

LAMPIRAN 1

Kuisisioner Pendahuluan

Responden Yth,

Saya mohon kesediaannya untuk mengisi kuisisioner sesuai dengan pendapat anda. Atas perhatiannya dan kesediaannya mengisi kuisisioner ini saya mengucapkan terima kasih.

Petunjuk:

Berilah tanda checklist (✓) pada kolom yang telah disediakan untuk tingkat kepentingan atribut-atribut yang ada dalam lapangan futsal.

Petunjuk Pengisian Kuisisioner :

- Berilah tanda checklist (✓) pada kolom yang telah disediakan.

Keterangan :

STP = Sangat Tidak Penting **TP** = Tidak Penting **P** = Penting **SP** = Sangat Penting

Atribut	STP	TP	P	SP
1. Lantai lapangan futsal memiliki kualitas yang cukup baik				
2. Ukuran lapangan futsal cukup besar				
3. Dinding lapangan futsal terbuat dari bahan yang aman				
4. Tersedia bola futsal dengan kualitas yang cukup baik				
5. Tersedia ruang ganti pemain				
6. Tersedia ruang tunggu pemain				
7. Pencahayaan lapangan futsal cukup terang				
8. Harga sewa lapangan berkisar antara 50.000-75.000 rupiah				
9. Lokasi strategis				
10. Pemasangan iklan di media cetak				
11. Pemasangan iklan dengan menyebarkan brosur				
12. Melakukan promosi melalui radio				
13. Keramahan karyawan dalam melayani				
14. Ketanggapan karyawan dalam melayani				
15. Kecepatan karyawan dalam melayani				
16. Kemudahan konsumen untuk menghubungi karyawan				
17. Kejujuran karyawan dalam melayani				
18. Karyawan menanggapi keluhan konsumen				
19. Karyawan sabar dalam melayani konsumen				
20. Tersedia lapangan parkir yang cukup luas				
21. Ruangan lapangan memiliki ventilasi udara yang cukup baik				
22. Bangunan terlihat megah				
23. Terdapat tempat jaga untuk keamanan parkir				
24. Tersedia toilet yang bersih				
25. Terdapat café untuk makan dan minum				
26. Tersedia loker untuk menyimpan barang				
27. Tersedia tempat duduk untuk penonton				
28. Perhitungan pembayaran dilakukan dengan cepat				
29. Perhitungan pembayaran dilakukan dengan tepat				
30. Bel dibunyikan sebagai tanda penyewaan lapangan telah selesai				

Terima kasih atas kesediaan Bapak/Ibu/Saudara/i mengisi kuesioner ini.

Hasil Kuisiонер Pendahuluan

No Responden	No Pernyataan																													
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LAMPIRAN 2

Kuisisioner Penelitian

Kepada Yth,

Responden yang pernah menggunakan jasa lapangan futsal Meteor Arena dan lapangan futsal Parahyangan.

Dalam rangka penyusunan Tugas Akhir dengan judul “*Analisis Persaingan Lapangan Futsal*”, kepada Responden dimohon kesediaannya untuk mengisi kuesioner penelitian ini sebagai bahan untuk kepentingan penelitian.

Saya ucapkan Terima Kasih atas kesediaan Responden dalam meluangkan waktu untuk membaca dan mengisi kuesioner ini.

Petunjuk Pengisian Kuisisioner :

Berilah tanda checklist (✓) pada kolom yang telah disediakan.

Bagian I

- Status konsumen saat ini
☐ Pelanggan tetap ☐ Pelanggan tidak tetap
- Usia Anda saat ini
☐ <15 tahun ☐ 15- 20 tahun
☐ 20-25 tahun ☐ >25 tahun
- Pekerjaan anda saat ini
☐ Pelajar/Mahasiswa ☐ Pegawai negeri ☐ Lain-lain
☐ Pegawai swasta ☐ Wiraswasta
- Uang saku bulanan anda saat ini
☐ < 500 ribu rupiah ☐ 500 ribu-1 juta rupiah
☐ 1 juta-2 juta rupiah ☐ > 2 juta rupiah
- Penghasilan bulanan anda saat ini
☐ < 1 juta rupiah ☐ 1 juta – 2 juta rupiah
☐ 2 juta-3 juta rupiah ☐ > 3 juta rupiah

Bagian II

Petunjuk Pengisian Kuisisioner :

- Berilah tanda checklist (√) pada kolom yang telah disediakan.
- Kolom sebelah kiri, Anda diminta untuk menilai **Kepuasan** tentang atribut-atribut tersebut
- Kolom sebelah kanan, Anda diminta untuk membandingkan atribut pada kedua **lapangan futsal** jika menurut Anda atribut di **lapangan futsal** tersebut adalah yang **terbaik**.

Keterangan :

STP = Sangat Tidak Puas

TP = Tidak Puas

P = Puas

SP = Sangat Puas

Meteor Arena				Atribut	Peringkat	
STP	TP	P	SP		Lapangan Futsal	
					Meteor Arena	Parahyangan
				1. Lantai lapangan futsal memiliki kualitas yang cukup baik		
				2. Ukuran lapangan futsal cukup besar		
				3. Dinding lapangan futsal terbuat dari bahan yang aman		
				4. Tersedia bola futsal dengan kualitas yang cukup baik		
				5. Tersedia ruang ganti pemain		
				6. Tersedia ruang tunggu pemain		
				7. Pencahayaan lapangan futsal cukup terang		
				8. Harga sewa lapangan berkisar antara 50.000-75.000 rupiah		
				9. Lokasi strategis		
				10. Pemasangan iklan di media cetak		
				11. Pemasangan iklan dengan menyebarkan brosur		
				12. Melakukan promosi melalui radio		
				13. Keramahan karyawan dalam melayani		
				14. Ketanggapan karyawan dalam melayani		
				15. Kecepatan karyawan dalam melayani		
				16. Kemudahan konsumen untuk menghubungi karyawan		
				17. Kejujuran karyawan dalam melayani		
				18. Karyawan menanggapi keluhan konsumen		
				19. Karyawan sabar dalam melayani konsumen		
				20. Tersedia lapangan parkir yang cukup luas		
				21. Ruangan lapangan memiliki ventilasi udara yang cukup baik		
				22. Bangunan terlihat megah		
				23. Terdapat tempat jaga untuk keamanan parkir		
				24. Tersedia toilet yang bersih		
				25. Terdapat café untuk makan dan minum		
				26. Tersedia loker untuk menyimpan barang		
				27. Tersedia tempat duduk untuk penonton		
				28. Perhitungan pembayaran dilakukan dengan cepat		
				29. Perhitungan pembayaran dilakukan dengan tepat		
				30. Bel dibunyikan sebagai tanda penyewaan lapangan telah selesai		

