | 3  | 4  | 4  | 3  | 4  | 4              | 3,500 | 25    | 0,875 | 4     | 4  | 3  | 4   | 3  | 3   | 3,375 | 20    | 0,675 |       |       |       |
| 2    | 4           | 3  | 4  | 4  | 4  | 3  | 3  | 4              | 3,625 | 25    | 0,906 | 3     | 4  | 3  | 3   | 3  | 4   | 4     | 3,375 | 15    | 0,506 |       |       |
| 3    | 3           | 3  | 4  | 3  | 3  | 3  | 3  | 3              | 3,125 | 40    | 1,250 | 4     | 4  | 3  | 3   | 4  | 3   | 4     | 4     | 3,625 | 10    | 0,363 |       |
| 4    | 3           | 3  | 3  | 4  | 3  | 4  | 4  | 4              | 3,500 | 20    | 0,700 | 4     | 4  | 4  | 3   | 4  | 4   | 4     | 3,750 | 20    | 0,750 |       |       |
| 5    | 4           | 4  | 4  | 4  | 4  | 4  | 4  | 4              | 4,000 | 40    | 1,600 | 3     | 4  | 3  | 4   | 4  | 4   | 4     | 4     | 3,750 | 10    | 0,375 |       |
| 6    | 4           | 4  | 4  | 4  | 4  | 3  | 4  | 4              | 3     | 3,750 | 35    | 1,313 | 4  | 4  | 4   | 3  | 4   | 3     | 4     | 3,625 | 15    | 0,544 |       |
| 7    | 4           | 4  | 4  | 4  | 4  | 3  | 4  | 4              | 4     | 3,875 | 20    | 0,775 | 3  | 4  | 4   | 3  | 4   | 3     | 3     | 3,375 | 20    | 0,675 |       |
| 8    | 3           | 3  | 4  | 3  | 2  | 3  | 2  | 3              | 2,875 | 20    | 0,575 | 3     | 4  | 3  | 3   | 3  | 3   | 3     | 3,125 | 20    | 0,625 |       |       |
| 9    | 3           | 2  | 3  | 3  | 2  | 3  | 3  | 3              | 2,750 | 40    | 1,100 | 3     | 4  | 3  | 3   | 3  | 3   | 3     | 4     | 3,250 | 10    | 0,325 |       |
| 10   | 3           | 2  | 3  | 3  | 3  | 3  | 3  | 3              | 2,875 | 30    | 0,863 | 3     | 4  | 4  | 3   | 3  | 4   | 4     | 3     | 3,500 | 10    | 0,350 |       |
| 11   | 4           | 3  | 3  | 4  | 3  | 4  | 4  | 3              | 3,500 | 20    | 0,700 | 4     | 4  | 3  | 3   | 3  | 4   | 4     | 3     | 3,500 | 20    | 0,700 |       |
| 12   | 4           | 4  | 3  | 4  | 4  | 4  | 4  | 3              | 3,750 | 45    | 1,688 | 4     | 4  | 3  | 4   | 4  | 3   | 4     | 3     | 3,625 | 10    | 0,363 |       |
| 13   | 4           | 4  | 4  | 4  | 3  | 3  | 3  | 3              | 3,500 | 20    | 0,700 | 4     | 4  | 4  | 3   | 4  | 4   | 4     | 4     | 3,875 | 20    | 0,775 |       |
| 14   | 3           | 3  | 4  | 4  | 3  | 4  | 4  | 4              | 3,625 | 25    | 0,906 | 4     | 4  | 4  | 3   | 3  | 3   | 4     | 3     | 3,500 | 20    | 0,700 |       |
| 15   | 4           | 4  | 4  | 4  | 4  | 3  | 4  | 4              | 4     | 3,875 | 20    | 0,775 | 4  | 4  | 4   | 3  | 4   | 4     | 4     | 4     | 3,875 | 20    | 0,775 |
| 16   | 3           | 3  | 3  | 4  | 3  | 3  | 3  | 3              | 3,125 | 40    | 1,250 | 3     | 4  | 3  | 3   | 3  | 4   | 3     | 3     | 3,250 | 10    | 0,325 |       |
| 17   | 4           | 4  | 3  | 3  | 3  | 4  | 4  | 3              | 3,500 | 10    | 0,350 | 3     | 4  | 3  | 3   | 4  | 3   | 3     | 4     | 3,375 | 30    | 1,013 |       |
| 18   | 4           | 3  | 3  | 3  | 3  | 3  | 4  | 4              | 4     | 3,375 | 25    | 0,844 | 4  | 4  | 3   | 3  | 3   | 4     | 4     | 4     | 3,625 | 20    | 0,725 |
| 19   | 3           | 4  | 3  | 3  | 3  | 3  | 4  | 3              | 3,250 | 30    | 0,975 | 3     | 4  | 4  | 3   | 4  | 4   | 4     | 3     | 3,625 | 20    | 0,725 |       |
| 20   | 3           | 3  | 3  | 3  | 3  | 3  | 3  | 3              | 3,000 | 30    | 0,900 | 3     | 4  | 3  | 3   | 3  | 3   | 4     | 3     | 3,250 | 30    | 0,975 |       |
| 21   | 3           | 3  | 3  | 4  | 3  | 4  | 3  | 3              | 3,250 | 10    | 0,325 | 4     | 4  | 3  | 4   | 3  | 3   | 3     | 3,375 | 30    | 1,013 |       |       |
| 22   | 3           | 3  | 3  | 3  | 4  | 3  | 3  | 3              | 3,125 | 35    | 1,094 | 3     | 3  | 4  | 3   | 3  | 3   | 3     | 4     | 3,250 | 15    | 0,488 |       |
| 23   | 3           | 3  | 3  | 3  | 3  | 3  | 3  | 4              | 3,125 | 20    | 0,625 | 3     | 3  | 3  | 3   | 3  | 3   | 3     | 3     | 3,000 | 15    | 0,450 |       |

**Tabel L10.1 (Lanjutan)**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp | Pernyataan |    |    |    |    |    |       |    |       |         |    |    |    |    | Ski | Wi | SQi   |    |       |
|------|------------|----|----|----|----|----|-------|----|-------|---------|----|----|----|----|-----|----|-------|----|-------|
|      | Assurance  |    |    |    |    |    | Ski   | Wi | SQi   | Empathy |    |    |    |    |     |    |       |    |       |
|      | 35         | 36 | 37 | 38 | 39 | 40 |       |    |       | 41      | 42 | 43 | 44 | 45 | 46  | 47 |       |    |       |
| 1    | 3          | 4  | 3  | 3  | 4  | 4  | 3,500 | 15 | 0,525 | 3       | 3  | 4  | 3  | 3  | 3   | 4  | 3,286 | 20 | 0,657 |
| 2    | 4          | 4  | 4  | 3  | 4  | 4  | 3,833 | 20 | 0,767 | 3       | 3  | 4  | 4  | 4  | 3   | 4  | 3,571 | 20 | 0,714 |
| 3    | 4          | 4  | 4  | 3  | 4  | 3  | 3,667 | 30 | 1,100 | 4       | 4  | 4  | 4  | 3  | 3   | 3  | 3,571 | 10 | 0,357 |
| 4    | 3          | 4  | 4  | 4  | 4  | 4  | 3,833 | 30 | 1,150 | 4       | 4  | 4  | 3  | 4  | 4   | 4  | 3,857 | 20 | 0,771 |
| 5    | 4          | 4  | 4  | 4  | 4  | 4  | 4,000 | 20 | 0,800 | 3       | 4  | 4  | 4  | 4  | 4   | 4  | 3,857 | 10 | 0,386 |
| 6    | 3          | 4  | 4  | 3  | 4  | 3  | 3,500 | 10 | 0,350 | 4       | 3  | 3  | 3  | 3  | 3   | 4  | 3,429 | 10 | 0,343 |
| 7    | 3          | 4  | 4  | 4  | 4  | 4  | 3,833 | 20 | 0,767 | 3       | 3  | 4  | 3  | 3  | 3   | 4  | 3,286 | 20 | 0,657 |
| 8    | 3          | 4  | 3  | 3  | 2  | 3  | 3,000 | 20 | 0,600 | 3       | 3  | 3  | 3  | 3  | 3   | 4  | 3,143 | 25 | 0,786 |
| 9    | 3          | 4  | 3  | 3  | 3  | 3  | 3,167 | 15 | 0,475 | 4       | 3  | 3  | 3  | 3  | 4   | 3  | 3,286 | 10 | 0,329 |
| 10   | 3          | 4  | 4  | 3  | 3  | 3  | 3,333 | 15 | 0,500 | 3       | 3  | 4  | 4  | 4  | 4   | 4  | 3,571 | 20 | 0,714 |
| 11   | 3          | 4  | 4  | 3  | 3  | 4  | 3,500 | 20 | 0,700 | 4       | 4  | 4  | 3  | 3  | 4   | 4  | 3,714 | 20 | 0,743 |
| 12   | 3          | 4  | 4  | 4  | 3  | 3  | 3,500 | 10 | 0,350 | 4       | 4  | 4  | 4  | 3  | 3   | 4  | 3,714 | 10 | 0,371 |
| 13   | 3          | 4  | 4  | 4  | 3  | 3  | 3,500 | 20 | 0,700 | 4       | 3  | 3  | 4  | 4  | 4   | 3  | 3,571 | 20 | 0,714 |
| 14   | 3          | 4  | 3  | 4  | 4  | 4  | 3,667 | 15 | 0,550 | 4       | 3  | 4  | 3  | 4  | 4   | 3  | 3,571 | 10 | 0,357 |
| 15   | 3          | 4  | 3  | 4  | 4  | 4  | 3,667 | 20 | 0,733 | 4       | 4  | 4  | 4  | 3  | 3   | 3  | 3,714 | 20 | 0,743 |
| 16   | 3          | 4  | 3  | 4  | 3  | 3  | 3,333 | 10 | 0,333 | 3       | 3  | 3  | 3  | 3  | 3   | 3  | 3,000 | 10 | 0,300 |
| 17   | 3          | 3  | 3  | 4  | 4  | 3  | 3,333 | 10 | 0,333 | 3       | 4  | 3  | 3  | 3  | 4   | 3  | 3,286 | 40 | 1,314 |
| 18   | 4          | 3  | 4  | 3  | 4  | 3  | 3,500 | 15 | 0,525 | 4       | 3  | 3  | 4  | 4  | 4   | 4  | 3,714 | 20 | 0,743 |
| 19   | 4          | 3  | 4  | 3  | 4  | 3  | 3,500 | 20 | 0,700 | 3       | 3  | 4  | 4  | 4  | 4   | 3  | 3,571 | 10 | 0,357 |
| 20   | 3          | 3  | 4  | 4  | 3  | 3  | 3,333 | 5  | 0,167 | 3       | 3  | 3  | 4  | 4  | 3   | 3  | 3,286 | 5  | 0,164 |
| 21   | 3          | 3  | 3  | 4  | 3  | 3  | 3,167 | 30 | 0,950 | 4       | 3  | 4  | 3  | 3  | 3   | 3  | 3,286 | 20 | 0,657 |
| 22   | 3          | 3  | 3  | 3  | 3  | 3  | 3,000 | 10 | 0,300 | 3       | 4  | 4  | 3  | 3  | 4   | 3  | 3,429 | 15 | 0,514 |
| 23   | 3          | 3  | 3  | 3  | 3  | 4  | 3,167 | 25 | 0,792 | 3       | 3  | 4  | 3  | 3  | 3   | 3  | 3,143 | 10 | 0,314 |

