

DAFTAR PERTANYAAN

Skor Penilaian Harapan	
1 = Sangat Tidak Penting	STP
2 = Tidak Penting	TP
3 = Kurang Penting	KP
4 = Penting	P
5 = Sangat Penting	SP

Skor Penilaian Kenyataan	
1 = Sangat Tidak Setuju	STT
2 = Tidak Setuju	TS
3 = Kurang Setuju	KS
4 = Setuju	S
5 = Sangat Setuju	SS

Tangibles (Penampilan fisik)											
		HARAPAN					KENYATAAN				
No.	Keterangan	STP	TP	KP	P	SP	STT	TS	KS	S	SS
1.	Kantor Pos memiliki peralatan yang berpenampilan modern/mutakhir.	1	2	3	4	5	1	2	3	4	5
2.	Karyawan/kurir Kantor Pos berpenampilan rapi dan profesional.	1	2	3	4	5	1	2	3	4	5
3.	Lokasi Kantor Pos yang strategis dan mudah dijangkau oleh semua kalangan.	1	2	3	4	5	1	2	3	4	5
4.	Kantor Pos memiliki ruang tunggu yang mencukupi.	1	2	3	4	5	1	2	3	4	5
5.	Kantor Pos memiliki gedung yang baik.	1	2	3	4	5	1	2	3	4	5
Reliability (Kemampuan memberikan pelayanan)											
		HARAPAN					KENYATAAN				
6.	Tarif pengiriman Kantor Pos murah.	1	2	3	4	5	1	2	3	4	5
7.	Kantor Pos mengirim paket barang dan kedatangan paket barang sesuai dengan waktu yang dijanjikan.	1	2	3	4	5	1	2	3	4	5
8.	Karyawan bersikap sopan dan ramah kepada pelanggan.	1	2	3	4	5	1	2	3	4	5

9.	Kantor Pos menyampaikan paket barang sesuai dengan alamat yang dituju.	1	2	3	4	5	1	2	3	4	5
10.	Kantor Pos bisa melacak keberadaan paket barang (sampai di mana paket barang itu berada, dan kapan sampainya), jika suatu saat terjadi kesalahan.	1	2	3	4	5	1	2	3	4	5

Responsiveness (Daya Tanggap)

		HARAPAN					KENYATAAN				
11.	Kantor Pos melakukan perhitungan tarif dengan tepat.	1	2	3	4	5	1	2	3	4	5
12.	Karyawan memberikan pelayanan dengan cepat kepada pelanggan.	1	2	3	4	5	1	2	3	4	5
13.	Karyawan selalu siap dan sigap saat pelanggan membutuhkan bantuan.	1	2	3	4	5	1	2	3	4	5
14.	Kantor pos mengutamakan kepentingan pelanggan.	1	2	3	4	5	1	2	3	4	5

Assurance (Jaminan)

		HARAPAN					KENYATAAN				
15.	Kantor Pos memberikan jaminan yang sebanding, jika barang pelanggan rusak/hilang.	1	2	3	4	5	1	2	3	4	5
16.	Karyawan menanamkan kepercayaan kepada pelanggan.	1	2	3	4	5	1	2	3	4	5
17.	Pelanggan merasa aman saat bertransaksi.	1	2	3	4	5	1	2	3	4	5
18.	Karyawan kantor Pos Ponorogo dapat menyapa/menegur pelanggannya dengan sopan.	1	2	3	4	5	1	2	3	4	5

Empathy (Perhatian yang diberikan kepada pelanggan)

		HARAPAN					KENYATAAN				
19.	Karyawan Kantor Pos mau menerima kritik dan saran dari pelanggan dengan baik.	1	2	3	4	5	1	2	3	4	5
20.	Pelanggan bisa menghubungi loket pelayanan Kantor Pos dengan mudah, baik melalui telepon atau internet.	1	2	3	4	5	1	2	3	4	5
21.	Karyawan memberikan tanggapan yang baik pada saat pelanggan menyampaikan keluhan.	1	2	3	4	5	1	2	3	4	5
22.	Kantor Pos melayani sesuai dengan jam operasi kantor.	1	2	3	4	5	1	2	3	4	5



Lampiran 2

Data HarapanPelanggan Kantor Pos

5	5	5	5	4	24	3	3	4	5	5	20	5	5	5	5	20	3	4	5	5	17	3	3	4	4	14
5	5	4	4	4	22	4	3	5	4	4	20	4	5	4	5	18	3	5	4	4	16	4	4	4	4	16
5	5	5	5	5	25	3	3	3	3	3	15	4	4	4	4	16	3	3	3	3	12	4	4	4	4	16
4	4	4	5	5	22	5	5	4	4	4	22	4	4	5	5	18	5	4	4	4	17	4	4	4	4	16
4	4	4	4	4	20	4	4	3	3	3	17	3	3	3	3	12	4	3	3	3	13	4	5	5	5	19
4	4	4	4	4	20	3	3	4	4	4	18	4	4	4	4	16	3	4	4	4	15	5	5	5	5	20
5	5	5	5	5	25	3	4	5	5	5	22	4	4	4	4	16	4	5	5	5	19	5	5	4	5	19
4	4	4	4	4	20	4	3	3	3	4	17	4	4	4	4	16	3	3	3	4	13	4	4	4	4	16
4	4	4	4	4	20	3	4	3	4	3	17	5	5	5	5	20	4	3	4	3	14	4	4	4	4	16
4	4	4	4	3	19	4	3	3	3	4	17	3	3	3	3	12	3	3	3	4	13	5	5	5	5	20
3	3	4	4	5	19	3	3	3	4	4	17	4	4	3	3	14	3	3	4	4	14	4	4	4	4	16
4	4	4	4	4	20	3	3	4	4	5	19	4	4	4	4	16	3	4	4	5	16	4	4	4	4	16
4	4	4	4	4	20	4	3	3	3	3	16	4	4	4	4	16	3	3	3	3	12	3	3	3	3	12
5	5	5	5	5	25	4	4	3	3	3	17	3	3	3	3	12	4	3	3	3	13	5	5	4	4	18
3	3	3	3	3	15	3	3	3	3	3	15	3	3	4	4	14	3	3	3	3	12	4	4	4	4	16
4	4	4	4	4	20	3	3	3	4	4	17	4	4	4	4	16	3	3	4	4	14	4	4	4	4	16
5	5	5	5	5	25	4	4	3	3	2	16	4	4	4	4	16	4	3	3	2	12	5	5	5	5	20
4	4	4	4	4	20	4	4	3	2	3	16	4	4	4	4	16	4	3	2	3	12	3	3	3	3	12
4	4	4	4	4	20	4	3	3	3	2	15	4	4	3	4	15	3	3	3	2	11	4	4	4	4	16
4	4	5	5	5	23	4	3	3	3	4	17	3	4	5	5	17	3	3	3	4	13	5	5	5	5	20
5	5	5	5	5	25	4	4	4	5	5	22	5	5	5	5	20	4	4	5	5	18	4	4	4	4	16
4	4	4	4	4	20	4	4	4	5	5	22	4	4	4	4	16	4	4	5	5	18	5	4	4	4	17
5	5	5	5	5	25	3	3	4	4	4	18	5	5	5	5	20	5	5	5	5	20	5	4	5	3	17
4	4	4	4	4	20	3	3	3	4	4	17	4	4	4	4	16	4	4	5	4	17	4	4	4	4	16
5	5	5	5	5	25	3	4	4	5	5	21	5	5	5	5	20	5	5	5	4	19	5	5	3	5	18
5	5	5	5	5	25	4	4	4	3	3	18	4	4	4	4	16	4	4	5	5	18	4	4	4	3	15
4	4	4	4	4	20	3	4	4	5	5	21	3	3	3	3	12	5	5	4	5	19	3	3	4	4	14

4	4	4	5	5	22	4	3	4	3	4	18	3	3	4	4	14	5	5	5	5	20	3	4	5	5	17
4	4	4	3	3	18	3	3	4	3	4	17	3	3	3	3	12	5	4	5	5	19	5	5	3	4	17
5	5	5	5	5	25	4	4	3	4	4	19	3	3	4	3	13	4	5	5	4	18	5	5	4	5	19
4	4	4	4	4	20	4	4	3	3	3	17	4	4	4	4	16	4	5	5	4	18	4	5	4	5	18
4	4	4	4	4	20	4	3	4	5	5	21	3	3	4	4	14	4	4	5	5	18	5	3	4	5	17
4	4	4	4	4	20	3	3	4	4	4	18	3	4	3	3	13	5	5	5	5	20	5	5	5	4	19
5	5	5	5	5	25	5	5	4	4	4	22	4	4	4	4	16	5	5	5	5	20	5	5	3	4	17
4	4	4	4	4	20	4	4	5	5	5	23	3	3	4	4	14	5	5	5	5	20	4	4	5	5	18
4	4	4	4	4	20	4	4	5	4	4	21	3	3	4	4	14	5	5	4	5	19	3	5	5	4	17
4	4	5	4	4	21	3	4	5	4	4	20	3	3	4	4	14	4	5	5	4	18	4	4	5	5	18
5	5	5	5	5	25	2	3	3	4	4	16	4	5	5	5	19	4	4	5	4	17	5	5	4	5	19
4	4	3	4	4	19	4	5	4	3	2	18	3	3	4	4	14	5	4	5	5	19	5	4	4	5	18
4	4	5	3	4	20	4	3	5	3	2	17	4	4	5	4	17	5	5	5	5	20	4	4	5	5	18
4	4	5	4	5	22	4	2	4	3	4	17	5	5	4	4	18	5	5	5	4	19	3	5	5	5	18
5	5	4	5	5	24	4	3	3	3	4	17	5	5	4	5	19	5	5	5	5	20	4	4	3	5	16
5	5	5	5	5	25	4	4	2	3	4	17	4	4	5	5	18	5	5	5	5	20	3	5	5	5	18
5	5	5	5	5	25	5	5	5	4	5	24	5	5	5	5	20	5	5	4	5	19	3	4	4	3	14
4	4	5	5	4	22	2	2	2	3	3	12	4	4	5	4	17	5	5	5	4	19	4	5	5	4	18
4	4	4	4	4	20	2	2	1	2	2	9	4	4	4	4	16	5	5	5	5	20	3	5	4	5	17
5	5	3	3	4	20	4	4	2	4	4	18	5	5	5	5	20	5	5	5	5	20	3	4	5	5	17
5	5	5	5	5	25	5	3	4	2	2	16	5	5	5	5	20	5	5	5	5	20	4	3	5	3	15
4	4	4	4	4	20	4	4	3	2	2	15	4	4	4	4	16	5	5	5	5	20	4	2	4	3	13
4	5	5	5	5	24	3	3	4	4	4	18	4	5	4	4	17	4	5	5	5	19	4	3	3	3	13
5	5	5	5	5	25	5	3	4	2	5	19	5	5	5	5	20	5	5	5	5	20	4	4	2	3	13
5	5	5	5	5	25	5	5	5	2	3	20	5	5	5	5	20	5	4	5	5	19	5	5	5	4	19
4	4	5	5	4	22	5	4	4	3	5	21	4	4	4	4	16	5	5	5	5	20	2	2	2	3	9
4	4	5	5	5	23	4	5	4	2	5	20	4	5	5	4	18	5	5	5	5	20	2	2	1	2	7
4	4	5	5	5	23	5	5	3	4	2	19	4	5	5	5	19	5	5	5	5	20	4	4	2	4	14
4	4	4	4	5	21	5	2	4	3	5	19	5	5	5	5	20	4	4	5	5	18	5	3	4	2	14

4	4	5	5	3	21	3	4	5	2	4	18	3	4	4	4	15	5	5	4	5	19	4	4	3	2	13
4	4	5	5	4	22	4	3	4	3	5	19	3	4	4	3	14	5	5	4	5	19	3	3	4	4	14
4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	16	5	5	5	5	20	5	3	4	2	14
5	5	5	5	4	24	2	2	2	2	2	10	2	3	4	5	14	5	4	5	5	19	5	5	5	2	17
5	5	4	4	4	22	5	4	3	5	5	22	4	4	4	4	16	5	4	4	5	18	5	4	4	3	16
5	5	5	5	5	25	4	2	3	5	5	19	4	4	4	4	16	5	5	5	5	20	4	5	4	2	15
4	4	4	5	5	22	3	3	4	5	5	20	4	4	4	4	16	5	5	5	5	20	5	5	3	4	17
4	4	4	4	4	20	4	3	5	4	4	20	4	5	5	4	18	5	5	5	5	20	5	2	4	3	14
4	4	4	4	4	20	3	3	3	3	3	15	4	5	5	5	19	4	4	4	5	17	5	5	5	4	19
5	5	5	5	5	25	5	5	4	4	4	22	5	5	5	5	20	5	5	5	5	20	5	3	5	5	18
4	4	4	4	4	20	4	4	3	3	3	17	3	4	4	4	15	5	5	4	5	19	4	3	5	5	17
4	4	4	4	4	20	3	3	4	4	4	18	3	4	4	3	14	5	5	5	5	20	5	4	5	4	18
4	4	4	4	3	19	3	4	5	5	5	22	4	4	4	4	16	5	5	4	5	19	3	4	5	5	17
5	4	5	4	5	23	3	5	5	5	4	22	5	4	5	4	18	5	5	5	5	20	3	5	5	5	18



