

APPENDIX A: VALIDITY TEST RESULT

| | | X1.1 | X1.2 | X1.3 | X1 |
|------|---------------------|--------|--------|--------|--------|
| X1.1 | Pearson Correlation | 1 | .299 | .789** | .822** |
| | Sig. (2-tailed) | | .109 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .299 | 1 | .390* | .744** |
| | Sig. (2-tailed) | .109 | | .033 | .000 |
| | N | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .789** | .390* | 1 | .868** |
| | Sig. (2-tailed) | .000 | .033 | | .000 |
| | N | 30 | 30 | 30 | 30 |
| X1 | Pearson Correlation | .822** | .744** | .868** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 |

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

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

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2 |
|------|---------------------|--------|--------|--------|--------|--------|--------|
| X2.1 | Pearson Correlation | 1 | .181 | .965** | .308 | .128 | .759** |
| | Sig. (2-tailed) | | .340 | .000 | .098 | .499 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .181 | 1 | .192 | .866** | .219 | .658** |
| | Sig. (2-tailed) | .340 | | .309 | .000 | .245 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .965** | .192 | 1 | .332 | .222 | .795** |
| | Sig. (2-tailed) | .000 | .309 | | .073 | .238 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .308 | .866** | .332 | 1 | .387* | .784** |
| | Sig. (2-tailed) | .098 | .000 | .073 | | .035 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .128 | .219 | .222 | .387* | 1 | .548** |
| | Sig. (2-tailed) | .499 | .245 | .238 | .035 | | .002 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2 | Pearson Correlation | .759** | .658** | .795** | .784** | .548** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .002 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

| | | X3.1 | X3.2 | X3.3 | X3 |
|------|---------------------|--------|--------|--------|--------|
| X3.1 | Pearson Correlation | 1 | .464** | .437* | .730** |
| | Sig. (2-tailed) | | .010 | .016 | .000 |
| | N | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .464** | 1 | .654** | .883** |
| | Sig. (2-tailed) | .010 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .437* | .654** | 1 | .853** |
| | Sig. (2-tailed) | .016 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 |
| X3 | Pearson Correlation | .730** | .883** | .853** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 |

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

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

| | | X4.1 | X4.2 | X4.3 | X4.4 | X4 |
|------|---------------------|--------|--------|--------|--------|--------|
| X4.1 | Pearson Correlation | 1 | .140 | .723** | .356 | .753** |
| | Sig. (2-tailed) | | .461 | .000 | .054 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X4.2 | Pearson Correlation | .140 | 1 | .157 | .557** | .665** |
| | Sig. (2-tailed) | .461 | | .407 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X4.3 | Pearson Correlation | .723** | .157 | 1 | .269 | .714** |
| | Sig. (2-tailed) | .000 | .407 | | .151 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X4.4 | Pearson Correlation | .356 | .557** | .269 | 1 | .765** |
| | Sig. (2-tailed) | .054 | .001 | .151 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X4 | Pearson Correlation | .753** | .665** | .714** | .765** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

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

| | | X5.1 | X5.2 | X5 |
|------|---------------------|--------|--------|--------|
| X5.1 | Pearson Correlation | 1 | .461* | .863** |
| | Sig. (2-tailed) | | .010 | .000 |
| | N | 30 | 30 | 30 |
| X5.2 | Pearson Correlation | .461* | 1 | .847** |
| | Sig. (2-tailed) | .010 | | .000 |
| | N | 30 | 30 | 30 |
| X5 | Pearson Correlation | .863** | .847** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 30 | 30 | 30 |

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

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

| | | Y.1 | Y.2 | Y.3 | Y |
|-----|---------------------|--------|--------|--------|--------|
| Y.1 | Pearson Correlation | 1 | .551** | .342 | .780** |
| | Sig. (2-tailed) | | .002 | .064 | .000 |
| | N | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .551** | 1 | .441* | .833** |
| | Sig. (2-tailed) | .002 | | .015 | .000 |
| | N | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .342 | .441* | 1 | .767** |
| | Sig. (2-tailed) | .064 | .015 | | .000 |
| | N | 30 | 30 | 30 | 30 |
| Y | Pearson Correlation | .780** | .833** | .767** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 |