**Tabel L10.1 (Lanjutan)**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp | Pernyataan |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    | Ski   | Wi    | SQi   |       |  |  |
|------|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|-------|-------|-------|-------|--|--|
|      | Tangibles  |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |       |       |       |       |  |  |
|      | 1          | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |       |       |       |       |  |  |
| 24   | 3          | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3,056 | 30    | 0,917 |       |  |  |
| 25   | 3          | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3  | 4  | 4  | 4  | 3  | 4  | 2  | 4  | 3  | 3,500 | 20    | 0,700 |       |  |  |
| 26   | 3          | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3,056 | 10    | 0,306 |       |  |  |
| 27   | 3          | 2 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 2  | 2,778 | 15    | 0,417 |       |  |  |
| 28   | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 3,222 | 20    | 0,644 |       |  |  |
| 29   | 4          | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3,833 | 20    | 0,767 |       |  |  |
| 30   | 4          | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3,722 | 20    | 0,744 |       |  |  |
| 31   | 4          | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 3,611 | 15    | 0,542 |       |  |  |
| 32   | 4          | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3,667 | 20    | 0,733 |       |  |  |
| 33   | 3          | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 3,444 | 15    | 0,517 |       |  |  |
| 34   | 3          | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 4  | 3,056 | 5     | 0,153 |       |  |  |
| 35   | 4          | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3,611 | 50    | 1,806 |       |  |  |
| 36   | 3          | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3,389 | 30    | 1,017 |       |  |  |
| 37   | 3          | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3,444 | 30    | 1,033 |       |  |  |
| 38   | 4          | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3,667 | 30    | 1,100 |       |  |  |
| 39   | 4          | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3,444 | 20    | 0,689 |       |  |  |
| 40   | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3,278 | 30    | 0,983 |       |  |  |
| 41   | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4  | 3  | 4  | 3  | 2  | 3  | 4  | 3  | 3  | 3,167 | 30    | 0,950 |       |  |  |
| 42   | 4          | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4  | 3  | 4  | 3  | 2  | 3  | 4  | 3  | 4  | 3,500 | 25    | 0,875 |       |  |  |
| 43   | 3          | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3,444 | 20    | 0,689 |       |  |  |
| 44   | 3          | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3,833 | 25    | 0,958 |       |  |  |
| 45   | 4          | 4 | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3,500 | 40    | 1,400 |       |  |  |
| 46   | 4          | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 3,444 | 40    | 1,378 |       |  |  |
| 47   | 3          | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4  | 4  | 2  | 3  | 3  | 4  | 4  | 4  | 4  | 3,500 | 10    | 0,350 |       |  |  |
| 48   | 3          | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 4  | 4  | 2  | 3  | 4  | 4     | 3,333 | 25    | 0,833 |  |  |

**Tabel L10.1 (Lanjutan)**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp | Pernyataan  |    |    |    |    |    |    |    |                |    |       |    |    |    | Ski | Wi | SQi |   |       |       |       |       |
|------|-------------|----|----|----|----|----|----|----|----------------|----|-------|----|----|----|-----|----|-----|---|-------|-------|-------|-------|
|      | Reliability |    |    |    |    |    |    |    | Responsiveness |    |       |    |    |    |     |    |     |   |       |       |       |       |
|      | 19          | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27             | 28 | 29    | 30 | 31 | 32 | 33  | 34 |     |   |       |       |       |       |
| 24   | 4           | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3,125          | 20 | 0,625 | 3  | 3  | 3  | 3   | 3  | 4   | 3 | 3,125 | 15    | 0,469 |       |
| 25   | 4           | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3,500          | 35 | 1,225 | 4  | 3  | 3  | 3   | 4  | 4   | 3 | 3,375 | 15    | 0,506 |       |
| 26   | 3           | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3,125          | 30 | 0,938 | 4  | 3  | 4  | 3   | 4  | 3   | 3 | 3,375 | 15    | 0,506 |       |
| 27   | 4           | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3,000          | 40 | 1,200 | 3  | 4  | 3  | 2   | 3  | 3   | 3 | 2     | 2,875 | 20    | 0,575 |
| 28   | 4           | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3,375          | 20 | 0,675 | 3  | 3  | 3  | 3   | 4  | 4   | 3 | 3     | 3,250 | 20    | 0,650 |
| 29   | 4           | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3,750          | 25 | 0,938 | 4  | 4  | 4  | 3   | 4  | 4   | 4 | 4     | 3,875 | 20    | 0,775 |
| 30   | 4           | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3,375          | 25 | 0,844 | 4  | 4  | 4  | 4   | 3  | 3   | 3 | 3,500 | 15    | 0,525 |       |
| 31   | 4           | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3,375          | 25 | 0,844 | 4  | 4  | 4  | 4   | 3  | 4   | 4 | 3     | 3,750 | 20    | 0,750 |
| 32   | 3           | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3,625          | 30 | 1,088 | 4  | 4  | 4  | 3   | 4  | 3   | 3 | 3,500 | 25    | 0,875 |       |
| 33   | 4           | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3,500          | 25 | 0,875 | 4  | 4  | 3  | 3   | 4  | 4   | 3 | 4     | 3,625 | 15    | 0,544 |
| 34   | 3           | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3,375          | 50 | 1,688 | 3  | 3  | 3  | 3   | 4  | 3   | 4 | 3,250 | 10    | 0,325 |       |
| 35   | 4           | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3,750          | 20 | 0,750 | 3  | 4  | 4  | 3   | 4  | 3   | 4 | 3,500 | 10    | 0,350 |       |
| 36   | 4           | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3,875          | 30 | 1,163 | 4  | 4  | 4  | 4   | 4  | 4   | 4 | 3,875 | 15    | 0,581 |       |
| 37   | 3           | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3,500          | 20 | 0,700 | 3  | 3  | 4  | 4   | 4  | 4   | 2 | 3     | 3,375 | 20    | 0,675 |
| 38   | 3           | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 3,375          | 10 | 0,338 | 4  | 3  | 4  | 4   | 4  | 4   | 3 | 4     | 3,750 | 20    | 0,750 |
| 39   | 2           | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3,000          | 20 | 0,600 | 3  | 3  | 3  | 3   | 4  | 3   | 3 | 3,125 | 30    | 0,938 |       |
| 40   | 3           | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 3,375          | 10 | 0,338 | 4  | 4  | 4  | 2   | 2  | 4   | 3 | 3     | 3,250 | 20    | 0,650 |
| 41   | 2           | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2,750          | 25 | 0,688 | 4  | 4  | 3  | 3   | 3  | 3   | 3 | 3,250 | 10    | 0,325 |       |
| 42   | 3           | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3,750          | 20 | 0,750 | 3  | 4  | 4  | 4   | 3  | 4   | 3 | 3,500 | 10    | 0,350 |       |
| 43   | 3           | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 2,875          | 25 | 0,719 | 4  | 4  | 4  | 3   | 3  | 4   | 4 | 4     | 3,750 | 20    | 0,750 |
| 44   | 4           | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3,875          | 15 | 0,581 | 4  | 4  | 4  | 3   | 3  | 3   | 4 | 4     | 3,625 | 25    | 0,906 |
| 45   | 3           | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3,500          | 30 | 1,050 | 3  | 3  | 3  | 3   | 3  | 3   | 4 | 4     | 3,250 | 15    | 0,488 |
| 46   | 4           | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4,000          | 20 | 0,800 | 4  | 4  | 4  | 3   | 4  | 3   | 3 | 4     | 3,625 | 10    | 0,363 |
| 47   | 4           | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3,625          | 20 | 0,725 | 3  | 4  | 3  | 3   | 4  | 4   | 4 | 4     | 3,500 | 20    | 0,700 |
| 48   | 2           | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 3,250          | 25 | 0,813 | 3  | 4  | 4  | 4   | 3  | 3   | 3 | 3,375 | 25    | 0,844 |       |

**Tabel L10.1 (Lanjutan)**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp |           |    |    |    |    |    |         |    |       |    |    |    | Ski | Wi | SQi |       |       |       |       |
|------|-----------|----|----|----|----|----|---------|----|-------|----|----|----|-----|----|-----|-------|-------|-------|-------|
|      | Assurance |    |    |    |    |    | Empathy |    |       |    |    |    |     |    |     |       |       |       |       |
|      | 35        | 36 | 37 | 38 | 39 | 40 | 41      | 42 | 43    | 44 | 45 | 46 |     |    |     |       |       |       |       |
| 24   | 3         | 3  | 4  | 3  | 3  | 3  | 3,167   | 20 | 0,633 | 3  | 3  | 4  | 3   | 3  | 3   | 3,143 | 15    | 0,471 |       |
| 25   | 4         | 3  | 4  | 4  | 3  | 4  | 3,667   | 10 | 0,367 | 3  | 4  | 3  | 4   | 4  | 3   | 4     | 3,571 | 20    | 0,714 |
| 26   | 3         | 3  | 3  | 4  | 4  | 3  | 3,333   | 25 | 0,833 | 4  | 4  | 3  | 3   | 3  | 3   | 3     | 3,286 | 10    | 0,329 |
| 27   | 2         | 4  | 3  | 3  | 3  | 3  | 3,000   | 15 | 0,450 | 3  | 3  | 2  | 3   | 3  | 3   | 3     | 2,857 | 10    | 0,286 |
| 28   | 3         | 3  | 4  | 3  | 3  | 3  | 3,167   | 20 | 0,633 | 3  | 4  | 4  | 4   | 4  | 2   | 4     | 3,571 | 20    | 0,714 |
| 29   | 4         | 4  | 4  | 4  | 4  | 3  | 3,833   | 20 | 0,767 | 4  | 4  | 4  | 4   | 4  | 4   | 4     | 4,000 | 15    | 0,600 |
| 30   | 4         | 4  | 3  | 4  | 4  | 3  | 3,667   | 20 | 0,733 | 4  | 4  | 4  | 3   | 3  | 3   | 4     | 3,571 | 20    | 0,714 |
| 31   | 3         | 4  | 4  | 3  | 3  | 3  | 3,333   | 25 | 0,833 | 4  | 3  | 4  | 4   | 4  | 4   | 4     | 3,857 | 15    | 0,579 |
| 32   | 3         | 4  | 3  | 4  | 3  | 3  | 3,333   | 15 | 0,500 | 4  | 4  | 4  | 3   | 4  | 4   | 3     | 3,714 | 10    | 0,371 |
| 33   | 4         | 4  | 3  | 4  | 4  | 4  | 3,833   | 20 | 0,767 | 4  | 4  | 3  | 4   | 4  | 4   | 3     | 3,714 | 25    | 0,929 |
| 34   | 3         | 3  | 3  | 2  | 4  | 3  | 3,000   | 20 | 0,600 | 3  | 4  | 3  | 4   | 4  | 3   | 3     | 3,429 | 15    | 0,514 |
| 35   | 3         | 4  | 4  | 4  | 4  | 4  | 3,833   | 10 | 0,383 | 4  | 4  | 3  | 4   | 3  | 4   | 4     | 3,714 | 10    | 0,371 |
| 36   | 3         | 4  | 4  | 4  | 4  | 4  | 3,833   | 20 | 0,767 | 4  | 4  | 4  | 4   | 4  | 3   | 4     | 3,857 | 5     | 0,193 |
| 37   | 4         | 3  | 3  | 3  | 3  | 4  | 3,333   | 20 | 0,667 | 4  | 3  | 3  | 3   | 3  | 2   | 4     | 3,143 | 10    | 0,314 |
| 38   | 4         | 3  | 3  | 3  | 3  | 4  | 3,333   | 30 | 1,000 | 4  | 4  | 3  | 3   | 3  | 3   | 3     | 3,429 | 10    | 0,343 |
| 39   | 2         | 3  | 4  | 4  | 4  | 4  | 3,500   | 15 | 0,525 | 4  | 4  | 3  | 3   | 4  | 3   | 3     | 3,429 | 20    | 0,686 |
| 40   | 3         | 3  | 3  | 3  | 3  | 3  | 3,000   | 20 | 0,600 | 3  | 4  | 3  | 3   | 2  | 3   | 4     | 3,143 | 20    | 0,629 |
| 41   | 4         | 4  | 4  | 3  | 4  | 2  | 3,500   | 20 | 0,700 | 2  | 3  | 4  | 4   | 3  | 3   | 3     | 3,143 | 15    | 0,471 |
| 42   | 3         | 3  | 3  | 3  | 4  | 3  | 3,167   | 25 | 0,792 | 3  | 4  | 4  | 4   | 4  | 4   | 4     | 3,857 | 20    | 0,771 |
| 43   | 3         | 3  | 4  | 4  | 4  | 4  | 3,667   | 25 | 0,917 | 4  | 3  | 2  | 3   | 4  | 3   | 4     | 3,286 | 10    | 0,329 |
| 44   | 4         | 4  | 4  | 4  | 3  | 3  | 3,667   | 15 | 0,550 | 4  | 3  | 2  | 3   | 4  | 4   | 3     | 3,286 | 20    | 0,657 |
| 45   | 4         | 4  | 4  | 4  | 3  | 2  | 3,500   | 10 | 0,350 | 3  | 3  | 4  | 4   | 4  | 4   | 4     | 3,571 | 5     | 0,179 |
| 46   | 4         | 4  | 4  | 3  | 3  | 2  | 3,333   | 20 | 0,667 | 3  | 4  | 4  | 4   | 4  | 3   | 3     | 3,571 | 10    | 0,357 |
| 47   | 3         | 3  | 3  | 3  | 3  | 4  | 3,167   | 30 | 0,950 | 3  | 4  | 4  | 4   | 4  | 3   | 4     | 3,714 | 20    | 0,743 |
| 48   | 4         | 4  | 3  | 3  | 4  | 4  | 3,667   | 20 | 0,733 | 3  | 4  | 3  | 3   | 4  | 3   | 4     | 3,429 | 5     | 0,171 |

