

# LAMPIRAN

## Lampiran 1 Kuesioner Responden

### KUESIONER PENELITIAN

#### *Analisis Diagonal dan Penalty Reward* dalam Pengukuran Evaluasi konsumen PT Pos Indonesia di Bandar Lampung

Kepada Yth.

Bapak/Ibu/Saudara/i Responden

Di

Tempat

Assalamualaikum Wr..Wb

Dengan Hormat,

Dalam rangka melakukan penelitian skripsi di institut informatika dan bisnis Darmajaya, jurusan Manajemen, Fakultas Ekonomi dengan judul “*Analisis Diagonal dan Penalty Reward* dalam Pengukuran Evaluasi konsumen PT Pos Indonesia di Bandar Lampung” Maka Saya yang bernama:

Nama : Nur Hani

NPM : 1512110241

Memohon bantuannya kepada Bapak/Ibu/Saudara/i pengguna jasa layanan pengiriman barang di kota Bandar Lampung untuk mengisi kuesioner yang disediakan dalam rangka mendukung penelitian ini. Tujuan dari penelitian ini adalah untuk mengevaluasi kepuasan konsumen. Jawaban yang objektif akan sangat membantu penelitian ini. Segala bentuk jawaban Bapak/Ibu/saudara/i akan dijaga kerahasiaannya atas perhatiannya dan bantuannya saya ucapkan terimakasih. Wassalamualaikum Wr..Wb

Hormat saya,

**Nur Hani**

**NPM. 1512110241**

## Bagian 1.Karakteristik Responden

Silahkan beri tanda silang (√) atau checklist jawaban yang sesuai dengan anda.

a. Nama :

b. Jenis kelamin Anda:

Laki-laki

Perempuan

c. Usia anda:

17 Tahun- 23Tahun

31 Tahun - 40 Tahun

24 Tahun - 30 Tahun

41 Tahun - 50 Tahun

d. Pekerjaan anda:

Pelajar / Mahasiswa

Pegawai negeri / Pegawai swasta

Wiraswasta

Lain nya.....

e. Penghasilan anda dalam sebulan:

1.000.000 - 2.500.000

5.500.000 - 8.000.000

3.000.000 - 5.000.000

>10.000.000









## Lampiran 2 Karakteristik Responden

### 1. Karakteristik berdasarkan Jenis kelamin

Jenis\_kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	46	46.0	46.0	46.0
Perempuan	54	54.0	54.0	100.0
Total	100	100.0	100.0	

### 2. Karakteristik Berdasarkan Usia

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-23	33	33.0	33.0	33.0
24-30	36	36.0	36.0	69.0
31-40	22	22.0	22.0	91.0
41-50	9	9.0	9.0	100.0
Total	100	100.0	100.0	



### 3. Karakteristik Berdasarkan Pekerjaan

#### Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/mahasiswa	17	17.0	17.0	17.0
wiraswasta	45	45.0	45.0	62.0
Pegawai negeri/swasta	31	31.0	31.0	93.0
lainnya	7	7.0	7.0	100.0
Total	100	100.0	100.0	

### 3. Karakteristik Berdasarkan penghasilan

#### Penghasilan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 juta - 2,5 juta	40	40.0	40.0	40.0
3 juta - 5 juta	59	59.0	59.0	99.0
5,5 juta - 8 juta	1	1.0	1.0	100.0
Total	100	100.0	100.0	

## Lampiran Jawaban Responden

### 1. kinerja

#### item1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	20	20.0	20.0	20.0
	P	43	43.0	43.0	63.0
	Sp	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

#### item2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tp	3	3.0	3.0	3.0
	Cp	16	16.0	16.0	19.0
	p	41	41.0	41.0	60.0
	sp	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

#### item3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	22	22.0	22.0	22.0
	P	37	37.0	37.0	59.0
	Sp	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

**item4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	17	17.0	17.0	17.0
	P	41	41.0	41.0	58.0
	Sp	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