Hasil dari kuesioner penelitian

Data Mentah Tingkat Kepuasan Meteor Arena

No Responden	No Pernyataan																													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
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Data Mentah Kuisisioner Penelitian Meteor Arena (ranking)

	No Pernyataan																													
No Responden	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
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89	1	1	0	0	0	0	0	0	0	0	0	1	1	1	0	0	0	1	0	0	1	1	1	0	0	0	0	1	0
90	1	1	1	1	0	0	0	1	1	1	1	0	1	1	0	1	0	1	0	1	1	1	1	1	1	0	1	1	1
91	1	1	1	0	0	0	0	1	1	1	1	0	0	1	0	1	0	0	0	1	1	1	1	1	1	0	1	0	1
92	1	1	0	0	0	0	0	0	1	1	0	1	0	0	0	0	0	0	0	1	1	1	0	1	1	1	0	0	0
93	1	1	0	0	0	0	0	0	1	1	0	1	0	0	0	0	0	0	0	1	1	1	0	1	1	1	0	0	0
94	1	1	1	1	0	1	0	0	1	1	1	0	1	1	1	1	1	0	1	1	0	1	0	1	1	0	1	1	0
95	0	1	0	0	0	0	0	0	1	1	0	1	0	0	0	0	0	0	0	1	1	1	0	1	1	1	0	0	0
96	0	1	0	0	0	0	0	1	1	1	1	0	1	0	1	1	1	0	0	1	1	1	1	1	1	0	1	0	0
97	0	1	1	0	0	0	0	1	1	1	1	0	0	1	1	1	0	0	0	1	1	1	1	1	1	1	0	1	0
98	0	1	0	0	0	0	0	0	1	1	1	1	1	0	0	0	0	0	1	1	1	0	1	1	0	0	1	0	1
99	0	1	1	0	0	0	0	1	1	1	1	0	1	1	1	1	1	0	0	1	1	1	1	1	1	0	1	1	0
100	0	0	0	0	0	0	0	1	1	1	1	0	1	0	1	1	1	0	0	1	1	1	1	1	1	0	1	1	0

Data Mentah Kuisisioner Penelitian Parahyangan (ranking)

