

# **LAMPIRAN**

**LEMBAR KUESIONER PENELITIAN**  
**ANALISIS KEPUASAN PELANGGAN PADA GO-FOOD**  
**DI BANDAR LAMPUNG**

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**I. Petunjuk Pengisian**

- a. Jawablah Pertanyaan yang diajukan dibawah ini dengan benar dan jujur.
- b. Pilih salah satu jawaban yang tersedia dan paling sesuai dengan keadaan yang sebenarnya dengan memberikan tanda (√).
- c. Mohon setiap item dapat diisi dan tidak ada yang dikosongkan.

Keterangan:

<b>Berdasarkan Harapan/Kepentingan</b>	<b>Skor</b>	<b>Berdasarkan Persepsi/Kinerja</b>	<b>Skor</b>
Sangat Penting (SP)	5	Sangat Puas (SP)	5
Penting (P)	4	Puas (P)	4
Cukup Penting (CP)	3	Cukup Puas (CP)	3
Tidak Penting (TP)	2	Tidak Puas (TP)	2
Sangat Tidak Penting (STP)	1	Sangat Tidak Puas (STP)	1

**II. Identitas Responden**

- a. Jenis Kelamin :  Laki-Laki  Perempuan
- b. Usia :  17-20 tahun  
 21-25 tahun  
 26-30 tahun  
 31-45 tahun
- c. Pekerjaan :  Pelajar/Mahasiswa  
 Pegawai Negeri  
 Pegawai Swasta  
 Wiraswasta  
 Lainnya

d. Berapa sering anda memesan makanan dan minuman di Go-food dalam Seminggu?

2x

3x

4x

5x









**Frequencies****Statistics**

VAR00001

N	Valid	105
	Missing	0

**Jenis Kelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	21	20.0	20.0	20.0
	Perempuan	84	80.0	80.0	100.0
	Total	105	100.0	100.0	

**Frequencies****Statistics**

Range Pemesanan

N	Valid	105
	Missing	0

**Range Pemesanan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2X	13	12.4	12.4	12.4
	3X	15	14.3	14.3	26.7
	4X	33	31.4	31.4	58.1
	5X	44	41.9	41.9	100.0
	Total	105	100.0	100.0	

**Frequencies****Statistics**

Usia

N	Valid	105
	Missing	0



**Usia**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-20	37	35.2	35.2	35.2
21-25	41	39.0	39.0	74.3
26-30	15	14.3	14.3	88.6
31-45	12	11.4	11.4	100.0
Total	105	100.0	100.0	

**Frequencies****Statistics**

## Pekerjaan

N	Valid	105
	Missing	0

**Pekerjaan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lain-Lain	4	3.8	3.8	3.8
Pegawai Swa	8	7.6	7.6	11.4
Pelajar/Mahasiswa	78	74.3	74.3	85.7
PNS	12	11.4	11.4	97.1
Wiraswasta	3	2.9	2.9	100.0
Total	105	100.0	100.0	

**Hasil Output SPSS Uji Validitas dan Reliabilitas  
Kulitas Pelayanan atas Kepentingan**

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	<b>Corrected Item-Total Correlation</b>	Cronbach's Alpha if Item Deleted
Item1	48.0667	112.133	<b>.547</b>	.951
Item2	46.1667	96.213	<b>.939</b>	.939
Item3	48.0333	108.447	<b>.649</b>	.948
Item4	46.4000	91.834	<b>.891</b>	.941
Item5	46.0333	100.585	<b>.853</b>	.942
Item6	46.1333	97.085	<b>.886</b>	.941
Item7	46.2333	93.151	<b>.956</b>	.939
Item8	45.8667	108.464	<b>.652</b>	.948
Item9	46.4667	92.602	<b>.866</b>	.942
Item10	46.3667	95.068	<b>.874</b>	.941
item11	45.7000	114.769	<b>.352</b>	.954
item12	45.9333	98.478	<b>.784</b>	.944
item13	45.8000	112.924	<b>.459</b>	.952