**item5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	14	14.0	14.0	14.0
	P	39	39.0	39.0	53.0
	Sp	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

**item6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	10	10.0	10.0	10.0
	P	43	43.0	43.0	53.0
	Sp	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

**item7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	8	8.0	8.0	8.0
	P	44	44.0	44.0	52.0
	Sp	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

**item8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	10	10.0	10.0	10.0
	P	35	35.0	35.0	45.0
	Sp	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

**item9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	15	15.0	15.0	15.0
	P	40	40.0	40.0	55.0
	Sp	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

**item10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	7	7.0	7.0	7.0
	P	46	46.0	46.0	53.0
	Sp	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

**item11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	25	25.0	25.0	25.0
	P	48	48.0	48.0	73.0
	Sp	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

**item12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	29	29.0	29.0	29.0
	P	44	44.0	44.0	73.0
	Sp	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

**item13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	26	26.0	26.0	26.0
	P	49	49.0	49.0	75.0
	Sp	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

**item14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	22	22.0	22.0	22.0
	P	48	48.0	48.0	70.0
	Sp	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

**item15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	24	24.0	24.0	24.0
	P	46	46.0	46.0	70.0
	Sp	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

**item16**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cp	17	17.0	17.0	17.0
P	50	50.0	50.0	67.0
Sp	33	33.0	33.0	100.0
Total	100	100.0	100.0	

**item17**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cp	25	25.0	25.0	25.0
P	49	49.0	49.0	74.0
Sp	26	26.0	26.0	100.0
Total	100	100.0	100.0	

**item18**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cp	26	26.0	26.0	26.0
P	47	47.0	47.0	73.0
Sp	27	27.0	27.0	100.0
Total	100	100.0	100.0	

**item19**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cp	20	20.0	20.0	20.0
P	45	45.0	45.0	65.0
Sp	35	35.0	35.0	100.0
Total	100	100.0	100.0	

**item20**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cp	18	18.0	18.0	18.0
P	40	40.0	40.0	58.0
Sp	42	42.0	42.0	100.0
Total	100	100.0	100.0	

**item22**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cp	22	22.0	22.0	22.0
P	52	52.0	52.0	74.0
Sp	26	26.0	26.0	100.0
Total	100	100.0	100.0	



**item23**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cp	12	12.0	12.0	12.0
P	46	46.0	46.0	58.0
Sp	42	42.0	42.0	100.0
Total	100	100.0	100.0	

**item24**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cp	24	24.0	24.0	24.0
P	49	49.0	49.0	73.0
Sp	27	27.0	27.0	100.0
Total	100	100.0	100.0	

**item25**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cp	14	14.0	14.0	14.0
P	40	40.0	40.0	54.0
Sp	46	46.0	46.0	100.0
Total	100	100.0	100.0	

**2. harapan**

**item1**

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Cp	20	20.0	20.0	20.0
	P	43	43.0	43.0	63.0
	Sp	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

**item2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tp	3	3.0	3.0	3.0
	Cp	16	16.0	16.0	19.0
	P	41	41.0	41.0	60.0
	Sp	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

**item3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	22	22.0	22.0	22.0
	P	37	37.0	37.0	59.0
	Sp	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

**item4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	17	17.0	17.0	17.0
	P	41	41.0	41.0	58.0
	Sp	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

**item5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	14	14.0	14.0	14.0
	P	39	39.0	39.0	53.0
	Sp	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

**item6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	10	10.0	10.0	10.0
d	P	43	43.0	43.0	53.0
	Sp	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

**item7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	8	8.0	8.0	8.0
d	P	44	44.0	44.0	52.0
	Sp	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

**item8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	10	10.0	10.0	10.0
d	P	35	35.0	35.0	45.0
	Sp	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

**item9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	15	15.0	15.0	15.0
d	P	40	40.0	40.0	55.0
	Sp	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

