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# LAMPIRAN

<b>Daftar Lampiran</b>	
Lampiran 1	Kusioner
Lampiran 2	Hasil uji Validitas dan Reabilitas
Lampiran 3	Data hasil kusioner harapan & realita
Lampiran 4	Hasil analisis gap
Lampiran 5	Jawba metode kano
Lampiran 6	Hasil metode kano
Lampiran 7	Surat izin penelitian ke perusahaan

Lampiran 1 Kusioner kualitas pelayanan *Cartenz Barbershop*

**Survei Kualitas Pelayanan Cartenz Barbershop**

Jl. Macan No.30 Makassar

**Data Responden**

Isi pertanyaan dan berikan tanda silang “×” pada jawaban yang disediakan

a. Usia

- 15 – 18 Tahun                       19 – 25 Tahun  
 26 – 40 Tahun                       >40 Tahun

b. Pekerjaan

- Pelajar / Mahasiswa       TNI/POLRI  
 Karyawan BUMN           Wiraswasta  
 Karyawan Swasta           *Freelancer*  
 PNS                                   Lainnya : .....

c. Kapan terakhir kali cukur di Cartenz Barbershop ?

- Seminggu yang lalu       Sebulan yang lalu  
 1 – 3 Bulan yang lalu       >3 bulan yang lalu  
 Lainnya : .....

d. Sesering apa anda cukur di Cartenz Barbershop ?

- 1 sampai 2 Minggu sekali  
 1 sampai 2 Bulan Sekali  
 Sangat Jarang  
 Hanya Sekali  
 Lainnya : .....

### Analisis GAP terhadap layanan dari Cartenz Barbershop

Pada bagian ini, anda diminta untuk mengisi tingkat harapan dan realita yang anda rasakan dalam pelayanan. Berilah tanda “x” pada pilihan berdasarkan pendapat pribadi anda.

Dimensi	Atribut Layanan	Realita					Harapan				
		Sangat Buruk	Buruk	Netral	Bagus	Sangat Bagus	Sangat Buruk	Buruk	Netral	Bagus	Sangat Bagus
Keandalan ( <i>Reliability</i> )	Hasil cukur yang bagus / sesuai dengan keinginan										
	Proses cukur tidak sakit										
	Pijatan terasa nyaman										
	Durasi pembayaran yang cepat / tidak terlalu lama										
	Durasi waktu tunggu setelah reservasi tidak terlalu lama										
Daya tanggap ( <i>Responsiveness</i> )	Kemampuan pegawai menyambut customer dengan ramah										
	Kemampuan pegawai cepat dan tanggap dalam menawarkan rekomendasi model rambut										
Bukti Fisik ( <i>Tangibel</i> )	Ketersediaan snack dan minuman di ruang tunggu										
	Fasilitas parkir yang memadai										
	Tampilan media sosial yang menarik dan interaktif										
	Tampilan menu treatment yang menarik										
	Ketersediaan hair product seperti pomade, clay, atau vitamin rambut										
	Kebersihan dan keindahan interior										
	Kerapian pegawai dalam berpakaian										
	Kenyamanan ruang tunggu										
Jaminan ( <i>Assurance</i> )	Pegawai memperbaiki model rambut apabila tidak sesuai dengan keinginan										
Empati ( <i>Emphaty</i> )	Pegawai memberi perhatian tanpa pandang status sosial										
	Pegawai menawarkan solusi untuk permasalahan rambut										

## Fungsional dan Disfungsional Atribut layanan

Pada bagian ini, Anda diminta mengisi pendapat yang anda rasakan berdasarkan pengalaman pribadi saat mengunjungi Cartenz Barbershop, berilah tanda silang “x” pada bagian tabel nilai.

### Tabel Fungsional

Berisikan tentang atribut layanan pada sifat fungsional (*positive*)

Dimensi	Fungsional	Nilai				
		Saya suka seperti itu	Seharusnya seperti itu	Saya bersikap netral	Saya bisa menerima itu	Saya tidak suka seperti itu
Keandalan ( <i>Reliability</i> )	Hasil cukur yang sesuai					
	Proses cukur yang tidak menyakiti konsumen					
	Durasi pembayaran cepat					
	Durasi tunggu setelah reservasi cepat					
Daya tanggap ( <i>Responsiveness</i> )	Pegawai menyambut dengan ramah					
	Pegawai cepat dan tanggap menawarkan rekomendasi model rambut					
Bukti Fisik ( <i>Tangibel</i> )	Tersedia <i>snack</i> dan minuman di ruang tunggu					
	Fasilitas parkir yang memadai					
	Tampilan media sosial yang menarik					
	Tampilan menu treatment yang menarik					
	Tersedianya <i>hair product</i>					
	Kebersihan dan keindahan interior outlet					
	Tampilan pegawai rapi dalam berpakaian					



### Lanjutan Tabel Fungsional

Dimensi	Fungsional	Nilai				
		Saya suka seperti itu	Seharusnya seperti itu	Saya bersikap netral	Saya bisa menerima itu	Saya tidak suka seperti itu
Jaminan ( <i>Assurance</i> )	Pegawai memperbaiki model rambut apabila tidak sesuai dengan keinginan					
Empati ( <i>Emphaty</i> )	Pegawai memberi perhatian tanpa pandang status sosial					
	Pegawai menawarkan produk untuk solusi dari masalah rambut customer					

### Tabel Disfungsional

Berisikan atribut layanan yang bersifat disfungsional (*negative*)

Dimensi	Disfungsional	Nilai				
		Saya suka seperti itu	Seharusnya seperti itu	Saya bersikap netral	Saya bisa menerima itu	Saya tidak suka seperti itu
Keandalan ( <i>Reliability</i> )	Hasil cukur yang tidak sesuai					
	Proses cukur yang menyakiti konsumen					
	Durasi pembayaran lambat					
	Durasi tunggu setelah reservasi lambat					

**Lanjutan Tabel Disfungsional**

Dimensi	Disfungsional	Nilai				
		Saya suka seperti itu	Seharusnya seperti itu	Saya bersikap netral	Saya bisa menerima itu	Saya tidak suka seperti itu
Daya tanggap ( <i>Responsiveness</i> )	Pegawai menyambut dengan tidak ramah					
	Pegawai tidak tanggap dalam menawarkan rekomendasi model rambut					
Bukti Fisik ( <i>Tangibel</i> )	Tidak tersedia snack dan minuman diruang tunggu					
	Fasilitas parkir tidak memadai					
	Tampilan media sosial yang kurang menarik					
	Tampilan menu treatment yang kurang menarik					
	Tidak tersedianya <i>hair product</i>					
	Kebersihan dan keindahan interior outlet tidak terjaga					
	Tampilan pegawai kurang rapi dalam berpakaian					
	Ruang tunggu yang tidak nyaman					
Jaminan ( <i>Assurance</i> )	Pegawai tidak memperbaiki model rambut apabila tidak sesuai dengan keinginan					
Empati ( <i>Emphaty</i> )	Pegawai memandang status sosial dalam memberikan perhatian					
	Pegawai tidak menawarkan produk untuk solusi dari masalah rambut <i>customer</i>					

