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LAMPIRAN 1

KUESIONER PENELITIAN



Kuesioner Penelitian Tugas Akhir

Yth. Bapak/Ibu/Saudara(i),

Saya Dea Calista, Mahasiswi S1 Departemen Teknik Industri Fakultas Teknik Universitas Hasanuddin yang sedang melakukan penelitian untuk menyelesaikan tugas akhir. Saat ini saya sedang melakukan penelitian untuk tugas akhir saya dengan judul Analisis Kualitas Layanan Indosat Ooredoo Hutchison di Kota Makassar. Adapun kriteria responden yang saya butuhkan adalah pelanggan Indosat Ooredoo Hutchison atau orang yang pernah menggunakan layanan tersebut dalam waktu 1 tahun terakhir di Kota Makassar.

Apabila memenuhi kriteria tersebut, saya berharap kesediaan Bapak/Ibu/Saudara(i) untuk mengisi kuesioner ini. Kuesioner ini bertujuan untuk mengetahui bagaimana persepsi dan harapan pelanggan terhadap layanan Indosat Ooredoo Hutchison Makassar.

Atas partisipasi dan perhatiannya, saya ucapkan terima kasih.

Hormat Saya,

Dea Calista
NIM D071181311

I. Identitas Responden

Semua jawaban dan identitas responden akan dijamin kerahasiaannya.

Nama atau Inisial

Your answer _____

Nomor Hp/Media Sosial

Your answer _____

Usia *

Your answer _____

Pekerjaan *

- Pelajar/Mahasiswa
- Pegawai/Karyawan
- Other: _____

Lama Berlangganan *

- < 1 Tahun
- 1-2 Tahun
- > 2 Tahun

Penilaian Persepsi

Persepsi merupakan jasa atau layanan yang dirasakan pelanggan.

Jawablah pernyataan-pernyataan berikut ini dengan memilih antara skala 1 (Sangat Tidak Setuju) sampai 5 (Sangat Setuju) sesuai dengan pengalaman anda. Tidak ada jawaban benar ataupun salah dalam menjawab.

Tersedianya poster yang menarik dan lengkap *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Desain dan kemasan simcard IM3 menarik *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Penampilan karyawan yang baik *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Tersedianya aplikasi pendukung (myIM3) *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Penilaian Harapan

Harapan merupakan jasa atau layanan yang diharapkan oleh pelanggan.

Jawablah pernyataan-pernyataan berikut ini dengan memilih antara skala 1 (Sangat Tidak Setuju) sampai 5 (Sangat Setuju) sesuai dengan pengalaman anda. Tidak ada jawaban benar ataupun salah dalam menjawab.

Tersedianya poster yang menarik dan lengkap *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Desain dan kemasan simcard IM3 menarik *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Penampilan karyawan yang baik *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Tersedianya aplikasi pendukung (myIM3) *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

LAMPIRAN 2

DATA PENILAIAN PERSEPSI

PERSEPSI																	TOTAL					
T1	T2	T3	T4	R1	R2	R3	R4	R5	RS1	RS2	RS3	RS4	A1	A2	A3	A4	E1	E2	E3	E4	E5	TOTAL
5	3	4	4	4	5	5	3	5	4	5	4	5	4	4	5	3	5	4	5	4	5	95
4	4	5	5	4	4	4	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	102
3	3	3	4	4	3	4	3	2	4	4	4	4	5	3	3	4	4	3	3	3	3	76
5	4	5	5	4	5	4	5	4	5	4	5	5	5	5	4	5	5	5	5	4	5	103
4	5	5	4	5	4	5	5	5	4	5	5	4	4	5	5	5	4	4	5	5	5	102
5	4	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	107
5	4	5	5	5	4	5	4	5	4	5	5	5	4	5	5	5	5	5	5	5	5	105
5	4	5	5	5	3	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	106
5	4	5	4	5	5	5	4	5	5	4	5	4	5	5	4	5	4	5	4	5	4	101
4	5	5	5	5	5	5	4	5	4	5	4	5	5	5	5	5	4	4	4	4	5	102
5	4	5	4	4	4	5	4	4	4	4	5	4	4	5	4	5	5	4	5	5	5	98
4	5	5	4	4	5	5	5	4	5	5	4	5	4	4	4	4	4	4	5	5	4	98
4	5	5	4	5	3	5	4	5	4	5	5	4	4	5	4	4	5	5	4	4	5	98
5	5	5	5	5	5	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	107
4	5	4	4	4	5	4	4	4	4	4	5	4	4	4	5	4	5	5	4	5	5	96
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
5	5	5	5	5	4	5	5	4	5	4	5	5	4	4	4	4	5	5	5	5	5	103
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	110
5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	109
5	4	5	4	4	5	5	5	4	5	5	4	5	5	4	5	5	5	4	4	5	5	102
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	110
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	4	4	4	5	5	98