**item10**

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Cp	7	7.0	7.0	7.0
d	P	46	46.0	46.0	53.0
	Sp	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

**item11**

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Cp	16	16.0	16.0	16.0
d	P	40	40.0	40.0	56.0
	Sp	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

**item12**

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Cp	10	10.0	10.0	10.0
d	P	46	46.0	46.0	56.0
	Sp	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

**item13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	7	7.0	7.0	7.0
d	P	38	38.0	38.0	45.0
	Sp	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

**item14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cp	6	6.0	6.0	6.0
d	P	42	42.0	42.0	48.0
	Sp	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

**item15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	p	49	49.0	49.0	49.0
d	sp	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

**item16**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	9.0	9.0	9.0
d	40	40.0	40.0	49.0
	51	51.0	51.0	100.0
Total	100	100.0	100.0	

**item17**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	10.0	10.0	10.0
d	39	39.0	39.0	49.0
	51	51.0	51.0	100.0
Total	100	100.0	100.0	

**item18**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17	17.0	17.0	17.0
d	50	50.0	50.0	67.0
	33	33.0	33.0	100.0
Total	100	100.0	100.0	

**item19**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	18.0	18.0	18.0
d	37	37.0	37.0	55.0
sp	45	45.0	45.0	100.0
Total	100	100.0	100.0	

**item20**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	6.0	6.0	6.0
d	38	38.0	38.0	44.0
sp	56	56.0	56.0	100.0
Total	100	100.0	100.0	

**item21**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20	20.0	20.0	20.0
d	41	41.0	41.0	61.0
sp	39	39.0	39.0	100.0
Total	100	100.0	100.0	

**item22**



	Frequency	Percent	Valid Percent	Cumulative Percent
Valid cp	31	31.0	31.0	31.0
d p	18	18.0	18.0	49.0
sp	51	51.0	51.0	100.0
Total	100	100.0	100.0	

**item23**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid cp	20	20.0	20.0	20.0
d p	25	25.0	25.0	45.0
sp	55	55.0	55.0	100.0
Total	100	100.0	100.0	

**item24**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid cp	11	11.0	11.0	11.0
d p	38	38.0	38.0	49.0
sp	51	51.0	51.0	100.0
Total	100	100.0	100.0	

item25

	Frequency	Percent	Valid Percent	Cumulative Percent
Vali cp	8	8.0	8.0	8.0
d p	44	44.0	44.0	52.0
sp	48	48.0	48.0	100.0
Total	100	100.0	100.0	

Lampiran Tabulasi Jawaban Harapan responden.

Item	Item	Item	Item	Item	Item	Item	Item	Item	Item	Item	Item	Item
1	2	3	4	5	6	7	8	9	10	11	12	13
5	5	4	4	5	4	4	5	4	4	4	5	5
4	4	5	4	4	3	4	5	4	5	4	4	5
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### Kinerja

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4	4	5	3	5	4	5	4	5	5	5	4	107
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5	3	4	4	5	4	4	4	4	4	3	4	102
4	3	4	4	4	4	5	3	4	5	3	5	101