**Tabel L10.1 (Lanjutan)**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp      | Pernyataan |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    | Ski   | Wi    | SQi   |       |  |  |
|-----------|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|-------|-------|-------|-------|--|--|
|           | Tangibles  |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |       |       |       |       |  |  |
|           | 1          | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |       |       |       |       |  |  |
| <b>49</b> | 4          | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4  | 3  | 4  | 4  | 4  | 4  | 2  | 4  | 3  | 4     | 3,556 | 25    | 0,889 |  |  |
| <b>50</b> | 3          | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4  | 4  | 4  | 3  | 4  | 2  | 3  | 3  | 4  | 3,556 | 40    | 1,422 |       |  |  |
| <b>51</b> | 3          | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3,833 | 20    | 0,767 |       |  |  |
| <b>52</b> | 4          | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4  | 4  | 4  | 3  | 4  | 2  | 3  | 3  | 3  | 3,444 | 20    | 0,689 |       |  |  |
| <b>53</b> | 3          | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3,056 | 20    | 0,611 |       |  |  |
| <b>54</b> | 3          | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3,500 | 35    | 1,225 |       |  |  |
| <b>55</b> | 4          | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3,333 | 15    | 0,500 |       |  |  |
| <b>56</b> | 4          | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3,500 | 20    | 0,700 |       |  |  |
| <b>57</b> | 4          | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3     | 3,444 | 30    | 1,033 |  |  |
| <b>58</b> | 4          | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 3,389 | 40    | 1,356 |       |  |  |
| <b>59</b> | 3          | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3,500 | 40    | 1,400 |       |  |  |
| <b>60</b> | 4          | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4     | 3,444 | 20    | 0,689 |  |  |
| <b>61</b> | 3          | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3,667 | 25    | 0,917 |       |  |  |
| <b>62</b> | 4          | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3,500 | 20    | 0,700 |       |  |  |
| <b>63</b> | 4          | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3,667 | 10    | 0,367 |       |  |  |
| <b>64</b> | 3          | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3,500 | 20    | 0,700 |       |  |  |
| <b>65</b> | 3          | 2 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3,111 | 15    | 0,467 |       |  |  |
| <b>66</b> | 3          | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 4  | 3,167 | 20    | 0,633 |       |  |  |
| <b>67</b> | 3          | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3,389 | 40    | 1,356 |       |  |  |
| <b>68</b> | 4          | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 3,278 | 15    | 0,492 |       |  |  |
| <b>69</b> | 3          | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3  | 4  | 2  | 3  | 4  | 4  | 4  | 3  | 3  | 3     | 3,222 | 20    | 0,644 |  |  |
| <b>70</b> | 3          | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3,611 | 30    | 1,083 |       |  |  |
| <b>71</b> | 3          | 2 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3,222 | 30    | 0,967 |       |  |  |
| <b>72</b> | 3          | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3,444 | 15    | 0,517 |       |  |  |
| <b>73</b> | 3          | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3,444 | 15    | 0,517 |       |  |  |
| <b>74</b> | 3          | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 2  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 2  | 3,056 | 20    | 0,611 |       |  |  |
| <b>75</b> | 2          | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3,500 | 30    | 1,050 |       |  |  |
| <b>76</b> | 4          | 4 | 3 | 4 | 4 | 4 | 2 | 3 | 4 | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4     | 3,556 | 20    | 0,711 |  |  |

**Tabel L10.1 (Lanjutan)**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp | Pernyataan  |    |    |    |    |    |    |                |       |       |       |       |    |    | Ski | Wi | SQi |   |       |       |       |       |       |       |
|------|-------------|----|----|----|----|----|----|----------------|-------|-------|-------|-------|----|----|-----|----|-----|---|-------|-------|-------|-------|-------|-------|
|      | Reliability |    |    |    |    |    |    | Responsiveness |       |       |       |       |    |    |     |    |     |   |       |       |       |       |       |       |
|      | 19          | 20 | 21 | 22 | 23 | 24 | 25 | 26             | 27    | 28    | 29    | 30    | 31 | 32 | 33  | 34 |     |   |       |       |       |       |       |       |
| 49   | 2           | 3  | 4  | 3  | 3  | 4  | 4  | 3              | 3,250 | 15    | 0,488 | 4     | 4  | 4  | 4   | 4  | 3   | 2 | 3,625 | 30    | 1,088 |       |       |       |
| 50   | 3           | 3  | 3  | 3  | 3  | 4  | 4  | 3              | 3,250 | 20    | 0,650 | 3     | 4  | 4  | 3   | 3  | 4   | 3 | 2     | 3,250 | 20    | 0,650 |       |       |
| 51   | 2           | 3  | 4  | 4  | 4  | 4  | 4  | 3              | 3     | 3,375 | 15    | 0,506 | 4  | 3  | 4   | 3  | 2   | 3 | 3     | 4     | 3,250 | 25    | 0,813 |       |
| 52   | 4           | 4  | 4  | 4  | 4  | 4  | 4  | 3              | 3     | 3,750 | 30    | 1,125 | 3  | 3  | 4   | 3  | 2   | 3 | 4     | 4     | 3,250 | 10    | 0,325 |       |
| 53   | 4           | 4  | 3  | 3  | 3  | 4  | 3  | 3              | 3     | 3,375 | 15    | 0,506 | 3  | 3  | 4   | 3  | 4   | 3 | 4     | 4     | 3,500 | 15    | 0,525 |       |
| 54   | 2           | 3  | 3  | 4  | 4  | 4  | 4  | 3              | 3     | 3,250 | 20    | 0,650 | 3  | 2  | 3   | 4  | 4   | 4 | 3     | 4     | 3,250 | 15    | 0,488 |       |
| 55   | 3           | 3  | 4  | 3  | 4  | 4  | 4  | 4              | 3     | 3,500 | 10    | 0,350 | 3  | 2  | 3   | 4  | 4   | 4 | 4     | 3     | 3,375 | 15    | 0,506 |       |
| 56   | 4           | 4  | 4  | 4  | 4  | 4  | 4  | 3              | 4     | 3,875 | 20    | 0,775 | 3  | 4  | 3   | 2  | 3   | 4 | 3     | 3,125 | 20    | 0,625 |       |       |
| 57   | 2           | 3  | 3  | 3  | 4  | 4  | 4  | 4              | 4     | 3,375 | 20    | 0,675 | 4  | 4  | 4   | 3  | 4   | 3 | 4     | 4     | 3,750 | 20    | 0,750 |       |
| 58   | 3           | 4  | 3  | 3  | 3  | 3  | 4  | 4              | 4     | 3,375 | 10    | 0,338 | 3  | 4  | 4   | 4  | 4   | 3 | 4     | 3     | 3,625 | 20    | 0,725 |       |
| 59   | 3           | 4  | 4  | 3  | 3  | 3  | 4  | 4              | 4     | 3,500 | 15    | 0,525 | 4  | 4  | 4   | 3  | 4   | 3 | 4     | 3,625 | 10    | 0,363 |       |       |
| 60   | 3           | 4  | 3  | 3  | 3  | 3  | 4  | 4              | 4     | 3,375 | 15    | 0,506 | 4  | 4  | 4   | 4  | 4   | 4 | 4     | 4     | 4,000 | 20    | 0,800 |       |
| 61   | 3           | 3  | 3  | 3  | 4  | 3  | 3  | 4              | 3,250 | 30    | 0,975 | 4     | 4  | 4  | 3   | 4  | 4   | 3 | 4     | 3,750 | 15    | 0,563 |       |       |
| 62   | 3           | 3  | 4  | 3  | 3  | 4  | 4  | 4              | 4     | 3,500 | 30    | 1,050 | 3  | 3  | 3   | 3  | 4   | 4 | 3     | 3,375 | 25    | 0,844 |       |       |
| 63   | 4           | 4  | 4  | 4  | 3  | 3  | 3  | 3              | 3,500 | 20    | 0,700 | 4     | 3  | 3  | 3   | 4  | 4   | 4 | 4     | 3,625 | 20    | 0,725 |       |       |
| 64   | 4           | 3  | 3  | 4  | 4  | 4  | 3  | 4              | 3,625 | 30    | 1,088 | 4     | 4  | 4  | 3   | 3  | 4   | 4 | 3     | 3,625 | 20    | 0,725 |       |       |
| 65   | 2           | 4  | 3  | 3  | 3  | 4  | 4  | 3              | 3,250 | 20    | 0,650 | 3     | 4  | 3  | 3   | 4  | 4   | 3 | 3     | 3,375 | 15    | 0,506 |       |       |
| 66   | 3           | 4  | 4  | 3  | 2  | 3  | 4  | 4              | 4     | 3,375 | 30    | 1,013 | 3  | 4  | 4   | 3  | 4   | 4 | 3     | 2     | 3,375 | 20    | 0,675 |       |
| 67   | 3           | 3  | 3  | 3  | 2  | 3  | 4  | 4              | 4     | 3,125 | 25    | 0,781 | 4  | 4  | 4   | 4  | 4   | 4 | 4     | 2     | 3,750 | 15    | 0,563 |       |
| 68   | 2           | 3  | 4  | 3  | 4  | 3  | 4  | 4              | 4     | 3,375 | 25    | 0,844 | 4  | 4  | 3   | 4  | 4   | 4 | 4     | 4     | 3,875 | 20    | 0,775 |       |
| 69   | 2           | 4  | 4  | 4  | 4  | 3  | 3  | 4              | 3,500 | 15    | 0,525 | 4     | 4  | 4  | 3   | 3  | 3   | 3 | 4     | 3,500 | 20    | 0,700 |       |       |
| 70   | 2           | 4  | 4  | 3  | 4  | 3  | 4  | 4              | 4     | 3,500 | 25    | 0,875 | 3  | 3  | 4   | 3  | 4   | 4 | 3     | 3     | 3,375 | 15    | 0,506 |       |
| 71   | 4           | 3  | 4  | 4  | 4  | 4  | 3  | 4              | 4     | 3,750 | 25    | 0,938 | 3  | 3  | 4   | 2  | 3   | 3 | 3     | 3     | 3,000 | 15    | 0,450 |       |
| 72   | 3           | 4  | 4  | 4  | 4  | 4  | 4  | 4              | 4     | 3,875 | 15    | 0,581 | 4  | 4  | 3   | 4  | 4   | 4 | 4     | 3     | 3,750 | 20    | 0,750 |       |
| 73   | 3           | 4  | 4  | 4  | 4  | 4  | 4  | 4              | 4     | 3,875 | 20    | 0,775 | 4  | 4  | 3   | 3  | 4   | 4 | 4     | 4     | 3,750 | 20    | 0,750 |       |
| 74   | 3           | 3  | 3  | 3  | 3  | 3  | 3  | 3              | 3,000 | 10    | 0,300 | 3     | 4  | 3  | 4   | 4  | 4   | 3 | 4     | 3,500 | 20    | 0,700 |       |       |
| 75   | 3           | 3  | 3  | 4  | 3  | 3  | 4  | 4              | 4     | 3,375 | 25    | 0,844 | 4  | 4  | 4   | 4  | 4   | 4 | 3     | 4     | 3,875 | 10    | 0,388 |       |
| 76   | 4           | 3  | 3  | 4  | 4  | 4  | 4  | 4              | 4     | 3,750 | 20    | 0,750 | 3  | 4  | 4   | 4  | 4   | 4 | 4     | 3     | 4     | 3,750 | 10    | 0,375 |