Data Kenyataan Kantor Pos Ponorogo

4	5	5	4	3	21	5	5	5	5	4	24	5	5	5	5	20	4	4	5	5	18	5	5	5	5	20
3	4	5	4	3	19	5	4	4	4	3	20	5	4	4	3	16	3	3	5	5	16	4	4	4	5	17
4	5	5	5	4	23	5	5	5	5	4	24	4	4	4	4	16	5	4	5	4	18	5	4	4	5	18
4	4	5	5	5	23	4	4	5	5	5	23	5	4	3	3	15	3	3	5	5	16	4	4	4	5	17
4	5	5	5	3	22	5	4	4	4	4	21	5	5	4	4	18	3	4	4	4	15	5	4	4	5	18
3	4	5	5	2	19	5	4	4	5	3	21	5	4	3	3	15	3	4	5	5	17	4	5	4	5	18
4	4	5	4	2	19	5	5	3	4	3	20	4	4	4	3	15	3	3	5	5	16	4	5	4	5	18
3	4	5	5	3	20	5	4	4	4	3	20	4	3	3	3	13	4	4	5	5	18	5	5	5	5	20
3	4	5	4	2	18	5	4	4	4	3	20	5	2	2	2	11	3	3	3	3	12	3	3	4	5	15
4	4	5	5	3	21	5	3	3	4	3	18	5	3	3	3	14	3	3	4	5	15	4	4	4	5	17
3	4	4	4	2	17	5	4	3	4	2	18	5	4	4	3	16	3	4	5	4	16	4	4	4	5	17
3	4	5	5	3	20	5	5	4	4	3	21	5	4	3	3	15	3	3	5	5	16	4	3	3	5	15
4	4	5	5	3	21	5	5	4	5	3	22	5	4	4	3	16	2	2	5	5	14	4	4	4	5	17
2	4	5	4	2	17	4	4	4	4	3	19	5	4	3	3	15	5	5	4	5	19	5	4	4	5	18
2	3	5	4	2	16	4	4	4	5	4	21	4	4	4	4	16	3	3	4	5	15	4	4	5	5	18
3	4	5	5	2	19	4	4	4	5	4	21	5	4	3	3	15	3	2	5	4	14	5	4	4	5	18
3	3	5	5	3	19	4	4	4	4	2	18	5	4	4	3	16	3	3	4	4	14	4	4	4	5	17
3	4	5	4	3	19	5	5	5	5	3	23	5	5	4	3	17	3	3	4	4	14	4	4	4	5	17
3	4	5	5	4	21	5	4	5	5	4	23	5	5	4	4	18	4	4	5	5	18	5	4	5	5	19
4	4	5	4	3	20	4	5	5	5	3	22	5	5	4	3	17	4	4	5	4	17	4	4	4	5	17
3	4	5	5	4	21	5	4	4	5	3	21	5	4	4	4	17	3	3	5	5	16	4	4	4	5	17
3	4	5	5	4	21	5	5	4	5	4	23	5	4	4	4	17	3	3	4	4	14	5	4	4	5	18
4	5	4	4	3	20	4	4	3	4	3	18	5	5	4	4	18	4	3	5	4	16	4	4	3	5	16
4	4	5	5	4	22	4	4	4	5	3	20	4	4	4	4	16	3	3	5	5	16	4	4	4	5	17
3	4	5	4	4	20	4	4	4	4	3	19	4	5	4	4	17	4	4	5	4	17	4	4	4	5	17
4	5	4	4	4	21	4	3	3	4	2	16	5	5	4	3	17	2	4	5	4	15	3	4	3	5	15
3	4	4	3	3	17	3	3	4	4	4	18	4	3	3	4	14	4	4	4	4	16	4	4	4	5	17

3	4	4	4	4	19	4	4	4	3	4	19	4	4	3	3	14	3	3	3	3	12	3	2	3	2	10
4	4	4	4	4	20	3	2	3	3	4	15	3	3	3	4	13	4	4	4	3	15	3	3	3	3	12
3	3	3	4	3	16	3	3	3	4	3	16	4	4	3	3	14	4	3	3	3	13	2	4	3	5	14
4	5	5	5	4	23	4	5	5	5	4	23	4	5	5	5	19	4	5	5	5	19	5	4	4	4	17
4	4	5	5	4	22	5	5	5	4	5	24	4	4	4	5	17	5	5	5	4	19	4	3	4	4	15
4	4	4	4	5	21	4	3	5	4	4	20	5	5	4	4	18	4	4	5	5	18	5	4	5	5	19
4	4	3	3	2	16	4	3	3	4	2	16	4	3	3	2	12	2	3	4	4	13	4	5	4	4	17
3	3	3	3	3	15	2	3	3	4	4	16	3	2	3	3	11	2	3	3	2	10	3	2	3	3	11
3	3	3	4	3	16	3	2	3	3	5	16	3	3	3	3	12	4	3	3	2	12	3	3	2	3	11
3	4	2	3	2	14	2	3	2	3	3	13	4	3	2	3	12	3	2	3	3	11	2	3	4	5	14
2	3	3	2	3	13	3	2	3	2	1	11	3	3	2	2	10	3	2	3	3	11	2	3	2	4	11
3	2	3	2	3	13	4	3	2	3	4	16	2	3	4	2	11	3	3	2	2	10	3	2	1	2	8
3	4	3	3	2	15	3	2	2	3	2	12	3	3	2	3	11	3	4	2	4	13	3	2	3	3	11
3	3	3	4	3	16	3	2	4	2	3	14	2	3	3	3	11	3	4	3	3	13	3	2	3	3	11
3	2	3	2	2	12	2	2	3	3	2	12	3	3	2	2	10	4	3	5	3	15	2	3	3	3	11
3	2	3	3	2	13	2	3	2	4	5	16	3	2	2	2	9	3	2	3	3	11	3	3	2	3	11
3	3	3	3	2	14	2	3	4	2	3	14	3	2	3	2	10	3	4	2	3	12	3	2	2	2	9
3	2	2	2	3	12	3	2	2	3	3	13	3	3	3	3	12	4	3	3	2	12	3	1	2	2	8
3	3	3	2	3	14	3	3	2	4	3	15	2	2	3	2	9	4	3	2	2	11	2	3	2	3	10
2	3	2	2	3	12	3	4	3	2	3	15	3	2	2	2	9	2	3	2	3	10	2	3	4	3	12
3	3	3	2	3	14	3	3	2	2	2	12	3	3	4	2	12	2	2	3	3	10	2	3	3	3	11
4	4	3	2	3	16	2	3	3	3	3	14	3	3	3	2	11	3	3	3	2	11	3	3	3	2	11
3	3	3	3	2	14	3	3	2	3	5	16	3	3	2	3	11	2	3	2	3	10	2	3	3	3	11
4	3	3	3	3	16	3	3	3	2	3	14	3	3	2	3	11	3	2	3	3	11	3	2	3	3	11
3	3	3	3	3	15	3	2	2	2	4	13	2	3	2	3	10	2	2	3	3	10	2	3	2	2	9
3	3	2	3	3	14	2	3	3	3	2	13	3	2	3	4	12	4	3	3	3	13	3	3	3	3	12
4	3	3	3	2	15	2	3	3	2	3	13	2	3	3	2	10	4	4	2	3	13	2	2	3	2	9
3	3	3	2	3	14	3	3	3	3	2	14	2	2	4	4	12	3	3	2	3	11	3	3	2	4	12
3	3	2	3	3	14	3	3	3	3	1	13	4	3	3	2	12	3	3	3	3	12	2	3	3	3	11

3	3	3	3	3	15	3	4	2	4	3	16	2	2	4	3	11	2	4	3	3	12	3	3	3	2	11
3	3	3	3	3	15	4	4	4	4	4	20	3	2	3	4	12	4	2	2	2	10	3	3	3	3	12
3	3	2	3	3	14	3	2	2	2	3	12	3	3	2	3	11	3	3	2	3	11	3	3	2	3	11
3	3	3	3	3	15	3	2	3	4	3	15	2	3	4	3	12	3	2	4	3	12	3	3	2	3	11
3	3	2	2	3	13	3	2	3	4	4	16	4	3	4	3	14	2	2	3	3	10	2	3	3	3	11
3	3	3	3	4	16	4	2	2	3	2	13	2	3	3	2	10	3	3	4	3	13	2	2	3	2	9
3	3	3	3	2	14	4	3	2	2	3	14	2	2	3	3	10	3	3	1	2	9	3	2	3	4	12
3	3	3	4	4	17	3	2	2	3	2	12	2	3	3	2	10	4	3	2	3	12	3	3	3	2	11
3	3	2	3	3	14	2	3	2	3	3	13	2	4	3	3	12	2	3	3	3	11	2	3	2	3	10
4	2	3	2	3	14	3	3	3	3	4	16	3	3	3	2	11	2	3	3	3	11	2	3	3	3	11
3	3	3	3	2	14	3	2	3	2	4	14	3	2	3	3	11	2	3	2	3	10	3	3	2	4	12
3	2	3	2	2	12	2	2	4	2	3	13	3	3	2	1	9	3	3	2	3	11	2	2	2	2	8
3	2	3	2	3	13	2	3	2	1	2	10	4	2	4	5	15	4	2	3	2	11	2	2	3	3	10
3	2	2	2	2	11	3	3	2	2	3	13	3	3	3	2	11	3	3	2	3	11	4	2	3	3	12



Lampiran 3

Hasil Validitas Kuesioner Harapan

		Correlations					
		V1	V2	V3	V4	V5	Total Tangibles
V1	Pearson Correlation	1	.147	.001	-.146	.565**	.631**
	Sig. (2-tailed)		.226	.990	.228	.000	.000
	N	70	70	70	70	70	70
V2	Pearson Correlation	.147	1	-.082	-.110	.287*	.442**
	Sig. (2-tailed)	.226		.502	.365	.016	.000
	N	70	70	70	70	70	70
V3	Pearson Correlation	.001	-.082	1	.132	-.010	.408**
	Sig. (2-tailed)	.990	.502		.278	.937	.000
	N	70	70	70	70	70	70
V4	Pearson Correlation	-.146	-.110	.132	1	-.239*	.343**
	Sig. (2-tailed)	.228	.365	.278		.046	.004
	N	70	70	70	70	70	70
V5	Pearson Correlation	.565**	.287*	-.010	-.239*	1	.630**
	Sig. (2-tailed)	.000	.016	.937	.046		.000
	N	70	70	70	70	70	70
Total_Tangibles	Pearson Correlation	.631**	.442**	.408**	.343**	.630**	1
	Sig. (2-tailed)	.000	.000	.000	.004	.000	
	N	70	70	70	70	70	70

		Correlations					
		V6	V7	V8	V9	V10	Total Reliability
V6	Pearson Correlation	1	-.097	-.080	-.184	.019	.498**
	Sig. (2-tailed)		.426	.512	.126	.873	.000
	N	70	70	70	70	70	70
V7	Pearson Correlation	-.097	1	-.006	.302*	.183	.464**
	Sig. (2-tailed)	.426		.963	.011	.129	.000
	N	70	70	70	70	70	70
V8	Pearson Correlation	-.080	-.006	1	-.085	.079	.309**
	Sig. (2-tailed)	.512	.963		.484	.517	.009
	N	70	70	70	70	70	70
V9	Pearson Correlation	-.184	.302*	-.085	1	.149	.399**
	Sig. (2-tailed)	.126	.011	.484		.218	.001
	N	70	70	70	70	70	70
V10	Pearson Correlation	.019	.183	.079	.149	1	.613**
	Sig. (2-tailed)	.873	.129	.517	.218		.000
	N	70	70	70	70	70	70
Total_Reliability	Pearson Correlation	.498**	.464**	.309**	.399**	.613**	1

Sig. (2-tailed)	.000	.000	.009	.001	.000	
N	70	70	70	70	70	70

Correlations

		V11	V12	V13	V14	Total_Responsiveness
V11	Pearson Correlation	1	.008	-.160	.080	.399**
	Sig. (2-tailed)		.945	.186	.511	.001
	N	70	70	70	70	70
V12	Pearson Correlation	.008	1	.244*	.389**	.666**
	Sig. (2-tailed)	.945		.042	.001	.000
	N	70	70	70	70	70
V13	Pearson Correlation	-.160	.244*	1	.387**	.567**
	Sig. (2-tailed)	.186	.042		.001	.000
	N	70	70	70	70	70
V14	Pearson Correlation	.080	.389**	.387**	1	.791**
	Sig. (2-tailed)	.511	.001	.001		.000
	N	70	70	70	70	70
Total_Responsiveness	Pearson Correlation	.399**	.666**	.567**	.791**	1
	Sig. (2-tailed)	.001	.000	.000	.000	
	N	70	70	70	70	70

Correlations

		V15	V16	V17	V18	Total_Assurance
V15	Pearson Correlation	1	.691**	.056	.405**	.866**
	Sig. (2-tailed)		.000	.646	.001	.000
	N	70	70	70	70	70
V16	Pearson Correlation	.691**	1	.119	.185	.822**
	Sig. (2-tailed)	.000		.325	.124	.000
	N	70	70	70	70	70
V17	Pearson Correlation	.056	.119	1	-.161	.347**
	Sig. (2-tailed)	.646	.325		.184	.003
	N	70	70	70	70	70
V18	Pearson Correlation	.405**	.185	-.161	1	.521**
	Sig. (2-tailed)	.001	.124	.184		.000
	N	70	70	70	70	70
Total_Assurance	Pearson Correlation	.866**	.822**	.347**	.521**	1
	Sig. (2-tailed)	.000	.000	.003	.000	
	N	70	70	70	70	70

Correlations

		V19	V20	V21	V22	Total_Empathy
--	--	-----	-----	-----	-----	---------------

V19	Pearson Correlation	1	-.056	.012	-.004	.399**
	Sig. (2-tailed)		.645	.921	.975	.001
	N	70	70	70	70	70
V20	Pearson Correlation	-.056	1	.290*	.146	.683**
	Sig. (2-tailed)	.645		.015	.228	.000
	N	70	70	70	70	70
V21	Pearson Correlation	.012	.290*	1	-.004	.578**
	Sig. (2-tailed)	.921	.015		.975	.000
	N	70	70	70	70	70
V22	Pearson Correlation	-.004	.146	-.004	1	.519**
	Sig. (2-tailed)	.975	.228	.975		.000
	N	70	70	70	70	70
Total_Empathy	Pearson Correlation	.399**	.683**	.578**	.519**	1
	Sig. (2-tailed)	.001	.000	.000	.000	
	N	70	70	70	70	70



