

Dear respondents,

I am a student at Faculty of Language and Arts, Unika Soegijapranata Semarang. Right now I am writing my thesis entitled ‘Car Wash Costumers’ Perception on the Service Quality in a Carwash Service’. In order to get the data, I would like you to complete the following questionnaire. The data will be used to complete my thesis. Your identification will be kept confidential

Thank you

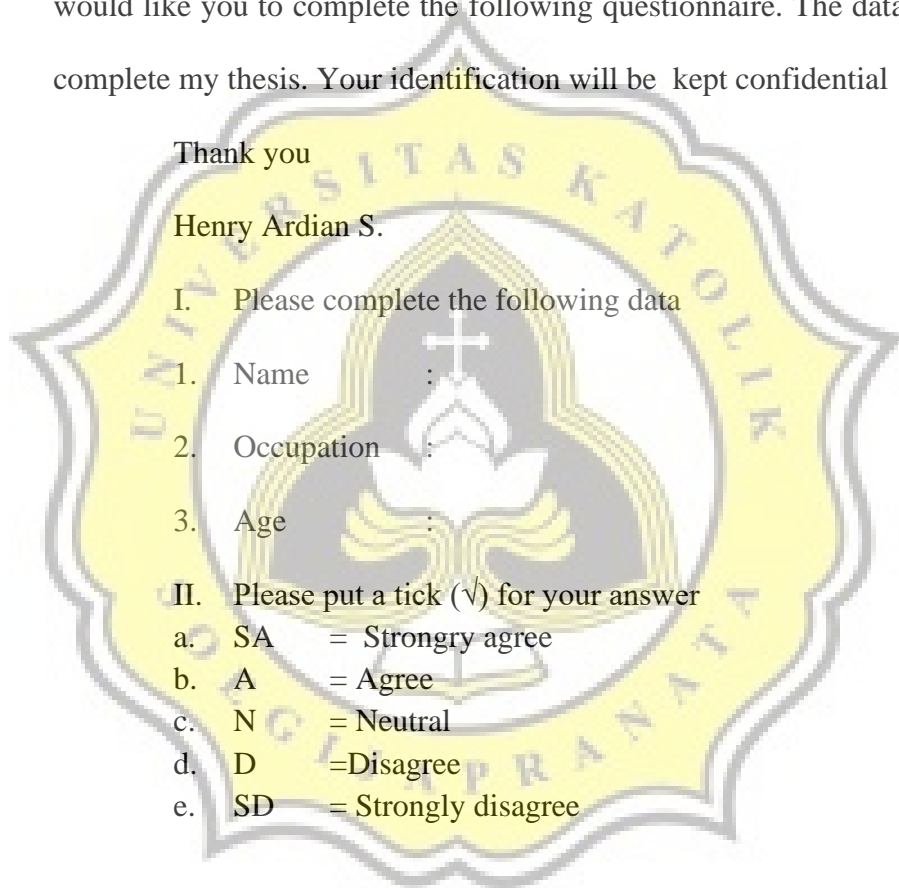
Henry Ardian S.

I. Please complete the following data

1. Name :
2. Occupation :
3. Age :

II. Please put a tick (√) for your answer

- a. SA = Strongly agree
- b. A = Agree
- c. N = Neutral
- d. D = Disagree
- e. SD = Strongly disagree