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

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

APPENDIX B: RELIABILITY TEST RESULT

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .720 | 3 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1.1 | 6.23 | 1.151 | .619 | .551 |
| X1.2 | 6.33 | 1.126 | .365 | .882 |
| X1.3 | 6.30 | 1.045 | .697 | .449 |

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .749 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X2.1 | 12.70 | 3.183 | .570 | .683 |
| X2.2 | 12.87 | 3.637 | .458 | .724 |
| X2.3 | 12.73 | 3.099 | .631 | .658 |
| X2.4 | 12.77 | 3.426 | .656 | .661 |
| X2.5 | 12.80 | 3.890 | .297 | .781 |

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .763 | 3 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X3.1 | 6.33 | 1.609 | .496 | .786 |
| X3.2 | 6.27 | 1.030 | .667 | .603 |
| X3.3 | 6.27 | 1.237 | .654 | .613 |

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .693 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X4.1 | 9.60 | 1.903 | .516 | .603 |
| X4.2 | 9.83 | 2.075 | .364 | .705 |
| X4.3 | 9.53 | 2.120 | .505 | .617 |
| X4.4 | 9.63 | 1.895 | .543 | .586 |

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .631 | 2 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X5.1 | 3.10 | .369 | .461 | . |
| X5.2 | 2.93 | .409 | .461 | . |

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .703 | 3 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y.1 | 6.87 | 1.016 | .521 | .611 |
| Y.2 | 6.70 | .907 | .601 | .507 |
| Y.3 | 6.83 | .971 | .446 | .710 |

APPENDIX C: FREQUENCY DISTRIBUTION TABLE (AFTER SUM/TOTAL)

Tangibility (X1.1-X1.3)

| | | Sum/Total | Frequency | Percent | Valid Percent | Cumulative Percent |
|------|-------|-----------|-----------|---------|---------------|--------------------|
| Min. | Valid | 7 | 1 | 1.0 | 1.0 | 1.0 |
| | | 8 | 18 | 18.0 | 18.0 | 19.0 |
| | | 9 | 35 | 35.0 | 35.0 | 54.0 |
| | | 10 | 20 | 20.0 | 20.0 | 74.0 |
| | | 11 | 19 | 19.0 | 19.0 | 93.0 |
| Max. | | 12 | 7 | 7.0 | 7.0 | 100.0 |
| | | Total | 100 | 100.0 | 100.0 | |

Reliability (X2.1-X2.5)

| | | Sum/Total | Frequency | Percent | Valid Percent | Cumulative Percent |
|------|-------|-----------|-----------|---------|---------------|--------------------|
| Min. | Valid | 12 | 1 | 1.0 | 1.0 | 1.0 |
| | | 13 | 5 | 5.0 | 5.0 | 6.0 |
| | | 14 | 7 | 7.0 | 7.0 | 13.0 |
| | | 15 | 20 | 20.0 | 20.0 | 33.0 |
| | | 16 | 23 | 23.0 | 23.0 | 56.0 |
| | | 17 | 19 | 19.0 | 19.0 | 75.0 |
| | | 18 | 14 | 14.0 | 14.0 | 89.0 |
| | | 19 | 2 | 2.0 | 2.0 | 91.0 |
| Max. | | 20 | 9 | 9.0 | 9.0 | 100.0 |
| | | Total | 100 | 100.0 | 100.0 | |

Responsiveness (X3.1-X3.3)

| | | Sum/Total | Frequency | Percent | Valid Percent | Cumulative Percent |
|------|-------|-----------|-----------|---------|---------------|--------------------|
| Min. | Valid | 7 | 1 | 1.0 | 1.0 | 1.0 |
| | | 8 | 6 | 6.0 | 6.0 | 7.0 |
| | | 9 | 31 | 31.0 | 31.0 | 38.0 |
| | | 10 | 29 | 29.0 | 29.0 | 67.0 |
| | | 11 | 21 | 21.0 | 21.0 | 88.0 |
| Max. | | 12 | 12 | 12.0 | 12.0 | 100.0 |
| | | Total | 100 | 100.0 | 100.0 | |