,163	,018	,160	,044	,071	-,002	,049	-,140	-,045	,046	-,055	-,117	-,120
,053	,430	,056	,331	,242	,491	,314	,082	,329	,326	,293	,124	,116
100	100	100	100	100	100	100	100	100	100	100	100	100
-,032	-,060	,020	,269**	-,006	-,019	,110	,217*	-,115	-,189*	,099	,272**	-,040
,374	,277	,420	,003	,478	,427	,138	,015	,128	,030	,164	,003	,348
100	100	100	100	100	100	100	100	100	100	100	100	100
-,057	-,015	,126	-,107	-,043	,244**	,025	,043	-,051	,118	,029	-,108	,027
,286	,443	,105	,144	,335	,007	,401	,336	,308	,122	,387	,143	,394
100	100	100	100	100	100	100	100	100	100	100	100	100
,144	-,078	,178*	,011	,247**	,115	,110	,068	,155	,122	,115	-,018	,059
,076	,220	,038	,456	,007	,127	,138	,252	,062	,114	,126	,431	,278
100	100	100	100	100	100	100	100	100	100	100	100	100
,192*	-,172*	,120	-,029	,250**	,180*	,199*	,072	,236**	-,017	,046	,088	-,033
,028	,043	,117	,387	,006	,037	,023	,238	,009	,435	,323	,192	,371
100	100	100	100	100	100	100	100	100	100	100	100	100
,310**	,203*	,220*	,243**	,443**	,262**	,250**	,253**	,223*	,227*	,268**	,273**	,298**
,001	,021	,014	,007	,000	,004	,006	,006	,013	,012	,003	,003	,001
100	100	100	100	100	100	100	100	100	100	100	100	100

item14	item15	item16	item17	item18	item19	item20	item21	item22	item23	item24	item25	Total
-,234*	,131	-,031	-,061	,016	-,045	,022	,163	-,032	-,057	,144	,192*	,310*
,009	,096	,380	,275	,438	,328	,416	,053	,374	,286	,076	,028	,001
100	100	100	100	100	100	100	100	100	100	100	100	100
,314**	,097	,186*	,039	,077	-,094	,005	,018	-,060	-,015	-,078	-,172*	,203*
,001	,169	,032	,348	,223	,177	,482	,430	,277	,443	,220	,043	,021









Harapan

item1	item2	item3	item4	item5	item6	item7	item8	item9	item10	item11	item12	item13
1	- ,170	,172	,164	,084	,015	,112	-,054	-,021	-,040	,136	,005	,040
	,045	,043	,052	,202	,442	,134	,297	,418	,347	,088	,482	,346
100	100	100	100	100	100	100	100	100	100	100	100	100
- ,170	1	,138	,214	-,034	,195	,251	,295	,063	-,024	-,104	-,040	,067
,045		,085	,016	,368	,026	,006	,001	,268	,406	,152	,345	,254
100	100	100	100	100	100	100	100	100	100	100	100	100
,172	,138	1	,112	-,133	,039	,090	,164	-,031	,240	-,024	,011	,081
,043	,085		,134	,093	,351	,186	,052	,380	,008	,407	,458	,213
100	100	100	100	100	100	100	100	100	100	100	100	100
,164	,214	,112	1	- ,199	,183	,239	,015	- ,183	0,000	,057	,032	-,044
,052	,016	,134		,023	,034	,008	,439	,034	,500	,286	,377	,331
100	100	100	100	100	100	100	100	100	100	100	100	100
,084	-,034	-,133	- ,199	1	-,047	-,071	-,018	,239	-,073	,054	,147	,094
,202	,368	,093	,023		,320	,240	,430	,008	,234	,297	,072	,176
100	100	100	100	100	100	100	100	100	100	100	100	100
,015	,195	,039	,183	-,047	1	,077	,076	-,002	,054	,013	-,014	,030
,442	,026	,351	,034	,320		,224	,226	,492	,296	,447	,447	,383
100	100	100	100	100	100	100	100	100	100	100	100	100
,112	,251	,090	,239	-,071	,077	1	,000	-,089	,051	-,070	,131	,020
,134	,006	,186	,008	,240	,224		,500	,190	,306	,244	,097	,421
100	100	100	100	100	100	100	100	100	100	100	100	100
-,054	,295	,164	,015	-,018	,076	,000	1	,052	,097	-,157	,085	,081
,297	,001	,052	,439	,430	,226	,500		,303	,169	,059	,200	,210