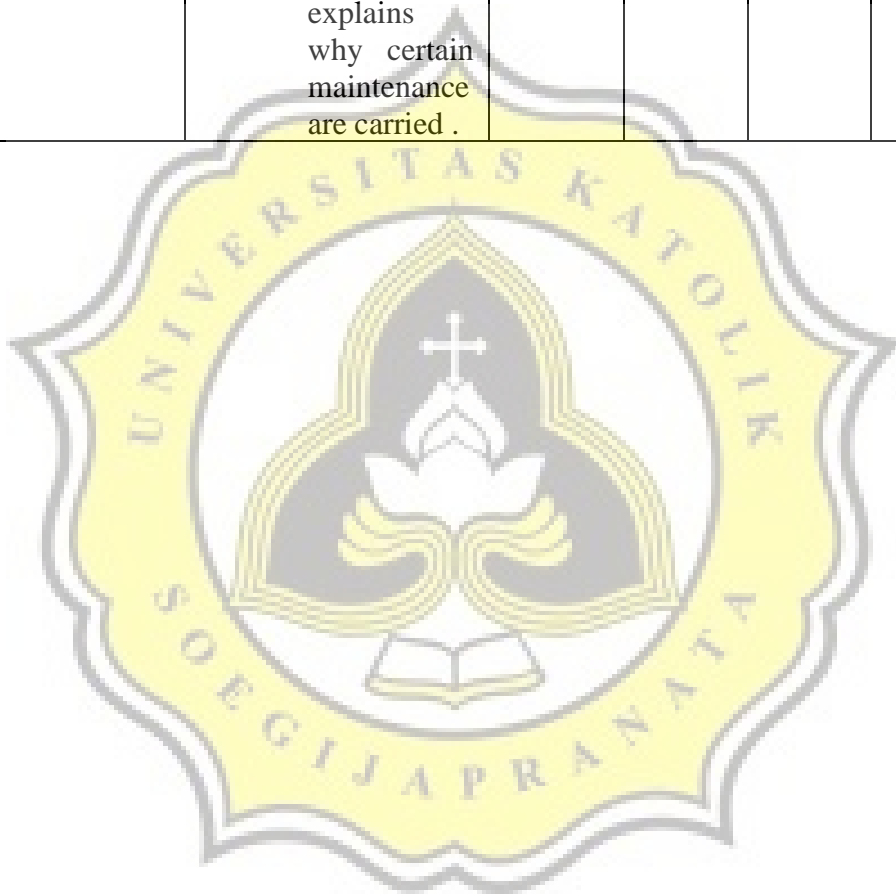
Empathy	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The interest of the customer is considered.					

2	Re quests/instru ctions of customers are honored.					
3	Cu stomers are known by name.					
4	Ser vice personnel provide personal attention.					
5	Cu stomers are attended to in a friendly way.					
6	Op erating hours are convenient..					
7	Ag reement is reached beforehand on the payment method.					
A	Assurance					
	Th e customer is informed what service level can be expected					
	Th e owner gives good					

	advice regarding maintenance					
	Employees are courteous					
	The car wash has competent employees					
	Customers know which employee washes their car					
Reliability						
	The owner focuses on solving customer complaints					
	The service personnel are reliable					
	The washing is really clean.					
	Appointments are kept.					
	The washing is finished at the promised time					

T angibles						
	There is clear signage at the carwash .					
	The infrastructure is neat					
	There is sufficient space to sit in the waiting area .					
	The owner's grounds are neat .					
	Employees are well groomed.					
	There are enough parking places.					
F esponsiveness						
	The telephone is answered promptly.					
	Complaints are dealt with quickly.					

	The customer receives prompt attention on arrival.					
	The owner explains why certain maintenance are carried .					



Responden yang terhormat,

Saya seorang mahasiswa di Fakultas Bahasa dan Seni, Unika Soegijapranata Semarang. Saat ini saya sedang menulis tesis saya yang berjudul 'Persepsi Pelanggan Cuci Mobil' tentang Kualitas Layanan dalam Layanan Cuci Mobil '. Untuk mendapatkan data, saya ingin Anda mengisi kuesioner berikut. Data akan digunakan untuk menyelesaikan tesis saya. Identifikasi Anda akan dirahasiakan.

Terima kasih
Henry Ardian S.