	No Pernyataan																															
No Responden	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
1	1	0	1	1	1	0	1	0	0	0	0	1	1	0	0	0	0	0	1	0	0	0	1	1	1	0	0	1	1	0		
2	1	1	0	1	1	0	1	0	0	0	0	0	1	1	0	0	1	1	0	0	0	0	0	1	1	1	0	1	0	1	0	
3	1	0	1	1	1	0	1	1	1	0	0	1	0	0	1	0	0	1	0	0	0	0	1	0	1	0	1	1	0	0	0	
4	1	1	0	1	1	0	1	1	0	0	0	1	1	0	1	1	1	0	1	0	0	0	1	1	1	0	0	0	1	1	0	
5	0	0	0	0	1	0	0	1	0	0	1	1	1	0	0	1	1	1	0	0	1	1	0	0	1	1	1	1	0	0	0	
6	0	0	0	1	1	1	0	0	1	0	1	0	0	0	0	0	1	1	0	0	0	0	1	0	0	1	1	0	0	0	0	
7	0	1	0	1	1	0	0	0	0	0	0	0	0	1	0	1	1	1	1	0	0	0	0	0	0	0	0	0	1	1	1	
8	0	1	0	0	1	1	1	1	0	0	1	0	0	0	0	0	0	0	1	1	0	0	0	1	1	1	0	0	0	1	1	0
9	0	0	0	1	1	1	1	1	0	0	1	0	1	0	1	1	1	1	0	0	0	0	1	1	1	1	0	1	1	1	0	
10	1	0	0	0	1	0	0	1	0	0	0	1	1	0	0	0	1	1	1	0	0	1	1	0	1	0	0	1	0	0	0	
11	1	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1	
12	0	0	1	1	0	1	1	1	1	1	1	0	0	1	1	0	0	0	0	0	0	0	1	1	1	0	0	0	1	1	0	
13	1	1	0	1	0	1	0	0	1	1	0	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0	1	1	1	0	1	
14	0	0	0	0	1	1	0	1	1	1	1	0	0	0	0	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	1	
15	0	0	0	0	1	1	0	1	0	0	0	0	0	0	0	1	0	1	1	0	0	0	1	1	1	0	0	1	1	0	0	
16	1	1	1	0	0	0	1	1	1	1	0	1	1	1	0	0	0	1	1	0	0	0	0	0	0	1	1	0	0	0	1	
17	0	0	1	0	1	1	1	1	1	1	0	0	0	1	0	1	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0	
18	1	1	0	0	0	0	0	0	0	0	1	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	1	1	0	0	1	
19	0	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	0	0	1	0	1	0	0	1	0	0	0	
20	1	1	0	1	0	1	0	0	0	0	1	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0	1	1	1	0	1	
21	0	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	0	0	0	0	0	0	1	0	1	1	0	0	0	
22	1	0	0	0	1	1	0	0	1	1	0	1	0	0	0	1	0	1	0	0	0	0	0	0	1	1	0	0	0	0	0	
23	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0	0	0	
24	1	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	0	
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26	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	1	1	1	0	1	1	0	0	
27	0	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	1	1	0	0	0	1	0	0	1	1	1	1	0	0	0	
28	0	0	0	1	1	1	0	1	1	1	1	0	1	0	1	1	1	1	0	0	0	1	0	0	0	1	0	0	0	0	1	
29	0	0	0	1	0	1	0	0	1	1	0	1	0	0	1	0	0	1	1	0	0	0	1	1	1	0	0	0	1	1	0	
30	0	1	1	0	0	1	1	0	0	0	0	1	0	1	0	0	0	1	0	0	0	1	0	0	0	1	1	1	0	0	0	
31	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0	1	0	0	1	0	0	0	1	1	0	0	1	0	1	0	1	
32	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	1	0	1	0	0	1	0	0	0	
33	0	0	1	0	0	1	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	1	1	0	0	1	0	1	0	1	0	1
34	1	0	1	0	0	1	1	0	0	0	0	1	0	0	1	0	0	0	1	0	0	1	0	1	1	0	1	1	0	1	0	1
35	0	0	0	1	1	0	0	1	0	0	0	0	0	0	0	1	1	0	0	1	0	0	0	1	0	0	0	0	1	0	0	0
36	0	0	1	1	1	0	1	1	0	0	1	0	1	1	1	1	1	1	1	0	0	1	1	0	0	0	0	0	1	1	0	0
37	0	1	0	1	1	0	0	1	1	1	1	0	0	0	1	1	0	1	0	0	0	0	0	0	0	0	1	0	1	0	0	0
38	0	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	0	0	0	1	0	0	1	1	1	1	0	0	0	0
39	1	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	0	0	1	0	0	0	1	0	0	0	0	0	1
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47	0	0	1	0	1	1	1	1	1	1	0	0	0	1	0	1	0	1	1	0	0	1	1	0	0	0	0	0	0	1	1	0
48	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	1	0	0	0	1	1	1	0	0	1	1	0	0
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51	0	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	0	0	0	1	0	1	0	0	1	0	0			
52	1	0	1	1	0	1	1	0	0	0	0	1	0	1	1	0	0	1	0	0	0	1	0	0	1	1	1	0	0	0	
53	1	0	0	0	0	1	0	0	1	1	0	1	0	0	0	0	0	1	1	0	0	0	1	0	1	0	0	1	0	0	
54	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	1	0	1	0	1	
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56	1	1	0	1	0	1	0	0	1	1	0	1	0	0	1	0	0	1	1	0	0	0	1	1	1	0	0	1	1	0	
57	1	1	0	1	0	1	0	0	0	0	0	1	1	0	1	0	1	1	1	0	0	0	1	1	1	0	0	1	1	0	
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60	1	0	0	1	0	1	0	0	1	1	0	1	0	0	1	0	0	1	0	0	0	1	0	0	1	1	0	0	0	1	
61	1	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	0	0	1	0	1	0	1	0	0	0	1	
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63	1	1	1	0	0	1	1	0	0	0	0	1	0	1	0	0	0	1	0	0	0	1	0	0	1	0	0	0	0	1	
64	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	1	1	1	0	0	0	
65	0	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	0	0	0	1	1	0	0	1	0	1	0	1	
66	1	1	1	0	0	1	1	0	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	
67	1	0	0	0	1	1	0	0	1	1	0	1	0	0	0	1	0	1	0	0	0	1	0	0	1	1	1	0	0	0	
68	0	0	1	1	1	1	1	1	1	1	0	0	0	1	1	1	0	1	0	1	0	0	0	0	1	0	1	0	0	0	
69	1	0	0	0	1	1	0	0	1	1	0	1	0	0	0	1	0	1	0	0	0	1	0	0	0	1	1	1	0	1	
70	1	1	1	0	0	0	1	1	1	1	0	1	1	1	0	0	1	1	1	0	0	1	1	0	1	0	0	1	0	0	
71	0	0	1	1	1	1	1	1	1	1	0	0	0	1	1	1	0	1	0	0	0	1	0	0	1	1	0	0	0	0	
72	0	0	0	0	1	1	0	1	1	1	1	0	0	0	0	1	0	1	1	0	0	0	1	0	1	0	0	1	0	0	
73	1	0	0	1	0	1	0	0	1	1	0	1	0	0	1	0	0	1	0	0	0	1	0	0	1	0	0	1	0	0	
74	1	1	1	0	0	1	1	0	0	0	0	1	0	1	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	1	
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76	1	0	0	0	0	1	0	0	1	1	0	0	0	0	0	0	0	0	1	1	0	0	0	1	1	1	0	0	1	1	0
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80	1	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	1	1	1	0	0	1	1	0	1	0	0	1	0	0	0
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82	0	0	0	0	1	1	0	1	1	1	1	0	0	0	0	0	1	0	1	0	0	0	1	1	1	0	1	0	0	0	0
83	0	0	0	0	1	1	0	1	1	1	1	0	0	0	0	1	0	1	0	0	0	0	1	1	1	1	0	1	0	0	0
84	0	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	0	0	1	1	1	0	1	1	1	1	0
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86	1	1	0	1	0	1	0	0	0	0	0	1	1	0	1	0	1	1	1	0	1	0	1	0	0	1	0	1	0	1	1
87	0	0	1	1	1	1	1	1	1	1	0	0	0	1	1	1	0	1	1	0	0	0	1	1	1	1	1	0	1	0	0
88	1	1	1	0	0	1	1	0	0	0	0	1	0	1	0	0	0	1	0	1	0	0	0	0	0	0	1	0	0	1	1
89	0	0	1	1	1	1	1	1	1	1	0	0	0	1	1	0	1	1	0	0	0	1	1	1	1	0	0	1	0	0	0
90	0	0	0	0	1	1	1	0	0	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0
91	0	0	0	1	1	1	1	0	0	0	0	0	1	1	0	1	0	1	1	0	0	0	0	0	0	0	1	0	1	0	1
92	0	0	1	1	1	1	1	1	0	0	1	0	1	1	1	1	1	1	1	0	0	0	1	0	0	0	1	1	1	1	0
93	0	0	1	1	1	1	1	1	0	0	1	0	1	1	1	1	1	1	1	0	0	0	1	0	0	0	1	1	1	1	0
94	0	0	0	0	1	0	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0	0	1
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96	1	0	1	1	1	1	1	0	0	0	0	1	0	1	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0	1	1
97	1	0	0	1	1	1	1	0	0	0	0	1	1	0	0	0	1	1	1	0	0	0	0	0	0	0	1	0	1	0	1
98	1	0	1	1	1	1	1	1	0	0	0	0	0	1	1	1	0	1	1	0	0	0	1	0	0	0	1	1	0	1	0
99	1	0	0	1	1	1	1	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	1
100	1	1	1	1	1	1	1	0	0	0	0	1	0	1	0	0	0	1	1	0	0	0	0	0	0	0	0	1	0	0	1