## Lampiran 2 Hasil Uji Validitas dan Reabilitas

REA1	Pearson Correlation	1	.111	.210**	.023	-.017	.096	.114	.165**	.079	.052	.071	-.004	-.060	.239**	-.022	.086	-.014	.019	.199**
	Sig. (2-tailed)		.079	.001	.715	.786	.127	.072	.009	.215	.408	.264	.953	.347	.000	.733	.176	.828	.765	.002
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
REA2	Pearson Correlation	.111	1	.329**	.298**	.279**	.273**	.194**	.183**	.315**	.193**	.062	.254**	.200**	.111	.214**	.279**	.166**	.073	.432**
	Sig. (2-tailed)	.079		.000	.000	.000	.002	.004	.000	.002	.330	.000	.001	.078	.001	.000	.008	.248	.000	
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
REA3	Pearson Correlation	.210**	.329**	1	.200**	.247**	.251**	.179**	.377**	.184**	.196**	.256**	.211**	.058	.207**	.181**	.301**	.203**	.159**	.471**
	Sig. (2-tailed)	.001	.000		.001	.000	.000	.004	.000	.003	.002	.000	.001	.359	.001	.004	.000	.001	.011	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
REA4	Pearson Correlation	.023	.298**	.200**	1	.546**	.340**	.354**	.252**	.275**	.294**	.347**	.413**	.395**	.298**	.164**	.347**	.357**	.181**	.597**
	Sig. (2-tailed)	.715	.000	.001		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.009	.000	.000	.004	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
REA5	Pearson Correlation	-.017	.279**	.247**	.546**	1	.319**	.388**	.288**	.207**	.313**	.423**	.446**	.257**	.203**	.260**	.332**	.330**	.204**	.594**
	Sig. (2-tailed)	.786	.000	.000	.000		.000	.000	.000	.001	.000	.000	.000	.000	.001	.000	.000	.001	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
RES1	Pearson Correlation	.096	.273**	.251**	.340**	.319**	1	.593**	.418**	.455**	.326**	.461**	.405**	.263**	.427**	.288**	.247**	.422**	.286**	.684**
	Sig. (2-tailed)	.127	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
RES2	Pearson Correlation	.114	.194**	.179**	.354**	.388**	.583**	1	.429**	.337**	.367**	.396**	.380**	.336**	.299**	.291**	.248**	.530**	.388**	.677**
	Sig. (2-tailed)	.072	.002	.004	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN1	Pearson Correlation	.165**	.183**	.377**	.252**	.288**	.418**	.429**	1	.202**	.233**	.369**	.295**	.167**	.384**	.153**	.276**	.365**	.287**	.596**
	Sig. (2-tailed)	.009	.004	.000	.000	.000	.000	.000		.001	.000	.000	.000	.008	.000	.015	.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN2	Pearson Correlation	.079	.315**	.184**	.275**	.207**	.456**	.337**	.202**	1	.334**	.337**	.351**	.211**	.343**	.354**	.231**	.306**	.205**	.559**
	Sig. (2-tailed)	.215	.000	.003	.000	.001	.000	.000	.001		.000	.000	.000	.001	.000	.000	.000	.000	.001	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN3	Pearson Correlation	.052	.193**	.196**	.294**	.313**	.326**	.387**	.233**	.334**	1	.453**	.261**	.195**	.241**	.206**	.277**	.287**	.207**	.530**
	Sig. (2-tailed)	.408	.002	.002	.000	.000	.000	.000	.000	.000		.000	.000	.002	.000	.001	.000	.000	.001	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN4	Pearson Correlation	.071	.062	.256**	.347**	.423**	.461**	.396**	.369**	.337**	.453**	1	.422**	.189**	.435**	.284**	.296**	.311**	.378**	.647**
	Sig. (2-tailed)	.264	.330	.000	.000	.000	.000	.000	.000	.000	.000		.000	.003	.000	.000	.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN5	Pearson Correlation	-.004	.254**	.211**	.413**	.446**	.405**	.380**	.295**	.351**	.261**	.422**	1	.473**	.351**	.450**	.324**	.393**	.309**	.650**
	Sig. (2-tailed)	.953	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN6	Pearson Correlation	-.060	.200**	.058	.395**	.257**	.263**	.336**	.167**	.211**	.195**	.189**	.473**	1	.415**	.320**	.229**	.358**	.284**	.506**
	Sig. (2-tailed)	.347	.001	.359	.000	.000	.000	.000	.008	.001	.002	.003	.000		.000	.000	.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN7	Pearson Correlation	.239**	.111	.207**	.298**	.203**	.427**	.299**	.384**	.343**	.241**	.435**	.351**	.415**	1	.389**	.343**	.446**	.481**	.654**
	Sig. (2-tailed)	.000	.078	.001	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN8	Pearson Correlation	-.022	.214**	.181**	.164**	.260**	.288**	.291**	.153**	.354**	.206**	.284**	.450**	.320**	.389**	1	.322**	.371**	.392**	.540**
	Sig. (2-tailed)	.733	.001	.004	.009	.000	.000	.000	.015	.000	.001	.000	.000	.000	.000		.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
ASS1	Pearson Correlation	.086	.279**	.301**	.347**	.332**	.247**	.248**	.276**	.231**	.277**	.296**	.324**	.229**	.343**	.322**	1	.392**	.246**	.556**
	Sig. (2-tailed)	.176	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
EMP1	Pearson Correlation	-.014	.166**	.203**	.357**	.330**	.422**	.530**	.365**	.306**	.287**	.311**	.393**	.358**	.446**	.371**	.392**	1	.488**	.682**
	Sig. (2-tailed)	.828	.008	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
EMP2	Pearson Correlation	.019	.073	.159**	.181**	.204**	.286**	.388**	.287**	.205**	.207**	.378**	.309**	.284**	.481**	.392**	.245**	.488**	1	.559**
	Sig. (2-tailed)	.765	.248	.011	.004	.001	.000	.000	.000	.001	.001	.000	.000	.000	.000	.000	.000	.000		.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251