Hasil Uji Validitas Kuesioner Kenyataan

Correlations

		V1	V2	V3	V4	V5	Total Tangibles
V1	Pearson Correlation	1	.450**	.293*	.316**	.332**	.547**
	Sig. (2-tailed)		.000	.014	.008	.005	.000
	N	70	70	70	70	70	70
V2	Pearson Correlation	.450**	1	.685**	.710**	.327**	.845**
	Sig. (2-tailed)	.000		.000	.000	.006	.000
	N	70	70	70	70	70	70
V3	Pearson Correlation	.293*	.685**	1	.831**	.267*	.871**
	Sig. (2-tailed)	.014	.000		.000	.026	.000
	N	70	70	70	70	70	70
V4	Pearson Correlation	.316**	.710**	.831**	1	.361**	.901**
	Sig. (2-tailed)	.008	.000	.000		.002	.000
	N	70	70	70	70	70	70
V5	Pearson Correlation	.332**	.327**	.267*	.361**	1	.566**
	Sig. (2-tailed)	.005	.006	.026	.002		.000
	N	70	70	70	70	70	70
Total_Tangibles	Pearson Correlation	.547**	.845**	.871**	.901**	.566**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	70	70	70	70	70	70

Correlations

		V6	V7	V8	V9	V10	Total Reliability
V6	Pearson Correlation	1	.696**	.573**	.662**	.146	.811**
	Sig. (2-tailed)		.000	.000	.000	.228	.000
	N	70	70	70	70	70	70
V7	Pearson Correlation	.696**	1	.648**	.677**	.218	.848**
	Sig. (2-tailed)	.000		.000	.000	.069	.000
	N	70	70	70	70	70	70
V8	Pearson Correlation	.573**	.648**	1	.625**	.307**	.822**
	Sig. (2-tailed)	.000	.000		.000	.010	.000
	N	70	70	70	70	70	70
V9	Pearson Correlation	.662**	.677**	.625**	1	.301*	.859**
	Sig. (2-tailed)	.000	.000	.000		.011	.000
	N	70	70	70	70	70	70
V10	Pearson Correlation	.146	.218	.307**	.301*	1	.494**
	Sig. (2-tailed)	.228	.069	.010	.011		.000
	N	70	70	70	70	70	70
Total_Reliability	Pearson Correlation	.811**	.848**	.822**	.859**	.494**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	

Correlations

		V11	V12	V13	V14	Total_Responsiveness
V11	Pearson Correlation	1	.671**	.381**	.375**	.807**
	Sig. (2-tailed)		.000	.001	.001	.000
	N	70	70	70	70	70
V12	Pearson Correlation	.671**	1	.558**	.414**	.850**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	70	70	70	70	70
V13	Pearson Correlation	.381**	.558**	1	.583**	.765**
	Sig. (2-tailed)	.001	.000		.000	.000
	N	70	70	70	70	70
V14	Pearson Correlation	.375**	.414**	.583**	1	.728**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	70	70	70	70	70
Total_Responsiveness	Pearson Correlation	.807**	.850**	.765**	.728**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	70	70	70	70	70



Correlations

		V15	V16	V17	V18	Total_Assurance
V15	Pearson Correlation	1	.455**	.260*	.130	.563**
	Sig. (2-tailed)		.000	.030	.285	.000
	N	70	70	70	70	70
V16	Pearson Correlation	.455**	1	.311**	.395**	.674**
	Sig. (2-tailed)	.000		.009	.001	.000
	N	70	70	70	70	70
V17	Pearson Correlation	.260*	.311**	1	.778**	.857**
	Sig. (2-tailed)	.030	.009		.000	.000
	N	70	70	70	70	70
V18	Pearson Correlation	.130	.395**	.778**	1	.829**
	Sig. (2-tailed)	.285	.001	.000		.000
	N	70	70	70	70	70
Total_Assurance	Pearson Correlation	.563**	.674**	.857**	.829**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	70	70	70	70	70

Correlations

		V19	V20	V21	V22	Total_Empathy
V19	Pearson Correlation	1	.638**	.679**	.679**	.852**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	70	70	70	70	70
V20	Pearson Correlation	.638**	1	.688**	.787**	.880**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	70	70	70	70	70
V21	Pearson Correlation	.679**	.688**	1	.718**	.869**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	70	70	70	70	70
V22	Pearson Correlation	.679**	.787**	.718**	1	.915**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	70	70	70	70	70
Total_Empathy	Pearson Correlation	.852**	.880**	.869**	.915**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	70	70	70	70	70

Hasil Uji Reliabilitas Kuesioner Harapan

Reliability Statistics

Cronbach's Alpha	N of Items
.887	5

Reliability Statistics

Cronbach's Alpha	N of Items
.624	5

Reliability Statistics

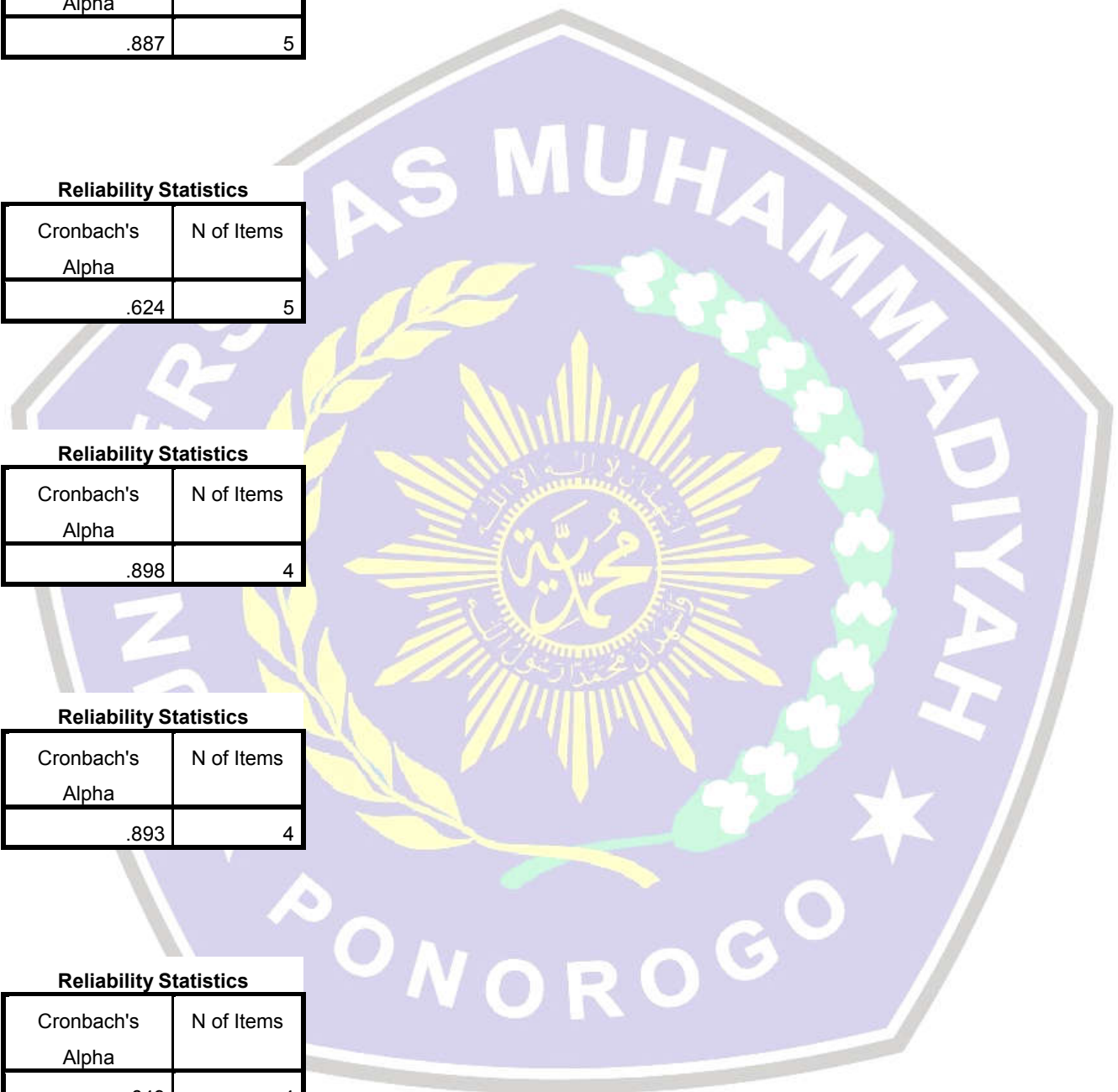
Cronbach's Alpha	N of Items
.898	4

Reliability Statistics

Cronbach's Alpha	N of Items
.893	4

Reliability Statistics

Cronbach's Alpha	N of Items
.649	4



Hasil Uji Reliabilitas Kuesioner Kenyataan

Reliability Statistics

Cronbach's Alpha	N of Items
.813	5

Reliability Statistics

Cronbach's Alpha	N of Items
.830	5

Reliability Statistics

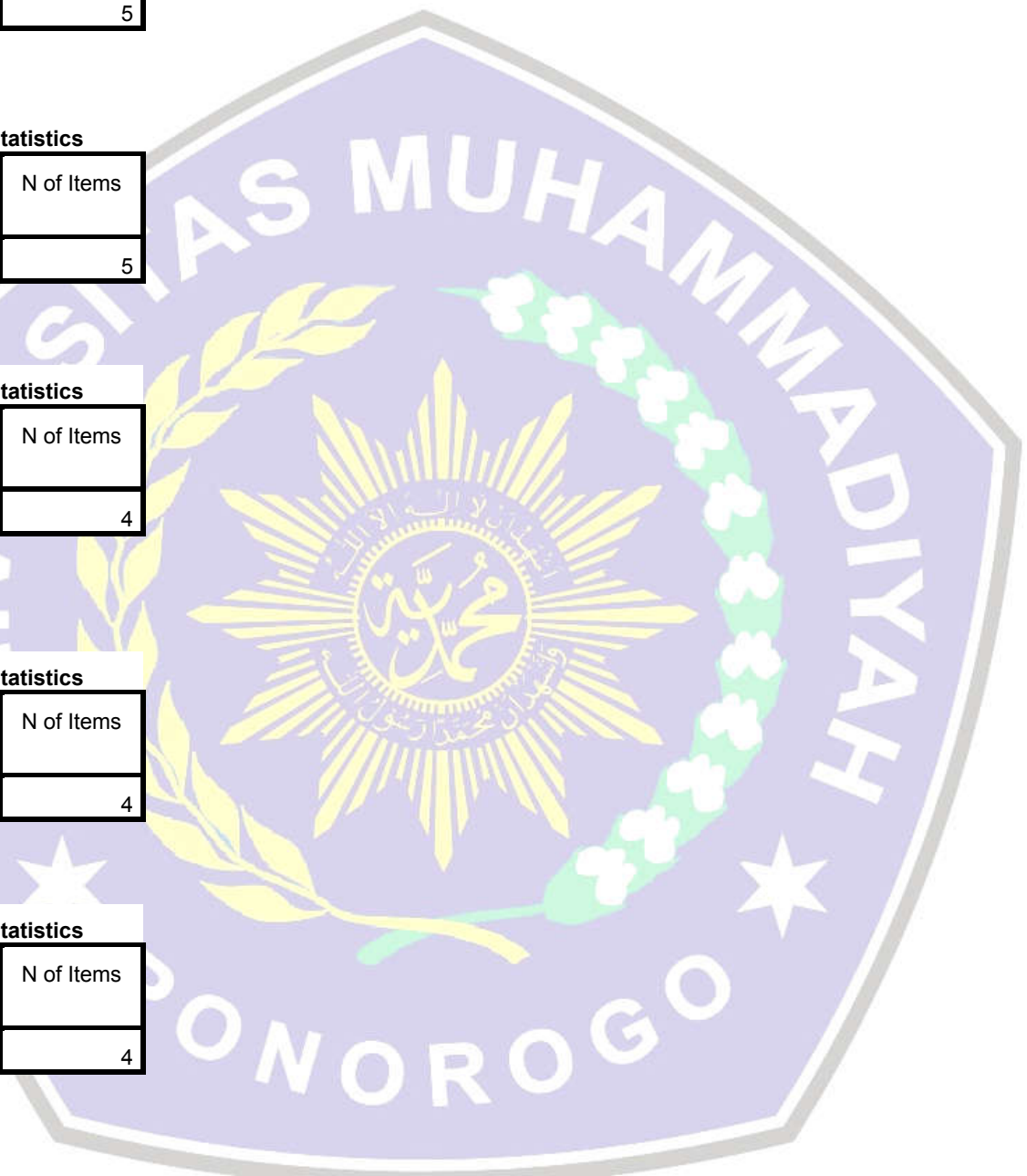
Cronbach's Alpha	N of Items
.791	4

Reliability Statistics

Cronbach's Alpha	N of Items
.721	4

Reliability Statistics

Cronbach's Alpha	N of Items
.899	4



Lampiran 4

Perhitungan Jumlah Bobot Skor dan Rata-rata Harapan Pelanggan

a. Perhitungan Jumlah Bobot Skor

Rumus persamaan :

$$\sum y_i = (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5)$$

Keterangan :

