

DAFTAR PUSTAKA

Arikunto, S. 2012. *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta:Rineka Cipta.

Ghozali, I. 2010. *Analisis Multivariate Dengan Program SPSS*. Semarang: UNDIP PRESS.

Kotler, P., dan Keller, K.I. 2011. *Manajemen Pemasaran*. Edisi 13. Jakarta: Penerbit Erlangga.

Kotler, P., dan Armstrong, G. 2010. *Prinsip-prinsip Pemasaran*. Jilid 1. Jakarta: Penerbit Erlangga.

Lupiyoadi, R. 2010. *Manajemen Pemasaran Jasa: Teori dan Praktik*. Jakarta: Salemba Empat.

Nasution. 2010. *Manajemen Jasa Terpadu*.

Bogor: Penerbit Ghalia Indonesia. Parasuraman,

et., all. Servqual: A Multiple Item Scale For

Measuring Costumer

Perception of Service Quality. *Journal of Retalling*. Vol. 64 pp 12-40.

Pohan, I, S. 2013. *Jaminan Mutu Layanan Kesehatan: Dasar-Dasar Pengertian dan Penerapan*. EGC: Jakarta.

Setiadi, Nugroho, J., 2010. *Perilaku Konsumen, Konsumen dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Jakarta: Kencana Prenada Media Group.

Sugiyono. 2011 *Metode Penelitian Bisnis*. Bandung: Alfabeta.

Supriyanto dan Ernawaty. 2010. *Pemasaran Industri Jasa Kesehatan*. Yogyakarta: Penerbit Andi.

Tjiptono, F. 2011. *Pemasaran Jasa*. Yogyakarta: Andi.

KUESIONER PENELITIAN

Kepada Yth. Konsumen bengkel Las
Syahreza Teknik Dengan hormat,

Sehubungan dengan penelitian yang akan saya lakukan dalam penyusunan skripsi yang berjudul “**PENERAPAN METODE SERVQUAL PADA PENGARUH KUALITAS PELAYANAN TENTANG KEPUASAN KONSUMEN DI BENGKEL LAS SYAHREZA TEKNIK**”, saya mohon bantuan dan kesediaan Bapak/Ibu/Saudara untuk berkenan menjadi responden penelitian dengan mengisi kuesioner berikut ini. Atas partisipasi dan kesediaan Bapak/Ibu/Saudara menjadi responden penelitian, saya ucapkan terimakasih.

Hormat saya,

Sielvi Safitri

IDENTITAS RESPONDEN

Petunjuk pengisian:

Berilah tanda () pada jawaban yang sesuai dengan kondisi anda.

Nama :

Alamat :

Umur : () 25 tahun

() 26 sampai 35 tahun

() 36 tahun

Pekerjaan : () Ibu Rumah Tangga

() PNS

() Mahasiswa

() Karyawan

() Pedagang

Berilah tanda (□) pada satu alternatif jawaban

yang paling sesuai menurut Anda. Keterangan:

SS = Sangat Setuju

S = Setuju

N = Netral

TS = Tidak Setuju

STS = Sangat Tidak Setuju

Kualitas Pelayanan

No.	Pernyataan	SS	S	N	TS	STS
<i>Tangible</i>						
1.	Bengkel menggunakan fasilitas yang lengkap					
2.	Bengkel menyediakan suku cadang yang lengkap					
3.	Karyawan bengkel berpenampilan rapi dan profesional					
4.	Bengkel menggunakan peralatan modern dan terbaru					
<i>Reliability</i>						
5.	Bengkel memberikan pelayanan sesuai dengan yang dijanjikan					
6.	Bengkel memberikan pelayanan sesuai dengan permintaan					
7.	Bengkel memberikan pelayanan sesuai dengan waktu yang dijanjikan					
8.	Bengkel meminimalisir kesalahan dalam pelayanan					