LAMPIRAN 4

HASIL SPSS UJI VALIDITAS DATA PERSEPSI

Correlations

		T1	T2	T3	T4	Tangible
T1	Pearson Correlation	1	.597**	.628**	.431**	.852**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	100	100	100	100	100
T2	Pearson Correlation	.597**	1	.504**	.439**	.830**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	100	100	100	100	100
T3	Pearson Correlation	.628**	.504**	1	.216*	.758**
	Sig. (2-tailed)	<.001	<.001		.031	<.001
	N	100	100	100	100	100
T4	Pearson Correlation	.431**	.439**	.216*	1	.662**
	Sig. (2-tailed)	<.001	<.001	.031		<.001
	N	100	100	100	100	100
Tangible	Pearson Correlation	.852**	.830**	.758**	.662**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100

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

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

Correlations

		R1	R2	R3	R4	R5	Reliability
R1	Pearson Correlation	1	.329**	.476**	.432**	.658**	.742**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
R2	Pearson Correlation	.329**	1	.384**	.510**	.356**	.680**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
R3	Pearson Correlation	.476**	.384**	1	.528**	.652**	.786**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	100	100	100	100	100	100
R4	Pearson Correlation	.432**	.510**	.528**	1	.508**	.770**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	100	100	100	100	100	100
R5	Pearson Correlation	.658**	.356**	.652**	.508**	1	.847**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	100	100	100	100	100	100
Reliability	Pearson Correlation	.742**	.680**	.786**	.770**	.847**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100

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

Correlations

		RS1	RS2	RS3	TS4	Responsiveness
RS1	Pearson Correlation	1	.548**	.595**	.564**	.806**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	100	100	100	100	100
RS2	Pearson Correlation	.548**	1	.521**	.705**	.826**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	100	100	100	100	100
RS3	Pearson Correlation	.595**	.521**	1	.648**	.830**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	100	100	100	100	100
TS4	Pearson Correlation	.564**	.705**	.648**	1	.879**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	100	100	100	100	100
Responsiveness	Pearson Correlation	.806**	.826**	.830**	.879**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100

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

Correlations

		A1	A2	A3	A4	Assurance
A1	Pearson Correlation	1	.388**	.666**	.534**	.824**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	100	100	100	100	100
A2	Pearson Correlation	.388**	1	.486**	.604**	.762**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	100	100	100	100	100
A3	Pearson Correlation	.666**	.486**	1	.483**	.818**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	100	100	100	100	100
A4	Pearson Correlation	.534**	.604**	.483**	1	.806**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	100	100	100	100	100
Assurance	Pearson Correlation	.824**	.762**	.818**	.806**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100

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

Correlations

		E1	E2	E3	E4	E5	Emphaty
E1	Pearson Correlation	1	.606**	.625**	.610**	.725**	.828**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
E2	Pearson Correlation	.606**	1	.622**	.709**	.682**	.845**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
E3	Pearson Correlation	.625**	.622**	1	.676**	.778**	.865**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	100	100	100	100	100	100
E4	Pearson Correlation	.610**	.709**	.676**	1	.655**	.851**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	100	100	100	100	100	100
E5	Pearson Correlation	.725**	.682**	.778**	.655**	1	.898**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	100	100	100	100	100	100
Emphaty	Pearson Correlation	.828**	.845**	.865**	.851**	.898**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100

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

LAMPIRAN 5

HASIL SPSS UJI VALIDITAS DATA HARAPAN

Correlations

		T1	T2	T3	T4	Tangible
T1	Pearson Correlation	1	.572**	.761**	.540**	.873**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	100	100	100	100	100
T2	Pearson Correlation	.572**	1	.538**	.552**	.798**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	100	100	100	100	100
T3	Pearson Correlation	.761**	.538**	1	.506**	.860**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	100	100	100	100	100
T4	Pearson Correlation	.540**	.552**	.506**	1	.775**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	100	100	100	100	100
Tangible	Pearson Correlation	.873**	.798**	.860**	.775**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100

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

Correlations

		R1	R2	R3	R4	R5	Reliability
R1	Pearson Correlation	1	.595**	.665**	.539**	.773**	.880**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
R2	Pearson Correlation	.595**	1	.433**	.649**	.556**	.799**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
R3	Pearson Correlation	.665**	.433**	1	.470**	.577**	.760**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	100	100	100	100	100	100
R4	Pearson Correlation	.539**	.649**	.470**	1	.438**	.764**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	100	100	100	100	100	100
R5	Pearson Correlation	.773**	.559**	.577**	.438**	1	.841**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	100	100	100	100	100	100
Reliability	Pearson Correlation	.880**	.799**	.760**	.764**	.841**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100