$\sum y_i$ = Jumlah bobot jawaban pertanyaan ekspektasi variabel ke- i

$\sum STP$ = Jumlah orang yang memilih jawaban sangat tidak penting

$\sum TP$ = Jumlah orang yang memilih jawaban tidak penting

$\sum KP$ = Jumlah orang yang memilih jawaban kurang penting

$\sum P$ = Jumlah orang yang memilih jawaban penting

$\sum SP$ = Jumlah orang yang memilih jawaban sangat penting

1,2,3,4,5 = skor untuk skala Likert

➤ Atribut ke 1

$$\sum y_1 = (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5)$$

$$\sum y_1 = (0 \times 1) + (1 \times 2) + (1 \times 3) + (13 \times 4) + (55 \times 5)$$

$$= 0 + 2 + 3 + 52 + 275$$

$$= 332$$

➤ Atribut ke 2

$$\sum y_2 = (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5)$$

$$\sum y_2 = (0 \times 1) + (0 \times 2) + (1 \times 3) + (20 \times 4) + (49 \times 5)$$

$$= 0 + 0 + 3 + 80 + 245$$

$$= 328$$

➤ Atribut ke 3

$$\sum y_3 = (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5)$$

$$\sum y_3 = (0 \times 1) + (0 \times 2) + (0 \times 3) + (31 \times 4) + (39 \times 5)$$

$$= 0 + 0 + 0 + 124 + 195$$

$$= 319$$

➤ Atribut ke 4

$$\sum y_4 = (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5)$$

$$\sum y_4 = (0 \times 1) + (0 \times 2) + (11 \times 3) + (39 \times 4) + (20 \times 5)$$

$$= 0 + 0 + 33 + 156 + 100$$

$$= 289$$

➤ Atribut ke 5

$$\sum y_5 = (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5)$$

$$\sum y_5 = (0 \times 1) + (0 \times 2) + (0 \times 3) + (22 \times 4) + (48 \times 5)$$

$$= 0 + 0 + 0 + 88 + 240$$

$$= 328$$

➤ Atributke 6

$$\sum y_6 = (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5)$$

$$\sum y_6 = (0 \times 1) + (0 \times 2) + (19 \times 3) + (28 \times 4) + (23 \times 5)$$

$$= 0 + 0 + 57 + 112 + 115$$

$$= 284$$

➤ Atributke 7

$$\sum y_7 = (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5)$$

$$\sum y_7 = (0 \times 1) + (0 \times 2) + (3 \times 3) + (22 \times 4) + (45 \times 5)$$

$$= 0 + 0 + 9 + 88 + 225$$

$$= 322$$

➤ Atributke 8

$$\sum y_8 = (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5)$$

$$\sum y_8 = (0 \times 1) + (0 \times 2) + (0 \times 3) + (19 \times 4) + (51 \times 5)$$

$$= 0 + 0 + 0 + 76 + 255$$

$$= 331$$

➤ Atributke 9

$$\sum y_9 = (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5)$$

$$\sum y_9 = (0 \times 1) + (0 \times 2) + (0 \times 3) + (23 \times 4) + (47 \times 5)$$

$$= 0 + 0 + 0 + 92 + 235$$

$$= 327$$

➤ Atributke 10

$$\sum y_{10} = (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5)$$

$$\sum y_{10} = (0 \times 1) + (0 \times 2) + (0 \times 3) + (16 \times 4) + (54 \times 5)$$

$$= 0 + 0 + 0 + 64 + 270$$

$$= 334$$

➤ Atributke 11

$$\sum y_{11} = (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5)$$

$$\sum y_{11} = (0 \times 1) + (0 \times 2) + (1 \times 3) + (14 \times 4) + (55 \times 5)$$

$$= 0 + 0 + 3 + 56 + 275$$

$$= 334$$

➤ Atributke 12

$$\sum y_{12} = (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5)$$

$$\sum y_{12} = (0 \times 1) + (0 \times 2) + (0 \times 3) + (17 \times 4) + (53 \times 5)$$

$$= 0 + 0 + 0 + 68 + 265$$

$$= 333$$

➤ Atributke 13

$$\begin{aligned}\sum Y_{13} &= (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5) \\ \sum Y_{13} &= (0 \times 1) + (0 \times 2) + (0 \times 3) + (13 \times 4) + (57 \times 5) \\ &= 0 + 0 + 0 + 52 + 285 \\ &= 337\end{aligned}$$

➤ Atributke 14

$$\begin{aligned}\sum Y_{14} &= (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5) \\ \sum Y_{14} &= (0 \times 1) + (0 \times 2) + (1 \times 3) + (24 \times 4) + (45 \times 5) \\ &= 0 + 0 + 3 + 96 + 225 \\ &= 324\end{aligned}$$

➤ Atributke 15

$$\begin{aligned}\sum Y_{15} &= (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5) \\ \sum Y_{15} &= (0 \times 1) + (0 \times 2) + (1 \times 3) + (20 \times 4) + (49 \times 5) \\ &= 0 + 0 + 3 + 80 + 245 \\ &= 328\end{aligned}$$

➤ Atributke 16

$$\begin{aligned}\sum Y_{16} &= (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5) \\ \sum Y_{16} &= (0 \times 1) + (0 \times 2) + (1 \times 3) + (22 \times 4) + (47 \times 5) \\ &= 0 + 0 + 3 + 88 + 235 \\ &= 326\end{aligned}$$

➤ Atributke 17

$$\begin{aligned}\sum Y_{17} &= (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5) \\ \sum Y_{17} &= (0 \times 1) + (0 \times 2) + (0 \times 3) + (14 \times 4) + (56 \times 5) \\ &= 0 + 0 + 0 + 56 + 280 \\ &= 336\end{aligned}$$

➤ Atributke 18

$$\begin{aligned}\sum Y_{18} &= (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5) \\ \sum Y_{18} &= (0 \times 1) + (0 \times 2) + (0 \times 3) + (14 \times 4) + (56 \times 5) \\ &= 0 + 0 + 0 + 56 + 280 \\ &= 336\end{aligned}$$

➤ Atributke 19

$$\begin{aligned}\sum Y_{19} &= (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5) \\ \sum Y_{19} &= (0 \times 1) + (0 \times 2) + (18 \times 3) + (21 \times 4) + (31 \times 5) \\ &= 0 + 0 + 54 + 84 + 155 \\ &= 293\end{aligned}$$

➤ Atributke 20

$$\sum Y_{20} = (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5)$$

$$\begin{aligned}\sum y_{20} &= (0 \times 1) + (0 \times 2) + (11 \times 3) + (32 \times 4) + (27 \times 5) \\ &= 0 + 0 + 33 + 128 + 135 \\ &= 296\end{aligned}$$

➤ Atributke 21

$$\begin{aligned}\sum y_{21} &= (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5) \\ \sum y_{21} &= (0 \times 1) + (0 \times 2) + (11 \times 3) + (28 \times 4) + (31 \times 5) \\ &= 0 + 0 + 33 + 112 + 155 \\ &= 300\end{aligned}$$

➤ Atributke 22

$$\begin{aligned}\sum y_{22} &= (\sum STP \times 1) + (\sum TP \times 2) + (\sum KP \times 3) + (\sum P \times 4) + (\sum SP \times 5) \\ \sum y_{22} &= (0 \times 1) + (0 \times 2) + (2 \times 3) + (29 \times 4) + (39 \times 5) \\ &= 0 + 0 + 6 + 116 + 195 \\ &= 317\end{aligned}$$

b. Perhitungan Rata-rata Jawaban Responden

Rumus persamaan :

$$\bar{Y}_i = \frac{\sum y_i}{n}$$

Keterangan :

\bar{Y}_i = rata-rata jawaban responden untuk pernyataan harapan atribut ke $-i$

$\sum y_i$ = jumlah bobot jawaban pernyataan harapan atribut ke $-i$

n = jumlah responden

➤ Atributke 1

$$\begin{aligned}\bar{Y}_1 &= \frac{\sum y_1}{n} \\ &= \frac{332}{70} \\ &= 4,74\end{aligned}$$

➤ Atributke 2

$$\begin{aligned}\bar{Y}_2 &= \frac{\sum y_2}{n} \\ &= \frac{328}{70} \\ &= 4,68\end{aligned}$$

➤ Atributke 3

$$\begin{aligned}\bar{Y}_3 &= \frac{\sum y_3}{n} \\ &= \frac{319}{70} \\ &= 4,55\end{aligned}$$

➤ Atributke 4

$$\bar{Y}_4 = \frac{\sum y^4}{n}$$

$$= \frac{289}{70}$$

$$= 4,12$$

➤ Atributke5

$$\bar{Y}_5 = \frac{\sum y^5}{n}$$

$$= \frac{328}{70}$$

$$= 4,68$$

➤ Atributke6

$$\bar{Y}_6 = \frac{\sum y^6}{n}$$

$$= \frac{284}{70}$$

$$= 4,05$$

➤ Atributke7

$$\bar{Y}_7 = \frac{\sum y^7}{n}$$

$$= \frac{322}{70}$$

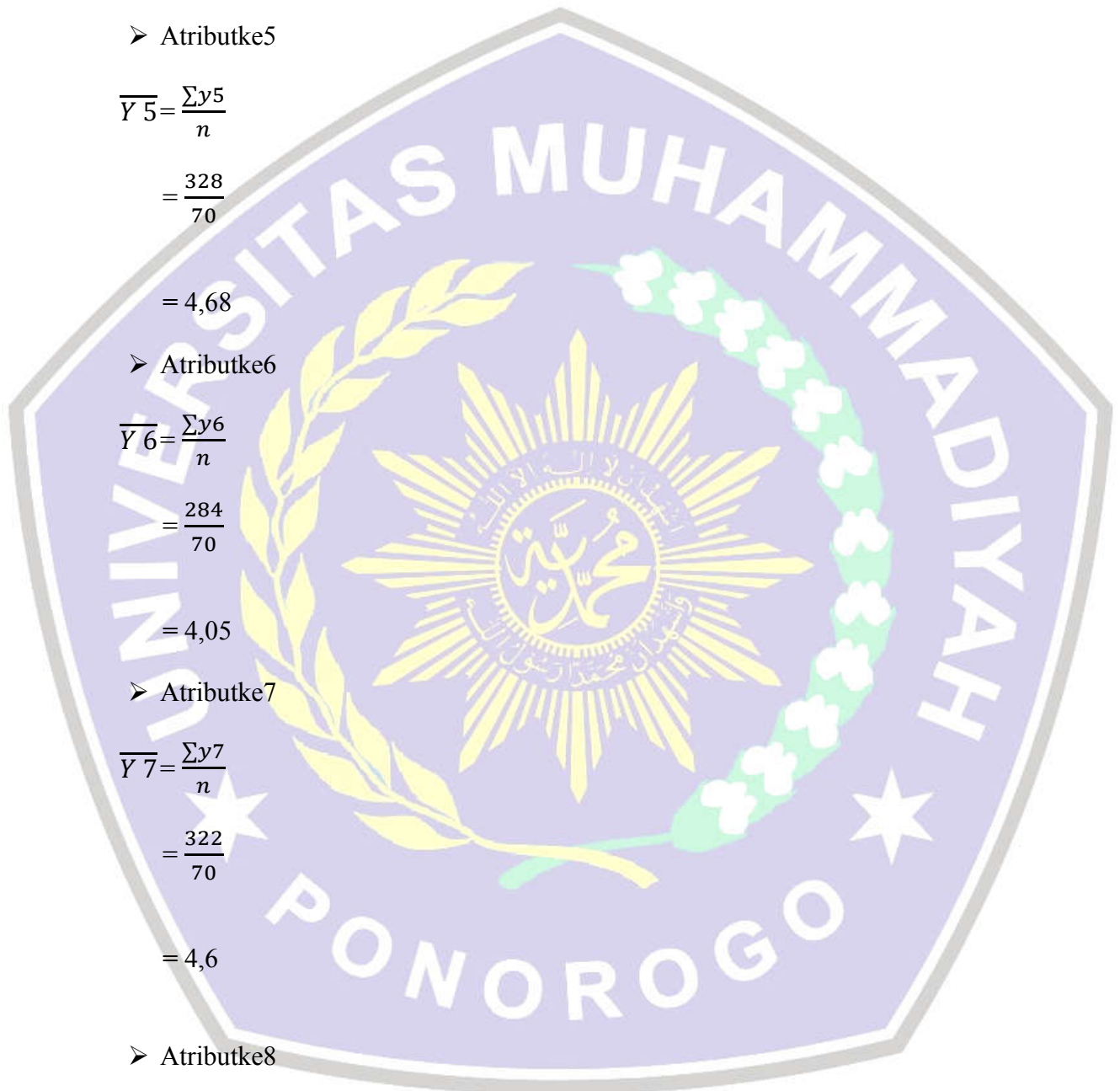
$$= 4,6$$

➤ Atributke8

$$\bar{Y}_8 = \frac{\sum y^8}{n}$$

$$= \frac{331}{70}$$

$$= 4,72$$



➤ Atributke 9

$$\begin{aligned}\bar{Y}_9 &= \frac{\sum y^9}{n} \\ &= \frac{327}{70} \\ &= 4,67\end{aligned}$$

➤ Atributke 10

$$\begin{aligned}\bar{Y}_{10} &= \frac{\sum y^{10}}{n} \\ &= \frac{334}{70} \\ &= 4,77\end{aligned}$$