Assurance (X4.1-X4.4)

| | Sum/Total | Frequency | Percent | Valid Percent | Cumulative Percent |
|------|-----------|-----------|---------|---------------|--------------------|
| Min. | Valid | 10 | 10 | 10.0 | 10.0 |
| | | 11 | 4 | 4.0 | 14.0 |
| | | 12 | 20 | 20.0 | 20.0 |
| | | 13 | 22 | 22.0 | 22.0 |
| | | 14 | 22 | 22.0 | 22.0 |
| | | 15 | 12 | 12.0 | 12.0 |
| Max. | Total | 100 | 100.0 | 100.0 | 100.0 |

Empathy (X5.1-X5.2)

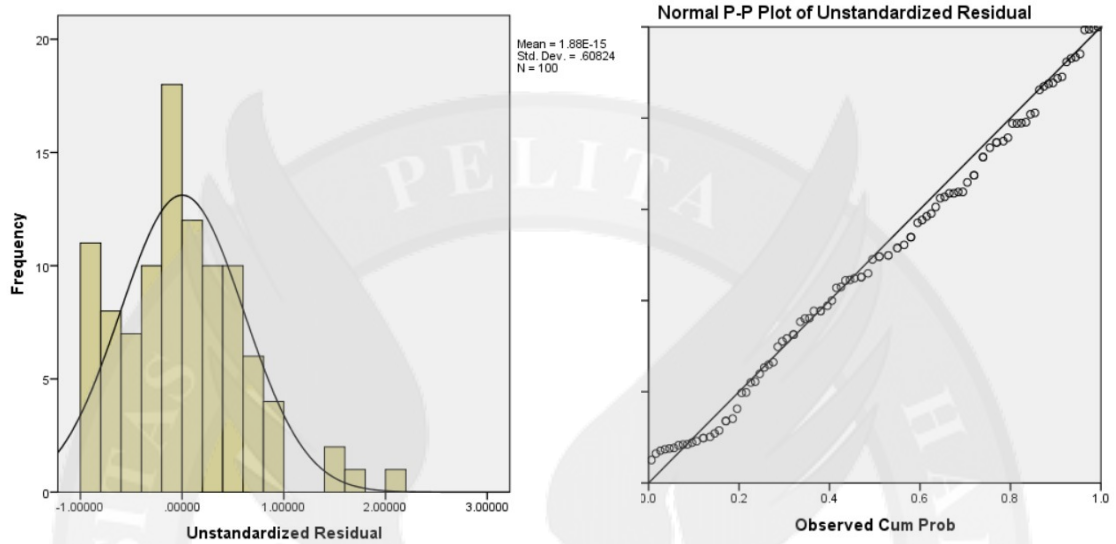
| | Sum/Total | Frequency | Percent | Valid Percent | Cumulative Percent |
|------|-----------|-----------|---------|---------------|--------------------|
| Min. | Valid | 5 | 5 | 5.0 | 5.0 |
| | | 6 | 63 | 63.0 | 63.0 |
| | | 7 | 15 | 15.0 | 15.0 |
| Max. | Total | 100 | 100.0 | 100.0 | 100.0 |

Customer Satisfaction (Y1.1-Y1.3)

| | Sum/Total | Frequency | Percent | Valid Percent | Cumulative Percent |
|------|-----------|-----------|---------|---------------|--------------------|
| Min. | Valid | 9 | 6 | 6.0 | 6.0 |
| | | 10 | 43 | 43.0 | 43.0 |
| | | 11 | 26 | 26.0 | 26.0 |
| Max. | Total | 100 | 100.0 | 100.0 | 100.0 |

APPENDIX D: NORMALITY TEST RESULT

Graph



One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|-----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a, b} | Mean | .0000000 |
| | Std. Deviation | .60824246 |
| Most Extreme Differences | Absolute | .062 |
| | Positive | .062 |
| | Negative | -.055 |
| Test Statistic | | .062 |
| Asymp. Sig. (2-tailed) | | .200 ^{c, d} |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

APPENDIX E: HETEROSCEDASTICITY TEST RESULT

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|---------------------------------------------------------------------------------------------------------------------|-------------------|--------|
| 1 | Empathy_ (X5), Responsiveness_ (X3), Tangibility_ (X1), Assurance_ (X4), Reliability_ (X2) ^b | . | Enter |

a. Dependent Variable: Customer_Satisfaction_ (Y)

b. All requested variables entered.