**Tabel L10.1 (Lanjutan)**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp |           |    |    |    |    |    |     |       |     |         |    |    |    |    | Ski | Wi | SQi |       |    |       |
|------|-----------|----|----|----|----|----|-----|-------|-----|---------|----|----|----|----|-----|----|-----|-------|----|-------|
|      | Assurance |    |    |    |    |    | Ski | Wi    | SQi | Empathy |    |    |    |    |     |    |     |       |    |       |
|      | 35        | 36 | 37 | 38 | 39 | 40 |     |       |     | 41      | 42 | 43 | 44 | 45 | 46  | 47 |     |       |    |       |
| 49   | 3         | 4  | 4  | 4  | 3  | 3  | 4   | 3,500 | 20  | 0,700   | 4  | 4  | 4  | 3  | 4   | 3  | 4   | 3,714 | 10 | 0,371 |
| 50   | 3         | 4  | 4  | 4  | 3  | 3  | 3   | 3,500 | 10  | 0,350   | 4  | 4  | 4  | 4  | 3   | 3  | 3   | 3,571 | 10 | 0,357 |
| 51   | 3         | 4  | 4  | 4  | 3  | 3  | 3   | 3,500 | 20  | 0,700   | 4  | 4  | 4  | 4  | 3   | 4  | 3   | 3,714 | 20 | 0,743 |
| 52   | 4         | 4  | 3  | 4  | 4  | 3  | 3   | 3,667 | 20  | 0,733   | 4  | 3  | 3  | 4  | 3   | 4  | 3   | 3,429 | 20 | 0,686 |
| 53   | 4         | 4  | 4  | 4  | 3  | 3  | 3   | 3,667 | 30  | 1,100   | 3  | 3  | 3  | 4  | 4   | 3  | 3   | 3,286 | 20 | 0,657 |
| 54   | 3         | 4  | 3  | 3  | 3  | 4  | 3   | 3,333 | 15  | 0,500   | 4  | 3  | 2  | 3  | 4   | 4  | 3   | 3,286 | 15 | 0,493 |
| 55   | 4         | 4  | 4  | 3  | 3  | 3  | 3   | 3,500 | 20  | 0,700   | 4  | 3  | 2  | 3  | 4   | 4  | 3   | 3,286 | 40 | 1,314 |
| 56   | 4         | 3  | 3  | 4  | 3  | 2  | 2   | 3,167 | 10  | 0,317   | 3  | 4  | 4  | 3  | 4   | 4  | 3   | 3,571 | 30 | 1,071 |
| 57   | 4         | 4  | 4  | 4  | 3  | 4  | 3   | 3,833 | 25  | 0,958   | 3  | 4  | 4  | 3  | 4   | 3  | 3   | 3,429 | 5  | 0,171 |
| 58   | 3         | 4  | 3  | 3  | 4  | 4  | 4   | 3,500 | 20  | 0,700   | 4  | 4  | 3  | 3  | 4   | 4  | 3   | 3,571 | 10 | 0,357 |
| 59   | 3         | 4  | 3  | 3  | 3  | 4  | 3   | 3,333 | 20  | 0,667   | 4  | 3  | 4  | 4  | 3   | 3  | 3   | 3,429 | 15 | 0,514 |
| 60   | 4         | 4  | 3  | 4  | 3  | 4  | 3   | 3,667 | 15  | 0,550   | 4  | 3  | 4  | 3  | 3   | 4  | 3   | 3,429 | 30 | 1,029 |
| 61   | 4         | 4  | 4  | 4  | 4  | 4  | 4   | 4,000 | 15  | 0,600   | 3  | 3  | 4  | 4  | 3   | 4  | 3   | 3,429 | 15 | 0,514 |
| 62   | 3         | 4  | 3  | 3  | 4  | 4  | 4   | 3,500 | 15  | 0,525   | 4  | 4  | 3  | 3  | 3   | 4  | 3   | 3,429 | 10 | 0,343 |
| 63   | 4         | 4  | 3  | 3  | 4  | 4  | 4   | 3,667 | 10  | 0,367   | 4  | 3  | 3  | 4  | 3   | 4  | 3   | 3,429 | 40 | 1,371 |
| 64   | 4         | 4  | 3  | 3  | 3  | 4  | 3   | 3,500 | 15  | 0,525   | 3  | 3  | 4  | 4  | 3   | 4  | 4   | 3,571 | 15 | 0,536 |
| 65   | 4         | 4  | 4  | 3  | 3  | 3  | 3   | 3,500 | 30  | 1,050   | 4  | 4  | 4  | 3  | 3   | 4  | 3   | 3,571 | 20 | 0,714 |
| 66   | 3         | 3  | 3  | 3  | 3  | 3  | 3   | 3,000 | 15  | 0,450   | 3  | 4  | 4  | 3  | 2   | 3  | 4   | 3,286 | 15 | 0,493 |
| 67   | 3         | 3  | 4  | 4  | 4  | 4  | 4   | 3,667 | 10  | 0,367   | 4  | 4  | 4  | 2  | 2   | 4  | 4   | 3,429 | 10 | 0,343 |
| 68   | 3         | 4  | 4  | 3  | 4  | 3  | 3   | 3,500 | 20  | 0,700   | 4  | 4  | 4  | 4  | 3   | 4  | 4   | 3,857 | 20 | 0,771 |
| 69   | 3         | 3  | 3  | 3  | 3  | 2  | 2   | 2,833 | 20  | 0,567   | 3  | 3  | 4  | 4  | 4   | 3  | 4   | 3,571 | 25 | 0,893 |
| 70   | 3         | 3  | 3  | 3  | 3  | 2  | 2   | 2,833 | 15  | 0,425   | 3  | 4  | 4  | 4  | 4   | 3  | 2   | 3,429 | 15 | 0,514 |
| 71   | 3         | 3  | 3  | 3  | 4  | 4  | 4   | 3,333 | 15  | 0,500   | 3  | 4  | 3  | 3  | 4   | 3  | 3   | 3,286 | 15 | 0,493 |
| 72   | 3         | 4  | 4  | 4  | 3  | 4  | 4   | 3,667 | 20  | 0,733   | 3  | 3  | 3  | 3  | 4   | 3  | 2   | 3,000 | 30 | 0,900 |
| 73   | 3         | 4  | 4  | 4  | 3  | 4  | 4   | 3,667 | 20  | 0,733   | 3  | 4  | 4  | 4  | 3   | 4  | 4   | 3,714 | 25 | 0,929 |
| 74   | 3         | 3  | 4  | 3  | 4  | 4  | 4   | 3,500 | 25  | 0,875   | 3  | 4  | 3  | 3  | 3   | 4  | 4   | 3,286 | 25 | 0,821 |
| 75   | 2         | 3  | 4  | 4  | 4  | 4  | 4   | 3,500 | 25  | 0,875   | 4  | 4  | 4  | 3  | 3   | 4  | 4   | 3,714 | 10 | 0,371 |
| 76   | 4         | 4  | 4  | 4  | 3  | 3  | 3   | 3,667 | 40  | 1,467   | 3  | 3  | 4  | 3  | 3   | 4  | 4   | 3,429 | 10 | 0,343 |

**Tabel L10.1 (Lanjutan)**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp | Pernyataan |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    | Ski   | Wi    | SQi   |       |  |  |
|------|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|-------|-------|-------|-------|--|--|
|      | Tangibles  |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |       |       |       |       |  |  |
|      | 1          | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |       |       |       |       |  |  |
| 77   | 4          | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 2  | 3  | 3  | 3     | 3,611 | 30    | 1,083 |  |  |
| 78   | 4          | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3     | 3,667 | 20    | 0,733 |  |  |
| 79   | 4          | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3,833 | 30    | 1,150 |       |  |  |
| 80   | 3          | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3  | 4  | 3  | 3  | 2  | 3  | 4  | 3  | 3  | 3,389 | 15    | 0,508 |       |  |  |
| 81   | 3          | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4  | 3  | 4  | 4  | 2  | 4  | 4  | 3  | 4  | 3,389 | 30    | 1,017 |       |  |  |
| 82   | 4          | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3  | 4  | 3  | 4  | 4  | 2  | 2  | 3  | 3  | 3,333 | 40    | 1,333 |       |  |  |
| 83   | 4          | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 3,611 | 35    | 1,264 |       |  |  |
| 84   | 3          | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3,500 | 25    | 0,875 |       |  |  |
| 85   | 4          | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3  | 3  | 3  | 2  | 3  | 4  | 3  | 3  | 3  | 3,389 | 20    | 0,678 |       |  |  |
| 86   | 3          | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3,444 | 5     | 0,172 |       |  |  |
| 87   | 4          | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3,389 | 10    | 0,339 |       |  |  |
| 88   | 3          | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 2 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3,278 | 10    | 0,328 |       |  |  |
| 89   | 3          | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3,667 | 30    | 1,100 |       |  |  |
| 90   | 3          | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3,167 | 30    | 0,950 |       |  |  |
| 91   | 3          | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3,556 | 15    | 0,533 |       |  |  |
| 92   | 4          | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3,778 | 30    | 1,133 |       |  |  |
| 93   | 3          | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3,500 | 5     | 0,175 |       |  |  |
| 94   | 4          | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4  | 3  | 4  | 4  | 3  | 2  | 2  | 2  | 3  | 3,333 | 10    | 0,333 |       |  |  |
| 95   | 4          | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3  | 4  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3,278 | 20    | 0,656 |       |  |  |
| 96   | 4          | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4  | 3  | 3  | 3  | 4  | 2  | 2  | 3  | 2  | 2,944 | 20    | 0,589 |       |  |  |
| 97   | 4          | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 2  | 3,278 | 20    | 0,656 |       |  |  |
| 98   | 3          | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4  | 2  | 3  | 3  | 2  | 2  | 3  | 4  | 3  | 3,278 | 15    | 0,492 |       |  |  |
| 99   | 3          | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4  | 4  | 3  | 3  | 4  | 2  | 4  | 4  | 4  | 3,333 | 10    | 0,333 |       |  |  |
| 100  | 3          | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3  | 4  | 2  | 2  | 3  | 4  | 3  | 3  | 4  | 3,111 | 25    | 0,778 |       |  |  |
| 101  | 3          | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3  | 4  | 4  | 2  | 4  | 4  | 4  | 2  | 3  | 3,500 | 15    | 0,525 |       |  |  |
| 102  | 3          | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3  | 4  | 4  | 4  | 2  | 3  | 4  | 4  | 3  | 3,444 | 20    | 0,689 |       |  |  |
| 103  | 3          | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 3,500 | 25    | 0,875 |       |  |  |
| 104  | 3          | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3,333 | 15    | 0,500 |       |  |  |