➤ Atributke 11

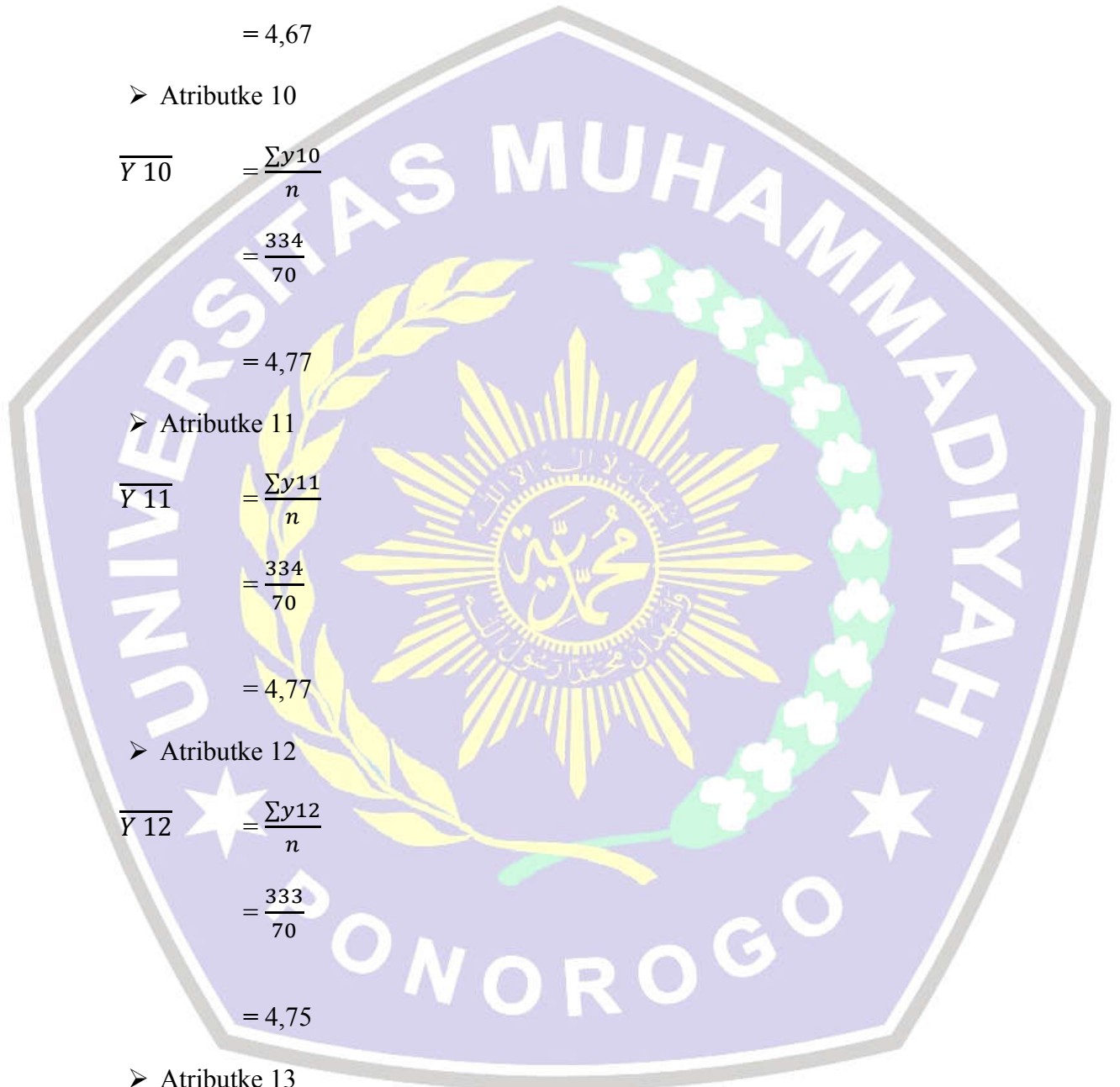
$$\begin{aligned}\bar{Y}_{11} &= \frac{\sum y^{11}}{n} \\ &= \frac{334}{70} \\ &= 4,77\end{aligned}$$

➤ Atributke 12

$$\begin{aligned}\bar{Y}_{12} &= \frac{\sum y^{12}}{n} \\ &= \frac{333}{70} \\ &= 4,75\end{aligned}$$

➤ Atributke 13

$$\begin{aligned}\bar{Y}_{13} &= \frac{\sum y^{13}}{n} \\ &= \frac{337}{70}\end{aligned}$$



$$= 4,81$$

➤ Atributke 14

$$\begin{aligned}\overline{Y}_{14} &= \frac{\sum y_{14}}{n} \\ &= \frac{324}{70}\end{aligned}$$

$$= 4,62$$

➤ Atributke 15

$$\begin{aligned}\overline{Y}_{15} &= \frac{\sum y_{15}}{n} \\ &= \frac{328}{70}\end{aligned}$$

$$= 4,68$$

➤ Atributke 16

$$\begin{aligned}\overline{Y}_{16} &= \frac{\sum y_{16}}{n} \\ &= \frac{326}{70}\end{aligned}$$

$$= 4,65$$

➤ Atributke 17

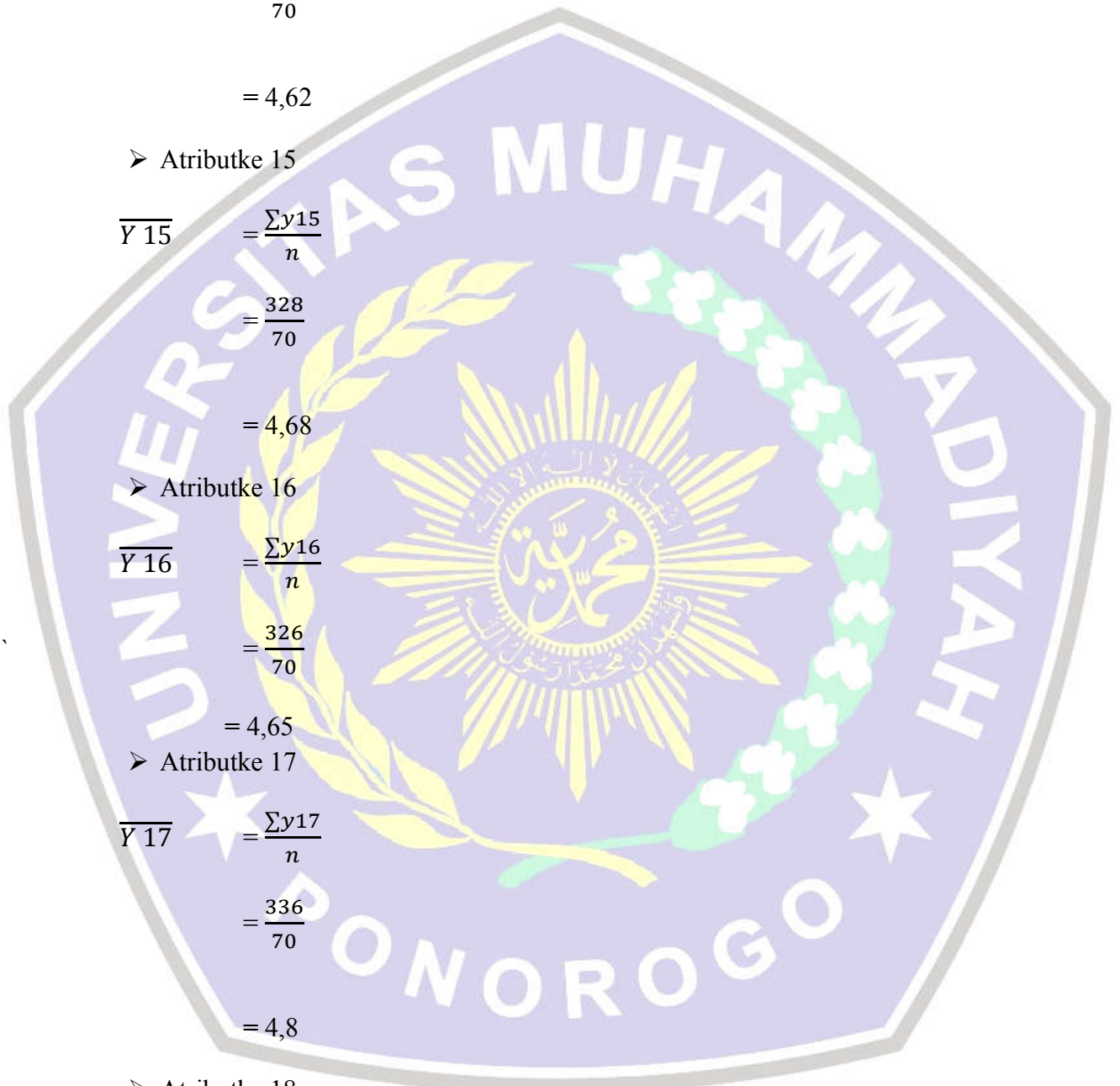
$$\begin{aligned}\overline{Y}_{17} &= \frac{\sum y_{17}}{n} \\ &= \frac{336}{70}\end{aligned}$$

$$= 4,8$$

➤ Atributke 18

$$\begin{aligned}\overline{Y}_{18} &= \frac{\sum y_{18}}{n} \\ &= \frac{336}{70}\end{aligned}$$

$$= 4,8$$



➤ Atributke 19

$$\overline{Y}_{19} = \frac{\sum y_{19}}{n}$$

$$= \frac{293}{70}$$

$$= 4,18$$

➤ Atributke 20

$$\overline{Y}_{20} = \frac{\sum y_{20}}{n}$$

$$= \frac{296}{70}$$

$$= 4,22$$

➤ Atributke 21

$$\overline{Y}_{21} = \frac{\sum y_{21}}{n}$$

$$= \frac{300}{70}$$

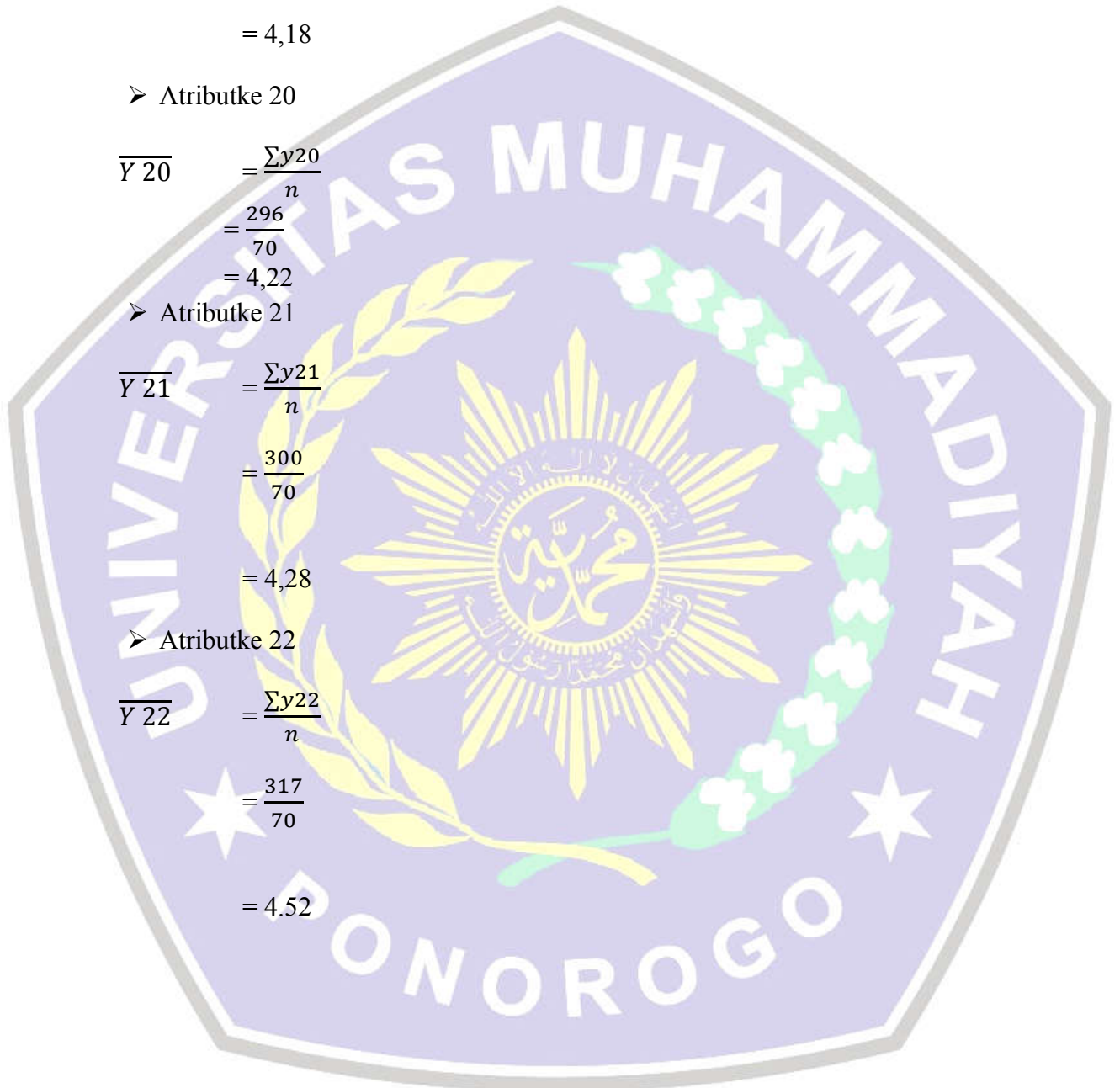
$$= 4,28$$

➤ Atributke 22

$$\overline{Y}_{22} = \frac{\sum y_{22}}{n}$$

$$= \frac{317}{70}$$

$$= 4,52$$



Perhitungan Jumlah Bobot Skor dan Rata-rata Kenyataan Kualitas Pelayanan

a. Perhitungan Jumlah Bobot Skor

Rumus persamaan :

$$\sum xi = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

Keterangan :