,047	-,122	-,053	,022	,152	-,115	,075	-,047	,133	,103	-,026	,131	-,081
,320	,114	,299	,415	,066	,127	,229	,320	,094	,155	,398	,097	,211
100	100	100	100	100	100	100	100	100	100	100	100	100
,210*	,409**	,221*	,287**	,293**	,292**	,213*	,334**	,371**	,320**	,217*	,360**	,311**
,018	,000	,013	,002	,002	,002	,017	,000	,000	,001	,015	,000	,001
100	100	100	100	100	100	100	100	100	100	100	100	100

item1 4	item1 5	item1 6	item1 7	item1 8	item1 9	item2 0	item2 1	item2 2	item2 3	item2 4	item2 5	Total
-,018	-,127	,122	,021	,065	,117	-,056	-,114	-,068	-,033	,024	,047	,210
,428	,104	,113	,418	,261	,124	,290	,130	,252	,370	,406	,320	,018
100	100	100	100	100	100	100	100	100	100	100	100	100
,076	-,154	,047	,012	,110	,369**	,163	,010	,203*	,121	,143	-,122	,409**
,226	,064	,323	,454	,137	,000	,052	,462	,022	,116	,078	,114	,000
100	100	100	100	100	100	100	100	100	100	100	100	100
,070	-,174*	,080	,199*	-,001	-,002	-,181*	,077	,062	,088	-,011	-,053	,221*
,245	,042	,214	,023	,497	,491	,036	,225	,271	,193	,455	,299	,013
100	100	100	100	100	100	100	100	100	100	100	100	100
,034	-,269**	,116	,098	-,080	,115	-,034	,190*	,249**	-,048	,162	,022	,287**
,368	,003	,124	,165	,215	,127	,369	,029	,006	,318	,053	,415	,002
100	100	100	100	100	100	100	100	100	100	100	100	100
,182*	-,080	,112	-,139	,117	-,074	,244**	,109	-,202*	,026	,142	,152	,293**
,035	,214	,135	,084	,123	,232	,007	,141	,022	,399	,080	,066	,002
100	100	100	100	100	100	100	100	100	100	100	100	100
,050	,034	,011	,179*	-,042	,163	,112	,183*	-,024	,097	,184*	-,115	,292**

,312	,367	,458	,037	,338	,053	,133	,034	,406	,169	,034	,127	,002
100	100	100	100	100	100	100	100	100	100	100	100	100
,094	-,108	-,068	,133	-,055	,131	-,026	,093	,090	-,120	-,093	,075	,213 <sup>*</sup>
,177	,143	,251	,093	,293	,096	,399	,177	,188	,118	,178	,229	,017
100	100	100	100	100	100	100	100	100	100	100	100	100
,081	-,088	,140	-,055	,061	-,023	,086	,069	,000	,005	,176 <sup>*</sup>	-,047	,334 <sup>**</sup>
,211	,191	,082	,293	,274	,410	,197	,247	,500	,481	,040	,320	,000
100	100	100	100	100	100	100	100	100	100	100	100	100
,120	-,148	,073	,331 <sup>**</sup>	,106	-,077	,276 <sup>**</sup>	,119	,032	,150	-,021	,133	,371 <sup>**</sup>
,117	,070	,235	,000	,148	,223	,003	,120	,377	,068	,419	,094	,000
100	100	100	100	100	100	100	100	100	100	100	100	100
-,037	-,045	,030	,088	,061	,048	0,000	,139	,184 <sup>*</sup>	,205 <sup>*</sup>	,024	,103	,320 <sup>**</sup>
,356	,327	,384	,192	,273	,318	,500	,083	,034	,020	,407	,155	,001
100	100	100	100	100	100	100	100	100	100	100	100	100
-,043	-,063	,154	,032	,111	-,029	,114	,106	-,103	,021	-,045	-,026	,217 <sup>*</sup>
,336	,266	,063	,377	,136	,388	,130	,148	,153	,418	,329	,398	,015
100	100	100	100	100	100	100	100	100	100	100	100	100
-,016	-,164	,088	,094	,235 <sup>**</sup>	-,086	,126	,114	,038	,002	,009	,131	,360 <sup>**</sup>
,437	,052	,193	,177	,009	,198	,105	,129	,353	,492	,464	,097	,000
100	100	100	100	100	100	100	100	100	100	100	100	100
,077	-,112	,045	-,016	,147	,065	,132	-,046	,080	,065	-,005	-,081	,311 <sup>**</sup>
,223	,135	,327	,436	,072	,259	,096	,326	,215	,261	,481	,211	,001
100	100	100	100	100	100	100	100	100	100	100	100	100
1	-,114	-,008	,003	,087	-,075	,108	,072	,164	,102	,136	-,063	,215 <sup>*</sup>
	,129	,468	,486	,195	,228	,142	,238	,051	,157	,089	,268	,016