LAMPIRAN 3

Pengujian Validitas dan Reliabilitas

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
A1	89.5667	225.3575	.6555	.9427
A2	89.9000	226.2310	.5657	.9439
A3	89.3000	231.7345	.7049	.9427
A4	90.1667	230.9023	.4105	.9459
A5	89.6000	225.4897	.6610	.9426
A6	90.3667	225.7575	.6518	.9427
A7	89.2000	235.0621	.6501	.9435
A8	89.4667	230.4644	.5774	.9435
A9	90.2333	223.0816	.6843	.9424
A10	89.5000	228.3276	.7699	.9419
A11	89.0000	235.9310	.6502	.9437
A12	89.4333	234.8747	.3902	.9453
A13	89.9667	221.6885	.8135	.9409
A14	89.7000	235.2517	.3536	.9458
A15	89.3333	230.7126	.7039	.9426
A16	89.6333	225.4816	.6459	.9428
A17	89.4000	235.2828	.5372	.9440
A18	89.3667	232.5161	.5734	.9436
A19	89.7667	221.3575	.6909	.9424
A20	89.5000	228.3276	.7699	.9419
A21	89.5333	236.2575	.3524	.9456
A22	89.8000	231.4069	.5488	.9438
A23	89.6000	227.6276	.8064	.9416
A24	89.9000	226.2310	.5657	.9439
A25	89.3333	230.7126	.7039	.9426
A26	89.2333	233.2885	.6786	.9431
A27	89.5333	232.6023	.4781	.9445
A28	89.9333	229.3057	.4785	.9449
A29	89.6333	227.4816	.6269	.9430
A30	89.4000	235.2828	.5372	.9440

Reliability Coefficients

N of Cases = 30.0

N of Items = 30

Alpha = .9452

LAMPIRAN 4

Perhitungan persentase tingkat kepentingan setiap item pertanyaan

Atribut	STP	TP	P	SP
1. Lantai lapangan futsal memiliki kualitas yang cukup baik	3	3	11	13
2. Ukuran lapangan futsal cukup besar	5	5	11	9
3. Dinding lapangan futsal terbuat dari bahan yang aman	0	2	14	14
4. Tersedia bola futsal dengan kualitas yang cukup baik	7	6	11	6
5. Tersedia ruang ganti pemain	3	3	12	12
6. Tersedia ruang tunggu pemain	8	6	14	2
7. Pencahayaan lapangan futsal cukup terang	0	0	15	15
8. Harga sewa lapangan berkisar antara 50.000-75.000 rupiah	2	1	15	12
9. Lokasi strategis	6	10	8	6
10. Pemasangan iklan di media cetak	1	2	17	10
11. Pemasangan iklan dengan menyebarkan brosur	0	0	9	21
12. Melakukan promosi melalui radio	2	1	14	13
13. Keramahan karyawan dalam melayani	4	6	14	6
14. Ketanggapan karyawan dalam melayani	1	8	11	10
15. Kecepatan karyawan dalam melayani	0	3	13	14
16. Kemudahan konsumen untuk menghubungi karyawan	3	4	11	12
17. Kejujuran karyawan dalam melayani	0	2	17	11
18. Karyawan menanggapi keluhan konsumen	1	1	15	13
19. Karyawan sabar dalam melayani konsumen	5	4	9	12
20. Tersedia lapangan parkir yang cukup luas	1	2	17	10
21. Ruangan lapangan memiliki ventilasi udara yang cukup baik	2	1	17	10
22. Bangunan terlihat megah	2	5	17	6
23. Terdapat tempat jaga untuk keamanan parkir	0	6	15	9
24. Tersedia toilet yang bersih	5	5	11	9
25. Terdapat café untuk makan dan minum	0	3	13	14
26. Tersedia loker untuk menyimpan barang	0	1	14	15
27. Tersedia tempat duduk untuk penonton	2	2	15	11
28. Perhitungan pembayaran dilakukan dengan cepat	4	8	9	9
29. Perhitungan pembayaran dilakukan dengan tepat	3	2	15	10
30. Bel dibunyikan sebagai tanda penyewaan lapangan telah selesai	0	2	17	11

Contoh Perhitungan untuk Atribut 1

Jawaban	Skor	Jumlah Jawaban	Skor Total
STP	1	3	3
TP	2	3	6
P	3	11	33
SP	4	13	52
			94

$$\text{Total skor ideal} = 4 \times 30 = 120$$

$$\begin{aligned} \text{Tingkat kepuasan} &= \frac{\text{Jumlah skor total}}{\text{Total skor ideal}} \times 100 \% \\ &= \frac{94}{120} \times 100 \% = 78.33 \% \end{aligned}$$

