

**FAKULTAS EKONOMI
UNIVERSITAS SOEGLJAPRANATA
SEMARANG**

Judul Penelitian :

**TINGKAT KEPUASAN KONSUMEN TERHADAP KUALITAS
PELAYANAN WAROENG STEAK & SHAKE SAMPANGAN
SEMARANG**

Pengantar :

Kuesioner ini khusus ditujukan bagi pelanggan WAROENG STEAK & SHAKE SAMPANGAN SEMARANG guna mengetahui kepuasan pelanggan. Berkenaan dengan hal tersebut, mohon sekiranya anda mengisi jawaban yang tersedia dengan sebenar-benarnya. Atas kesediaan Anda meluangkan waktu untuk mengisi pertanyaan-pertanyaan di bawah ini, saya ucapkan banyak terima kasih.

Bagian I : Identitas Responden

1. Nama :
2. Alamat :
3. Umur : tahun
4. Pendidikan terakhir :
 - a. SLTA
 - b. Diploma
 - c. Sarjana
 - d.
5. Pekerjaan :
 - a. PNS
 - b. Swasta
 - c. Wirawasta
 - d. Lain-lain, sebutkan
6. Penghasilan perbulan Rp.

Bagian II : Pertanyaan

Petunjuk:

Pernyataan-pernyataan di bawah ini berkenaan dengan pendapat / penilaian Anda. Silakan memberikan tanda (√) pada kolom jawaban sesuai dengan kondisi yang anda harapkan dan yang anda alami. Penilaian dilakukan berdasarkan skala sebagai berikut :

1-----2 ----- 3 ----- 4 -----5
 Sgt Tdk Setuju Tidak Setuju Netral Setuju Sangat Setuju
 (STS) (TS) (N) (S) (SS)

A. Harapan

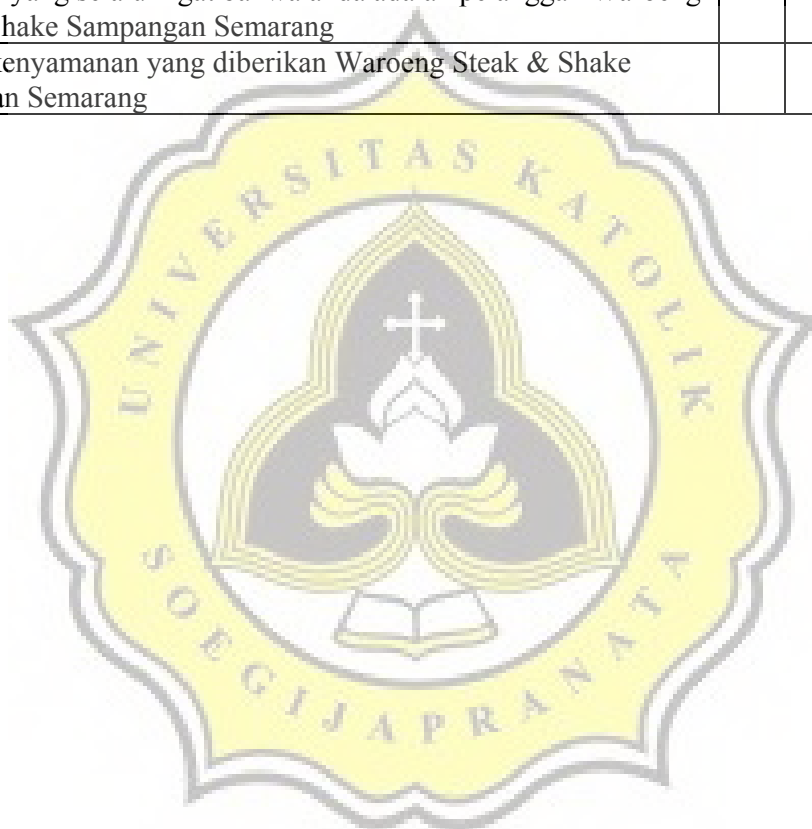
No	Pernyataan	SS	S	N	TS	STS
Dimensi Bentuk Fisik (Tangibles)						
1	Diharapkan Waroeng Steak & Shake Sampangan Semarang memiliki ruang makan yang nyaman					
2	Ruang makan Waroeng Steak & Shake Sampangan Semarang diharapkan luas sehingga pelanggan dapat bergerak dengan leluasa					
3	Diharapkan tempat parkir Waroeng Steak & Shake Sampangan Semarang luas					
4	Harga makanan dan minuman di Waroeng Steak & Shake Sampangan Semarang diharap terjangkau oleh semua kalangan					
5	Menu yang disajikan Waroeng Steak & Shake Sampangan Semarang diharapkan sangat beragam					
Dimensi Keandalan (Reability)						
6	Waroeng Steak & Shake Sampangan Semarang diharapkan menyajikan bahan makanan yang berkualitas					
7	Makanan di Waroeng Steak & Shake Sampangan Semarang diharapkan memiliki rasa yang sesuai dengan selera					
8	Diharapkan karyawan Waroeng Steak & Shake Sampangan Semarang senantiasa tepat dalam melayani pesanan pelanggan					
Dimensi Ketanggapan (Responsiveness)						
9	Diharapkan karyawan di Waroeng Steak & Shake Sampangan Semarang selalu cepat dalam menanggapi keluhan pelanggan					
10	Karyawan di Waroeng Steak & Shake Sampangan Semarang diharapkan selalu cepat dalam melayani permintaan pelanggan					