**Tabel L10.1 (Lanjutan)**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp | Pernyataan  |    |    |    |    |    |    |                |       |       |       |    |    |    | Ski | Wi | SQi   |       |       |       |       |       |
|------|-------------|----|----|----|----|----|----|----------------|-------|-------|-------|----|----|----|-----|----|-------|-------|-------|-------|-------|-------|
|      | Reliability |    |    |    |    |    |    | Responsiveness |       |       |       |    |    |    |     |    |       |       |       |       |       |       |
|      | 19          | 20 | 21 | 22 | 23 | 24 | 25 | 27             | 28    | 29    | 30    | 31 | 32 | 33 | 34  |    |       |       |       |       |       |       |
| 77   | 3           | 3  | 3  | 3  | 4  | 3  | 4  | 3,250          | 30    | 0,975 | 3     | 4  | 4  | 4  | 4   | 4  | 3,750 | 10    | 0,375 |       |       |       |
| 78   | 3           | 3  | 4  | 4  | 4  | 4  | 2  | 4              | 3,500 | 30    | 1,050 | 3  | 3  | 3  | 3   | 3  | 4     | 3     | 3,125 | 10    | 0,313 |       |
| 79   | 4           | 4  | 3  | 4  | 3  | 3  | 4  | 4              | 3,625 | 20    | 0,725 | 4  | 3  | 4  | 3   | 3  | 3     | 4     | 3,375 | 20    | 0,675 |       |
| 80   | 4           | 4  | 4  | 4  | 3  | 3  | 4  | 4              | 3,750 | 20    | 0,750 | 3  | 3  | 4  | 3   | 3  | 4     | 3,375 | 25    | 0,844 |       |       |
| 81   | 3           | 4  | 4  | 3  | 4  | 2  | 3  | 3              | 3,250 | 10    | 0,325 | 4  | 4  | 4  | 4   | 4  | 3     | 4     | 3,875 | 10    | 0,388 |       |
| 82   | 2           | 4  | 3  | 3  | 3  | 2  | 3  | 3              | 2,875 | 20    | 0,575 | 3  | 4  | 4  | 3   | 3  | 4     | 4     | 3     | 3,500 | 10    | 0,350 |
| 83   | 3           | 4  | 3  | 3  | 3  | 4  | 3  | 3              | 3,250 | 10    | 0,325 | 4  | 3  | 4  | 3   | 2  | 3     | 4     | 4     | 3,375 | 20    | 0,675 |
| 84   | 3           | 4  | 4  | 3  | 3  | 4  | 3  | 3              | 3,375 | 30    | 1,013 | 3  | 3  | 4  | 3   | 2  | 3     | 4     | 4     | 3,250 | 10    | 0,325 |
| 85   | 2           | 4  | 3  | 4  | 3  | 4  | 3  | 3              | 3,250 | 20    | 0,650 | 3  | 3  | 4  | 3   | 4  | 3     | 4     | 4     | 3,500 | 15    | 0,525 |
| 86   | 2           | 4  | 4  | 4  | 4  | 4  | 3  | 3              | 3,500 | 20    | 0,700 | 3  | 2  | 3  | 4   | 3  | 4     | 3     | 3,250 | 20    | 0,650 |       |
| 87   | 4           | 3  | 4  | 4  | 3  | 4  | 4  | 3              | 3,625 | 25    | 0,906 | 3  | 2  | 3  | 4   | 4  | 4     | 4     | 3     | 3,375 | 20    | 0,675 |
| 88   | 3           | 3  | 4  | 4  | 4  | 4  | 4  | 4              | 3,750 | 30    | 1,125 | 3  | 4  | 3  | 3   | 2  | 3     | 4     | 4     | 3,250 | 25    | 0,813 |
| 89   | 3           | 3  | 4  | 4  | 4  | 4  | 4  | 4              | 3,750 | 20    | 0,750 | 4  | 4  | 4  | 3   | 4  | 3     | 4     | 4     | 3,750 | 20    | 0,750 |
| 90   | 2           | 3  | 3  | 4  | 4  | 4  | 4  | 3              | 3,375 | 25    | 0,844 | 4  | 3  | 4  | 3   | 3  | 4     | 3     | 3     | 3,375 | 20    | 0,675 |
| 91   | 4           | 4  | 4  | 4  | 3  | 2  | 2  | 4              | 3,375 | 30    | 1,013 | 4  | 4  | 4  | 4   | 4  | 3     | 3     | 3,625 | 15    | 0,544 |       |
| 92   | 4           | 3  | 3  | 3  | 3  | 3  | 3  | 3              | 3,125 | 15    | 0,469 | 2  | 3  | 3  | 3   | 4  | 4     | 4     | 4     | 3,375 | 15    | 0,506 |
| 93   | 2           | 4  | 3  | 3  | 4  | 3  | 3  | 3              | 3,125 | 10    | 0,313 | 4  | 3  | 3  | 4   | 3  | 4     | 4     | 3     | 3,500 | 45    | 1,575 |
| 94   | 2           | 4  | 4  | 3  | 3  | 4  | 3  | 3              | 3,250 | 20    | 0,650 | 4  | 3  | 3  | 3   | 4  | 3     | 3     | 3,250 | 30    | 0,975 |       |
| 95   | 3           | 4  | 3  | 3  | 2  | 3  | 4  | 3              | 3,125 | 20    | 0,625 | 4  | 3  | 3  | 3   | 4  | 3     | 3     | 3,250 | 30    | 0,975 |       |
| 96   | 4           | 2  | 2  | 3  | 3  | 4  | 4  | 4              | 3,250 | 15    | 0,488 | 4  | 3  | 3  | 3   | 2  | 3     | 3     | 3,000 | 30    | 0,900 |       |
| 97   | 3           | 4  | 2  | 4  | 2  | 4  | 4  | 3              | 3,250 | 25    | 0,813 | 4  | 4  | 3  | 3   | 2  | 3     | 3     | 2     | 3,000 | 40    | 1,200 |
| 98   | 3           | 3  | 4  | 3  | 3  | 3  | 3  | 3              | 3,125 | 30    | 0,938 | 3  | 3  | 2  | 3   | 3  | 4     | 4     | 4     | 3,250 | 30    | 0,975 |
| 99   | 2           | 4  | 4  | 4  | 2  | 3  | 4  | 4              | 3,375 | 20    | 0,675 | 3  | 3  | 4  | 3   | 3  | 3     | 3     | 3     | 3,125 | 30    | 0,938 |
| 100  | 3           | 4  | 3  | 3  | 4  | 3  | 3  | 3              | 3,250 | 15    | 0,488 | 4  | 3  | 3  | 3   | 4  | 3     | 3     | 3,250 | 30    | 0,975 |       |
| 101  | 3           | 4  | 3  | 3  | 3  | 3  | 3  | 4              | 3,250 | 30    | 0,975 | 3  | 3  | 3  | 4   | 3  | 4     | 4     | 4     | 3,500 | 25    | 0,875 |
| 102  | 3           | 4  | 3  | 3  | 4  | 3  | 3  | 4              | 3,375 | 20    | 0,675 | 4  | 3  | 3  | 4   | 4  | 3     | 4     | 3     | 3,500 | 30    | 1,050 |
| 103  | 2           | 3  | 3  | 3  | 4  | 3  | 4  | 3              | 3,125 | 20    | 0,625 | 3  | 3  | 4  | 4   | 4  | 3     | 3     | 3     | 3,375 | 15    | 0,506 |
| 104  | 3           | 3  | 3  | 4  | 3  | 4  | 3  | 3              | 3,250 | 25    | 0,813 | 4  | 3  | 3  | 3   | 3  | 3     | 4     | 3,250 | 10    | 0,325 |       |

**Tabel L10.1 (Lanjutan)**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp |           |    |    |    |    |    |       |    |       |         |    |    |    |    | Ski | Wi | SQi   |    |       |
|------|-----------|----|----|----|----|----|-------|----|-------|---------|----|----|----|----|-----|----|-------|----|-------|
|      | Assurance |    |    |    |    |    | Ski   | Wi | SQi   | Empathy |    |    |    |    |     |    |       |    |       |
|      | 35        | 36 | 37 | 38 | 39 | 40 |       |    |       | 41      | 42 | 43 | 44 | 45 | 46  | 47 |       |    |       |
| 77   | 3         | 3  | 3  | 3  | 3  | 4  | 3,167 | 10 | 0,317 | 4       | 4  | 4  | 4  | 3  | 4   | 4  | 3,857 | 20 | 0,771 |
| 78   | 4         | 3  | 3  | 3  | 2  | 3  | 3,000 | 20 | 0,600 | 3       | 3  | 3  | 3  | 4  | 3   | 4  | 3,286 | 20 | 0,657 |
| 79   | 4         | 4  | 3  | 3  | 4  | 4  | 3,667 | 10 | 0,367 | 4       | 4  | 3  | 3  | 4  | 2   | 4  | 3,429 | 20 | 0,686 |
| 80   | 3         | 4  | 3  | 3  | 3  | 4  | 3,333 | 20 | 0,667 | 4       | 4  | 4  | 3  | 3  | 3   | 3  | 3,429 | 20 | 0,686 |
| 81   | 3         | 4  | 3  | 4  | 4  | 4  | 3,667 | 20 | 0,733 | 3       | 3  | 4  | 3  | 4  | 3   | 3  | 3,286 | 30 | 0,986 |
| 82   | 4         | 3  | 3  | 3  | 4  | 4  | 3,500 | 10 | 0,350 | 4       | 4  | 4  | 4  | 4  | 3   | 4  | 3,857 | 20 | 0,771 |
| 83   | 3         | 4  | 4  | 3  | 4  | 4  | 3,667 | 10 | 0,367 | 4       | 3  | 4  | 4  | 4  | 3   | 3  | 3,571 | 25 | 0,893 |
| 84   | 3         | 3  | 4  | 4  | 4  | 4  | 3,667 | 25 | 0,917 | 4       | 4  | 3  | 3  | 4  | 3   | 3  | 3,429 | 10 | 0,343 |
| 85   | 3         | 3  | 3  | 3  | 3  | 4  | 3,167 | 20 | 0,633 | 4       | 3  | 4  | 3  | 4  | 3   | 4  | 3,571 | 25 | 0,893 |
| 86   | 2         | 3  | 4  | 3  | 3  | 3  | 3,000 | 40 | 1,200 | 3       | 3  | 3  | 4  | 4  | 4   | 4  | 3,571 | 15 | 0,536 |
| 87   | 3         | 4  | 3  | 3  | 3  | 3  | 3,167 | 25 | 0,792 | 2       | 3  | 3  | 4  | 3  | 4   | 4  | 3,286 | 20 | 0,657 |
| 88   | 4         | 4  | 4  | 4  | 4  | 3  | 3,833 | 20 | 0,767 | 2       | 4  | 3  | 4  | 3  | 4   | 4  | 3,429 | 15 | 0,514 |
| 89   | 4         | 4  | 4  | 4  | 4  | 4  | 4,000 | 10 | 0,400 | 4       | 4  | 4  | 3  | 4  | 3   | 4  | 3,714 | 20 | 0,743 |
| 90   | 3         | 3  | 3  | 3  | 2  | 3  | 2,833 | 15 | 0,425 | 3       | 3  | 4  | 4  | 3  | 4   | 4  | 3,571 | 10 | 0,357 |
| 91   | 3         | 3  | 3  | 3  | 4  | 4  | 3,333 | 30 | 1,000 | 4       | 3  | 2  | 3  | 4  | 3   | 4  | 3,286 | 10 | 0,329 |
| 92   | 4         | 4  | 4  | 4  | 3  | 3  | 3,667 | 20 | 0,733 | 4       | 3  | 2  | 3  | 4  | 4   | 3  | 3,286 | 20 | 0,657 |
| 93   | 3         | 4  | 3  | 3  | 2  | 3  | 3,000 | 15 | 0,450 | 4       | 4  | 4  | 3  | 2  | 3   | 4  | 3,429 | 25 | 0,857 |
| 94   | 3         | 3  | 3  | 3  | 2  | 3  | 2,833 | 20 | 0,567 | 3       | 3  | 4  | 3  | 2  | 3   | 4  | 3,143 | 20 | 0,629 |
| 95   | 3         | 3  | 3  | 3  | 4  | 3  | 3,167 | 20 | 0,633 | 3       | 2  | 3  | 3  | 4  | 3   | 4  | 3,143 | 10 | 0,314 |
| 96   | 3         | 3  | 3  | 3  | 4  | 4  | 3,333 | 15 | 0,500 | 3       | 2  | 3  | 4  | 4  | 4   | 4  | 3,429 | 20 | 0,686 |
| 97   | 3         | 3  | 3  | 4  | 3  | 4  | 3,333 | 10 | 0,333 | 3       | 4  | 3  | 4  | 4  | 4   | 4  | 3,714 | 5  | 0,186 |
| 98   | 4         | 4  | 4  | 4  | 3  | 3  | 3,667 | 10 | 0,367 | 4       | 4  | 3  | 4  | 3  | 3   | 4  | 3,571 | 15 | 0,536 |
| 99   | 3         | 3  | 3  | 3  | 3  | 3  | 3,000 | 15 | 0,450 | 3       | 4  | 4  | 4  | 4  | 3   | 4  | 3,714 | 25 | 0,929 |
| 100  | 3         | 3  | 3  | 4  | 4  | 3  | 3,333 | 15 | 0,500 | 3       | 3  | 4  | 4  | 4  | 4   | 3  | 3,571 | 15 | 0,536 |
| 101  | 4         | 4  | 4  | 4  | 3  | 3  | 3,667 | 20 | 0,733 | 3       | 3  | 4  | 4  | 4  | 4   | 4  | 3,571 | 10 | 0,357 |
| 102  | 4         | 4  | 4  | 4  | 4  | 3  | 3,833 | 20 | 0,767 | 3       | 4  | 4  | 4  | 4  | 4   | 3  | 3,571 | 10 | 0,357 |
| 103  | 4         | 3  | 3  | 4  | 3  | 4  | 3,500 | 25 | 0,875 | 4       | 3  | 4  | 4  | 3  | 3   | 3  | 3,429 | 15 | 0,514 |
| 104  | 3         | 3  | 4  | 4  | 4  | 4  | 3,667 | 20 | 0,733 | 3       | 3  | 4  | 4  | 4  | 3   | 3  | 3,429 | 30 | 1,029 |