LAMPIRAN 5

Perhitungan persentase tingkat kepuasan setiap item pertanyaan

Meteor Arena				Atribut	Peringkat	
SIP	TP	P	SP		Lapangan Futsal	
					Meteor Arena	Parahyangan
31	43	26	0	1. Lantai lapangan futsal memiliki kualitas yang cukup baik	48	52
0	39	58	3	2. Ukuran lapangan futsal cukup besar	69	31
11	35	49	5	3. Dinding lapangan futsal terbuat dari bahan yang aman	53	47
39	27	33	1	4. Tersedia bola futsal dengan kualitas yang cukup baik	47	53
34	49	12	5	5. Tersedia ruang ganti pemain	45	55
27	54	16	3	6. Tersedia ruang tunggu pemain	23	77
36	43	16	5	7. Pencahayaan lapangan futsal cukup terang	44	56
8	21	63	8	8. Harga sewa lapangan berkisar antara 50.000-75.000 rupiah	54	46
5	34	55	6	9. Lokasi strategis	52	48
22	11	65	2	10. Pemasangan iklan di media cetak	54	46
15	22	30	33	11. Pemasangan iklan dengan menyebarkan brosur	67	33
32	45	23	0	12. Melakukan promosi melalui radio	39	61
20	9	48	23	13. Keramahan karyawan dalam melayani	62	38
9	25	30	36	14. Ketanggapan karyawan dalam melayani	55	45
41	36	19	4	15. Kecepatan karyawan dalam melayani	54	46
0	11	52	37	16. Kemudahan konsumen untuk menghubungi karyawan	55	45
40	38	21	1	17. Kejujuran karyawan dalam melayani	62	38
13	13	36	38	18. Karyawan menanggapi keluhan konsumen	8	92
42	36	21	1	19. Karyawan sabar dalam melayani konsumen	57	43
0	11	46	43	20. Tersedia lapangan parkir yang cukup luas	95	5
0	2	56	42	21. Ruangan lapangan memiliki ventilasi udara yang cukup baik	92	8
5	11	50	34	22. Bangunan terlihat megah	55	45
15	25	34	26	23. Terdapat tempat jaga untuk keamanan parkir	52	48
3	11	54	32	24. Tersedia toilet yang bersih	66	34
0	6	53	41	25. Terdapat café untuk makan dan minum	47	53
20	37	32	11	26. Tersedia loker untuk menyimpan barang	41	59
14	27	43	16	27. Tersedia tempat duduk untuk penonton	71	29
15	20	33	32	28. Perhitungan pembayaran dilakukan dengan cepat	42	58
13	29	32	26	29. Perhitungan pembayaran dilakukan dengan tepat	66	34
20	32	30	18	30. Bel dibunyikan sebagai tanda penyewaan lapangan telah selesai	67	33

Contoh Perhitungan untuk Atribut 1

Jawaban	Skor	Jumlah Jawaban	Skor Total
STP	1	31	31
TP	2	43	86
P	3	26	78
SP	4	0	0
			195

Total skor ideal = $4 \times 100 = 400$

$$\begin{aligned}
 \text{Tingkat kepuasan} &= \frac{\text{Jumlah skor total}}{\text{Total skor ideal}} \times 100 \% \\
 &= \frac{195}{400} \times 100 \% = 48.75 \%
 \end{aligned}$$

LAMPIRAN 6

Hasil Pengolahan CA

Tahapan untuk melakukan ANACOR melalui *SPSS syntax* adalah sebagai berikut:

1. Memasukkan *input* data

Lapangan Futsal	
Meteor Arena	Parahyangan
48	52
69	31
53	47
47	53
45	55
23	77
44	56
54	46
52	48
54	46
67	33
39	61
62	38
55	45
54	46
55	45
62	38
8	92
57	43
95	5
92	8
55	45
52	48
66	34
47	53
41	59
71	29
42	58
66	34
67	33

2. Menuliskan perintah *syntax*.

```
ANACOR
TABLE=ALL(30,2)
/DIMENSION=2
/NORMALIZATION CANONICAL
/PRINT TABLE SCORES CONTRIBUTIONS PROFILES PERMUTATION
/VARIANCES ROWS COLUMNS SINGULAR
/PLOT ROWS COLUMNS JOINT NDIM(ALL,MAX).
```

3. Setelah program *syntax* ditulis kemudian melakukan *Run All*.

Hasil Output CA

```
>Warning # 17912. Command name: ANACOR
>The number of dimensions is greater than minimum number of rows
or columns
>minus 1. It is adjusted.
```

A N A C O R - VERSION 0.4
BY
DEPARTMENT OF DATA THEORY
UNIVERSITY OF LEIDEN, THE NETHERLANDS

```
>Warning # 17954. Command name: ANACOR
>No low-resolution plots can be drawn since there is only one
valid
>dimension.
```

The table to be analyzed:

	1 METEOR	2 PRY	Margin
1	48	52	100
2	69	31	100
3	53	47	100
4	47	53	100
5	45	55	100
6	23	77	100
7	44	56	100
8	54	46	100
9	52	48	100
10	54	46	100
11	67	33	100
12	39	61	100
13	62	38	100
14	55	45	100
15	54	46	100
16	55	45	100
17	62	38	100
18	8	92	100
19	57	43	100

20	95	5	100
21	92	8	100
22	55	45	100
23	52	48	100
24	66	34	100
25	47	53	100
26	41	59	100
27	71	29	100
28	42	58	100
29	66	34	100
30	67	33	100

Margin	1642	1358	3000

The Rowprofiles:

	1	2	
	METEOR	PRY	Margin
1	.480	.520	1.000
2	.690	.310	1.000
3	.530	.470	1.000
4	.470	.530	1.000
5	.450	.550	1.000
6	.230	.770	1.000
7	.440	.560	1.000
8	.540	.460	1.000
9	.520	.480	1.000
10	.540	.460	1.000
11	.670	.330	1.000
12	.390	.610	1.000
13	.620	.380	1.000
14	.550	.450	1.000
15	.540	.460	1.000
16	.550	.450	1.000
17	.620	.380	1.000
18	.080	.920	1.000
19	.570	.430	1.000
20	.950	.050	1.000
21	.920	.080	1.000
22	.550	.450	1.000
23	.520	.480	1.000
24	.660	.340	1.000
25	.470	.530	1.000
26	.410	.590	1.000
27	.710	.290	1.000
28	.420	.580	1.000
29	.660	.340	1.000
30	.670	.330	1.000