$\sum xi$ = Jumlah bobot jawaban pertanyaan ekspektasi variabel ke - i

$\sum STS$ = Jumlah orang yang memilih jawaban sangat tidak penting

$\sum TS$ = Jumlah orang yang memilih jawaban tidak penting

$\sum KS$ = Jumlah orang yang memilih jawaban kurang penting

$\sum S$ = Jumlah orang yang memilih jawaban penting

$\sum SS$ = Jumlah orang yang memilih jawaban sangat penting

1,2,3,4,5 = skor untuk skala Likert

➤ Atribut ke 1

$$\sum x_1 = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_1 = (0 \times 1) + (4 \times 2) + (46 \times 3) + (20 \times 4) + (0 \times 5)$$

$$= 0 + 8 + 138 + 80 + 0$$

$$= 226$$

➤ Atribut ke 2

$$\sum x_2 = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_2 = (0 \times 1) + (8 \times 2) + (28 \times 3) + (28 \times 4) + (6 \times 5)$$

$$= 0 + 16 + 84 + 112 + 30$$

$$= 242$$

➤ Atribut ke 3

$$\sum x_3 = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_3 = (0 \times 1) + (9 \times 2) + (29 \times 3) + (7 \times 4) + (25 \times 5)$$

$$= 0 + 18 + 87 + 28 + 125$$

$$= 258$$

➤ Atribut ke 4

$$\sum x_4 = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_4 = (0 \times 1) + (14 \times 2) + (22 \times 3) + (17 \times 4) + (17 \times 5)$$

$$= 0 + 28 + 66 + 68 + 85$$

$$= 247$$

➤ Atributke 5

$$\sum x_5 = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_5 = (0 \times 1) + (19 \times 2) + (37 \times 3) + (12 \times 4) + (5 \times 5)$$

$$= 0 + 38 + 111 + 48 + 25$$

$$= 222$$

➤ Atributke 6

$$\sum x_6 = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_6 = (0 \times 1) + (10 \times 2) + (25 \times 3) + (18 \times 4) + (17 \times 5)$$

$$= 0 + 20 + 75 + 72 + 85$$

$$= 252$$

➤ Atributke 7

$$\sum x_7 = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_7 = (2 \times 1) + (12 \times 2) + (32 \times 3) + (19 \times 4) + (5 \times 5)$$

$$= 2 + 24 + 64 + 76 + 25$$

$$= 191$$

➤ Atributke 8

$$\sum x_8 = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_8 = (0 \times 1) + (17 \times 2) + (47 \times 3) + (21 \times 4) + (9 \times 5)$$

$$= 0 + 34 + 141 + 84 + 45$$

$$= 304$$

➤ Atributke 9

$$\sum x_9 = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_9 = (1 \times 1) + (12 \times 2) + (18 \times 3) + (25 \times 4) + (14 \times 5)$$

$$= 1 + 24 + 54 + 100 + 70$$

$$= 249$$

➤ Atributke 10

$$\sum x_{10} = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_{10} = (0 \times 1) + (15 \times 2) + (26 \times 3) + (19 \times 4) + (10 \times 5)$$

$$= 0 + 30 + 78 + 76 + 50$$

$$= 234$$

➤ Atributke 11

$$\sum x_{11} = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_{11} = (0 \times 1) + (12 \times 2) + (21 \times 3) + (16 \times 4) + (21 \times 5)$$

$$= 0 + 24 + 63 + 64 + 105$$

$$= 256$$

➤ Atributke 12

$$\sum x_{12} = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_{12} = (0 \times 1) + (13 \times 2) + (28 \times 3) + (19 \times 4) + (10 \times 5)$$

$$= 0 + 26 + 84 + 76 + 50$$

$$= 236$$

➤ Atributke 13

$$\sum x_{13} = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_{13} = (0 \times 1) + (12 \times 2) + (30 \times 3) + (26 \times 4) + (2 \times 5)$$

$$= 0 + 24 + 90 + 104 + 10$$

$$= 228$$

➤ Atributke 14

$$\sum x_{14} = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_{14} = (0 \times 1) + (13 \times 2) + (35 \times 3) + (19 \times 4) + (3 \times 5)$$

$$= 0 + 26 + 105 + 76 + 15$$

$$= 222$$

➤ Atributke 15

$$\sum x_{15} = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_{15} = (1 \times 1) + (17 \times 2) + (33 \times 3) + (15 \times 4) + (4 \times 5)$$

$$= 1 + 34 + 99 + 60 + 20$$

$$= 214$$

➤ Atributke 16

$$\sum x_{16} = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_{16} = (0 \times 1) + (12 \times 2) + (37 \times 3) + (18 \times 4) + (3 \times 5)$$

$$= 0 + 24 + 111 + 72 + 15$$

$$= 222$$

➤ Atributke 17

$$\sum x_{17} = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_{17} = (1 \times 1) + (14 \times 2) + (21 \times 3) + (12 \times 4) + (23 \times 5)$$

$$= 1 + 28 + 63 + 48 + 115$$

$$= 25$$

➤ Atributke 18

$$\sum x_{18} = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_{18} = (0 \times 1) + (9 \times 2) + (30 \times 3) + (15 \times 4) + (16 \times 5)$$

$$= 0 + 18 + 90 + 60 + 80$$

$$= 248$$

➤ Atributke 19

$$\sum x_{19} = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_{19} = (0 \times 1) + (17 \times 2) + (23 \times 3) + (20 \times 4) + (10 \times 5)$$

$$= 0 + 34 + 46 + 80 + 50$$

$$= 210$$

➤ Atributke 20

$$\sum x_{20} = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_{20} = (1 \times 1) + (13 \times 2) + (27 \times 3) + (24 \times 4) + (5 \times 5)$$

$$= 1 + 26 + 81 + 96 + 25$$

$$= 239$$

➤ Atributke 21

$$\sum x_{21} = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_{21} = (1 \times 1) + (13 \times 2) + (26 \times 3) + (25 \times 4) + (5 \times 5)$$

$$= 1 + 26 + 78 + 100 + 25$$

$$= 230$$

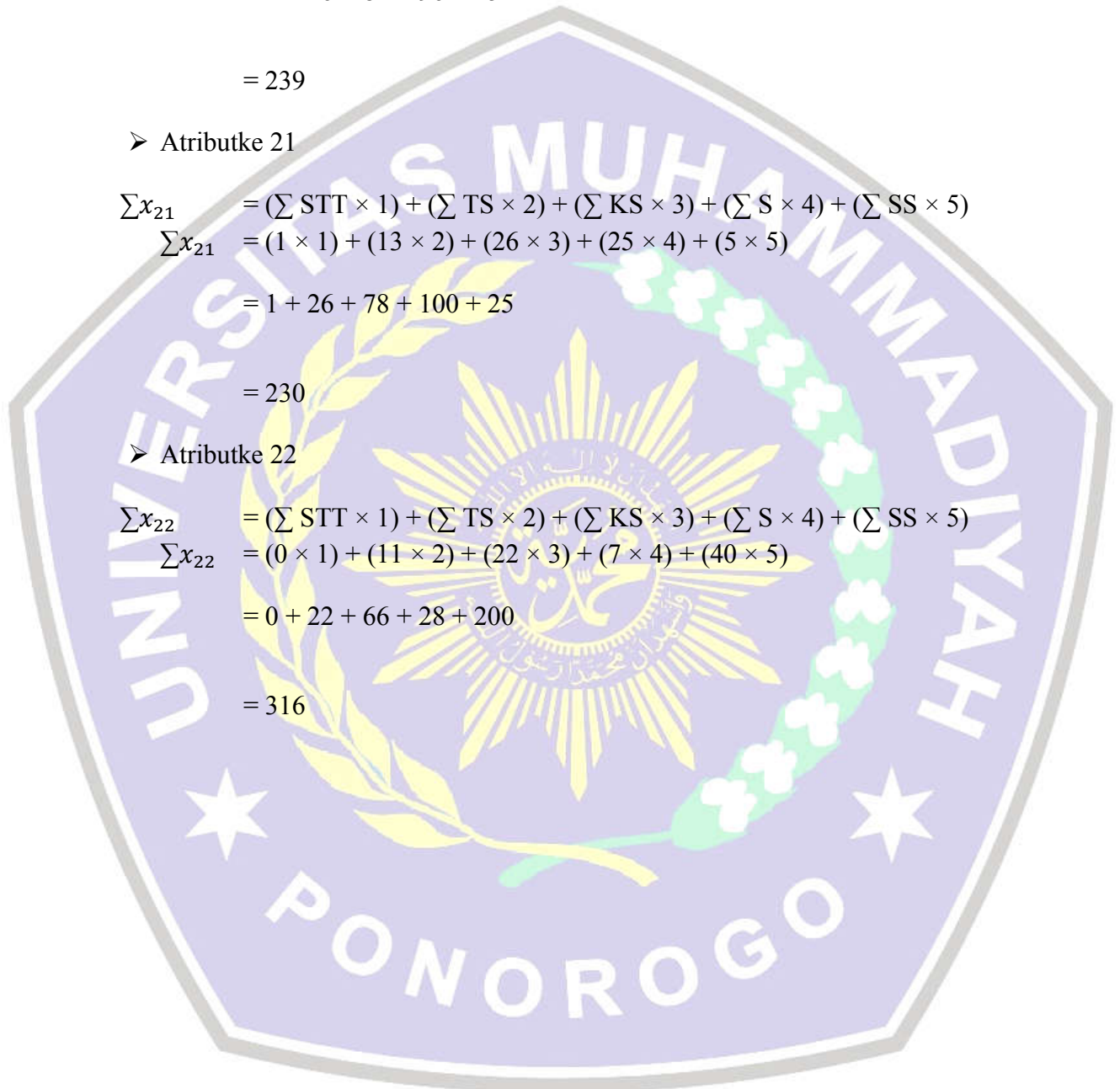
➤ Atributke 22

$$\sum x_{22} = (\sum STT \times 1) + (\sum TS \times 2) + (\sum KS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$$\sum x_{22} = (0 \times 1) + (11 \times 2) + (22 \times 3) + (7 \times 4) + (40 \times 5)$$

$$= 0 + 22 + 66 + 28 + 200$$

$$= 316$$



a. Perhitungan Rata-rata Jawaban Responden

Rumus persamaan :

$$\bar{x}_i = \frac{\sum x_i}{n}$$

Keterangan :

\bar{x}_i = rata-rata jawaban responden untuk pernyataan kenyataan atribut ke - i

$\sum x_i$ = jumlah bobot jawaban pernyataan kenyataan atribut ke - i

n = jumlah responden

➤ Atribut ke 1

$$\begin{aligned}\bar{x}_1 &= \frac{\sum x_1}{n} \\ &= \frac{226}{70} \\ &= 3,22\end{aligned}$$

➤ Atribut ke 2

$$\begin{aligned}\bar{x}_2 &= \frac{\sum x_2}{n} \\ &= \frac{242}{70} \\ &= 3,45\end{aligned}$$

➤ Atribut ke 3

$$\begin{aligned}\bar{x}_3 &= \frac{\sum x_3}{n} \\ &= \frac{258}{70}\end{aligned}$$

$$= 3,68$$

➤ Atributke 4

$$\begin{aligned}\overline{x}_4 &= \frac{\sum x_4}{n} \\ &= \frac{247}{70} \\ &= 3,52\end{aligned}$$

➤ Atributke 5

$$\begin{aligned}\overline{x}_5 &= \frac{\sum x_5}{n} \\ &= \frac{222}{70} \\ &= 3,17\end{aligned}$$

➤ Atributke 6

$$\begin{aligned}\overline{x}_6 &= \frac{\sum x_6}{n} \\ &= \frac{252}{70} \\ &= 3,6\end{aligned}$$

➤ Atributke 7

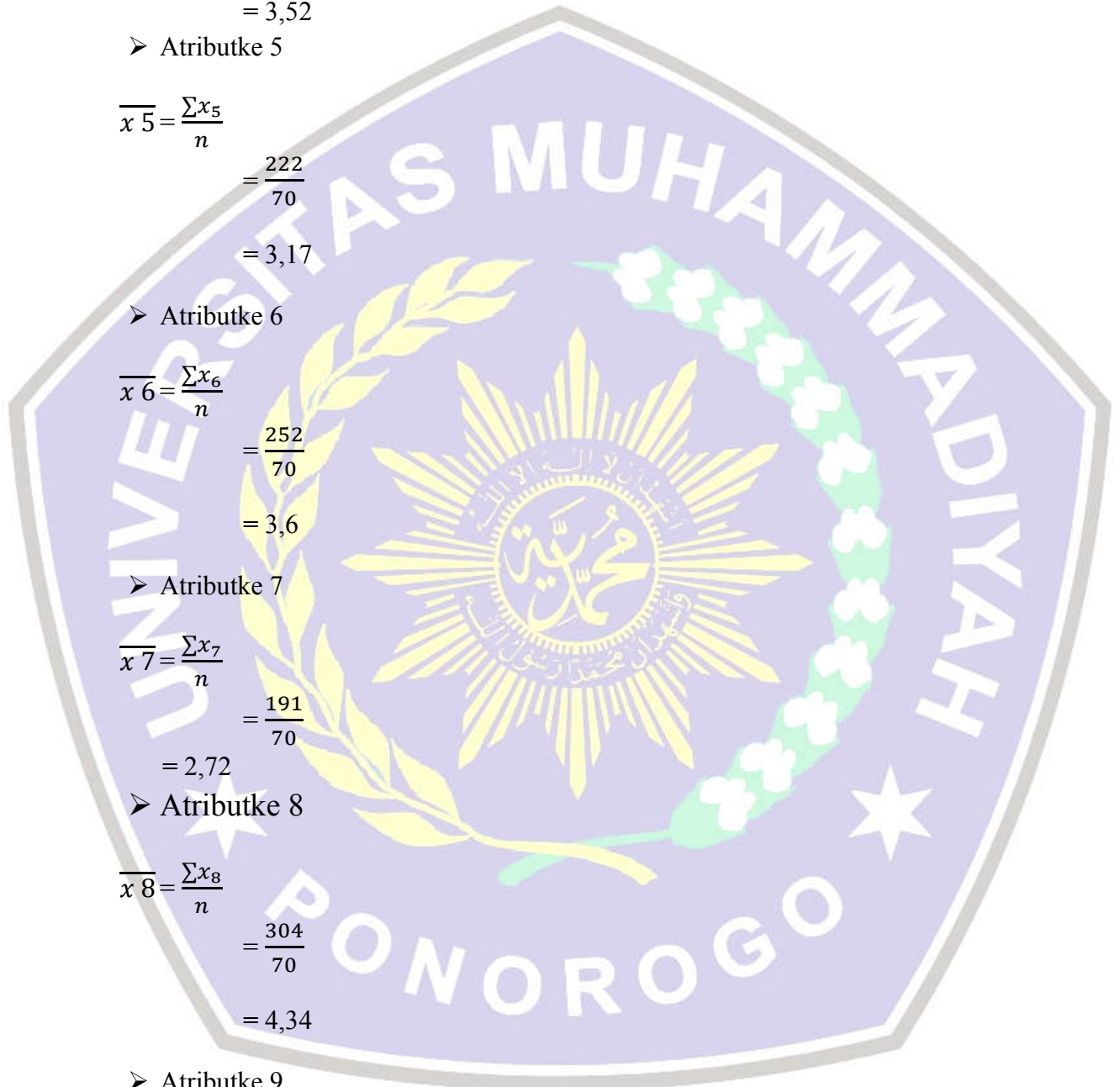
$$\begin{aligned}\overline{x}_7 &= \frac{\sum x_7}{n} \\ &= \frac{191}{70} \\ &= 2,72\end{aligned}$$

➤ Atributke 8

$$\begin{aligned}\overline{x}_8 &= \frac{\sum x_8}{n} \\ &= \frac{304}{70} \\ &= 4,34\end{aligned}$$