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.265 | .528 | | 2.396 | .019 |
| | Tangibility_(X1) | -.031 | .033 | -.096 | -.919 | .360 |
| | Reliability_(X2) | -.047 | .025 | -.224 | -1.898 | .061 |
| | Responsiveness_(X3) | -.002 | .035 | -.006 | -.052 | .958 |
| | Assurance_(X4) | .005 | .025 | .023 | .217 | .828 |
| | Empathy_(X5) | .034 | .056 | .073 | .599 | .551 |

a. Dependent Variable: ABS_RES1

APPENDIX F: MULTIPLE LIENAR REGRESSION TEST RESULT

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|----------------------------------------------------------------------------------------------------------------|-------------------|--------|
| 1 | Empathy_(X5), Responsiveness_(X3), Tangibility_(X1), Assurance_(X4), Reliability_(X2) ^b | | Enter |

a. Dependent Variable: Customer_Satisfaction_(Y)

b. All requested variables entered.

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .747 ^a | .559 | .535 | .624 |

a. Predictors: (Constant), Empathy_(X5), Responsiveness_(X3), Tangibility_(X1), Assurance_(X4), Reliability_(X2)

b. Dependent Variable: Customer_Satisfaction_(Y)

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 46.374 | 5 | 9.275 | 23.804 | .000 ^b |
| | Residual | 36.626 | 94 | .390 | | |
| | Total | 83.000 | 99 | | | |

a. Dependent Variable: Customer_Satisfaction_(Y)

b. Predictors: (Constant), Empathy_(X5), Responsiveness_(X3), Tangibility_(X1), Assurance_(X4), Reliability_(X2)

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|---------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1.718 | .850 | | 2.022 | .046 | | |
| | Tangibility_(X1) | .192 | .054 | .255 | 3.580 | .001 | .928 | 1.077 |
| | Reliability_(X2) | .107 | .040 | .214 | 2.656 | .009 | .723 | 1.382 |
| | Responsiveness_(X3) | .216 | .057 | .273 | 3.780 | .000 | .900 | 1.111 |
| | Assurance_(X4) | .107 | .040 | .197 | 2.680 | .009 | .867 | 1.154 |
| | Empathy_(X5) | .284 | .091 | .259 | 3.128 | .002 | .687 | 1.455 |

a. Dependent Variable: Customer_Satisfaction_(Y)

Collinearity Diagnostics^a

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | | | |
|-------|-----------|------------|-----------------|----------------------|------------------|------------------|---------------------|----------------|--------------|
| | | | | (Constant) | Tangibility_(X1) | Reliability_(X2) | Responsiveness_(X3) | Assurance_(X4) | Empathy_(X5) |
| 1 | 1 | 5.950 | 1.000 | .00 | .00 | .00 | .00 | .00 | .00 |
| | 2 | .015 | 20.236 | .00 | .60 | .01 | .00 | .32 | .03 |
| | 3 | .013 | 21.487 | .00 | .18 | .02 | .52 | .23 | .02 |
| | 4 | .011 | 23.416 | .02 | .01 | .10 | .09 | .30 | .53 |
| | 5 | .007 | 28.879 | .01 | .00 | .75 | .18 | .00 | .42 |
| | 6 | .004 | 37.292 | .96 | .20 | .11 | .21 | .14 | .02 |

a. Dependent Variable: Customer_Satisfaction_(Y)

Residuals Statistics^a

| | Minimum | Maximum | Mean | Std. Deviation | N |
|----------------------|---------|---------|-------|----------------|-----|
| Predicted Value | 9.44 | 12.73 | 10.70 | .684 | 100 |
| Residual | -.999 | 2.104 | .000 | .608 | 100 |
| Std. Predicted Value | -1.840 | 2.966 | .000 | 1.000 | 100 |
| Std. Residual | -1.600 | 3.371 | .000 | .974 | 100 |

a. Dependent Variable: Customer_Satisfaction_(Y)