**Reliability Statistics**

Cronbach's Alpha	N of Items
.949	13

**Hasil *Output* SPSS Uji Validitas dan Reliabilitas  
Kulitas Produk atas Kepentingan**

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item1	28.6333	25.206	<b>.478</b>	.849
Item2	28.8333	24.833	<b>.612</b>	.838
Item3	28.8000	26.303	<b>.539</b>	.847
Item4	29.1667	23.799	<b>.524</b>	.845
Item5	28.8333	24.833	<b>.612</b>	.838
Item6	29.5000	20.397	<b>.646</b>	.835
Item7	29.4667	20.120	<b>.721</b>	.821
Item8	29.4000	20.662	<b>.774</b>	.812

**Reliability Statistics**

Cronbach's Alpha	N of Items
.854	8

**Hasil *Output* SPSS Uji Validitas dan Reliabilitas  
Kulitas Pelayanan atas Kinerja**

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item1	49.8667	123.775	<b>.615</b>	.964
Item2	50.1000	113.059	<b>.948</b>	.957
Item3	50.5000	113.086	<b>.675</b>	.964
Item4	50.3667	106.723	<b>.868</b>	.958
Item5	50.1000	112.369	<b>.909</b>	.957
Item6	50.2000	108.234	<b>.955</b>	.956
Item7	50.2000	107.821	<b>.974</b>	.955
Item8	49.9333	121.513	<b>.673</b>	.963
Item9	50.4333	107.633	<b>.834</b>	.959
Item10	50.3333	110.161	<b>.862</b>	.958
item11	50.1667	110.006	<b>.919</b>	.957
item12	49.9333	113.582	<b>.820</b>	.959
item13	49.8667	127.430	<b>.390</b>	.967

**Reliability Statistics**

Cronbach's Alpha	N of Items
.963	13

**Hasil *Output* SPSS Uji Validitas dan Reliabilitas Kulit Produk atas Kinerja**  
**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item1	28.5667	23.357	<b>.498</b>	.832
Item2	28.7667	22.944	<b>.644</b>	.819
Item3	28.7333	24.478	<b>.558</b>	.831
Item4	29.0000	23.310	<b>.523</b>	.830
Item5	28.7333	23.926	<b>.534</b>	.830
Item6	29.4333	19.220	<b>.609</b>	.824
Item7	29.4000	18.800	<b>.698</b>	.807
Item8	29.5333	18.947	<b>.709</b>	.805

**Reliability Statistics**

Cronbach's Alpha	N of Items
.842	8

NILAI-NILAI r Tabel PRODUCT MOMENT

N	Taraf Signif		N	Taraf Signif		N	Taraf Signif	
	5%	1%		5%	1%		5%	1%
3	0.997	0.999	27	0.381	0.487	55	0.266	0.345
4	0.950	0.990	28	0.374	0.478	60	0.254	0.330
5	0.878	0.959	29	0.367	0.470	65	0.202	0.317
6	0.811	0.917	30	0.295	0.463	70	0.235	0.306
7	0.754	0.874	31	0.355	0.456	75	0.227	0.296
8	0.707	0.834	32	0.349	0.449	80	0.220	0.286
9	0.666	0.798	33	0.344	0.442	85	0.213	0.278
10	0.632	0.765	34	0.339	0.436	90	0.207	0.270
11	0.602	0.735	35	0.334	0.430	95	0.202	0.263
12	0.576	0.708	36	0.329	0.424	100	0.195	0.256
13	0.553	0.684	37	0.325	0.418	125	0.176	0.230
14	0.532	0.661	38	0.320	0.413	150	0.159	0.210
15	0.514	0.641	39	0.316	0.408	175	0.148	0.194
16	0.497	0.623	40	0.312	0.403	200	0.138	0.181
17	0.482	0.606	41	0.308	0.398	300	0.113	0.148
18	0.468	0.590	42	0.304	0.393	400	0.098	0.128
19	0.456	0.575	43	0.301	0.389	500	0.088	0.115
20	0.444	0.561	44	0.297	0.384	600	0.080	0.105
21	0.433	0.549	45	0.294	0.380	700	0.074	0.097
22	0.423	0.537	46	0.291	0.376	800	0.070	0.091
23	0.413	0.526	47	0.288	0.372	900	0.065	0.086
24	0.404	0.515	48	0.284	0.368	1000	0.062	0.081
25	0.396	0.505	49	0.281	0.364			
26	0.388	0.496	50	0.279	0.361			

Sumber: Arikunto (2010)