**Tabel L10.1 (Lanjutan)**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp                       | Pernyataan |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |       | Ski   | Wi | SQi   |  |  |  |
|----------------------------|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|-------|-------|----|-------|--|--|--|
|                            | Tangibles  |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |       |       |    |       |  |  |  |
|                            | 1          | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18    |       |    |       |  |  |  |
| <b>105</b>                 | 3          | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 4     | 3,167 | 10 | 0,317 |  |  |  |
| <b>106</b>                 | 3          | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4  | 3  | 4  | 2  | 4  | 3  | 4  | 3  | 3     | 3,444 | 30 | 1,033 |  |  |  |
| <b>107</b>                 | 3          | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 3     | 3,500 | 25 | 0,875 |  |  |  |
| <b>108</b>                 | 3          | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3     | 3,389 | 30 | 1,017 |  |  |  |
| <b>109</b>                 | 4          | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3     | 3,500 | 25 | 0,875 |  |  |  |
| <b>110</b>                 | 3          | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3     | 3,389 | 30 | 1,017 |  |  |  |
| <b>111</b>                 | 3          | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3     | 3,722 | 20 | 0,744 |  |  |  |
| <b>112</b>                 | 4          | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3  | 4  | 3  | 3  | 4  | 3  | 2  | 2  | 4     | 3,333 | 15 | 0,500 |  |  |  |
| <b>113</b>                 | 4          | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3     | 3,667 | 10 | 0,367 |  |  |  |
| <b>114</b>                 | 4          | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3     | 3,444 | 20 | 0,689 |  |  |  |
| <b>115</b>                 | 3          | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 4 | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4     | 3,500 | 20 | 0,700 |  |  |  |
| <b>116</b>                 | 4          | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 4     | 3,444 | 25 | 0,861 |  |  |  |
| <b>117</b>                 | 3          | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3  | 3  | 3  | 2  | 3  | 4  | 3  | 3  | 3     | 3,000 | 20 | 0,600 |  |  |  |
| <b>118</b>                 | 4          | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 4 | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 4     | 3,500 | 20 | 0,700 |  |  |  |
| <b>119</b>                 | 4          | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3     | 3,611 | 25 | 0,903 |  |  |  |
| <b>120</b>                 | 2          | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3     | 3,000 | 15 | 0,450 |  |  |  |
| $\overline{SQi}$ Tangibles |            |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    | 0,761 |       |    |       |  |  |  |
| $S^2$                      |            |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    | 0,092 |       |    |       |  |  |  |

**Tabel L10.1 (Lanjutan)**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp | Pernyataan  |    |                 |             |    |    |       |                |        |    |                 |                |    |    | Ski   | Wi | SQi |   |                |       |       |       |                |       |  |  |
|------|-------------|----|-----------------|-------------|----|----|-------|----------------|--------|----|-----------------|----------------|----|----|-------|----|-----|---|----------------|-------|-------|-------|----------------|-------|--|--|
|      | Reliability |    |                 |             |    |    |       | Responsiveness |        |    |                 |                |    |    |       |    |     |   |                |       |       |       |                |       |  |  |
|      | 19          | 20 | 21              | 22          | 23 | 24 | 25    | 26             | 27     | 28 | 29              | 30             | 31 | 32 | 33    | 34 |     |   |                |       |       |       |                |       |  |  |
| 105  | 2           | 4  | 4               | 4           | 3  | 3  | 3     | 3              | 3,250  | 15 | 0,488           | 4              | 3  | 4  | 3     | 3  | 2   | 3 | 3              | 3,125 | 25    | 0,781 |                |       |  |  |
| 106  | 3           | 3  | 3               | 3           | 4  | 3  | 3     | 4              | 3,250  | 10 | 0,325           | 3              | 4  | 3  | 2     | 3  | 3   | 4 | 4              | 3,250 | 30    | 0,975 |                |       |  |  |
| 107  | 3           | 3  | 3               | 4           | 3  | 4  | 4     | 4              | 3,500  | 30 | 1,050           | 3              | 3  | 3  | 4     | 3  | 3   | 3 | 3              | 3,125 | 20    | 0,625 |                |       |  |  |
| 108  | 3           | 3  | 4               | 3           | 3  | 3  | 2     | 4              | 3,125  | 20 | 0,625           | 2              | 4  | 3  | 3     | 3  | 3   | 4 | 3              | 3,125 | 15    | 0,469 |                |       |  |  |
| 109  | 3           | 3  | 3               | 4           | 4  | 3  | 4     | 3              | 3,375  | 25 | 0,844           | 3              | 3  | 3  | 3     | 4  | 3   | 4 | 4              | 3,375 | 15    | 0,506 |                |       |  |  |
| 110  | 3           | 3  | 4               | 3           | 4  | 3  | 4     | 4              | 3,500  | 20 | 0,700           | 2              | 3  | 3  | 3     | 3  | 4   | 4 | 4              | 3,250 | 10    | 0,325 |                |       |  |  |
| 111  | 4           | 4  | 3               | 4           | 4  | 4  | 4     | 4              | 3,875  | 15 | 0,581           | 4              | 3  | 3  | 4     | 4  | 4   | 4 | 3              | 3     | 3,500 | 25    | 0,875          |       |  |  |
| 112  | 3           | 4  | 4               | 4           | 4  | 3  | 3     | 3              | 3,500  | 25 | 0,875           | 3              | 3  | 3  | 4     | 3  | 3   | 4 | 3              | 3,250 | 20    | 0,650 |                |       |  |  |
| 113  | 3           | 4  | 4               | 4           | 4  | 4  | 3     | 3              | 3,625  | 25 | 0,906           | 3              | 3  | 3  | 2     | 3  | 3   | 4 | 3              | 3,000 | 25    | 0,750 |                |       |  |  |
| 114  | 3           | 3  | 3               | 3           | 4  | 4  | 3     | 3              | 3,250  | 20 | 0,650           | 4              | 4  | 3  | 3     | 4  | 3   | 3 | 3              | 3,375 | 20    | 0,675 |                |       |  |  |
| 115  | 4           | 3  | 3               | 4           | 4  | 4  | 3     | 4              | 3,625  | 20 | 0,725           | 3              | 3  | 4  | 3     | 3  | 3   | 3 | 4              | 3,250 | 20    | 0,650 |                |       |  |  |
| 116  | 3           | 4  | 4               | 3           | 3  | 3  | 4     | 4              | 3,500  | 20 | 0,700           | 3              | 4  | 3  | 3     | 4  | 3   | 4 | 3              | 3,375 | 25    | 0,844 |                |       |  |  |
| 117  | 3           | 4  | 4               | 3           | 3  | 3  | 3     | 3              | 3,250  | 25 | 0,813           | 3              | 4  | 4  | 3     | 3  | 4   | 4 | 3              | 3,500 | 20    | 0,700 |                |       |  |  |
| 118  | 4           | 3  | 3               | 3           | 4  | 3  | 3     | 4              | 3,375  | 20 | 0,675           | 4              | 3  | 3  | 3     | 4  | 4   | 4 | 3              | 3,500 | 10    | 0,350 |                |       |  |  |
| 119  | 3           | 4  | 3               | 3           | 3  | 3  | 3     | 3              | 4,3250 | 15 | 0,488           | 3              | 3  | 4  | 3     | 3  | 4   | 3 | 3              | 3,250 | 25    | 0,813 |                |       |  |  |
| 120  | 4           | 3  | 4               | 4           | 4  | 3  | 3     | 3              | 3,500  | 25 | 0,875           | 3              | 3  | 4  | 3     | 4  | 4   | 3 | 2              | 3,250 | 15    | 0,488 |                |       |  |  |
|      |             |    | SQ <sub>i</sub> | Reliability |    |    | 0,778 |                |        |    | SQ <sub>i</sub> | Responsiveness |    |    | 0,649 |    |     |   | S <sup>2</sup> | 0,074 |       |       | S <sup>2</sup> | 0,050 |  |  |