9.	Karyawan bengkel bekerja secara professional					
----	----------------------------------------------	--	--	--	--	--

No.	Pernyataan	SS	S	N	TS	STS
-----	------------	----	---	---	----	-----

Responsiveness

10.	Bengkel selalu memberikan informasi kepada pelanggan					
11.	Bengkel memberikan pelayanan untuk mengingatkan pelanggan					
12.	Bengkel memberikan pelayanan dengan prinsip kesediaan untuk membantu					
13.	Bengkel selalu siap dan tanggap merespon pelanggan					

Assurance

14.	Karyawan bengkel mempunyai pengetahuan yang memadai					
15.	Karyawan bengkel menanamkan kepercayaan kepada pelanggan					
16.	Bengkel membuat pelanggan merasa aman atas transaksi mereka					
17.	Karyawan bengkel melayani dengan sopan					

Empathy

18.	Memberikan perhatian individual kepada pelanggan					
19.	Karyawan peduli terhadap pelanggan					
20.	Memberikan pelayanan terbaik pada konsumen sampai mengena di dalam hati					

21.	Karyawan memahami kebutuhan pelanggan					
22.	Bengkel memberikan pelayanan yang nyaman kepada pelanggan					

Kepuasan

No.	Pernyataan	SS	S	N	TS	STS
1.	Saya puas dengan pelayanan di bengkel ini					
2.	Saya senang dengan pelayanan yang diberikan di bengkel ini					
3.	Pelayanan di bengkel ini sesuai dengan harapan saya					
4.	Saya merasa bahwa uang yang saya keluarkan sebanding dengan kualitas pelayanan yang diberikan bengkel ini					

Tangible

Validity

Correlations

		X1	X2	X3	X4	Total
X1	Pearson Correlation	1	.618**	.255	.528**	.805**
	Sig. (2-tailed)		.000	.128	.001	.000
	N	37	37	37	37	37
X2	Pearson Correlation	.618**	1	.293	.422**	.761**
	Sig. (2-tailed)	.000		.079	.009	.000
	N	37	37	37	37	37
X3	Pearson Correlation	.255	.293	1	.225	.620**
	Sig. (2-tailed)	.128	.079		.181	.000
	N	37	37	37	37	37
X4	Pearson Correlation	.528**	.422**	.225	1	.757**

	Sig. (2-tailed)	.001	.009	.181		.000
	N	37	37	37	37	37
Total	Pearson Correlation	.805**	.761**	.620**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	37	37	37	37	37

** . Correlation is significant at the 0.01 level (2-tailed).

Tangible

Reliability

Case Processing Summary

		N	%
Cases	Valid	37	100.0
	Excluded ^a	0	.0
	Total	37	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
---------------------	------------

.706

4

Correlations

		X1	X2	X3	X4	Total
X1	Pearson Correlation	1	.618**	.255	.528**	.805**
	Sig. (2-tailed)		.000	.128	.001	.000
	N	37	37	37	37	37
X2	Pearson Correlation	.618**	1	.293	.422**	.761**
	Sig. (2-tailed)	.000		.079	.009	.000
	N	37	37	37	37	37
X3	Pearson Correlation	.255	.293	1	.225	.620**
	Sig. (2-tailed)	.128	.079		.181	.000
	N	37	37	37	37	37
X4	Pearson Correlation	.528**	.422**	.225	1	.757**
	Sig. (2-tailed)	.001	.009	.181		.000
	N	37	37	37	37	37

Total	Pearson Correlation	.805**	.761**	.620**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	37	37	37	37	37

Reliability

Validity

*. Correlation is significant at the 0.05 level (2-tailed).