## Lampiran Uji Reliability

### Harapan

#### Reliability Statistics

Cronbach's Alpha	N of Items
,516	25

### Kinerja

#### Reliability Statistics

Cronbach's Alpha	N of Items
,558	25

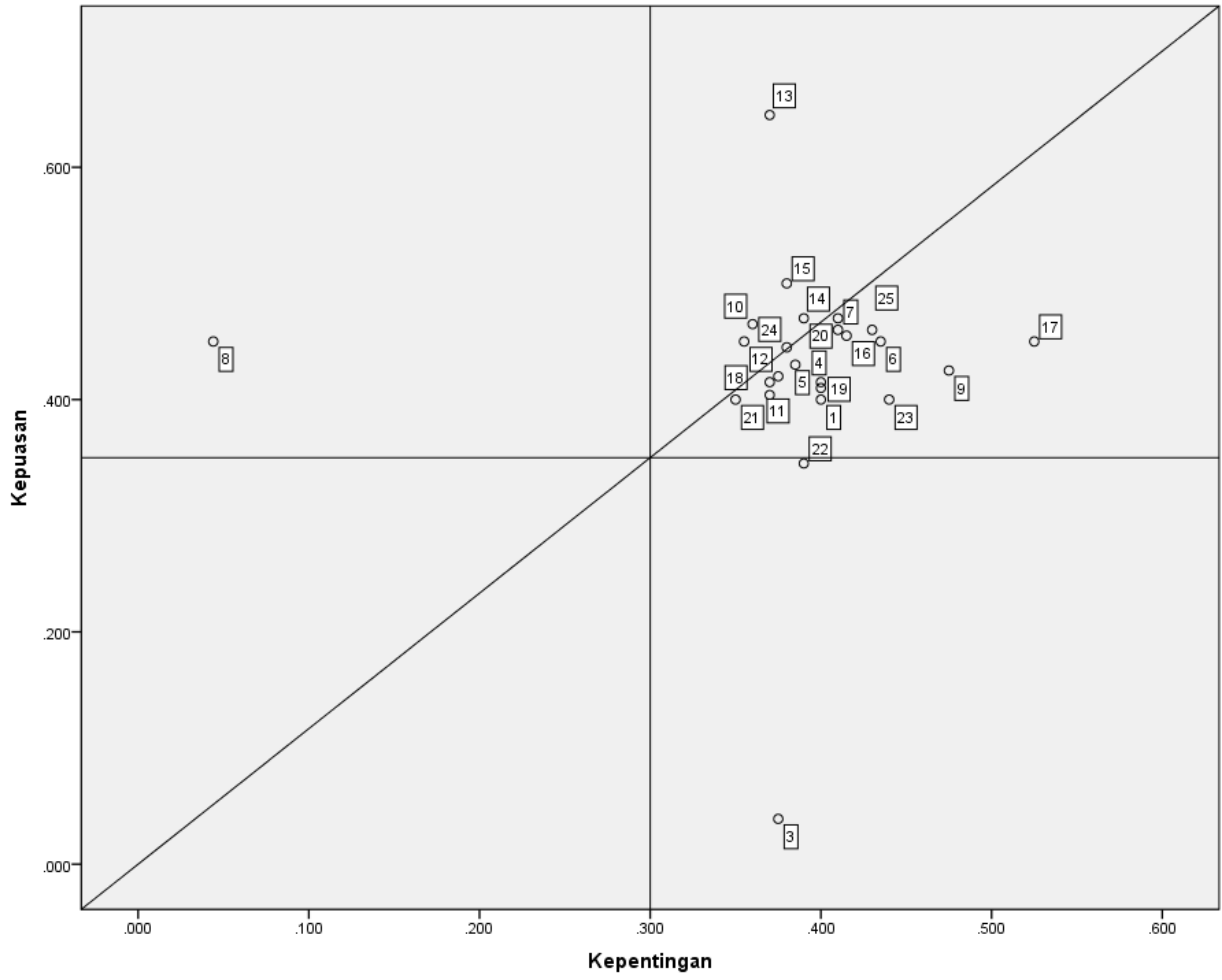
### Hasil analisis Diagonal

No	Pertanyaan	kepentingan	Kepuasan
1	PT Pos Indonesia memiliki lokasi yang strategis dan mudah di akses oleh pelanggan	0,4	0,4
2	Sarana parkir PT. Pos Indonesia sangat luas dan bersih	0,37	0,405
3	Kondisi lingkungan gedung PT Pos Indonesia yang bersih dan nyaman	0,375	0,039

4	PT Pos Indonesia menyediakan ruang tunggu yang nyaman	0,4	0,415
5	Karyawan PT Pos Indonesia berpenampilan rapi dan professional	0,385	0,43
6	Karyawan PT Pos Indonesia segera meminta maaf saat terjadi kesalahan	0,435	0,45
7	Karyawan PT Pos Indonesia memberikan perhatian secara individual kepada para pelanggan	0,41	0,46
8	Karyawan PT Pos Indonesia mengutamakan kepentingan pelanggan	0,044	0,45
9	Karyawan PT Pos Indonesia mudah dihubungi oleh pelanggan	0,475	0,425
10	Pelayanan pada pelanggan tidak membedakan status social	0,36	0,465
11	PT Pos Indonesia memberikan Pelayanan sesuai dengan janji yang diberikan	0,375	0,42