**Tabel L10.1 (Lanjutan)**  
**Perhitungan Servqual Untuk Harapan Konsumen**

| Resp        |           |    |    |    |    |           |         |    |       |             |    |    |    |   | Ski   | Wi      | SQi            |  |  |  |
|-------------|-----------|----|----|----|----|-----------|---------|----|-------|-------------|----|----|----|---|-------|---------|----------------|--|--|--|
|             | Assurance |    |    |    |    |           | Empathy |    |       |             |    |    |    |   |       |         |                |  |  |  |
|             | 35        | 36 | 37 | 38 | 39 | 40        | 41      | 42 | 43    | 44          | 45 | 46 | 47 |   |       |         |                |  |  |  |
| 105         | 2         | 3  | 3  | 4  | 2  | 4         | 3,000   | 20 | 0,600 | 4           | 3  | 4  | 4  | 3 | 3     | 3       | 3,429 10 0,343 |  |  |  |
| 106         | 4         | 4  | 4  | 4  | 3  | 4         | 3,833   | 10 | 0,383 | 3           | 3  | 3  | 4  | 3 | 3     | 3       | 3,143 20 0,629 |  |  |  |
| 107         | 3         | 3  | 3  | 4  | 2  | 4         | 3,167   | 15 | 0,475 | 2           | 4  | 3  | 3  | 3 | 3     | 4       | 3,143 10 0,314 |  |  |  |
| 108         | 3         | 3  | 3  | 4  | 4  | 3         | 3,333   | 20 | 0,667 | 3           | 3  | 3  | 3  | 4 | 3     | 4       | 3,286 15 0,493 |  |  |  |
| 109         | 4         | 4  | 4  | 4  | 3  | 4         | 3,833   | 25 | 0,958 | 2           | 3  | 3  | 3  | 4 | 4     | 3       | 3,143 10 0,314 |  |  |  |
| 110         | 3         | 4  | 4  | 4  | 4  | 4         | 3,833   | 30 | 1,150 | 4           | 3  | 3  | 4  | 4 | 4     | 3       | 3,571 10 0,357 |  |  |  |
| 111         | 3         | 4  | 3  | 4  | 4  | 3         | 3,500   | 10 | 0,350 | 3           | 4  | 3  | 4  | 3 | 4     | 4       | 3,571 30 1,071 |  |  |  |
| 112         | 3         | 4  | 3  | 4  | 4  | 3         | 3,500   | 15 | 0,525 | 4           | 3  | 4  | 3  | 2 | 4     | 3       | 3,286 25 0,821 |  |  |  |
| 113         | 4         | 4  | 3  | 3  | 3  | 4         | 3,500   | 30 | 1,050 | 4           | 3  | 3  | 3  | 4 | 3     | 4       | 3,429 10 0,343 |  |  |  |
| 114         | 3         | 3  | 4  | 3  | 3  | 2         | 3,000   | 15 | 0,450 | 4           | 2  | 4  | 3  | 3 | 3     | 4       | 3,286 25 0,821 |  |  |  |
| 115         | 3         | 3  | 4  | 4  | 4  | 4         | 3,667   | 20 | 0,733 | 3           | 3  | 3  | 3  | 3 | 2     | 4       | 3,000 20 0,600 |  |  |  |
| 116         | 3         | 4  | 3  | 3  | 4  | 4         | 3,500   | 15 | 0,525 | 4           | 2  | 3  | 3  | 3 | 3     | 4       | 3,143 15 0,471 |  |  |  |
| 117         | 4         | 3  | 4  | 3  | 3  | 4         | 3,500   | 15 | 0,525 | 4           | 3  | 4  | 3  | 3 | 3     | 4       | 3,429 20 0,686 |  |  |  |
| 118         | 3         | 4  | 4  | 3  | 3  | 4         | 3,500   | 25 | 0,875 | 3           | 4  | 3  | 3  | 3 | 3     | 4       | 3,286 25 0,821 |  |  |  |
| 119         | 3         | 3  | 3  | 3  | 4  | 4         | 3,333   | 20 | 0,667 | 3           | 4  | 4  | 3  | 3 | 3     | 4       | 3,429 15 0,514 |  |  |  |
| 120         | 3         | 3  | 3  | 3  | 3  | 4         | 3,167   | 35 | 1,108 | 3           | 3  | 3  | 3  | 4 | 3     | 2       | 3,000 10 0,300 |  |  |  |
| $\bar{SQi}$ |           |    |    |    |    | Assurance | 0,649   |    |       | $\bar{SQi}$ |    |    |    |   |       | Empathy | 0,582          |  |  |  |
| $S^2$       |           |    |    |    |    | 0,055     |         |    | $S^2$ |             |    |    |    |   | 0,064 |         |                |  |  |  |

**Tabel L10.2**  
**Perhitungan Servqual Persepsi Manajemen**  
**Terhadap Harapan Konsumen**

| Dimensi        | Perny | Responden |       |       |             |       |
|----------------|-------|-----------|-------|-------|-------------|-------|
|                |       | 1         | 2     | 3     | 4           | 5     |
| Tangibles      | 1     | 3         | 3     | 3     | 3           | 3     |
|                | 2     | 4         | 4     | 4     | 4           | 3     |
|                | 3     | 3         | 4     | 3     | 4           | 3     |
|                | 4     | 4         | 3     | 3     | 4           | 3     |
|                | 5     | 3         | 3     | 3     | 3           | 3     |
|                | 6     | 3         | 3     | 3     | 3           | 3     |
|                | 7     | 3         | 3     | 4     | 3           | 3     |
|                | 8     | 4         | 4     | 3     | 3           | 4     |
|                | 9     | 3         | 3     | 4     | 3           | 4     |
|                | 10    | 4         | 3     | 3     | 4           | 4     |
|                | 11    | 4         | 3     | 4     | 4           | 3     |
|                | 12    | 3         | 3     | 3     | 3           | 3     |
|                | 13    | 3         | 3     | 3     | 3           | 3     |
|                | 14    | 4         | 3     | 3     | 3           | 3     |
|                | 15    | 4         | 3     | 3     | 3           | 3     |
|                | 16    | 4         | 3     | 3     | 4           | 3     |
|                | 17    | 3         | 3     | 3     | 3           | 3     |
|                | 18    | 3         | 3     | 3     | 3           | 3     |
| Ski            |       | 3,444     | 3,167 | 3,222 | 3,333       | 3,167 |
| Wi             |       | 10        | 10    | 15    | 15          | 20    |
| SQi            |       | 0,344     | 0,317 | 0,483 | 0,500       | 0,633 |
|                |       |           |       |       | $\bar{SQi}$ | $S^2$ |
|                |       |           |       |       | 0,456       | 0,016 |
| Reliability    | 19    | 3         | 3     | 3     | 3           | 3     |
|                | 20    | 4         | 4     | 4     | 3           | 4     |
|                | 21    | 3         | 3     | 3     | 3           | 3     |
|                | 22    | 4         | 3     | 4     | 4           | 4     |
|                | 23    | 4         | 3     | 4     | 3           | 3     |
|                | 24    | 4         | 4     | 3     | 3           | 4     |
|                | 25    | 3         | 3     | 3     | 3           | 3     |
|                | 26    | 4         | 4     | 3     | 4           | 3     |
| Ski            |       | 3,625     | 3,375 | 3,375 | 3,250       | 3,375 |
| Wi             |       | 20        | 15    | 20    | 15          | 20    |
| SQi            |       | 0,725     | 0,506 | 0,675 | 0,488       | 0,675 |
|                |       |           |       |       | $\bar{SQi}$ | $S^2$ |
|                |       |           |       |       | 0,614       | 0,012 |
| Responsiveness | 27    | 3         | 3     | 3     | 3           | 3     |
|                | 28    | 4         | 4     | 4     | 4           | 4     |
|                | 29    | 3         | 4     | 3     | 4           | 4     |
|                | 30    | 3         | 3     | 3     | 3           | 3     |
|                | 31    | 4         | 4     | 3     | 3           | 3     |
|                | 32    | 4         | 4     | 3     | 4           | 3     |
|                | 33    | 3         | 3     | 3     | 3           | 3     |
|                | 34    | 4         | 3     | 3     | 3           | 3     |
| Ski            |       | 3,500     | 3,500 | 3,125 | 3,375       | 3,250 |
| Wi             |       | 25        | 25    | 20    | 25          | 20    |
| SQi            |       | 0,875     | 0,875 | 0,625 | 0,844       | 0,650 |
|                |       |           |       |       | $\bar{SQi}$ | $S^2$ |
|                |       |           |       |       | 0,774       | 0,016 |

**Tabel L10.2 (Lanjutan)**  
**Perhitungan Servqual Persepsi Manajemen**  
**Terhadap Harapan Konsumen**

| Dimensi   | Perny | Responden |        |        |        |        | $SQ_i$ | $S^2$ |
|-----------|-------|-----------|--------|--------|--------|--------|--------|-------|
|           |       | 1         | 2      | 3      | 4      | 5      |        |       |
| Assurance | 35    | 4         | 4      | 4      | 4      | 3      |        |       |
|           | 36    | 4         | 3      | 3      | 4      | 4      |        |       |
|           | 37    | 4         | 4      | 3      | 4      | 3      |        |       |
|           | 38    | 4         | 3      | 3      | 3      | 3      |        |       |
|           | 39    | 3         | 3      | 3      | 3      | 3      |        |       |
|           | 40    | 3         | 4      | 4      | 3      | 4      |        |       |
| Ski       |       | 3,667     | 3,500  | 3,333  | 3,500  | 3,333  |        |       |
| Wi        |       | 20        | 25     | 25     | 25     | 20     |        |       |
| SQi       |       | 0,733     | 0,875  | 0,833  | 0,875  | 0,667  | 0,797  | 0,009 |
| Empathy   | 41    | 3         | 3      | 3      | 3      | 4      |        |       |
|           | 42    | 4         | 4      | 3      | 4      | 3      |        |       |
|           | 43    | 3         | 3      | 3      | 3      | 3      |        |       |
|           | 44    | 4         | 3      | 4      | 3      | 3      |        |       |
|           | 45    | 4         | 4      | 3      | 4      | 3      |        |       |
|           | 46    | 3         | 3      | 3      | 3      | 3      |        |       |
|           | 47    | 4         | 4      | 3      | 3      | 3      |        |       |
| Ski       |       | 3,5714    | 3,4286 | 3,1429 | 3,2857 | 3,1429 |        |       |
| Wi        |       | 25        | 25     | 20     | 20     | 20     |        |       |
| SQi       |       | 0,893     | 0,857  | 0,629  | 0,657  | 0,629  | 0,733  | 0,017 |

**Tabel L10.3**  
**Perhitungan Rata-rata Persepsi Manajemen terhadap**  
**Harapan Konsumen**

| Dimensi        | Perny | Responden |   |   |   |   | Per item |      |                | Per Dimensi |       |                |
|----------------|-------|-----------|---|---|---|---|----------|------|----------------|-------------|-------|----------------|
|                |       | 1         | 2 | 3 | 4 | 5 | Total    | Mean | S <sup>2</sup> | Total       | Mean  | S <sup>2</sup> |
| Tangibles      | 1     | 3         | 3 | 3 | 3 | 3 | 15       | 3,0  | 0              | 294         | 3,267 | 0,312          |
|                | 2     | 4         | 4 | 4 | 4 | 3 | 19       | 3,8  | 0,447          |             |       |                |
|                | 3     | 3         | 4 | 3 | 4 | 3 | 17       | 3,4  | 0,548          |             |       |                |
|                | 4     | 4         | 3 | 3 | 4 | 3 | 17       | 3,4  | 0,548          |             |       |                |
|                | 5     | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              |             |       |                |
|                | 6     | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              |             |       |                |
|                | 7     | 3         | 3 | 4 | 3 | 3 | 16       | 3,2  | 0,447          |             |       |                |
|                | 8     | 4         | 4 | 3 | 3 | 4 | 18       | 3,6  | 0,548          |             |       |                |
|                | 9     | 3         | 3 | 4 | 3 | 4 | 17       | 3,4  | 0,548          |             |       |                |
|                | 10    | 4         | 3 | 3 | 4 | 4 | 18       | 3,6  | 0,548          |             |       |                |
|                | 11    | 4         | 3 | 4 | 4 | 3 | 18       | 3,6  | 0,548          |             |       |                |
|                | 12    | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              |             |       |                |
|                | 13    | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              |             |       |                |
|                | 14    | 4         | 3 | 3 | 3 | 3 | 16       | 3,2  | 0,447          |             |       |                |
|                | 15    | 4         | 3 | 3 | 3 | 3 | 16       | 3,2  | 0,447          |             |       |                |
|                | 16    | 4         | 3 | 3 | 4 | 3 | 17       | 3,4  | 0,548          |             |       |                |
|                | 17    | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              |             |       |                |
|                | 18    | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              |             |       |                |
| Reliability    | 19    | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              | 136         | 3,400 | 0,317          |
|                | 20    | 4         | 4 | 4 | 3 | 4 | 19       | 3,8  | 0,447          |             |       |                |
|                | 21    | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              |             |       |                |
|                | 22    | 4         | 3 | 4 | 4 | 4 | 19       | 3,8  | 0,447          |             |       |                |
|                | 23    | 4         | 3 | 4 | 3 | 3 | 17       | 3,4  | 0,548          |             |       |                |
|                | 24    | 4         | 4 | 3 | 3 | 4 | 18       | 3,6  | 0,548          |             |       |                |
|                | 25    | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              |             |       |                |
|                | 26    | 4         | 4 | 3 | 4 | 3 | 18       | 3,6  | 0,548          |             |       |                |
| Responsiveness | 27    | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              | 134         | 3,350 | 0,261          |
|                | 28    | 4         | 4 | 4 | 4 | 4 | 20       | 4    | 0              |             |       |                |
|                | 29    | 3         | 4 | 3 | 4 | 4 | 18       | 3,6  | 0,548          |             |       |                |
|                | 30    | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              |             |       |                |
|                | 31    | 4         | 4 | 3 | 3 | 3 | 17       | 3,4  | 0,548          |             |       |                |
|                | 32    | 4         | 4 | 3 | 4 | 3 | 18       | 3,6  | 0,548          |             |       |                |
|                | 33    | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              |             |       |                |
|                | 34    | 4         | 3 | 3 | 3 | 3 | 16       | 3,2  | 0,447          |             |       |                |
| Assurance      | 35    | 4         | 4 | 4 | 4 | 3 | 19       | 3,8  | 0,447          | 104         | 3,467 | 0,423          |
|                | 36    | 4         | 3 | 3 | 4 | 4 | 18       | 3,6  | 0,548          |             |       |                |
|                | 37    | 4         | 4 | 3 | 4 | 3 | 18       | 3,6  | 0,548          |             |       |                |
|                | 38    | 4         | 3 | 3 | 3 | 3 | 16       | 3,2  | 0,447          |             |       |                |
|                | 39    | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              |             |       |                |
|                | 40    | 3         | 4 | 4 | 3 | 4 | 18       | 3,6  | 0,548          |             |       |                |