**Gambar Validitas Kusiner Harapan Pelanggan**

REA3	Pearson Correlation	.210**	.329**	1	.200**	.247**	.251**	.179**	.377**	.184**	.196**	.256**	.211**	.058	.207**	.181**	.301**	.203**	.159**	.471**
	Sig. (2-tailed)	.001	.000		.001	.000	.000	.004	.000	.003	.002	.000	.001	.359	.001	.004	.000	.001	.011	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
REA4	Pearson Correlation	.023	.298**	.200**	1	.546**	.340**	.354**	.252**	.276**	.294**	.347**	.413**	.395**	.296**	.164**	.347**	.357**	.181**	.597**
	Sig. (2-tailed)	.715	.000	.001		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.009	.000	.000	.004	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
REA5	Pearson Correlation	-.017	.279**	.247**	.546**	1	.319**	.368**	.288**	.207**	.313**	.423**	.446**	.257**	.203**	.260**	.332**	.330**	.204**	.594**
	Sig. (2-tailed)	.786	.000	.000	.000		.000	.000	.000	.001	.000	.000	.000	.000	.001	.000	.000	.000	.001	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
RES1	Pearson Correlation	.096	.273**	.251**	.340**	.319**	1	.583**	.418**	.455**	.326**	.461**	.405**	.263**	.427**	.288**	.247**	.422**	.286**	.684**
	Sig. (2-tailed)	.127	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
RES2	Pearson Correlation	.114	.194**	.179**	.354**	.368**	.583**	1	.429**	.337**	.367**	.396**	.380**	.336**	.299**	.291**	.248**	.530**	.368**	.877**
	Sig. (2-tailed)	.072	.002	.004	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN1	Pearson Correlation	.165**	.183**	.377**	.252**	.288**	.418**	.429**	1	.202**	.233**	.389**	.295**	.167**	.384**	.153	.276**	.365**	.287**	.596**
	Sig. (2-tailed)	.009	.004	.000	.000	.000	.000	.000		.001	.000	.000	.000	.008	.000	.015	.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN2	Pearson Correlation	.079	.315**	.184**	.275**	.207**	.455**	.337**	.202**	1	.334**	.337**	.351**	.211**	.343**	.354**	.231**	.306**	.205**	.559**
	Sig. (2-tailed)	.215	.000	.003	.000	.001	.000	.000	.001		.000	.000	.000	.001	.000	.000	.000	.000	.001	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN3	Pearson Correlation	.052	.193**	.196**	.294**	.313**	.326**	.367**	.233**	.334**	1	.453**	.261**	.195**	.241**	.206**	.277**	.287**	.207**	.530**
	Sig. (2-tailed)	.408	.002	.002	.000	.000	.000	.000	.000	.000		.000	.000	.000	.002	.000	.001	.000	.000	.001
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN4	Pearson Correlation	.071	.062	.256**	.347**	.423**	.461**	.396**	.369**	.337**	.453**	1	.422**	.189**	.435**	.284**	.296**	.311**	.378**	.647**
	Sig. (2-tailed)	.264	.330	.000	.000	.000	.000	.000	.000	.000	.000		.000	.003	.000	.000	.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN5	Pearson Correlation	-.004	.264**	.211**	.413**	.446**	.405**	.380**	.295**	.351**	.261**	.422**	1	.473**	.351**	.450**	.324**	.393**	.309**	.650**
	Sig. (2-tailed)	.953	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN6	Pearson Correlation	-.060	.200**	.058	.395**	.257**	.263**	.336**	.167**	.211**	.195**	.189**	.473**	1	.415**	.320**	.229**	.358**	.284**	.506**
	Sig. (2-tailed)	.347	.001	.359	.000	.000	.000	.008	.001	.002	.003	.000		.000	.000	.000	.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN7	Pearson Correlation	.239**	.111	.207**	.298**	.203**	.427**	.299**	.384**	.343**	.241**	.435**	.351**	.415**	1	.389**	.343**	.446**	.481**	.654**
	Sig. (2-tailed)	.000	.078	.001	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
TAN8	Pearson Correlation	-.022	.214**	.181**	.164**	.260**	.288**	.291**	.153	.354**	.206**	.284**	.450**	.320**	.389**	1	.322**	.371**	.392**	.540**
	Sig. (2-tailed)	.733	.001	.004	.009	.000	.000	.015	.000	.001	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
ASS1	Pearson Correlation	.086	.279**	.301**	.347**	.332**	.247**	.248**	.276**	.231**	.277**	.296**	.324**	.329**	.343**	.322**	1	.392**	.245**	.566**
	Sig. (2-tailed)	.178	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
EMP1	Pearson Correlation	-.014	.166**	.203**	.357**	.330**	.422**	.530**	.365**	.306**	.287**	.311**	.393**	.358**	.446**	.371**	.392**	1	.488**	.682**
	Sig. (2-tailed)	.828	.008	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251
EMP2	Pearson Correlation	.019	.073	.159**	.181**	.204**	.286**	.368**	.287**	.205**	.207**	.378**	.309**	.384**	.481**	.392**	.245**	.488**	1	.559**
	Sig. (2-tailed)	.765	.248	.011	.004	.001	.000	.000	.000	.001	.001	.000	.000	.000	.000	.000	.000	.000		.000
	N	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251

**Gambar Validitas Kusioner Realita Pelanggan**

Reliability Statistics	
Cronbach's Alpha	N of Items
.923	18

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Reliability Statistics	
Cronbach's Alpha	N of Items
.927	18

**Gambar reabilitas harapan (kiri) dan realita (kanan)**



Lampiran 4 Hasil *analisis gap*

NO	ATRIBUT PELAYANAN	TOTAL REALITA	TOTAL HARAPAN	GAP
1	REA1	4.653	4.502	0.151
2	REA2	4.637	4.498	0.139
3	REA3	4.474	4.454	0.020
4	REA4	4.112	4.486	-0.375
5	REA5	3.892	4.331	-0.438
6	RES1	3.912	4.422	-0.510
7	RES2	3.904	4.478	-0.574
8	TAN1	3.546	3.932	-0.386
9	TAN2	3.606	4.175	-0.570
10	TAN3	4.131	4.426	-0.295
11	TAN4	3.697	3.952	-0.255
12	TAN5	4.032	4.414	-0.382
13	TAN6	4.223	4.550	-0.327
14	TAN7	3.753	4.139	-0.386
15	TAN8	4.088	4.466	-0.378
16	ASS1	4.012	4.458	-0.446
17	EMP1	3.594	4.430	-0.837
18	EMP2	3.936	4.486	-0.550