12	Karyawan PT Pos Indonesia memberikan layanan tepat pada waktunya	0,355	0,45
13	Karyawan PT Pos Indonesia menginformasikan kepada pelanggan tentang jasa pengiriman barang yang di berikan	0,37	0,645
14	Pelayanan pengaduan pelanggan cepat di tangani	0,39	0,47
15	Karyawan PT Pos Indonesia dapat diandalkan dalam menangani masalah yang terjadi pada jasa pengiriman barang	0,38	0,5
16	Karyawan PT Pos Indonesia selalu menunjukkan kesabaran dan perhatian terhadap pelanggan	0,415	0,455

17	Karyawan PT Pos Indonesia memberikan informasi yang dibutuhkan oleh pelanggan secara tepat	0,525	0,45
18	Karyawan PT Pos Indonesia selalu merespon keluhan pelanggan dengan cepat	0,37	0,415
19	Karyawan PT Pos Indonesia siap membantu pelanggan bila mengalami kesulitan	0,4	0,41
20	Karyawan PT Pos Indonesia selalu dapat menyelesaikan keluhan pelanggan	0,41	0,47
21	Kemampuan karyawan PT Pos Indonesia dapat dipercaya	0,35	0,4
22	Karyawan PT Pos Indonesia memiliki kompetensi dan profesional dalam melayani pelanggan	0,39	0,345
23	Karyawan PT Pos Indonesia terampil dalam melayani pelanggan	0,44	0,4
24	Karyawan PT Pos Indonesia mampu menjawab setiap pertanyaan dari pelanggan	0,38	0,445
25	Pelanggan merasa aman dalam melakukan transaksi	0,43	0,46