Margin	.547	.453	

The Columnprofiles:

	1 METEOR	2 PRY	Margin
1	.029	.038	.033
2	.042	.023	.033
3	.032	.035	.033
4	.029	.039	.033
5	.027	.041	.033
6	.014	.057	.033
7	.027	.041	.033
8	.033	.034	.033
9	.032	.035	.033
10	.033	.034	.033
11	.041	.024	.033
12	.024	.045	.033
13	.038	.028	.033
14	.033	.033	.033
15	.033	.034	.033
16	.033	.033	.033
17	.038	.028	.033
18	.005	.068	.033
19	.035	.032	.033
20	.058	.004	.033
21	.056	.006	.033
22	.033	.033	.033
23	.032	.035	.033
24	.040	.025	.033
25	.029	.039	.033
26	.025	.043	.033
27	.043	.021	.033
28	.026	.043	.033
29	.040	.025	.033
30	.041	.024	.033
Margin	1.000	1.000	

Dimension	Singular Value	Inertia	Proportion Explained	Cumulative Proportion
1	.33473	.11204	1.000	1.000
Total		.11204	1.000	1.000

Row Scores:

Row	Marginal Profile	Dim 1
1	.033	.234
2	.033	-.495
3	.033	.060
4	.033	.269
5	.033	.338

6	.033	1.102
7	.033	.373
8	.033	.025
9	.033	.095
10	.033	.025
11	.033	-.426
12	.033	.546
13	.033	-.252
14	.033	-.009
15	.033	.025
16	.033	-.009
17	.033	-.252
18	.033	1.623
19	.033	-.079
20	.033	-1.398
21	.033	-1.294
22	.033	-.009
23	.033	.095
24	.033	-.391
25	.033	.269
26	.033	.477
27	.033	-.565
28	.033	.442
29	.033	-.391
30	.033	-.426

Contribution of row points to the inertia of each dimension:

Row	Marginal Profile	Dim 1
1	.033	.005
2	.033	.024
3	.033	.000
4	.033	.007
5	.033	.011
6	.033	.121
7	.033	.014
8	.033	.000
9	.033	.001
10	.033	.000
11	.033	.018
12	.033	.030
13	.033	.006
14	.033	.000
15	.033	.000
16	.033	.000
17	.033	.006
18	.033	.262
19	.033	.001
20	.033	.195
21	.033	.167
22	.033	.000
23	.033	.001
24	.033	.015

25	.033	.007
26	.033	.023
27	.033	.032
28	.033	.019
29	.033	.015
30	.033	.018

		1.000

Contribution of dimensions to the inertia of each row point:

Row	Marginal Profile	Dim 1	Total
1	.033	1.000	1.000
2	.033	1.000	1.000
3	.033	1.000	1.000
4	.033	1.000	1.000
5	.033	1.000	1.000
6	.033	1.000	1.000
7	.033	1.000	1.000
8	.033	1.000	1.000
9	.033	1.000	1.000
10	.033	1.000	1.000
11	.033	1.000	1.000
12	.033	1.000	1.000
13	.033	1.000	1.000
14	.033	1.000	1.000
15	.033	1.000	1.000
16	.033	1.000	1.000
17	.033	1.000	1.000
18	.033	1.000	1.000
19	.033	1.000	1.000
20	.033	1.000	1.000
21	.033	1.000	1.000
22	.033	1.000	1.000
23	.033	1.000	1.000
24	.033	1.000	1.000
25	.033	1.000	1.000
26	.033	1.000	1.000
27	.033	1.000	1.000
28	.033	1.000	1.000
29	.033	1.000	1.000
30	.033	1.000	1.000

Column Scores:

Column	Marginal Profile	Dim 1
1 METEOR	.547	-.526
2 PRY	.453	.636

Contribution of column points to the inertia of each dimension:

Column	Marginal Profile	Dim 1
1 METEOR	.547	.453
2 PRY	.453	.547

		1.000

Contribution of dimensions to the inertia of each column point:

Column	Marginal Profile	Dim 1	Total
1 METEOR	.547	1.000	1.000
2 PRY	.453	1.000	1.000

Variances and Correlation Matrix of the singular values:

Dim Variances	Correlations between dimensions
1 1.958E-04	1.000

Variances and Correlation Matrix of scores of Row 1

Dim Variances	Correlations between dimensions
1 1.393E-04	1.000

Variances and Correlation Matrix of scores of Row 2

Dim Variances	Correlations between dimensions
1 2.109E-04	1.000

Variances and Correlation Matrix of scores of Row 3

Dim Variances	Correlations between dimensions
1 1.141E-04	1.000

Variances and Correlation Matrix of scores of Row 4

Dim Variances	Correlations between dimensions
1 1.475E-04	1.000

Variances and Correlation Matrix of scores of Row 5

Dim Variances	Correlations between dimensions
1 1.670E-04	1.000

Variances and Correlation Matrix of scores of Row	6
Dim Variances	Correlations between dimensions
1 6.605E-04	1.000
Variances and Correlation Matrix of scores of Row	7
Dim Variances	Correlations between dimensions
1 1.784E-04	1.000
Variances and Correlation Matrix of scores of Row	8
Dim Variances	Correlations between dimensions
1 1.123E-04	1.000
Variances and Correlation Matrix of scores of Row	9
Dim Variances	Correlations between dimensions
1 1.171E-04	1.000
Variances and Correlation Matrix of scores of Row	10
Dim Variances	Correlations between dimensions
1 1.123E-04	1.000
Variances and Correlation Matrix of scores of Row	11
Dim Variances	Correlations between dimensions
1 1.841E-04	1.000
Variances and Correlation Matrix of scores of Row	12
Dim Variances	Correlations between dimensions
1 2.510E-04	1.000
Variances and Correlation Matrix of scores of Row	13
Dim Variances	Correlations between dimensions
1 1.353E-04	1.000
Variances and Correlation Matrix of scores of Row	14
Dim Variances	Correlations between dimensions
1 1.115E-04	1.000