Reliability

Reliability

Case Processing Summary

		N	%
Cases	Valid	37	100.0
	Excluded ^a	0	.0
	Total	37	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.706	4

Responsiveness

Validity

Correlations

	X1	X2	X3	X4	X5	Total
X1 Pearson Correlation	1	.200	.614**	.099	.164	.664*
Sig. (2-tailed)		.236	.000	.562	.332	.000
N	37	37	37	37	37	37
X2 Pearson Correlation	.200	1	.359*	.426**	.187	.655*
Sig. (2-tailed)	.236		.029	.009	.268	.000
N	37	37	37	37	37	37
X3 Pearson Correlation	.614*	.359*	1	.260	.169	.767*

	Sig. (2-tailed)	.000	.029		.120	.316	.000
	N	37	37	37	37	37	37
X4	Pearson Correlation	.099	.426**	.260	1	.129	.570*
	Sig. (2-tailed)	.562	.009	.120		.446	.000
	N	37	37	37	37	37	37
X5	Pearson Correlation	.164	.187	.169	.129	1	.536*
	Sig. (2-tailed)	.332	.268	.316	.446		.001
	N	37	37	37	37	37	37
Total	Pearson Correlation	.664*	.655**	.767**	.570**	.536**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.001	
	N	37	37	37	37	37	37

** . Correlation is significant at the 0.01 level (2-tailed).

Responsiveness

Reliability

Case Processing Summary

		N	%
Cases	Valid	37	100.0
	Excluded ^a	0	.0
	Total	37	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.636	5

Assurance

Validity

Correlations

		X1	X2	X3	X4	Total
X1	Pearson Correlation	1	.382*	.106	.123	.595**
	Sig. (2-tailed)		.020	.531	.468	.000
	N	37	37	37	37	37
X2	Pearson Correlation	.382*	1	.658**	.203	.778**
	Sig. (2-tailed)	.020		.000	.227	.000
	N	37	37	37	37	37
X3	Pearson Correlation	.106	.658**	1	.546**	.798**
	Sig. (2-tailed)	.531	.000		.000	.000
	N	37	37	37	37	37
X4	Pearson Correlation	.123	.203	.546**	1	.662**
	Sig. (2-tailed)	.468	.227	.000		.000
	N	37	37	37	37	37
Total	Pearson Correlation	.595**	.778**	.798**	.662**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	37	37	37	37	37

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Assurance

Reliability

Case Processing Summary

		N	%
Cases	Valid	37	100.0
	Excluded ^a	0	.0
	Total	37	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.658	4

Empathy

Validity

Correlations

		X1	X2	X3	X4	Total
X1	Pearson Correlation	1	.353*	.250	.284	.632**
	Sig. (2-tailed)		.032	.135	.089	.000
	N	37	37	37	37	37
X2	Pearson Correlation	.353*	1	.710**	.543**	.840**
	Sig. (2-tailed)	.032		.000	.001	.000
	N	37	37	37	37	37
X3	Pearson Correlation	.250	.710**	1	.551**	.814**
	Sig. (2-tailed)	.135	.000		.000	.000
	N	37	37	37	37	37
X4	Pearson Correlation	.284	.543**	.551**	1	.776**
	Sig. (2-tailed)	.089	.001	.000		.000
	N	37	37	37	37	37
Total	Pearson Correlation	.632**	.840**	.814**	.776**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	37	37	37	37	37

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Empathy

Reliability

Case Processing Summary

		N	%
Cases	Valid	37	100.0
	Excluded ^a	0	.0
	Total	37	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.758	4

Validity Kepuasan

Correlations

	X1	X2	X3	X4	X5	Total
X1 Pearson Correlation	1	.649**	.308	.133	.167	.675**
Sig. (2-tailed)		.000	.064	.433	.323	.000
N	37	37	37	37	37	37
X2 Pearson Correlation	.649**	1	.271	.069	.283	.695**
Sig. (2-tailed)	.000		.105	.686	.090	.000
N	37	37	37	37	37	37
X3 Pearson Correlation	.308	.271	1	.358*	.451**	.726**
Sig. (2-tailed)	.064	.105		.029	.005	.000
N	37	37	37	37	37	37
X4 Pearson Correlation	.133	.069	.358*	1	.441**	.580**
Sig. (2-tailed)	.433	.686	.029		.006	.000
N	37	37	37	37	37	37
X5 Pearson Correlation	.167	.283	.451**	.441**	1	.677**
Sig. (2-tailed)	.323	.090	.005	.006		.000
N	37	37	37	37	37	37