No	Pernyataan	SS	S	N	TS	STS
Dimensi Jaminan dan Kepastian (Assurance)						
11	Waroeng Steak & Shake Sampangan Semarang diharapkan selalu menyajikan makanan yang segar					
12	Waroeng Steak & Shake Sampangan Semarang diharapkan menjaga kebersihan makanan dan minuman yang disajikan					
13	Karyawan Waroeng Steak & Shake Sampangan Semarang diharapkan bersikap ramah dalam melayani pelanggan					
14	Karyawan Waroeng Steak & Shake Sampangan Semarang diharapkan bersikap sopan dalam memberikan jasa kepada para pelanggan					
Dimensi Perhatian (Empaty)						
15	Diharapkan karyawan Waroeng Steak & Shake Sampangan Semarang selalu ingat pada pelanggan yang lama					
16	Waroeng Steak & Shake Sampangan Semarang diharapkan memberikan jaminan kenyamanan bagi pelanggan					

B. Kenyataan

No	Pernyataan	SS	S	N	TS	STS
Bagaimana pendapat anda tentang :						
Dimensi Bentuk Fisik (Tangibles)						
1	Kenyamanan ruang makan pada Waroeng Steak & Shake Sampangan Semarang					
2	Keleluasaan ruang makan Waroeng Steak & Shake Sampangan Semarang					
3	Luasnya tempat parkir Waroeng Steak & Shake Sampangan Semarang					
4	Harga makanan dan minuman di Waroeng Steak & Shake Sampangan Semarang yang terjangkau					
5	Keragaman menu yang disajikan Waroeng Steak & Shake Sampangan Semarang					
Dimensi Keandalan (Reability)						
6	Kualitas bahan makanan yang disajikan Waroeng Steak & Shake Sampangan Semarang yang baik					
7	Rasa steak yang anda makan di Waroeng Steak & Shake Sampangan Semarang yang sesuai dengan selera masyarakat					
8	Pelayan yang selalu tepat dalam melayani pesanan anda di Waroeng Steak & Shake Sampangan Semarang					
Dimensi Ketanggapan (Responsiveness)						
9	Karyawan yang cepat dalam menanggapi keluhan anda (jika ada) di Waroeng Steak & Shake Sampangan Semarang					
10	Karyawan yang cepat dalam menanggapi permintaan anda di Waroeng Steak & Shake Sampangan Semarang					
No	Pernyataan	SS	S	N	TS	STS

Bagaimana pendapat anda tentang :					
Dimensi Jaminan dan Kepastian (Assurance)					
11	Kesegaran makanan yang disajikan (daging) di Waroeng Steak & Shake Sampangan Semarang				
12	Kebersihan makanan dan minuman yang disajikan di Waroeng Steak & Shake Sampangan Semarang				
13	Karyawan Waroeng Steak & Shake Sampangan Semarang yang ramah dalam melayani anda				
14	Karyawan Waroeng Steak & Shake Sampangan Semarang yang sopan dalam memberikan jasa kepada para pelanggan				
Dimensi Perhatian (Empaty)					
15	Karyawan yang selalu ingat bahwa anda adalah pelanggan Waroeng Steak & Shake Sampangan Semarang				
16	Jaminan kenyamanan yang diberikan Waroeng Steak & Shake Sampangan Semarang				