I. Harap lengkapi data berikut

1. Nama:
2. Pekerjaan:
3. Usia:

II Beri tanda centang (√) untuk jawaban Anda

Sebuah. SA = Strongry setuju

b. A = Setuju

c. N = Netral

d. D = Tidak Setuju

e. SD = Sangat tidak setuju

mpathy	E	s	A					D
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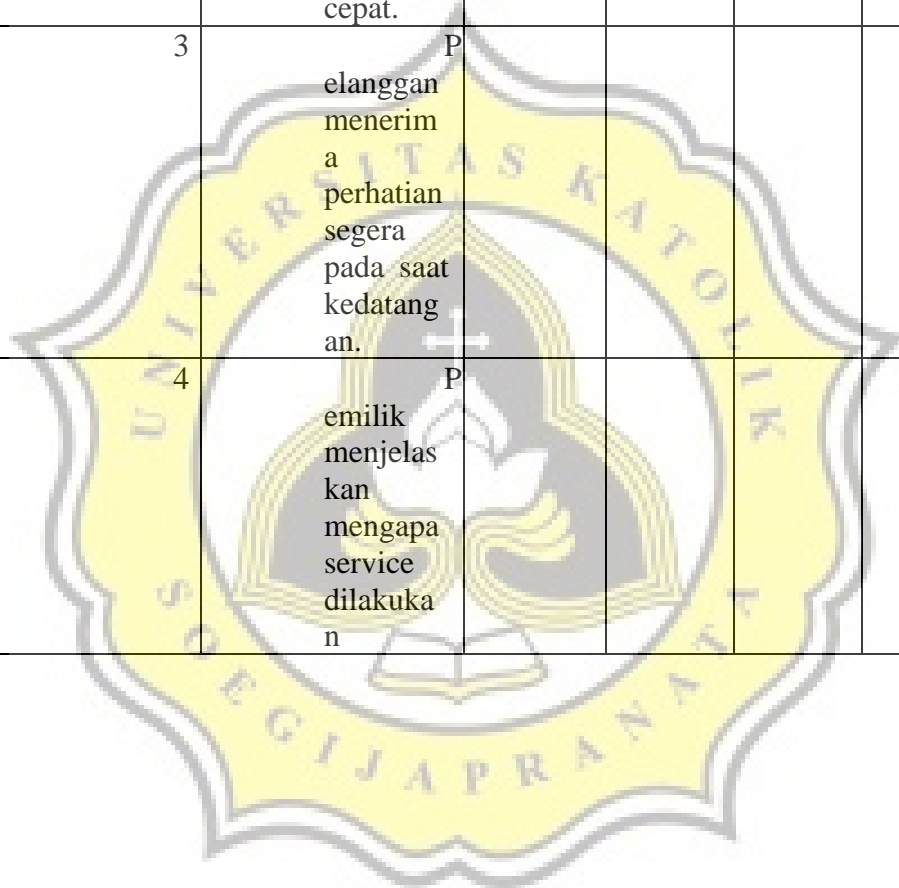
1	pentingan pelanggan diperhatikan.	K					
2	Permintaan instruksi pelanggan dihormati.	P					
3	Pelanggan dikenal namanya.	P					
4	Pegawai yang melayani memberikan perhatian khusus.	P					
5	Pelanggan dilayani dengan ramah.	P					
6	Jam buka nyaman ..	J					
7	Persetujuan tentang metode pembayaran						

		dilakukan sebelum pencucian .					
A							
ssurance							
1	P	pelanggan diberi tahu layanan apa saja yang dapat diperoleh					
2	P	memiliki cuci mobil memberikan saran yang bagus tentang perawatan					
3	K	karyawannya sopan					
4	C	cuci mobil memiliki karyawan yang kompeten					
5	P	pelanggan tahu karyawan mana					

		yang mencuci mobil mereka					
R	eliability						
1		P emilik memperhatikan pada penyelesaian keluhan pelanggan					
2		P pegawai yang melayani dapat diandalkan					
3		C cuci sangat bersih.					
4		J cuci disimpan.					
5		P cuci selesai pada waktu yang dijanjikan					
T	angibles						
1		A da papan					

		nama yang jelas di tempat pencucian mobil.					
2	T	empatnya rapi.					
3	A	ada ruang yang cukup untuk duduk di ruang tunggu.					
4	T	empat kerja pemiliknya rapi.					
5	K	aryawan berpakaian menarik					
6	M	obil benar-benar bersih setelah diservis.					
7	A	ada cukup tempat parkir					
R							
esponsive							
ness							
1	T						

		elepon dijawab dengan segera.					
2		keluhan ditangani dengan cepat.	K				
3		pelanggan menerima perhatian segera pada saat kedatangan.	P				
4		petugas menjelaskan mengapa service dilakukan	P				



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15j20003 Henry Ardian S

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