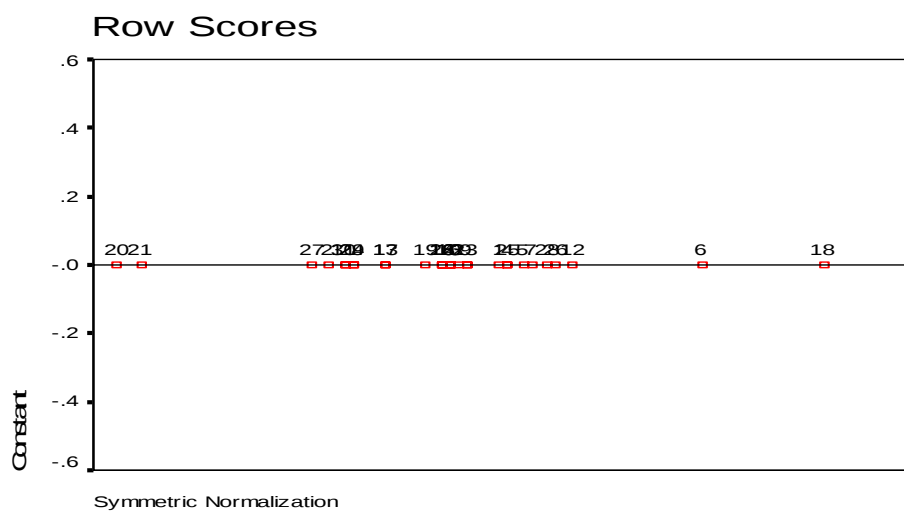
Variances and Correlation Matrix of scores of Row	15
Dim Variances	Correlations between dimensions
1 1.123E-04	1.000
Variances and Correlation Matrix of scores of Row	16
Dim Variances	Correlations between dimensions
1 1.115E-04	1.000
Variances and Correlation Matrix of scores of Row	17
Dim Variances	Correlations between dimensions
1 1.353E-04	1.000
Variances and Correlation Matrix of scores of Row	18
Dim Variances	Correlations between dimensions
1 .001	1.000
Variances and Correlation Matrix of scores of Row	19
Dim Variances	Correlations between dimensions
1 1.130E-04	1.000
Variances and Correlation Matrix of scores of Row	20
Dim Variances	Correlations between dimensions
1 9.441E-04	1.000
Variances and Correlation Matrix of scores of Row	21
Dim Variances	Correlations between dimensions
1 8.231E-04	1.000
Variances and Correlation Matrix of scores of Row	22
Dim Variances	Correlations between dimensions
1 1.115E-04	1.000
Variances and Correlation Matrix of scores of Row	23
Dim Variances	Correlations between dimensions
1 1.171E-04	1.000
Variances and Correlation Matrix of scores of Row	24

Dim Variances	Correlations between dimensions	
1 1.722E-04	1.000	
Variances and Correlation Matrix of scores of Row		25
Dim Variances	Correlations between dimensions	
1 1.475E-04	1.000	
Variances and Correlation Matrix of scores of Row		26
Dim Variances	Correlations between dimensions	
1 2.188E-04	1.000	
Variances and Correlation Matrix of scores of Row		27
Dim Variances	Correlations between dimensions	
1 2.420E-04	1.000	
Variances and Correlation Matrix of scores of Row		28
Dim Variances	Correlations between dimensions	
1 2.042E-04	1.000	
Variances and Correlation Matrix of scores of Row		29
Dim Variances	Correlations between dimensions	
1 1.722E-04	1.000	
Variances and Correlation Matrix of scores of Row		30
Dim Variances	Correlations between dimensions	
1 1.841E-04	1.000	
Variances and Correlation Matrix of scores of Column		1 METEOR
Dim Variances	Correlations between dimensions	
1 2.212E-04	1.000	
Variances and Correlation Matrix of scores of Column		2 PRY
Dim Variances	Correlations between dimensions	
1 3.024E-04	1.000	

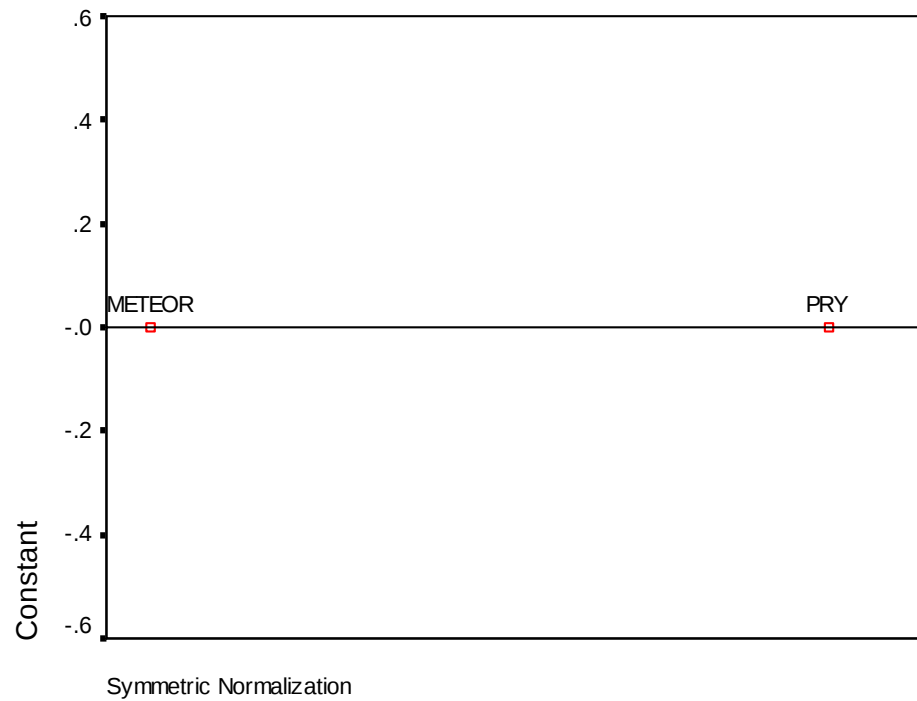
The data-matrix permuted according to the scores in dimension: 1