Frequencies Identitas Responden

Statistics

		Jenis Kelamin	Usia	Pendidikan	Pekerjaan
N	Valid	90	90	90	90
	Missing	0	0	0	0

Frequency Table

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 15 tahun	15	16.7	16.7	16.7
	16 - 20 tahun	25	27.8	27.8	44.4
	21 - 30 tahun	26	28.9	28.9	73.3
	31 - 40 tahun	17	18.9	18.9	92.2
	Di atas 40 tahun	7	7.8	7.8	100.0
	Total	90	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< SMP	14	15.6	15.6	15.6
	SMA	25	27.8	27.8	43.3
	Akademi/Peguruan Tinggi	51	56.7	56.7	100.0
	Total	90	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar	25	27.8	27.8	27.8
	Mahasiswa	38	42.2	42.2	70.0
	PNS	4	4.4	4.4	74.4
	Pegawai Swasta	19	21.1	21.1	95.6
	Wiraswasta	4	4.4	4.4	100.0
	Total	90	100.0	100.0	

Frequency Table Harapan

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.1	1.1	1.1
	3	1	1.1	1.1	2.2
	4	47	52.2	52.2	54.4
	5	41	45.6	45.6	100.0
	Total	90	100.0	100.0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.2	2.2	2.2
	4	40	44.4	44.4	46.7
	5	48	53.3	53.3	100.0
	Total	90	100.0	100.0	

P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3.3	3.3	3.3
	4	49	54.4	54.4	57.8
	5	38	42.2	42.2	100.0
	Total	90	100.0	100.0	

P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.2	2.2	2.2
	4	44	48.9	48.9	51.1
	5	44	48.9	48.9	100.0
	Total	90	100.0	100.0	

P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.2	2.2	2.2
	4	51	56.7	56.7	58.9
	5	37	41.1	41.1	100.0
	Total	90	100.0	100.0	

P6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.1	1.1	1.1
	3	2	2.2	2.2	3.3
	4	60	66.7	66.7	70.0
	5	27	30.0	30.0	100.0
	Total	90	100.0	100.0	

P7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.2	2.2	2.2
	4	60	66.7	66.7	68.9
	5	28	31.1	31.1	100.0
	Total	90	100.0	100.0	

P8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.2	2.2	2.2
	4	61	67.8	67.8	70.0
	5	27	30.0	30.0	100.0
	Total	90	100.0	100.0	

P9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	11.1	11.1	11.1
	4	35	38.9	38.9	50.0
	5	45	50.0	50.0	100.0
	Total	90	100.0	100.0	

P10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8.9	8.9	8.9
	4	50	55.6	55.6	64.4
	5	32	35.6	35.6	100.0
	Total	90	100.0	100.0	

P11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	5.6	5.6	5.6
	4	55	61.1	61.1	66.7
	5	30	33.3	33.3	100.0
	Total	90	100.0	100.0	

P12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.2	2.2	2.2
	4	61	67.8	67.8	70.0
	5	27	30.0	30.0	100.0
	Total	90	100.0	100.0	

P13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.1	1.1	1.1
	3	4	4.4	4.4	5.6
	4	50	55.6	55.6	61.1
	5	35	38.9	38.9	100.0
	Total	90	100.0	100.0	

P14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4.4	4.4	4.4
	4	60	66.7	66.7	71.1
	5	26	28.9	28.9	100.0
	Total	90	100.0	100.0	

P15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	11.1	11.1	11.1
	4	63	70.0	70.0	81.1
	5	17	18.9	18.9	100.0
	Total	90	100.0	100.0	

P16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8.9	8.9	8.9
	4	61	67.8	67.8	76.7
	5	21	23.3	23.3	100.0
	Total	90	100.0	100.0	

Frequency Table *Perceived Performance*

P1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.1	1.1	1.1
2	4	4.4	4.4	5.6
3	11	12.2	12.2	17.8
4	42	46.7	46.7	64.4
5	32	35.6	35.6	100.0
Total	90	100.0	100.0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4.4	4.4	4.4
3	11	12.2	12.2	16.7
4	40	44.4	44.4	61.1
5	35	38.9	38.9	100.0
Total	90	100.0	100.0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4.4	4.4	4.4
3	16	17.8	17.8	22.2
4	36	40.0	40.0	62.2
5	34	37.8	37.8	100.0
Total	90	100.0	100.0	

P4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.1	1.1	1.1
3	5	5.6	5.6	6.7
4	44	48.9	48.9	55.6
5	40	44.4	44.4	100.0
Total	90	100.0	100.0	