## Lampiran 5 Metode kano

REA1			REA2			REA3			
F	D	KANO	F	D	KANO	F	D	KANO	
1	5	Performance	2	5	Must-Be	2	5	Must-Be	
1	5	Performance	2	5	Must-Be	2	5	Must-Be	
2	5	Must-Be	2	5	Must-Be	2	5	Must-Be	
1	5	Performance	1	5	Performance	1	5	Performance	
2	5	Must-Be	4	5	Must-Be	2	5	Must-Be	
3	4	Indifferent	2	5	Must-Be	3	4	Indifferent	
2	5	Must-Be	1	5	Performance	3	5	Must-Be	
1	5	Performance	2	4	Indifferent	2	5	Must-Be	
2	3	Indifferent	2	5	Must-Be	3	5	Must-Be	
1	5	Performance	2	5	Must-Be	1	5	Performance	
1	3	Attractive	2	5	Must-Be	2	3	Indifferent	
1	4	Attractive	2	5	Must-Be	1	4	Attractive	
1	5	Performance	1	5	Performance	1	5	Performance	
3	3	Indifferent	2	5	Must-Be	3	4	Indifferent	
1	5	Performance	1	5	Performance	1	5	Performance	
2	5	Must-Be	2	5	Must-Be	1	5	Performance	
1	5	Performance	2	5	Must-Be	2	5	Must-Be	
1	5	Performance	2	5	Must-Be	1	4	Attractive	
4	4	Indifferent	2	5	Must-Be	3	3	Indifferent	
1	5	Performance	1	5	Performance	1	5	Performance	
2	5	Must-Be	2	5	Must-Be	2	4	Indifferent	
2	5	Must-Be	2	3	Indifferent	1	5	Performance	
1	5	Performance	1	5	Performance	1	5	Performance	
2	5	Must-Be	2	5	Must-Be	1	5	Performance	
1	3	Attractive	3	3	Indifferent	1	3	Attractive	
2	3	Indifferent	3	3	Indifferent	1	4	Attractive	
2	5	Must-Be	2	5	Must-Be	1	4	Attractive	
1	4	Attractive	2	5	Must-Be	1	4	Attractive	
1	5	Performance	1	5	Performance	1	5	Performance	
2	5	Must-Be	1	5	Performance	2	5	Must-Be	
1	5	Performance	1	5	Performance	1	5	Performance	
2	3	Indifferent	2	5	Must-Be	2	5	Must-Be	
3	3	Indifferent	2	5	Must-Be	1	5	Performance	
1	5	Performance	1	5	Performance	1	5	Performance	
1	3	Attractive	2	3	Indifferent	2	5	Must-Be	
1	5	Performance	2	5	Must-Be	2	5	Must-Be	
1	4	Attractive	2	5	Must-Be	3	5	Must-Be	
2	4	Indifferent	2	5	Must-Be	1	5	Performance	
2	4	Indifferent	2	5	Must-Be	2	5	Must-Be	
1	5	Performance	1	4	Attractive	1	5	Performance	
1	5	Performance	2	5	Must-Be	1	5	Performance	
2	4	Indifferent	1	5	Performance	2	4	Indifferent	
1	5	Performance	1	5	Performance	1	3	Attractive	
1	5	Performance	2	5	Must-Be	1	5	Performance	
1	5	Performance	2	4	Indifferent	1	5	Performance	
3	5	Must-Be	2	5	Must-Be	3	5	Must-Be	
3	3	Indifferent	1	5	Performance	3	3	Indifferent	
2	5	Must-Be	3	5	Must-Be	2	2	Indifferent	
1	5	Performance	1	5	Performance	1	5	Performance	
1	5	Performance	1	5	Performance	1	5	Performance	
1	5	Performance	2	5	Must-Be	1	4	Attractive	
2	5	Must-Be	1	5	Performance	2	4	Indifferent	
1	5	Performance	1	5	Performance	1	5	Performance	

2	5	Must-Be		2	3	Indifferent		2	5	Must-Be	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	1	Questionable (invalid)	
2	5	Must-Be		2	5	Must-Be		1	4	Attractive	
2	5	Must-Be		1	5	Performance		1	3	Attractive	
2	4	Indifferent		2	5	Must-Be		1	5	Performance	
1	5	Performance		2	5	Must-Be		1	4	Attractive	
1	5	Performance		2	5	Must-Be		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
2	4	Indifferent		2	5	Must-Be		2	5	Must-Be	
1	4	Attractive		1	4	Attractive		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		1	4	Attractive	
2	4	Indifferent		1	5	Performance		1	4	Attractive	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		1	4	Attractive	
2	5	Must-Be		2	5	Must-Be		2	4	Indifferent	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		1	5	Performance	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
1	5	Performance		2	5	Must-Be		1	5	Performance	
1	5	Performance		2	5	Must-Be		1	5	Performance	
1	5	Performance		2	5	Must-Be		1	4	Attractive	
2	4	Indifferent		2	5	Must-Be		2	5	Must-Be	



REA4			REA5			RESS		
F	D	KANO	F	D	KANO	F	D	KANO
1	4	Attractive	1	4	Attractive	2	5	Must-Be
2	4	Indifferent	3	4	Indifferent	2	5	Must-Be
3	3	Indifferent	3	3	Indifferent	2	2	Indifferent
1	5	Performance	1	4	Attractive	1	5	Performance
2	5	Must-Be	2	4	Indifferent	2	5	Must-Be
2	3	Indifferent	2	3	Indifferent	2	5	Must-Be
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	2	5	Must-Be	2	5	Must-Be
2	5	Must-Be	1	5	Performance	2	5	Must-Be
2	5	Must-Be	1	5	Performance	2	5	Must-Be
2	3	Indifferent	2	3	Indifferent	2	5	Must-Be
2	3	Indifferent	4	3	Indifferent	2	5	Must-Be
1	5	Performance	1	5	Performance	1	5	Performance
2	4	Indifferent	4	4	Indifferent	2	5	Must-Be
1	5	Performance	1	4	Attractive	1	5	Performance
1	5	Performance	1	4	Attractive	2	5	Must-Be
1	5	Performance	2	5	Must-Be	1	5	Performance
2	4	Indifferent	2	5	Must-Be	3	5	Must-Be
3	3	Indifferent	3	3	Indifferent	2	5	Must-Be
1	5	Performance	1	5	Performance	2	4	Indifferent
2	5	Must-Be	2	4	Indifferent	2	5	Must-Be
1	4	Attractive	3	4	Indifferent	2	5	Must-Be
1	5	Performance	1	5	Performance	2	5	Must-Be
2	5	Must-Be	2	5	Must-Be	2	5	Must-Be
3	3	Indifferent	3	4	Indifferent	3	5	Must-Be
2	4	Indifferent	3	4	Indifferent	3	5	Must-Be
2	5	Must-Be	2	4	Indifferent	2	5	Must-Be
1	4	Attractive	1	4	Attractive	2	5	Must-Be
1	5	Performance	1	4	Attractive	1	5	Performance
3	5	Must-Be	2	4	Indifferent	2	5	Must-Be
1	5	Performance	1	5	Performance	1	5	Performance
3	5	Must-Be	3	5	Must-Be	1	5	Performance
2	5	Must-Be	2	5	Must-Be	3	3	Indifferent
1	4	Attractive	1	4	Attractive	1	5	Performance
2	3	Indifferent	3	3	Indifferent	1	5	Performance
3	5	Must-Be	3	5	Must-Be	2	4	Indifferent
3	4	Indifferent	2	3	Indifferent	2	5	Must-Be
2	4	Indifferent	1	5	Performance	1	5	Performance
3	3	Indifferent	3	3	Indifferent	3	5	Must-Be
2	5	Must-Be	1	5	Performance	1	4	Attractive
1	5	Performance	1	5	Performance	1	5	Performance
2	5	Must-Be	2	5	Must-Be	2	5	Must-Be
1	4	Attractive	1	4	Attractive	1	5	Performance
1	5	Performance	1	5	Performance	1	5	Performance
3	3	Indifferent	3	3	Indifferent	2	5	Must-Be
2	5	Must-Be	2	5	Must-Be	2	5	Must-Be
1	5	Performance	2	5	Must-Be	3	3	Indifferent
1	3	Attractive	1	3	Attractive	2	3	Indifferent
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	1	5	Performance	1	5	Performance
2	4	Indifferent	1	4	Attractive	2	5	Must-Be
2	4	Indifferent	1	4	Attractive	1	5	Performance
1	5	Performance	1	5	Performance	2	5	Must-Be