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

Correlations

		RS1	RS2	RS3	RS4	Responsiveness
RS1	Pearson Correlation	1	.518**	.569**	.554**	.816**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	100	100	100	100	100
RS2	Pearson Correlation	.518**	1	.467**	.588**	.796**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	100	100	100	100	100
RS3	Pearson Correlation	.569**	.467**	1	.570**	.800**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	100	100	100	100	100
RS4	Pearson Correlation	.554**	.588**	.570**	1	.833**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	100	100	100	100	100
Responsiveness	Pearson Correlation	.816**	.796**	.800**	.833**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100

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

Correlations

		A1	A2	A3	A4	Assurance
A1	Pearson Correlation	1	.501**	.693**	.610**	.849**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	100	100	100	100	100
A2	Pearson Correlation	.501**	1	.484**	.689**	.788**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	100	100	100	100	100
A3	Pearson Correlation	.693**	.484**	1	.610**	.846**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	100	100	100	100	100
A4	Pearson Correlation	.610**	.689**	.610**	1	.858**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	100	100	100	100	100
Assurance	Pearson Correlation	.849**	.788**	.846**	.858**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100

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

Correlations

		E1	E2	E3	E4	E5	Emphaty
E1	Pearson Correlation	1	.563**	.653**	.667**	.750**	.880**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
E2	Pearson Correlation	.563**	1	.542**	.485**	.481**	.765**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
E3	Pearson Correlation	.653**	.542**	1	.639**	.644**	.839**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	100	100	100	100	100	100
E4	Pearson Correlation	.667**	.485**	.639**	1	.521**	.799**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	100	100	100	100	100	100
E5	Pearson Correlation	.750**	.481**	.644**	.521**	1	.825**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	100	100	100	100	100	100
Emphaty	Pearson Correlation	.880**	.765**	.839**	.799**	.825**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100

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

LAMPIRAN 6

HASIL SPSS Uji RELIABILITAS DATA PERSEPSI

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.780	.779	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
T1	13.00	3.232	.719	.536	.658
T2	13.28	3.093	.653	.430	.690
T3	13.02	3.515	.556	.431	.742
T4	12.99	3.929	.429	.251	.800

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.817	.824	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
R1	17.14	6.909	.616	.449	.782
R2	17.34	6.671	.481	.285	.819
R3	17.16	6.580	.668	.484	.767
R4	17.34	6.509	.635	.422	.773
R5	17.38	5.248	.697	.591	.757

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.856	.855	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
RS1	12.84	4.095	.657	.440	.833
RS2	12.76	4.063	.692	.530	.819
RS3	12.83	3.920	.687	.498	.821
RS4	12.78	3.608	.761	.611	.789

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.813	.817	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
A1	13.25	3.159	.638	.505	.768
A2	13.07	3.662	.575	.417	.791
A3	13.13	3.549	.675	.505	.747
A4	13.08	3.610	.657	.471	.755

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.910	.910	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
E1	17.43	7.601	.734	.565	.898
E2	17.46	7.322	.752	.591	.894
E3	17.44	7.198	.782	.656	.888
E4	17.43	7.318	.763	.606	.892
E5	17.44	6.916	.830	.723	.877

LAMPIRAN 7

HASIL SPSS UJI RELIABILITAS DATA HARAPAN

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.846	.846	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
T1	13.25	3.422	.760	.629	.770
T2	13.44	3.764	.644	.423	.821
T3	13.24	3.295	.721	.600	.789
T4	13.29	3.885	.613	.387	.833

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.866	.868	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
R1	17.66	5.944	.804	.698	.809
R2	17.71	6.269	.678	.523	.840
R3	17.66	6.772	.645	.470	.849
R4	17.82	6.351	.621	.479	.854
R5	17.79	5.582	.715	.624	.833

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.827	.827	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
RS1	13.40	2.788	.656	.434	.779
RS2	13.37	2.842	.622	.405	.795
RS3	13.33	2.890	.639	.424	.787
RS4	13.36	2.798	.692	.484	.763

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.853	.856	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
A1	13.36	3.505	.710	.540	.808
A2	13.33	3.941	.631	.485	.839
A3	13.37	3.488	.701	.537	.812
A4	13.31	3.812	.753	.596	.794

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.875	.880	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
E1	17.94	5.754	.806	.689	.826
E2	18.02	5.798	.603	.375	.878
E3	17.92	5.973	.748	.571	.840
E4	17.92	6.034	.684	.524	.854
E5	17.88	5.783	.714	.607	.847