P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6.7	6.7	6.7
	3	11	12.2	12.2	18.9
	4	46	51.1	51.1	70.0
	5	27	30.0	30.0	100.0
	Total	90	100.0	100.0	

P6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.1	1.1	1.1
	2	5	5.6	5.6	6.7
	3	15	16.7	16.7	23.3
	4	48	53.3	53.3	76.7
	5	21	23.3	23.3	100.0
	Total	90	100.0	100.0	

P7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.6	5.6	5.6
	3	12	13.3	13.3	18.9
	4	50	55.6	55.6	74.4
	5	23	25.6	25.6	100.0
	Total	90	100.0	100.0	

P8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.6	5.6	5.6
	3	10	11.1	11.1	16.7
	4	58	64.4	64.4	81.1
	5	17	18.9	18.9	100.0
	Total	90	100.0	100.0	

P9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.2	2.2	2.2
3	16	17.8	17.8	20.0
4	33	36.7	36.7	56.7
5	39	43.3	43.3	100.0
Total	90	100.0	100.0	

P10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.2	2.2	2.2
3	20	22.2	22.2	24.4
4	41	45.6	45.6	70.0
5	27	30.0	30.0	100.0
Total	90	100.0	100.0	

P11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4.4	4.4	4.4
3	17	18.9	18.9	23.3
4	49	54.4	54.4	77.8
5	20	22.2	22.2	100.0
Total	90	100.0	100.0	

P12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	7.8	7.8	7.8
3	15	16.7	16.7	24.4
4	52	57.8	57.8	82.2
5	16	17.8	17.8	100.0
Total	90	100.0	100.0	

P13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.1	1.1	1.1
2	13	14.4	14.4	15.6
3	20	22.2	22.2	37.8
4	41	45.6	45.6	83.3
5	15	16.7	16.7	100.0
Total	90	100.0	100.0	

P14

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5.6	5.6	5.6
3	23	25.6	25.6	31.1
4	47	52.2	52.2	83.3
5	15	16.7	16.7	100.0
Total	90	100.0	100.0	

P15

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6.7	6.7	6.7
3	21	23.3	23.3	30.0
4	51	56.7	56.7	86.7
5	12	13.3	13.3	100.0
Total	90	100.0	100.0	

P16

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5.6	5.6	5.6
3	9	10.0	10.0	15.6
4	56	62.2	62.2	77.8
5	20	22.2	22.2	100.0
Total	90	100.0	100.0	

Validitas Dan Reliabilitas Harapan

Dimensi Bentuk Fisik (Tangibles)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.850	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	17.60	4.317	.561	.843
P2	17.57	3.564	.844	.767
P3	17.77	3.978	.618	.831
P4	17.57	3.564	.844	.767
P5	17.63	4.378	.461	.870

Dimensi Keandalan (Reability)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.915	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P6	8.67	1.264	.875	.840
P7	8.67	1.402	.733	.954
P8	8.60	1.214	.886	.830

Dimensi Ketanggapan (Responsiveness)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.785	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P9	3.97	.516	.651	^a
P10	3.97	.654	.651	^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Dimensi Jaminan dan Kepastian (Assurance)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.849	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P11	12.93	2.892	.706	.800
P12	12.73	3.444	.542	.864
P13	12.80	2.648	.839	.738
P14	12.83	2.971	.675	.814

Dimensi Perhatian (Empaty)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.785	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P15	3.97	.516	.651	^a
P16	3.97	.654	.651	^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Validitas Dan Reliabilitas *Perceived Performance*

Dimensi Bentuk Fisik (Tangibles)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.769	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	16.83	3.385	.678	.675
P2	16.93	3.375	.704	.666
P3	16.90	3.403	.479	.765
P4	16.53	4.257	.500	.744
P5	16.67	4.368	.401	.768

Dimensi Keandalan (Reability)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.949	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P6	8.53	1.085	.941	.890
P7	8.50	1.086	.908	.914
P8	8.63	1.137	.834	.971

Dimensi Ketanggapan (Responsiveness)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.843	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P9	3.97	.309	.740	^a
P10	3.90	.438	.740	^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Dimensi Jaminan dan Kepastian (Assurance)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.920	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P11	11.90	3.955	.761	.915
P12	11.73	3.513	.752	.923
P13	11.83	3.454	.903	.867
P14	11.83	3.523	.868	.879

Dimensi Perhatian (Empaty)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.971	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P15	4.33	.299	.943	^a
P16	4.30	.286	.943	^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.