3	5	Must-Be		3	5	Must-Be		2	5	Must-Be	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
3	3	Indifferent		3	3	Indifferent		2	5	Must-Be	
1	3	Attractive		3	5	Must-Be		2	5	Must-Be	
3	4	Indifferent		1	4	Attractive		2	5	Must-Be	
2	5	Must-Be		2	4	Indifferent		1	5	Performance	
2	5	Must-Be		2	4	Indifferent		2	5	Must-Be	
2	4	Indifferent		2	4	Indifferent		1	5	Performance	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	4	Indifferent		2	4	Indifferent		1	5	Performance	
2	4	Indifferent		2	4	Indifferent		1	5	Performance	
2	5	Must-Be		2	5	Must-Be		1	4	Attractive	
1	5	Performance		1	5	Performance		1	4	Attractive	
2	5	Must-Be		2	5	Must-Be		1	5	Performance	
2	5	Must-Be		2	5	Must-Be		1	5	Performance	
1	4	Attractive		1	4	Attractive		1	5	Performance	
1	4	Attractive		1	4	Attractive		2	5	Must-Be	
1	3	Attractive		1	4	Attractive		2	5	Must-Be	
2	4	Indifferent		2	5	Must-Be		2	5	Must-Be	
2	4	Indifferent		2	5	Must-Be		1	5	Performance	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
1	4	Attractive		1	4	Attractive		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	4	Indifferent		2	4	Indifferent		2	5	Must-Be	
1	5	Performance		1	5	Performance		2	5	Must-Be	
1	4	Attractive		1	4	Attractive		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
1	4	Attractive		2	4	Indifferent		2	5	Must-Be	

RESS2			TAN1			TAN2		
F	D	KANO	F	D	KANO	F	D	KANO
2	5	Must-Be	3	4	Indifferent	2	4	Indifferent
1	5	Performance	3	4	Indifferent	3	3	Indifferent
2	5	Must-Be	2	4	Indifferent	3	3	Indifferent
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	1	5	Performance	2	4	Indifferent
2	4	Indifferent	2	4	Indifferent	2	4	Indifferent
1	5	Performance	1	5	Performance	1	4	Attractive
2	5	Must-Be	2	5	Must-Be	4	5	Must-Be
1	5	Performance	3	3	Indifferent	2	5	Must-Be
2	5	Must-Be	2	5	Must-Be	2	5	Must-Be
2	3	Indifferent	3	3	Indifferent	5	5	Questionable (invalid)
1	3	Attractive	1	4	Attractive	2	5	Must-Be
1	5	Performance	1	4	Attractive	1	4	Attractive
2	3	Indifferent	1	4	Attractive	2	4	Indifferent
1	5	Performance	1	4	Attractive	1	5	Performance
2	5	Must-Be	2	5	Must-Be	2	3	Indifferent
2	5	Must-Be	3	4	Indifferent	2	5	Must-Be
2	4	Indifferent	2	4	Indifferent	3	3	Indifferent
4	5	Must-Be	3	3	Indifferent	3	3	Indifferent
2	4	Indifferent	2	4	Indifferent	2	4	Indifferent
2	4	Indifferent	2	4	Indifferent	2	4	Indifferent
1	4	Attractive	3	3	Indifferent	4	3	Indifferent
1	5	Performance	3	5	Must-Be	1	5	Performance
2	5	Must-Be	1	3	Attractive	2	4	Indifferent
3	3	Indifferent	3	5	Must-Be	3	4	Indifferent
1	4	Attractive	1	3	Attractive	1	3	Attractive
2	5	Must-Be	1	4	Attractive	1	4	Attractive
1	3	Attractive	1	4	Attractive	2	4	Indifferent
1	5	Performance	3	5	Must-Be	1	5	Performance
2	5	Must-Be	2	3	Indifferent	2	4	Indifferent
1	5	Performance	1	5	Performance	1	5	Performance
2	4	Indifferent	3	4	Indifferent	2	5	Must-Be
4	4	Indifferent	3	3	Indifferent	2	3	Indifferent
1	4	Attractive	1	4	Attractive	1	5	Performance
1	3	Attractive	2	3	Indifferent	3	3	Indifferent
2	5	Must-Be	3	3	Indifferent	3	3	Indifferent
1	3	Attractive	1	4	Attractive	2	5	Must-Be
2	4	Indifferent	1	3	Attractive	2	5	Must-Be
3	5	Must-Be	3	3	Indifferent	3	3	Indifferent
1	4	Attractive	1	4	Attractive	2	5	Must-Be
1	5	Performance	2	4	Indifferent	1	5	Performance
2	5	Must-Be	2	4	Indifferent	1	5	Performance
2	4	Indifferent	1	4	Attractive	1	5	Performance
1	5	Performance	1	5	Performance	2	5	Must-Be
1	5	Performance	3	3	Indifferent	2	4	Indifferent
3	5	Must-Be	3	5	Must-Be	2	5	Must-Be
3	3	Indifferent	3	3	Indifferent	3	3	Indifferent
3	4	Indifferent	2	3	Indifferent	2	1	Reversal (invalid)
1	5	Performance	2	4	Indifferent	1	5	Performance
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	2	3	Indifferent	2	5	Must-Be
1	5	Performance	2	4	Indifferent	2	5	Must-Be
2	5	Must-Be	2	5	Must-Be	2	5	Must-Be

3	5	Must-Be		3	5	Must-Be		2	5	Must-Be	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
1	3	Attractive		1	3	Attractive		2	5	Must-Be	
3	3	Indifferent		1	3	Attractive		2	5	Must-Be	
1	4	Attractive		3	3	Indifferent		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		2	4	Indifferent	
2	4	Indifferent		1	3	Attractive		4	4	Indifferent	
1	5	Performance		1	4	Attractive		1	4	Attractive	
2	5	Must-Be		2	4	Indifferent		2	4	Indifferent	
1	5	Performance		2	4	Indifferent		2	4	Indifferent	
1	5	Performance		2	4	Indifferent		2	4	Indifferent	
1	4	Attractive		1	4	Attractive		1	4	Attractive	
1	4	Attractive		2	4	Indifferent		2	4	Indifferent	
1	5	Performance		3	4	Indifferent		2	5	Must-Be	
1	5	Performance		1	4	Attractive		2	5	Must-Be	
1	5	Performance		1	4	Attractive		1	5	Performance	
2	5	Must-Be		1	4	Attractive		1	5	Performance	
1	4	Attractive		1	4	Attractive		2	5	Must-Be	
3	4	Indifferent		1	4	Attractive		2	5	Must-Be	
1	5	Performance		1	3	Attractive		2	5	Must-Be	
1	4	Attractive		3	3	Indifferent		2	5	Must-Be	
1	3	Attractive		1	4	Attractive		2	5	Must-Be	
1	4	Attractive		1	4	Attractive		2	5	Must-Be	
1	5	Performance		1	4	Attractive		2	5	Must-Be	
2	5	Must-Be		1	4	Attractive		2	5	Must-Be	
2	3	Indifferent		3	4	Indifferent		2	4	Indifferent	
2	5	Must-Be		1	4	Attractive		2	5	Must-Be	
2	4	Indifferent		1	4	Attractive		1	5	Performance	
1	4	Attractive		1	3	Attractive		2	5	Must-Be	
1	4	Attractive		3	4	Indifferent		2	5	Must-Be	