➤ Atributke 9

$$\begin{aligned}\overline{x}_9 &= \frac{\sum x_9}{n} \\ &= \frac{249}{70} \\ &= 3,55\end{aligned}$$



➤ Atributke 10

$$\begin{aligned}\bar{x}_{10} &= \frac{\sum x_{10}}{n} \\ &= \frac{234}{70} \\ &= 3,34\end{aligned}$$

➤ Atributke 11

$$\begin{aligned}\bar{x}_{11} &= \frac{\sum x_{11}}{n} \\ &= \frac{256}{70} \\ &= 3,65\end{aligned}$$

➤ Atributke 12

$$\begin{aligned}\bar{x}_{12} &= \frac{\sum x_{12}}{n} \\ &= \frac{236}{70} \\ &= 3,37\end{aligned}$$

➤ Atributke 13

$$\begin{aligned}\bar{x}_{13} &= \frac{\sum x_{13}}{n} \\ &= \frac{228}{70} \\ &= 3,25\end{aligned}$$

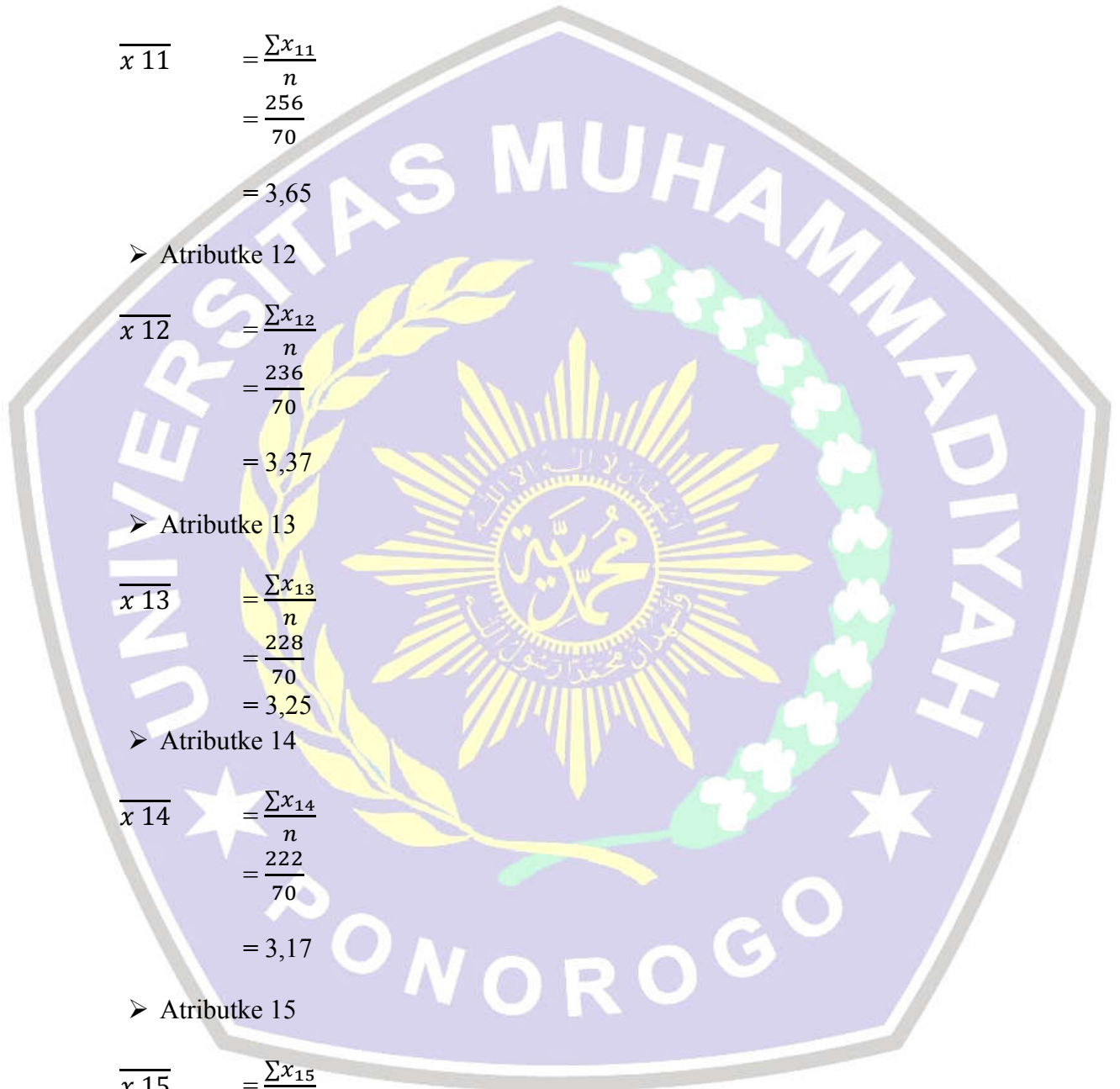
➤ Atributke 14

$$\begin{aligned}\bar{x}_{14} &= \frac{\sum x_{14}}{n} \\ &= \frac{222}{70} \\ &= 3,17\end{aligned}$$

➤ Atributke 15

$$\begin{aligned}\bar{x}_{15} &= \frac{\sum x_{15}}{n} \\ &= \frac{214}{70} \\ &= 3,05\end{aligned}$$

➤ Atributke 16



$$\begin{aligned}\overline{x_{16}} &= \frac{\sum x_{16}}{n} \\ &= \frac{222}{70}\end{aligned}$$

$$= 3,17$$

➤ Atributke 17

$$\begin{aligned}\overline{x_{17}} &= \frac{\sum x_{17}}{n} \\ &= \frac{255}{70} \\ &= 3,64\end{aligned}$$

➤ Atributke 18

$$\begin{aligned}\overline{x_{18}} &= \frac{\sum x_{18}}{n} \\ &= \frac{248}{70} \\ &= 3,54\end{aligned}$$

➤ Atributke 19

$$\begin{aligned}\overline{x_{19}} &= \frac{\sum x_{19}}{n} \\ &= \frac{210}{70} \\ &= 3\end{aligned}$$

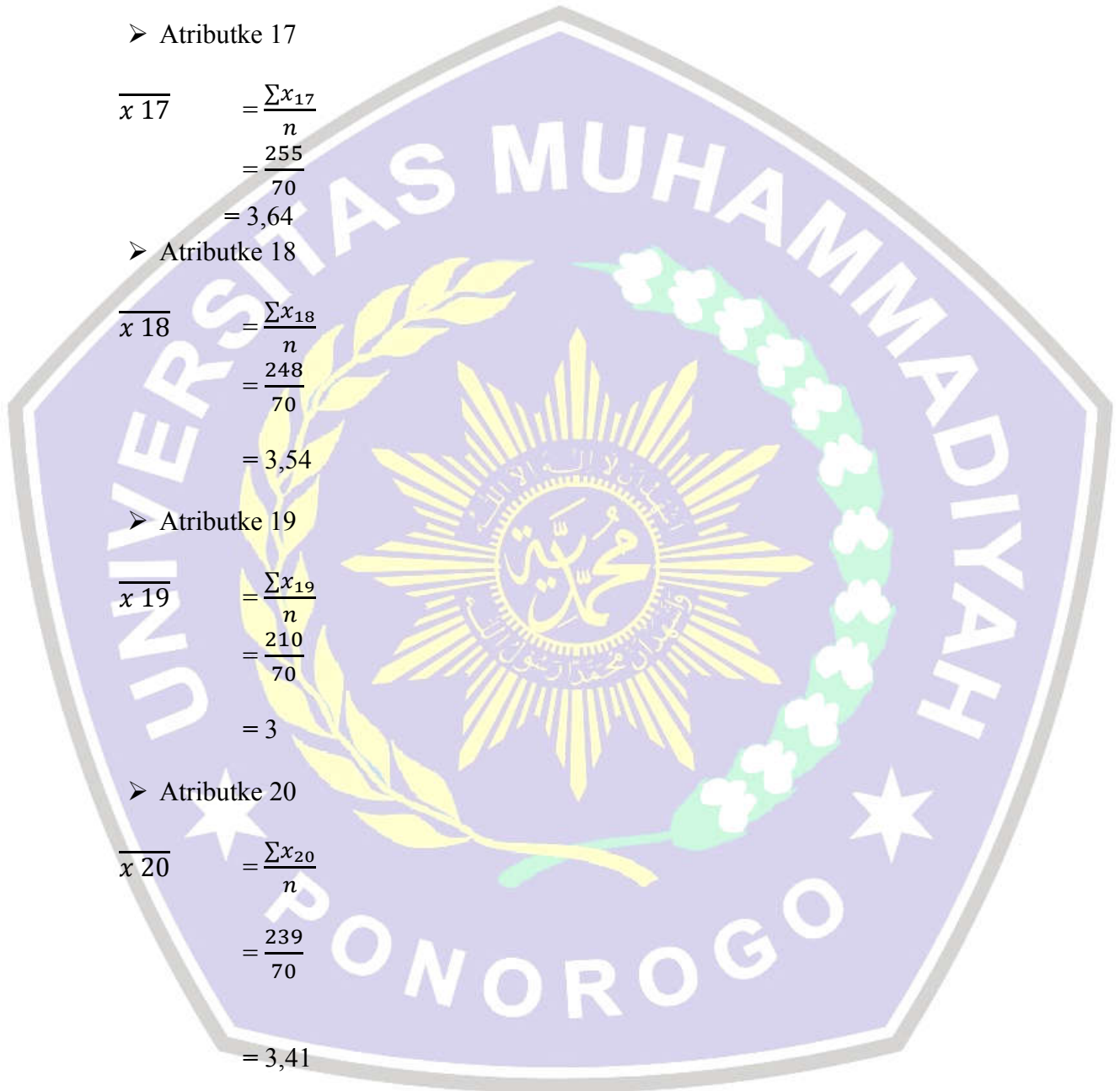
➤ Atributke 20

$$\begin{aligned}\overline{x_{20}} &= \frac{\sum x_{20}}{n} \\ &= \frac{239}{70}\end{aligned}$$

$$= 3,41$$

➤ Atributke 21

$$\begin{aligned}\overline{x_{21}} &= \frac{\sum x_{21}}{n} \\ &= \frac{230}{70}\end{aligned}$$



$$= 3,28$$

➤ Atributke 22

$$\overline{x_{22}} = \frac{\sum x_{22}}{n}$$

$$= \frac{316}{70}$$

$$= 4,51$$



Perhitungan Nilai Gap 5

$$SQ_i = \bar{X}_i - \bar{Y}_i$$

Keterangan :