Tot Pearson al Correlation	.675**	.695**	.726**	.580**	.677**	1
Sig. (2- tailed)	.000	.000	.000	.000	.000	
N	37	37	37	37	37	37

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Kepuasan Reliability

Case Processing Summary

		N	%
Cases	Valid	37	100.0
	Excluded ^a	0	.0
	Total	37	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.692	5

DATA VALIDITAS

TANGIBLE

No.	1	2	3	4	Total
1	1	1	1	1	4
2	2	2	3	2	9
3	2	2	2	1	7
4	2	2	2	2	8
5	2	2	2	3	9
6	1	1	2	2	6
7	1	2	3	1	7
8	1	2	2	1	6
9	1	1	1	1	4
10	1	1	1	1	4
11	1	2	1	1	5
12	2	1	2	1	6
13	2	2	3	2	9
14	2	2	1	2	7
15	1	1	1	2	5
16	2	2	2	3	9
17	3	3	1	2	9

18	3	3	2	2	10
19	1	2	1	3	7
20	2	2	2	2	8
21	1	1	2	1	5
22	2	2	2	2	8
23	3	3	3	3	12
24	2	2	3	1	8
25	3	3	2	3	11
26	2	2	3	3	10
27	2	2	1	1	6
28	2	2	2	1	7
29	2	2	2	2	8
30	1	1	3	1	6
31	2	2	2	2	8
32	3	1	1	3	8
33	2	1	2	1	6
34	2	2	3	3	10
35	3	2	2	2	9
36	2	2	3	2	9
37	1	1	1	1	4

RELIABILITY

No.	1	2	3	4	5	Total
1	1	1	1	1	1	5
2	2	2	2	2	2	10
3	2	2	1	2	1	8
4	2	2	2	2	1	9
5	2	2	2	3	3	12
6	1	1	2	1	1	6
7	4	1	2	2	2	11
8	2	1	3	2	2	10
9	1	1	1	1	1	5
10	1	1	1	3	1	7
11	1	1	1	2	1	6
12	2	1	3	2	2	10
13	2	2	3	4	2	13
14	1	2	1	1	5	10
15	2	3	3	1	1	10
16	4	2	3	2	4	15
17	2	2	3	3	2	12

18	2	2	2	3	1	10
19	1	4	2	3	3	13
20	3	3	3	3	2	14
21	1	2	3	3	4	13
22	2	3	3	3	2	13
23	2	2	3	2	2	11
24	3	3	3	2	2	13

25	2	2	2	3	3	12
26	4	2	5	2	2	15
27	1	2	1	2	2	8
28	1	3	3	3	1	11
29	3	3	4	2	2	14
30	1	2	1	2	2	8
31	2	2	2	2	2	10
32	3	3	2	2	2	12
33	2	1	2	2	2	9
34	2	3	2	4	2	13
35	2	3	2	3	1	11
36	2	2	2	2	2	10
37	1	1	1	1	1	5

RESPONSIVENESS

No.	1	2	3	4	Total
1	1	1	1	1	4
2	2	2	1	1	6
3	2	1	2	2	7
4	2	2	2	2	8
5	3	2	2	3	10
6	2	2	2	2	8
7	2	2	2	2	8
8	3	3	2	1	9
9	1	1	1	1	4
10	2	2	2	2	8
11	2	2	2	1	7
12	1	2	2	2	7
13	4	3	3	2	12
14	1	4	4	3	12
15	3	2	2	2	9
16	3	2	2	4	11
17	1	2	3	3	9
18	3	2	2	3	10

19	2	3	3	2	10
20	2	2	2	3	9
21	3	3	3	3	12
22	3	3	2	2	10
23	3	2	2	3	10
24	2	2	1	1	6
25	3	3	3	2	11
26	2	3	2	2	9
27	2	3	3	3	11