TAN3			TAN4			TAN5		
F	D	KANO	F	D	KANO	F	D	KANO
2	4	Indifferent	1	4	Attractive	2	3	Indifferent
2	3	Indifferent	2	3	Indifferent	2	3	Indifferent
3	3	Indifferent	2	5	Must-Be	2	4	Indifferent
1	5	Performance	1	5	Performance	1	5	Performance
1	4	Attractive	2	5	Must-Be	1	5	Performance
2	4	Indifferent	2	4	Indifferent	2	4	Indifferent
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	2	5	Must-Be	2	5	Must-Be
2	2	Indifferent	2	2	Indifferent	2	2	Indifferent
2	4	Indifferent	1	4	Attractive	2	4	Indifferent
1	4	Attractive	1	4	Attractive	1	4	Attractive
1	5	Performance	2	5	Must-Be	2	3	Indifferent
1	5	Performance	1	5	Performance	1	5	Performance
2	3	Indifferent	1	3	Attractive	1	3	Attractive
2	5	Must-Be	1	5	Performance	1	5	Performance
3	3	Indifferent	2	3	Indifferent	2	3	Indifferent
2	4	Indifferent	1	2	Attractive	2	3	Indifferent
1	3	Attractive	1	4	Attractive	1	4	Attractive
2	4	Indifferent	2	4	Indifferent	2	4	Indifferent
1	4	Attractive	1	4	Attractive	1	4	Attractive
2	5	Must-Be	2	5	Must-Be	2	5	Must-Be
1	4	Attractive	1	4	Attractive	1	4	Attractive
3	3	Indifferent	3	3	Indifferent	3	3	Indifferent
3	3	Indifferent	1	3	Attractive	1	4	Attractive
2	4	Indifferent	2	4	Indifferent	2	5	Must-Be
1	4	Attractive	1	4	Attractive	2	4	Indifferent
1	5	Performance	1	5	Performance	1	5	Performance
2	2	Indifferent	2	3	Indifferent	2	2	Indifferent
1	5	Performance	1	5	Performance	1	5	Performance
2	5	Must-Be	2	5	Must-Be	1	5	Performance
3	3	Indifferent	4	3	Indifferent	3	3	Indifferent
1	5	Performance	1	5	Performance	1	5	Performance
2	3	Indifferent	2	3	Indifferent	2	3	Indifferent
2	4	Indifferent	2	4	Indifferent	2	5	Must-Be
3	3	Indifferent	3	3	Indifferent	2	5	Must-Be
1	3	Attractive	1	4	Attractive	2	5	Must-Be
3	4	Indifferent	3	4	Indifferent	3	3	Indifferent
2	4	Indifferent	2	4	Indifferent	2	4	Indifferent
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	1	5	Performance	2	4	Indifferent
1	4	Attractive	1	4	Attractive	1	4	Attractive
1	5	Performance	1	5	Performance	1	5	Performance
1	4	Attractive	2	3	Indifferent	2	4	Indifferent
3	5	Must-Be	3	5	Must-Be	3	3	Indifferent
1	5	Performance	3	3	Indifferent	1	5	Performance
1	4	Attractive	1	5	Performance	2	3	Indifferent
2	5	Must-Be	1	5	Performance	1	5	Performance
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	1	5	Performance	2	5	Must-Be
1	4	Attractive	1	4	Attractive	1	4	Attractive
2	5	Must-Be	2	5	Must-Be	2	5	Must-Be

3	5	Must-Be		3	5	Must-Be		2	5	Must-Be	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
1	4	Attractive		1	4	Attractive		2	4	Indifferent	
3	3	Indifferent		2	4	Indifferent		2	4	Indifferent	
1	4	Attractive		3	4	Indifferent		1	5	Performance	
2	5	Must-Be		1	5	Performance		2	5	Must-Be	
3	4	Indifferent		3	4	Indifferent		2	4	Indifferent	
1	4	Attractive		1	4	Attractive		1	4	Attractive	
2	4	Indifferent		2	4	Indifferent		2	4	Indifferent	
2	4	Indifferent		2	4	Indifferent		2	4	Indifferent	
2	4	Indifferent		2	4	Indifferent		2	4	Indifferent	
1	4	Attractive		1	4	Attractive		1	4	Attractive	
2	4	Indifferent		2	4	Indifferent		2	4	Indifferent	
3	4	Indifferent		2	4	Indifferent		2	4	Indifferent	
1	4	Attractive		1	4	Attractive		1	4	Attractive	
1	4	Attractive		1	4	Attractive		2	4	Indifferent	
1	4	Attractive		1	4	Attractive		2	4	Indifferent	
1	4	Attractive		1	4	Attractive		1	4	Attractive	
1	3	Attractive		1	3	Attractive		2	3	Indifferent	
3	3	Indifferent		3	4	Indifferent		1	4	Attractive	
3	4	Indifferent		1	4	Attractive		1	4	Attractive	
3	4	Indifferent		3	4	Indifferent		1	5	Performance	
1	4	Attractive		1	4	Attractive		1	4	Attractive	
1	4	Attractive		1	4	Attractive		1	5	Performance	
1	4	Attractive		1	4	Attractive		1	4	Attractive	
1	4	Attractive		1	4	Attractive		1	4	Attractive	
3	4	Indifferent		3	4	Indifferent		1	4	Attractive	
1	3	Attractive		1	3	Attractive		1	4	Attractive	
1	4	Attractive		1	4	Attractive		1	4	Attractive	
1	4	Attractive		1	3	Attractive		1	4	Attractive	
1	4	Attractive		1	4	Attractive		2	5	Must-Be	