**Tabel L10.3 (Lanjutan)**  
**Perhitungan Rata-rata Persepsi Manajemen terhadap**  
**Harapan Konsumen**

| Dimensi        | Perny | Responden |   |   |   |   | Per item |      |                | Per Dimensi |       |                |
|----------------|-------|-----------|---|---|---|---|----------|------|----------------|-------------|-------|----------------|
|                |       | 1         | 2 | 3 | 4 | 5 | Total    | Mean | S <sup>2</sup> | Total       | Mean  | S <sup>2</sup> |
| <b>Empathy</b> | 41    | 3         | 3 | 3 | 3 | 4 | 16       | 3,2  | 0,447          | 116         | 3,314 | 0,377          |
|                | 42    | 4         | 4 | 3 | 4 | 3 | 18       | 3,6  | 0,548          |             |       |                |
|                | 43    | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              |             |       |                |
|                | 44    | 4         | 3 | 4 | 3 | 3 | 17       | 3,4  | 0,548          |             |       |                |
|                | 45    | 4         | 4 | 3 | 4 | 3 | 18       | 3,6  | 0,548          |             |       |                |
|                | 46    | 3         | 3 | 3 | 3 | 3 | 15       | 3    | 0              |             |       |                |
|                | 47    | 4         | 4 | 3 | 3 | 3 | 17       | 3,4  | 0,548          |             |       |                |

**Tabel L10.4**  
**Perhitungan Rata-rata Spesifikasi Kualitas Jasa**

| Dimensi        | Perny | Responden |   |   |   |   |   |   |   | Per item |       | Per Dimensi |       |
|----------------|-------|-----------|---|---|---|---|---|---|---|----------|-------|-------------|-------|
|                |       | 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | Total    | Mean  | Total       | Mean  |
| Tangibles      | 1     | 3         | 3 | 3 | - | - | - | - | - | 9        | 3     | 244         | 2,972 |
|                | 2     | 4         | 3 | 3 | - | - | 3 | - | - | 13       | 3,250 |             |       |
|                | 3     | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 4     | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 5     | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 6     | 1         | 1 | 1 | - | - | 1 | - | - | 4        | 1     |             |       |
|                | 7     | 4         | 4 | 4 | - | - | 4 | - | - | 16       | 4     |             |       |
|                | 8     | 3         | 3 | - | 3 | - | - | 3 | - | 12       | 3     |             |       |
|                | 9     | 3         | 3 | - | 3 | - | - | 3 | - | 12       | 3     |             |       |
|                | 10    | 4         | 4 | - | 4 | - | - | 4 | - | 16       | 4     |             |       |
|                | 11    | 3         | 3 | - | 3 | - | - | 3 | - | 12       | 3     |             |       |
|                | 12    | 3         | 3 | - | 3 | - | - | 3 | - | 12       | 3     |             |       |
|                | 13    | 3         | 3 | - | 3 | - | - | 3 | - | 12       | 3     |             |       |
|                | 14    | 3         | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 21       | 2,625 |             |       |
|                | 15    | 3         | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 21       | 2,625 |             |       |
|                | 16    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 17    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 18    | 3         | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24       | 3     |             |       |
| Reliability    | 19    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     | 100         | 3,125 |
|                | 20    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 21    | 4         | 4 | 4 | - | - | 4 | - | - | 16       | 4     |             |       |
|                | 22    | 3         | 3 | - | - | 3 | - | - | 3 | 12       | 3     |             |       |
|                | 23    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 24    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 25    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 26    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
| Responsiveness | 27    | 1         | 2 | 1 | - | - | 1 | - | - | 5        | 1,25  | 89          | 2,781 |
|                | 28    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 29    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 30    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 31    | 3         | 3 | - | 3 | - | - | 3 | - | 12       | 3     |             |       |
|                | 32    | 3         | 3 | - | 3 | - | - | 3 | - | 12       | 3     |             |       |
|                | 33    | 3         | 3 | - | 3 | - | - | 3 | - | 12       | 3     |             |       |
|                | 34    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
| Assurance      | 35    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     | 87          | 3,625 |
|                | 36    | 3         | 3 | 3 | - | - | 4 | - | - | 13       | 3,25  |             |       |
|                | 37    | 4         | 3 | 4 | - | - | 4 | - | - | 15       | 3,75  |             |       |
|                | 38    | 4         | 4 | - | 4 | - | - | 4 | - | 16       | 4     |             |       |
|                | 39    | 4         | 4 | - | 4 | - | - | 4 | - | 16       | 4     |             |       |
|                | 40    | 4         | 4 | 4 | - | - | 3 | - | - | 15       | 3,75  |             |       |
| Empathy        | 41    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     | 84          | 3     |
|                | 42    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 43    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 44    | 3         | 3 | - | 3 | - | - | 3 | - | 12       | 3     |             |       |
|                | 45    | 3         | 3 | - | 3 | - | - | 3 | - | 12       | 3     |             |       |
|                | 46    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 47    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |

**Tabel L10.5**  
**Perhitungan Rata-rata Penilaian Manajemen dan Supervisor Terhadap**  
**Kinerja Karyawan dan fasilitas yang diberikan Jonas Photo**

| Dimensi        | Perny | Responden |   |   |   |   |   |   |   | Per item |       | Per Dimensi |       |
|----------------|-------|-----------|---|---|---|---|---|---|---|----------|-------|-------------|-------|
|                |       | 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | Total    | Mean  | Total       | Mean  |
| Tangibles      | 1     | 2         | 2 | 1 | - | - | - | - | - | 5        | 1,667 | 249         | 2,981 |
|                | 2     | 4         | 3 | 2 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 3     | 4         | 4 | 3 | - | - | 4 | - | - | 15       | 3,75  |             |       |
|                | 4     | 4         | 3 | 4 | - | - | 4 | - | - | 15       | 3,75  |             |       |
|                | 5     | 3         | 2 | 2 | - | - | 2 | - | - | 9        | 2,25  |             |       |
|                | 6     | 2         | 1 | 2 | - | - | 2 | - | - | 7        | 1,75  |             |       |
|                | 7     | 4         | 4 | 3 | - | - | 4 | - | - | 15       | 3,75  |             |       |
|                | 8     | 3         | 2 | - | 2 | - | - | 2 | - | 9        | 2,25  |             |       |
|                | 9     | 4         | 4 | - | 4 | - | - | 4 | - | 16       | 4     |             |       |
|                | 10    | 4         | 4 | - | 4 | - | - | 3 | - | 15       | 3,75  |             |       |
|                | 11    | 4         | 4 | - | 4 | - | - | 3 | - | 15       | 3,75  |             |       |
|                | 12    | 3         | 3 | - | 2 | - | - | 3 | - | 11       | 2,75  |             |       |
|                | 13    | 3         | 3 | - | 2 | - | - | 3 | - | 11       | 2,75  |             |       |
|                | 14    | 3         | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24       | 3     |             |       |
|                | 15    | 3         | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24       | 3     |             |       |
|                | 16    | 4         | 3 | 3 | - | - | 3 | - | - | 13       | 3,25  |             |       |
|                | 17    | 3         | 2 | 2 | - | - | 2 | - | - | 9        | 2,25  |             |       |
|                | 18    | 3         | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24       | 3     |             |       |
| Reliability    | 19    | 3         | 2 | 1 | - | - | 2 | - | - | 8        | 2     | 79          | 2,469 |
|                | 20    | 3         | 3 | 2 | - | - | 3 | - | - | 11       | 2,75  |             |       |
|                | 21    | 3         | 3 | 2 | - | - | 3 | - | - | 11       | 2,75  |             |       |
|                | 22    | 3         | 3 | - | - | 3 | - | - | 3 | 12       | 3     |             |       |
|                | 23    | 3         | 3 | 2 | - | - | 3 | - | - | 11       | 2,75  |             |       |
|                | 24    | 2         | 2 | 1 | - | - | 1 | - | - | 6        | 1,5   |             |       |
|                | 25    | 3         | 2 | 1 | - | - | 2 | - | - | 8        | 2     |             |       |
|                | 26    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
| Responsiveness | 27    | 3         | 2 | 2 | - | - | 2 | - | - | 9        | 2,25  | 91          | 2,844 |
|                | 28    | 3         | 3 | 2 | - | - | 3 | - | - | 11       | 2,75  |             |       |
|                | 29    | 4         | 3 | 3 | - | - | 3 | - | - | 13       | 3,25  |             |       |
|                | 30    | 4         | 3 | 3 | - | - | 4 | - | - | 14       | 3,5   |             |       |
|                | 31    | 4         | 3 | - | 3 | - | - | 3 | - | 13       | 3,25  |             |       |
|                | 32    | 3         | 3 | - | 3 | - | - | 3 | - | 12       | 3     |             |       |
|                | 33    | 2         | 3 | - | 2 | - | - | 2 | - | 9        | 2,25  |             |       |
|                | 34    | 3         | 2 | 3 | - | - | 2 | - | - | 10       | 2,5   |             |       |
| Assurance      | 35    | 3         | 4 | 3 | - | - | 3 | - | - | 13       | 3,25  | 71          | 2,958 |
|                | 36    | 2         | 3 | 3 | - | - | 3 | - | - | 11       | 2,75  |             |       |
|                | 37    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 38    | 3         | 4 | - | 3 | - | - | 3 | - | 13       | 3,25  |             |       |
|                | 39    | 3         | 3 | - | 2 | - | - | 3 | - | 11       | 2,75  |             |       |
|                | 40    | 3         | 3 | 3 | - | - | 2 | - | - | 11       | 2,75  |             |       |
| Empathy        | 41    | 4         | 3 | 3 | - | - | 3 | - | - | 13       | 3,25  | 91          | 3,250 |
|                | 42    | 4         | 4 | 3 | - | - | 3 | - | - | 14       | 3,5   |             |       |
|                | 43    | 4         | 3 | 3 | - | - | 3 | - | - | 13       | 3,25  |             |       |
|                | 44    | 4         | 3 | - | 3 | - | - | 3 | - | 13       | 3,25  |             |       |
|                | 45    | 4         | 3 | - | 3 | - | - | 3 | - | 13       | 3,25  |             |       |
|                | 46    | 3         | 3 | 3 | - | - | 3 | - | - | 12       | 3     |             |       |
|                | 47    | 4         | 3 | 3 | - | - | 3 | - | - | 13       | 3,25  |             |       |