28	1	1	1	3	6
29	4	2	2	2	10
30	3	2	1	2	8
31	2	2	2	2	8
32	2	2	3	3	10
33	2	3	3	3	11
34	2	2	2	2	8
35	1	1	3	3	8
36	2	2	2	2	8
37	1	1	1	1	4

ASSURANCE

No.	1	2	3	4	Total
1	1	1	1	1	4
2	1	2	1	1	5
3	2	1	1	1	5
4	2	2	2	2	8
5	3	2	2	2	9
6	2	2	2	2	8
7	2	1	1	1	5
8	2	2	1	2	7
9	1	1	1	1	4
10	1	2	2	1	6
11	1	1	1	1	4
12	2	2	1	3	8
13	2	3	3	2	10
14	4	3	2	3	12
15	2	3	3	2	10
16	1	2	1	3	7
17	2	2	3	3	10
18	4	1	1	1	7

19	2	3	3	2	10
20	3	3	2	2	10
21	3	3	2	2	10
22	3	3	3	3	12
23	3	2	2	3	10
24	2	1	2	3	8
25	2	2	2	2	8
26	2	2	3	2	9
27	3	2	2	2	9

28	2	3	3	3	11
29	2	2	2	2	8
30	2	3	3	3	11
31	2	2	2	2	8
32	3	2	2	1	8
33	2	2	3	3	10
34	2	2	2	2	8
35	3	2	2	2	9
36	2	2	2	2	8
37	1	1	1	1	4

EMPATHY

No.	1	2	3	4	5	Total
1	1	1	1	1	1	5
2	3	3	3	2	2	13
3	3	2	4	2	2	13
4	2	2	2	2	2	10
5	3	3	3	2	2	13
6	2	2	2	2	2	10
7	2	1	4	3	3	13
8	1	1	3	1	3	9
9	1	1	1	1	1	5
10	2	3	2	1	2	10
11	2	1	1	2	1	7
12	2	2	2	2	2	10
13	2	3	3	2	3	13
14	2	2	2	2	2	10
15	2	3	3	3	3	14
16	3	4	2	1	3	13
17	2	2	3	2	2	11
18	2	2	2	3	3	12

19	2	3	3	2	2	12
20	3	3	2	2	2	12
21	1	2	2	1	1	7
22	3	3	2	2	2	12
23	2	1	1	1	3	8
24	2	3	3	3	3	14
25	1	1	1	3	2	8
26	2	2	3	2	2	11
27	3	3	2	1	1	10
28	2	2	3	3	2	12
29	2	2	2	2	2	10
30	2	3	2	3	3	13
31	2	2	2	2	2	10
32	3	3	2	2	2	12
33	3	3	2	1	2	11
34	3	2	2	3	2	12
35	2	3	1	2	2	10
36	3	2	2	2	2	11
37	1	1	1	1	1	5

KEPUASAN

No.	1	2	3	4	Total
1	1	1	1	1	4
2	2	2	2	2	8
3	2	2	2	2	8
4	2	2	2	2	8
5	3	3	2	2	10
6	2	2	2	1	7
7	1	1	2	2	6
8	1	1	2	1	5
9	1	1	1	1	4
10	1	2	2	2	7
11	1	1	1	2	5
12	1	1	2	1	5
13	3	2	1	2	8
14	2	2	2	2	8
15	3	3	2	2	10
16	3	3	4	2	12
17	3	3	3	3	12
18	3	3	1	1	8

19	3	4	2	3	12
20	3	2	2	3	10
21	5	2	2	3	12
22	3	3	3	3	12
23	3	2	3	3	11
24	3	3	2	2	10
25	2	3	2	2	9
26	3	2	2	3	10
27	3	3	3	2	11

28	3	3	3	1	10
29	2	2	2	2	8
30	3	2	2	1	8
31	2	2	2	2	8
32	2	1	1	2	6
33	2	3	2	2	9
34	3	3	2	2	10
35	2	2	2	1	7
36	2	2	2	2	8
37	1	1	1	1	4