TAN6			TAN7			TAN8		
F	D	KANO	F	D	KANO	F	D	KANO
2	3	Indifferent	2	3	Indifferent	2	3	Indifferent
1	5	Performance	2	4	Indifferent	1	5	Performance
2	5	Must-Be	2	5	Must-Be	2	5	Must-Be
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	2	5	Must-Be	2	5	Must-Be
2	4	Indifferent	2	4	Indifferent	2	4	Indifferent
1	5	Performance	1	5	Performance	1	5	Performance
2	5	Must-Be	2	5	Must-Be	2	5	Must-Be
2	5	Must-Be	2	5	Must-Be	3	5	Must-Be
2	5	Must-Be	2	5	Must-Be	2	5	Must-Be
2	2	Indifferent	3	3	Indifferent	2	3	Indifferent
1	5	Performance	1	4	Attractive	1	5	Performance
1	4	Attractive	1	4	Attractive	1	4	Attractive
2	4	Indifferent	1	4	Attractive	2	4	Indifferent
1	5	Performance	1	5	Performance	1	5	Performance
1	3	Attractive	1	3	Attractive	1	3	Attractive
1	5	Performance	1	5	Performance	1	3	Attractive
2	5	Must-Be	2	4	Indifferent	2	5	Must-Be
2	4	Indifferent	2	3	Indifferent	2	4	Indifferent
1	5	Performance	1	5	Performance	1	5	Performance
2	4	Indifferent	2	4	Indifferent	2	4	Indifferent
1	5	Performance	1	5	Performance	2	5	Must-Be
2	5	Must-Be	2	5	Must-Be	2	5	Must-Be
1	4	Attractive	3	3	Indifferent	1	3	Attractive
2	3	Indifferent	2	3	Indifferent	1	3	Attractive
1	5	Performance	3	3	Indifferent	1	5	Performance
1	5	Performance	2	5	Must-Be	2	5	Must-Be
2	4	Indifferent	2	3	Indifferent	1	3	Attractive
1	5	Performance	1	5	Performance	1	5	Performance
1	4	Attractive	1	3	Attractive	1	2	Attractive
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	1	5	Performance	1	5	Performance
2	3	Indifferent	2	5	Must-Be	2	3	Indifferent
1	5	Performance	1	5	Performance	1	5	Performance
2	3	Indifferent	2	3	Indifferent	2	3	Indifferent
2	5	Must-Be	1	5	Performance	2	5	Must-Be
1	5	Performance	2	4	Indifferent	2	5	Must-Be
1	5	Performance	2	5	Must-Be	2	5	Must-Be
2	5	Must-Be	2	3	Indifferent	2	5	Must-Be
1	5	Performance	1	4	Attractive	1	5	Performance
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	2	5	Must-Be	2	5	Must-Be
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	3	3	Indifferent	3	3	Indifferent
2	4	Indifferent	2	5	Must-Be	2	5	Must-Be
1	5	Performance	1	5	Performance	1	5	Performance
3	3	Indifferent	1	2	Attractive	2	1	Reversal (invalid)
2	5	Must-Be	2	5	Must-Be	1	5	Performance
1	5	Performance	1	5	Performance	1	5	Performance
1	5	Performance	2	5	Must-Be	2	5	Must-Be
1	5	Performance	1	4	Attractive	2	4	Indifferent
2	5	Must-Be	2	5	Must-Be	2	5	Must-Be



2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		2	5	Must-Be		2	5	Must-Be	
1	5	Performance		2	5	Must-Be		3	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		2	4	Indifferent	
1	5	Performance		1	5	Performance		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
1	5	Performance		1	4	Attractive		1	4	Attractive	
2	4	Indifferent		2	3	Indifferent		2	4	Indifferent	
2	4	Indifferent		2	4	Indifferent		2	4	Indifferent	
2	4	Indifferent		2	4	Indifferent		2	4	Indifferent	
1	4	Attractive		1	4	Attractive		1	4	Attractive	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
1	4	Attractive		1	4	Attractive		1	4	Attractive	
1	4	Attractive		1	4	Attractive		2	4	Indifferent	
2	4	Indifferent		2	4	Indifferent		2	4	Indifferent	
1	4	Attractive		1	4	Attractive		1	5	Performance	
2	5	Must-Be		2	5	Must-Be		2	4	Indifferent	
2	5	Must-Be		1	5	Performance		1	4	Attractive	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
1	5	Performance		1	5	Performance		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		1	5	Performance	
1	5	Performance		2	5	Must-Be		1	5	Performance	
2	5	Must-Be		2	5	Must-Be		2	4	Indifferent	
1	5	Performance		1	5	Performance		1	5	Performance	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	5	Must-Be		1	5	Performance		1	5	Performance	
2	5	Must-Be		2	5	Must-Be		1	5	Performance	



ASSI		KANO		EMP1		KANO		EMP2		KANO	
F	D			F	D			F	D		
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	4	Indifferent		1	5	Performance		2	3	Indifferent	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
1	5	Performance		1	5	Performance		1	5	Performance	
2	3	Indifferent		1	3	Attractive		2	5	Must-Be	
2	3	Indifferent		2	5	Must-Be		2	5	Must-Be	
1	5	Performance		1	5	Performance		1	5	Performance	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
3	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	5	Must-Be		1	5	Performance		2	5	Must-Be	
1	3	Attractive		1	5	Performance		1	4	Attractive	
1	3	Attractive		2	5	Must-Be		1	3	Attractive	
1	5	Performance		1	5	Performance		1	5	Performance	
2	5	Must-Be		3	4	Indifferent		2	4	Indifferent	
3	3	Indifferent		1	5	Performance		1	5	Performance	
2	4	Indifferent		2	3	Indifferent		1	3	Attractive	
1	3	Attractive		1	5	Performance		1	5	Performance	
1	5	Performance		2	5	Must-Be		1	4	Attractive	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
3	4	Indifferent		1	4	Attractive		1	4	Attractive	
1	4	Attractive		2	4	Indifferent		2	5	Must-Be	
1	5	Performance		1	5	Performance		1	3	Attractive	
2	5	Must-Be		1	5	Performance		1	5	Performance	
2	5	Must-Be		2	4	Indifferent		2	5	Must-Be	
2	3	Indifferent		3	3	Indifferent		3	3	Indifferent	
2	1	Reversal (invalid)		2	5	Must-Be		3	4	Indifferent	
1	4	Attractive		2	5	Must-Be		2	5	Must-Be	
1	4	Attractive		2	4	Indifferent		2	3	Indifferent	
1	3	Attractive		1	4	Attractive		1	5	Performance	
1	3	Attractive		2	4	Indifferent		1	5	Performance	
1	3	Attractive		1	5	Performance		1	5	Performance	
2	5	Must-Be		2	5	Must-Be		3	5	Must-Be	
4	5	Must-Be		4	5	Must-Be		3	4	Indifferent	
1	5	Performance		1	5	Performance		1	5	Performance	
2	3	Indifferent		2	4	Indifferent		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		1	4	Attractive	
2	5	Must-Be		2	5	Must-Be		1	4	Attractive	
2	5	Must-Be		2	5	Must-Be		3	3	Indifferent	
1	5	Performance		1	5	Performance		1	4	Attractive	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	5	Must-Be		2	5	Must-Be		1	4	Attractive	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		2	5	Must-Be		2	5	Must-Be	
1	4	Attractive		2	4	Indifferent		1	5	Performance	
2	3	Indifferent		2	4	Indifferent		3	3	Indifferent	
3	3	Indifferent		3	3	Indifferent		3	3	Indifferent	
2	2	Indifferent		3	3	Indifferent		2	5	Must-Be	
1	5	Performance		1	5	Performance		1	5	Performance	
1	5	Performance		1	5	Performance		1	5	Performance	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	
2	5	Must-Be		1	5	Performance		1	5	Performance	
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be	