	1 METEOR	2 PRY	Margin
20	95	5	100
21	92	8	100
27	71	29	100
2	69	31	100
30	67	33	100
11	67	33	100
29	66	34	100
24	66	34	100
13	62	38	100
17	62	38	100
19	57	43	100
16	55	45	100
22	55	45	100
14	55	45	100
10	54	46	100
15	54	46	100
8	54	46	100
3	53	47	100
9	52	48	100
23	52	48	100
1	48	52	100
4	47	53	100
25	47	53	100
5	45	55	100
7	44	56	100
28	42	58	100
26	41	59	100
12	39	61	100
6	23	77	100
18	8	92	100

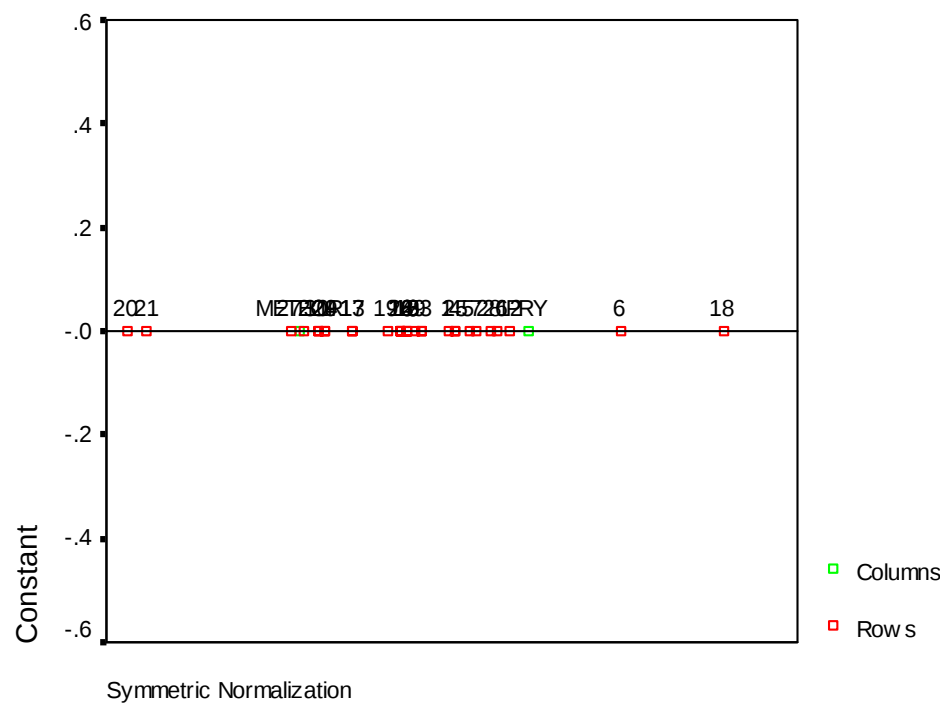
Margin	1642	1358	3000



Column Scores



Row and Column Scores



LAMPIRAN 7

z	Taraf Signifikan	
	0.00	0.09
+ 0.0	0.5000	0.53
+ 0.1	0.5398	0.57
+ 0.2	0.5793	0.61
+ 0.3	0.6179	0.65
+ 0.4	0.6554	0.68
+ 0.5	0.6915	0.72
+ 0.6	0.7257	0.75
+ 0.7	0.7580	0.78
+ 0.8	0.7881	0.81
+ 0.9	0.8159	0.83
+ 1.0	0.8413	0.86
+ 1.1	0.8643	0.88
+ 1.2	0.8849	0.90
+ 1.3	0.9032	0.91
+ 1.4	0.9192	0.93
+ 1.5	0.9332	0.94
+ 1.6	0.9452	0.95
+ 1.7	0.9554	0.96
+ 1.8	0.9641	0.97
+ 1.9	0.9713	0.98
+ 2.0	0.9773	0.98

LAMPIRAN 8

N	Taraf Signifikan	
	5%	1%
3	0.997	0.999
4	0.950	0.990
5	0.878	0.959
6	0.811	0.917
7	0.754	0.874
8	0.707	0.834
9	0.666	0.798
10	0.632	0.765
11	0.602	0.735
12	0.576	0.708
13	0.553	0.684
14	0.532	0.661
15	0.514	0.641
16	0.497	0.623
17	0.482	0.606
18	0.486	0.590
19	0.456	0.575
20	0.444	0.561
21	0.433	0.549
22	0.423	0.537
23	0.413	0.526
24	0.404	0.515
25	0.396	0.505
26	0.388	0.496

N	Taraf Signifikan	
	5%	1%
27	0.381	0.487
28	0.374	0.478
29	0.367	0.470
30	0.361	0.463
31	0.355	0.456
32	0.349	0.449
33	0.344	0.442
34	0.339	0.436
35	0.334	0.430
36	0.329	0.424
37	0.325	0.418
38	0.32	0.413
39	0.316	0.408
40	0.312	0.403
41	0.308	0.398
42	0.304	0.393
43	0.301	0.389
44	0.297	0.384
45	0.294	0.380
46	0.291	0.376
47	0.288	0.372
48	0.284	0.368
49	0.281	0.364
50	0.279	0.361

N	Taraf Signifikan	
	5%	1%
55	0.266	0.345
60	0.254	0.330
65	0.244	0.317
70	0.235	0.306
75	0.227	0.296
80	0.220	0.286
85	0.213	0.278
90	0.207	0.270
95	0.202	0.263
100	0.195	0.256
125	0.176	0.230
150	0.159	0.210
175	0.148	0.194
200	0.138	0.181
300	0.113	0.148
400	0.098	0.128
500	0.088	0.115
600	0.080	0.105
700	0.074	0.097
800	0.070	0.091
900	0.065	0.086
1000	0.062	0.081