**Gambar Grafik kartesius analisis diagonal**



### Hasil Analisis Penalty-Reward

No	Atribut	Rating masing-masing atribut kepuasan			kategori
		tak memenuhi	memenuhi	melebihi	
1	PT Pos Indonesia memiliki lokasi yang strategis dan mudah di akses oleh pelanggan	0%	20%	80%	<i>Performance attributes</i>
2	Sarana parkir PT. Pos Indonesia sangat luas dan bersih	0%	26%	74%	<i>Performance attributes</i>
3	Kondisi lingkungan gedung PT Pos Indonesia yang bersih dan nyaman	0%	25%	75%	<i>Performance attributes</i>
4	PT Pos Indonesia menyediakan ruang tunggu yang nyaman	0%	20%	80%	<i>Performance attributes</i>
5	Karyawan PT Pos Indonesia berpenampilan rapi dan professional	0%	23%	77%	<i>Performance attributes</i>
6	Karyawan PT Pos Indonesia segera meminta maaf saat terjadi kesalahan	0%	13%	87%	<i>Performance attributes</i>
7	Karyawan PT Pos Indonesia memberikan perhatian secara individual kepada para pelanggan	0%	18%	82%	<i>Performance attributes</i>
8	Karyawan PT Pos Indonesia mengutamakan kepentingan pelanggan	0%	12%	88%	<i>Performance attributes</i>
9	Karyawan PT Pos Indonesia mudah dihubungi oleh pelanggan	0%	0%	49%	<i>Performance attributes</i>
10	Pelayanan pada pelanggan tidak membedakan status social	0%	28%	72%	<i>Performance attributes</i>
11	PT Pos Indonesia memberikan Pelayanan sesuai dengan janji yang diberikan	0%	25%	75%	<i>Performance attributes</i>
12	Karyawan PT Pos Indonesia memberikan layanan tepat pada waktunya	0%	29%	71%	<i>Performance attributes</i>
13	Karyawan PT Pos Indonesia	0%	26%	74%	<i>Performance</i>

	menginformasikan kepada pelanggan tentang jasa pengiriman barang yang di berikan				<i>attributes</i>
14	Pelayanan pengaduan pelanggan cepat di tangani	0%	22%	78%	<i>Performance attributes</i>
15	Karyawan PT Pos Indonesia dapat diandalkan dalam menangani masalah yang terjadi pada jasa pengiriman barang	0%	24%	76%	<i>Performance attributes</i>
16	Karyawan PT Pos Indonesia selalu menunjukkan kesabaran dan perhatian terhadap pelanggan	0%	17%	83%	<i>Performance attributes</i>
17	Karyawan PT Pos Indonesia memberikan informasi yang dibutuhkan oleh pelanggan secara tepat	0%	25%	75%	<i>Performance attributes</i>
18	Karyawan PT Pos Indonesia selalu merespon keluhan pelanggan dengan cepat	0%	26%	74%	<i>Performance attributes</i>
19	Karyawan PT Pos Indonesia siap membantu pelanggan bila mengalami kesulitan	0%	20%	80%	<i>Performance attributes</i>
20	Karyawan PT Pos Indonesia selalu dapat menyelesaikan keluhan pelanggan	0%	18%	82%	<i>Performance attributes</i>
21	Kemampuan karyawan PT Pos Indonesia dapat dipercaya	0%	30%	70%	<i>Performance attributes</i>
22	Karyawan PT Pos Indonesia memiliki kompetensi dan profesional dalam melayani pelanggan	0%	22%	78%	<i>Performance attributes</i>
23	Karyawan PT Pos Indonesia terampil dalam melayani pelanggan	0%	12%	88%	<i>Performance attributes</i>
24	Karyawan PT Pos Indonesia mampu menjawab setiap pertanyaan dari pelanggan	0%	24%	76%	<i>Performance attributes</i>
25	Pelanggan merasa aman dalam melakukan transaksi	0%	14%	86%	<i>Performance attributes</i>