2	5	Must-Be		2	5	Must-Be		2	5	Must-Be
1	5	Performance		1	5	Performance		1	5	Performance
1	5	Performance		1	5	Performance		1	5	Performance
1	5	Performance		1	5	Performance		1	1	Questionable (invalid)
2	5	Must-Be		2	5	Must-Be		3	4	Indifferent
2	5	Must-Be		2	5	Must-Be		3	5	Must-Be
2	5	Must-Be		2	5	Must-Be		3	3	Indifferent
1	5	Performance		1	5	Performance		1	5	Performance
1	5	Performance		1	5	Performance		2	4	Indifferent
1	4	Attractive		1	4	Attractive		1	4	Attractive
1	4	Attractive		2	5	Must-Be		2	4	Indifferent
2	5	Must-Be		2	5	Must-Be		1	5	Performance
2	5	Must-Be		2	5	Must-Be		1	5	Performance
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be
1	5	Performance		2	5	Must-Be		1	5	Performance
1	4	Attractive		1	5	Performance		1	4	Attractive
1	4	Attractive		1	5	Performance		1	4	Attractive
1	4	Attractive		1	5	Performance		1	3	Attractive
1	4	Attractive		2	5	Must-Be		1	5	Performance
2	5	Must-Be		2	5	Must-Be		1	4	Attractive
2	5	Must-Be		2	5	Must-Be		3	4	Indifferent
2	4	Indifferent		2	5	Must-Be		3	5	Must-Be
2	5	Must-Be		2	5	Must-Be		3	3	Indifferent
2	5	Must-Be		2	5	Must-Be		1	3	Attractive
2	5	Must-Be		2	5	Must-Be		2	4	Indifferent
2	5	Must-Be		2	5	Must-Be		1	4	Attractive
2	5	Must-Be		2	5	Must-Be		1	5	Performance
2	5	Must-Be		2	5	Must-Be		3	4	Indifferent
1	4	Attractive		2	5	Must-Be		2	4	Indifferent
2	5	Must-Be		2	5	Must-Be		2	5	Must-Be
2	5	Must-Be		2	5	Must-Be		1	4	Attractive
1	5	Performance		2	5	Must-Be		3	5	Must-Be

Lampiran 6 hasil metode kano

REA 1		
Mustbe		151
One Dimensional		72
Attractive		10
Indifferent		18
Quistionable		0
Reversal		0
<b>Total</b>		251
REA2		
Mustbe		198
One Dimensional		44
Attractive		2
Indifferent		7
Quistionable		0
Reversal		0
<b>Total</b>		251
REA3		
Mustbe		131
One Dimensional		63
Attractive		35
Indifferent		20
Quistionable		2
Reversal		0
<b>Total</b>		251
REA4		
Mustbe		67
One Dimensional		57
Attractive		53
Indifferent		74
Quistionable		0
Reversal		0
<b>Total</b>		251
REA5		
Mustbe		54
One Dimensional		53
Attractive		59
Indifferent		85
Quistionable		0
Reversal		0
<b>Total</b>		251

RESS		
Mustbe		203
One Dimensional		35
Attractive		3
Indifferent		10
Quistionable		0
Reversal		0
<b>Total</b>		251
RESS2		
Mustbe		83
One Dimensional		43
Attractive		79
Indifferent		46
Quistionable		0
Reversal		0
<b>Total</b>		251
TAN1		
Mustbe		14
One Dimensional		39
Attractive		86
Indifferent		112
Quistionable		0
Reversal		0
<b>Total</b>		251
TAN2		
Mustbe		59
One Dimensional		28
Attractive		86
Indifferent		76
Quistionable		1
Reversal		1
<b>Total</b>		251
TAN3		
Mustbe		48
One Dimensional		19
Attractive		72
Indifferent		112
Quistionable		0
Reversal		0
<b>Total</b>		251

TAN4		
Mustbe		10
One Dimensional		20
Attractive		99
Indifferent		122
Quistionable		0
Reversal		0
<b>Total</b>		251
TAN5		
Mustbe		13
One Dimensional		22
Attractive		96
Indifferent		120
Quistionable		0
Reversal		0
<b>Total</b>		251
TAN6		
Mustbe		109
One Dimensional		69
Attractive		25
Indifferent		48
Quistionable		0
Reversal		0
<b>Total</b>		251
TAN7		
Mustbe		62
One Dimensional		41
Attractive		69
Indifferent		79
Quistionable		0
Reversal		0
<b>Total</b>		251
TAN8		
Mustbe		99
One Dimensional		64
Attractive		37
Indifferent		50
Quistionable		0
Reversal		1
<b>Total</b>		251

ASS1		
Mustbe		155
One Dimensional		41
Attractive		23
Indifferent		31
Quistionable		0
Reversal		1
<b>Total</b>		251
EMP1		
Mustbe		193
One Dimensional		36
Attractive		5
Indifferent		17
Quistionable		0
Reversal		0
<b>Total</b>		251
EMP2		
Mustbe		74
One Dimensional		37
Attractive		83
Indifferent		56
Quistionable		1
Reversal		0
<b>Total</b>		251

## Lampiran 7 Surat persetujuan penelitian ke perusahaan



Nomor : E/001/CB.MKS.001/IX/2021  
Lampiran : -  
Perihal : Surat Persetujuan Izin Penelitian

Kepada  
Yth. Wakil Dekan Bidang Akademik, Riset, dan Inovasi  
Fakultas Teknik Universitas Hasanuddin  
Di  
Makassar

Menanggapi surat saudara dengan Nomor: 15944/UN4.7.1/PT.01.04/2021 tanggal 6 September 2021 perihal permohonan izin pengambilan data penelitian pada mahasiswa:

Nama : Muh. Fadhil Ikram  
NIM : D071171001  
Jenjang Program : Strata Satu (1)  
Judul Skripsi :

***Analisis Pengaruh Dimensi Kualitas Terhadap Peningkatan Kualitas Layanan Cartenz Barbershop Menggunakan Quality Function Deployment***

Dengan ini disampaikan persetujuan untuk melakukan pengambilan data penelitian di perusahaan kami.

Demikian surat persetujuan ini dibuat untuk digunakan sebagaimana mestinya. Atas perhatian Bapak/Ibu saya ucapkan terima kasih.

Makassar, 15 September 2021  
Kepala HRD,

**Achmad Alfansuri, ST**