SQ_i = Nilai gapatribut ke- i

\bar{X}_i = Nilai rata-rata kenyataan atribut ke- i

\bar{Y}_i = Nilai rata-rata harapan atribut ke- i

➤ Atribut ke 1

$$SQ_i = \bar{X}_i - \bar{Y}_i$$

$$SQ_1 = \bar{X}_1 - \bar{Y}_1$$

$$= 3,22 - 4,74$$

$$= -1,52$$

➤ Atribut ke 2

$$SQ_i = \bar{X}_i - \bar{Y}_i$$

$$SQ_2 = \bar{X}_2 - \bar{Y}_2$$

$$= 3,45 - 4,68$$

$$= -1,23$$

➤ Atribut ke 3

$$SQ_i = \bar{X}_i - \bar{Y}_i$$

$$SQ_3 = \bar{X}_3 - \bar{Y}_3$$

$$= 3,68 - 4,55$$

$$= - 0,87$$

➤ Atribut ke 4

$$SQ_i = \bar{X}_i - \bar{Y}_i$$

$$SQ_4 = \bar{X}_4 - \bar{Y}_4$$

$$= 3,52 - 4,12$$

$$= - 0,6$$

➤ Atribut ke 5

$$SQ_i = \bar{X}_i - \bar{Y}_i$$

$$SQ_5 = \bar{X}_5 - \bar{Y}_5$$

$$= 3,17 - 4,68$$

$$= - 1,51$$

➤ Atribut ke 6

$$SQ_i = \bar{X}_i - \bar{Y}_i$$

$$SQ_6 = \bar{X}_6 - \bar{Y}_6$$

$$= 3,6 - 4,05$$

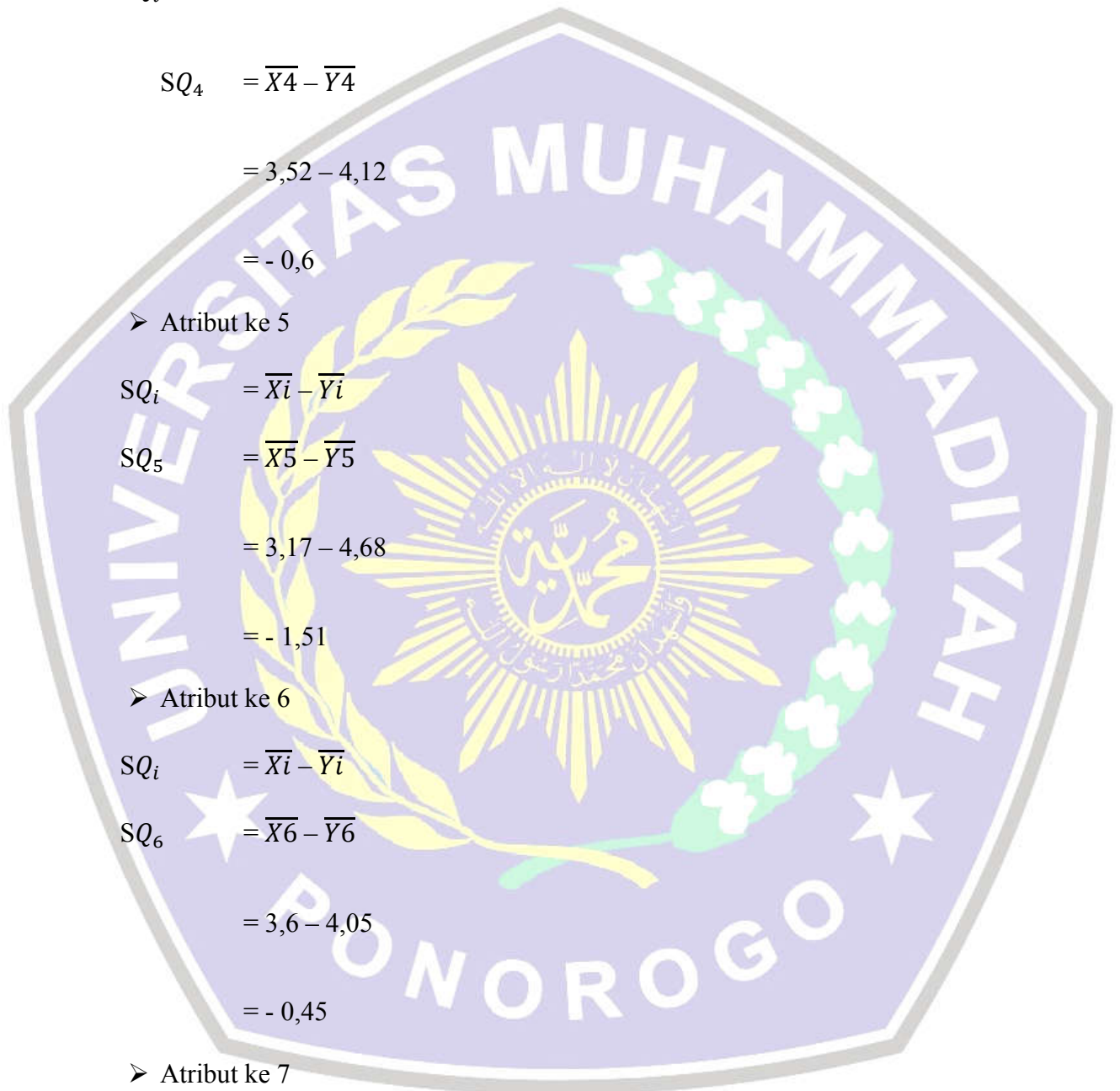
$$= - 0,45$$

➤ Atribut ke 7

$$SQ_i = \bar{X}_i - \bar{Y}_i$$

$$SQ_7 = \bar{X}_7 - \bar{Y}_7$$

$$= 2,72 - 4,6$$



$$= -1,88$$

➤ Atribut ke 8

$$SQ_i = \bar{X}_i - \bar{Y}_i$$

$$SQ_8 = \bar{X}_8 - \bar{Y}_8$$

$$= 4,34 - 4,72$$

$$= -0,38$$

➤ Atribut ke 9

$$SQ_i = \bar{X}_i - \bar{Y}_i$$

$$SQ_9 = \bar{X}_9 - \bar{Y}_9$$

$$= 3,55 - 4,67$$

$$= -1,12$$

➤ Atribut ke 10

$$SQ_i = \bar{X}_i - \bar{Y}_i$$

$$SQ_{10} = \bar{X}_{10} - \bar{Y}_{10}$$

$$= 3,34 - 4,77$$

$$= -1,43$$

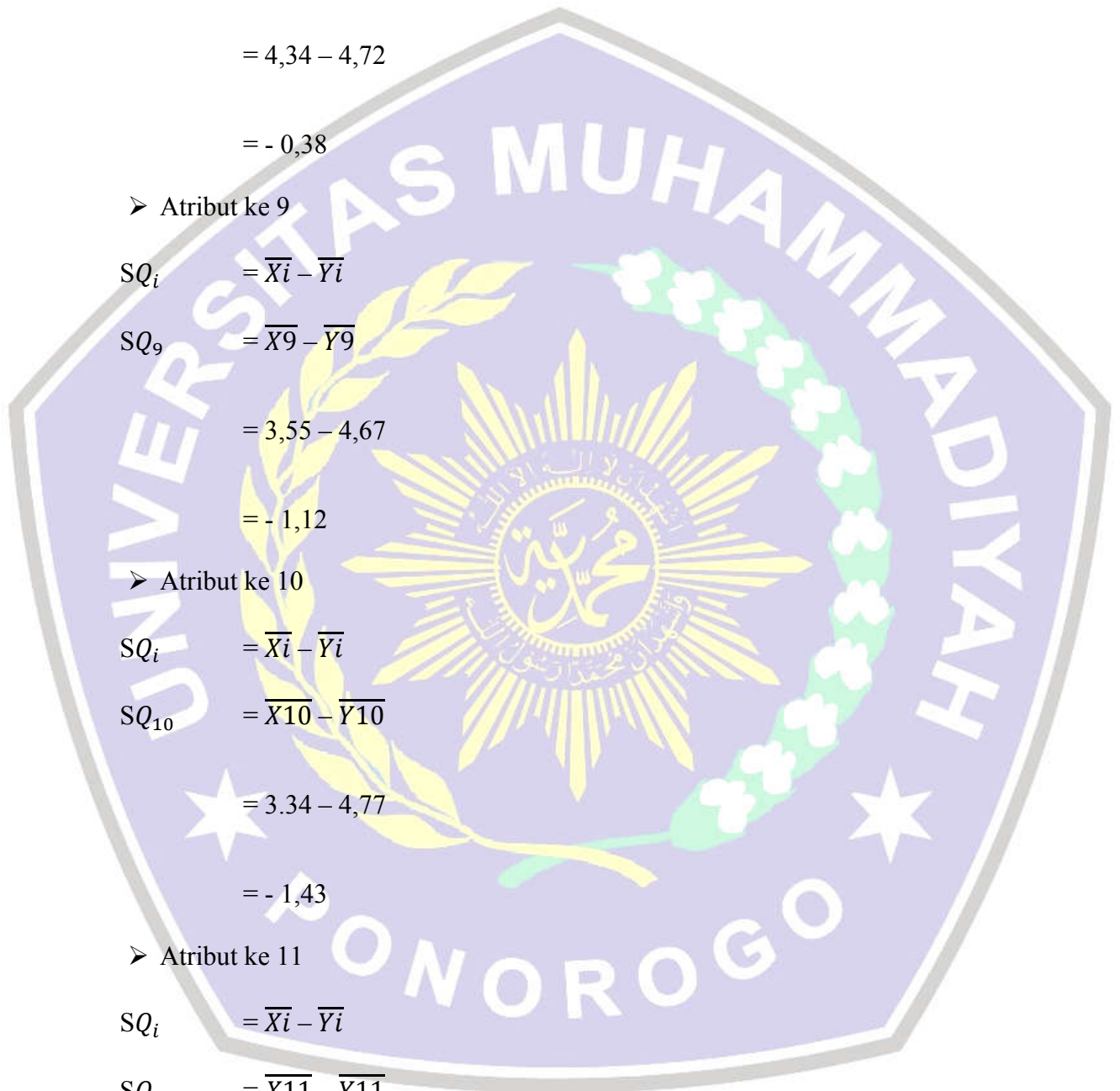
➤ Atribut ke 11

$$SQ_i = \bar{X}_i - \bar{Y}_i$$

$$SQ_{11} = \bar{X}_{11} - \bar{Y}_{11}$$

$$= 3,65 - 4,77$$

$$= -1,12$$



➤ Atribut ke 12

$$SQ_i = \overline{X_i} - \overline{Y_i}$$

$$SQ_{12} = \overline{X_{12}} - \overline{Y_{12}}$$

$$= 3,37 - 4,75$$

$$= - 1,38$$

➤ Atribut ke 13

$$SQ_i = \overline{X_i} - \overline{Y_i}$$

$$SQ_{13} = \overline{X_{13}} - \overline{Y_{13}}$$

$$= 3,25 - 4,81$$

$$= - 1,56$$

➤ Atribut ke 14

$$SQ_i = \overline{X_i} - \overline{Y_i}$$

$$SQ_{14} = \overline{X_{14}} - \overline{Y_{14}}$$

$$= 3,17 - 4,62$$

$$= - 1,45$$

➤ Atribut ke 15

$$SQ_i = \overline{X_i} - \overline{Y_i}$$

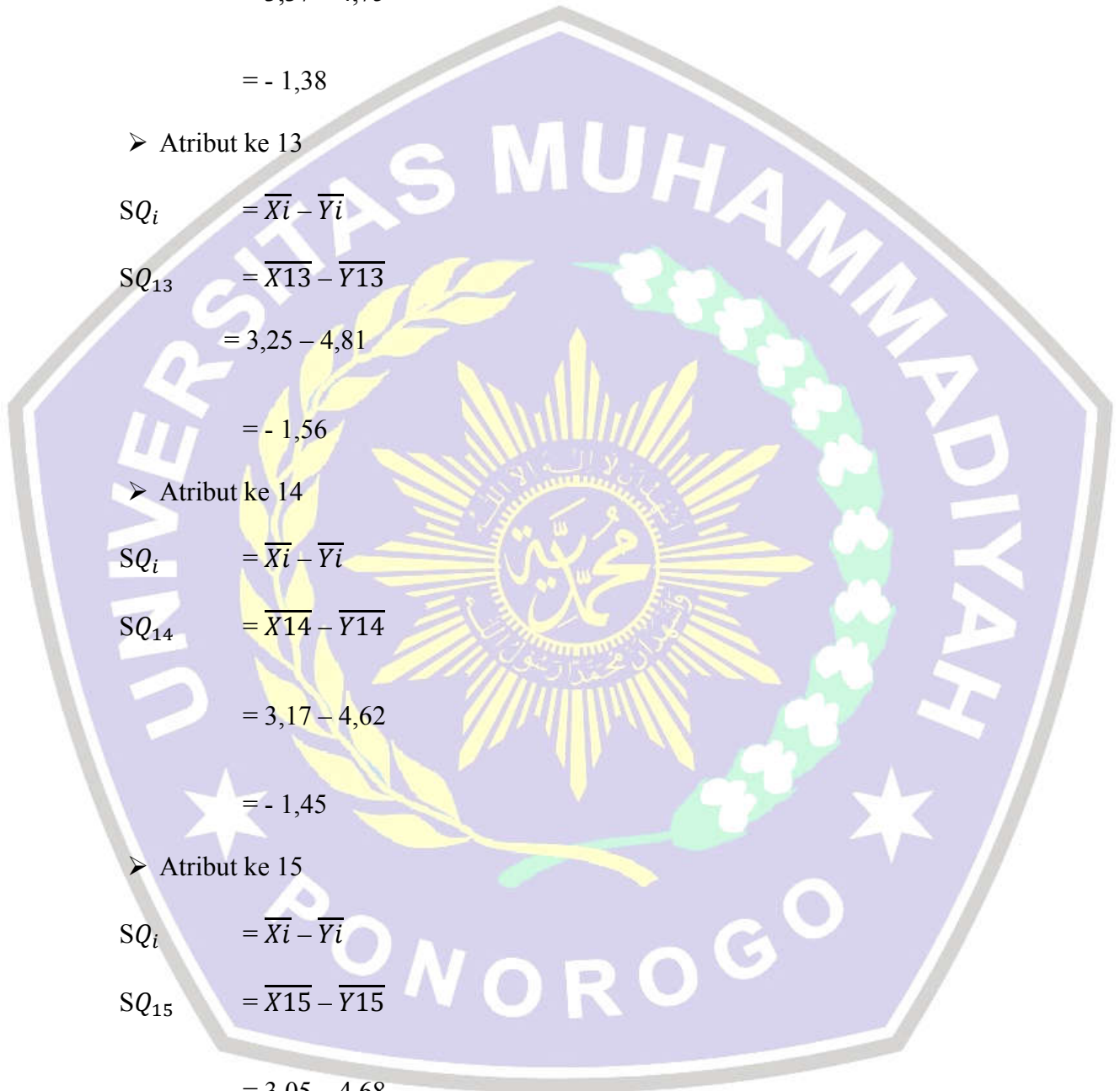
$$SQ_{15} = \overline{X_{15}} - \overline{Y_{15}}$$

$$= 3,05 - 4,68$$

$$= - 1,63$$

➤ Atribut ke 16

$$SQ_i = \overline{X_i} - \overline{Y_i}$$



$$\begin{aligned}SQ_{16} &= \overline{X_{16}} - \overline{Y_{16}} \\ &= 3,17 - 4,65 \\ &= -1,48\end{aligned}$$

➤ Atribut ke 17

$$\begin{aligned}SQ_i &= \overline{X_i} - \overline{Y_i} \\ SQ_{17} &= \overline{X_{17}} - \overline{Y_{17}} \\ &= 3,64 - 4,8 \\ &= -1,16\end{aligned}$$

➤ Atribut ke 18

$$\begin{aligned}SQ_i &= \overline{X_i} - \overline{Y_i} \\ SQ_{18} &= \overline{X_{18}} - \overline{Y_{18}} \\ &= 3,54 - 4,8 \\ &= -1,26\end{aligned}$$

➤ Atribut ke 19

$$\begin{aligned}SQ_i &= \overline{X_i} - \overline{Y_i} \\ SQ_{19} &= \overline{X_{19}} - \overline{Y_{19}} \\ &= 3 - 4,18 \\ &= -1,18\end{aligned}$$

➤ Atribut ke 20

$$\begin{aligned}SQ_i &= \overline{X_i} - \overline{Y_i} \\ SQ_{20} &= \overline{X_{20}} - \overline{Y_{20}}\end{aligned}$$

$$= 3,41 - 4,22$$

$$= - 0,81$$

➤ Atribut ke 21

$$SQ_i = \bar{X}_i - \bar{Y}_i$$

$$SQ_{21} = \bar{X}_{21} - \bar{Y}_{21}$$

$$= 3,28 - 4,28$$

$$= - 1$$

➤ Atribut ke 22

$$SQ_i = \bar{X}_i - \bar{Y}_i$$

$$SQ_{22} = \bar{X}_{22} - \bar{Y}_{22}$$

$$= 4,51 - 4,52$$

$$= - 0,01$$



Lampiran 5

Dokumentasi/FotoObservasi



Gambar 1
PengamatanTempatPenelitian



Gambar 2
PengamatanFasilitas Kantor Pos



Gambar 3
Sortir Paket Barang



Gambar 4
Kegiatan Wawancara Pelanggan



Gambar 5

Kegiatan pengarahan pengisian kuesioner