APPENDIX G: t-TABLE

Titik Persentase Distribusi t (df = 81 –120)

| Pr df | 0.25 0.50 | 0.10 0.20 | 0.05 0.10 | 0.025 0.050 | 0.01 0.02 | 0.005 0.010 | 0.001 0.002 |
|----------|--------------|--------------|--------------|----------------|--------------|----------------|----------------|
| 81 | 0.67753 | 1.29209 | 1.66388 | 1.98969 | 2.37327 | 2.63790 | 3.19392 |
| 82 | 0.67749 | 1.29196 | 1.66365 | 1.98932 | 2.37269 | 2.63712 | 3.19262 |
| 83 | 0.67746 | 1.29183 | 1.66342 | 1.98896 | 2.37212 | 2.63637 | 3.19135 |
| 84 | 0.67742 | 1.29171 | 1.66320 | 1.98861 | 2.37156 | 2.63563 | 3.19011 |
| 85 | 0.67739 | 1.29159 | 1.66298 | 1.98827 | 2.37102 | 2.63491 | 3.18890 |
| 86 | 0.67735 | 1.29147 | 1.66277 | 1.98793 | 2.37049 | 2.63421 | 3.18772 |
| 87 | 0.67732 | 1.29136 | 1.66256 | 1.98761 | 2.36998 | 2.63353 | 3.18657 |
| 88 | 0.67729 | 1.29125 | 1.66235 | 1.98729 | 2.36947 | 2.63286 | 3.18544 |
| 89 | 0.67726 | 1.29114 | 1.66216 | 1.98698 | 2.36898 | 2.63220 | 3.18434 |
| 90 | 0.67723 | 1.29103 | 1.66196 | 1.98667 | 2.36850 | 2.63157 | 3.18327 |
| 91 | 0.67720 | 1.29092 | 1.66177 | 1.98638 | 2.36803 | 2.63094 | 3.18222 |
| 92 | 0.67717 | 1.29082 | 1.66159 | 1.98609 | 2.36757 | 2.63033 | 3.18119 |
| 93 | 0.67714 | 1.29072 | 1.66140 | 1.98580 | 2.36712 | 2.62973 | 3.18019 |
| 94 | 0.67711 | 1.29062 | 1.66123 | 1.98552 | 2.36667 | 2.62915 | 3.17921 |
| 95 | 0.67708 | 1.29053 | 1.66105 | 1.98525 | 2.36624 | 2.62858 | 3.17825 |
| 96 | 0.67705 | 1.29043 | 1.66088 | 1.98498 | 2.36582 | 2.62802 | 3.17731 |
| 97 | 0.67703 | 1.29034 | 1.66071 | 1.98472 | 2.36541 | 2.62747 | 3.17639 |
| 98 | 0.67700 | 1.29025 | 1.66055 | 1.98447 | 2.36500 | 2.62693 | 3.17549 |
| 99 | 0.67698 | 1.29016 | 1.66039 | 1.98422 | 2.36461 | 2.62641 | 3.17460 |
| 100 | 0.67695 | 1.29007 | 1.66023 | 1.98397 | 2.36422 | 2.62589 | 3.17374 |
| 101 | 0.67693 | 1.28999 | 1.66008 | 1.98373 | 2.36384 | 2.62539 | 3.17289 |
| 102 | 0.67690 | 1.28991 | 1.65993 | 1.98350 | 2.36346 | 2.62489 | 3.17206 |
| 103 | 0.67688 | 1.28982 | 1.65978 | 1.98326 | 2.36310 | 2.62441 | 3.17125 |
| 104 | 0.67686 | 1.28974 | 1.65964 | 1.98304 | 2.36274 | 2.62393 | 3.17045 |
| 105 | 0.67683 | 1.28967 | 1.65950 | 1.98282 | 2.36239 | 2.62347 | 3.16967 |
| 106 | 0.67681 | 1.28959 | 1.65936 | 1.98260 | 2.36204 | 2.62301 | 3.16890 |
| 107 | 0.67679 | 1.28951 | 1.65922 | 1.98238 | 2.36170 | 2.62256 | 3.16815 |
| 108 | 0.67677 | 1.28944 | 1.65909 | 1.98217 | 2.36137 | 2.62212 | 3.16741 |
| 109 | 0.67675 | 1.28937 | 1.65895 | 1.98197 | 2.36105 | 2.62169 | 3.16669 |
| 110 | 0.67673 | 1.28930 | 1.65882 | 1.98177 | 2.36073 | 2.62126 | 3.16598 |
| 111 | 0.67671 | 1.28922 | 1.65870 | 1.98157 | 2.36041 | 2.62085 | 3.16528 |
| 112 | 0.67669 | 1.28916 | 1.65857 | 1.98137 | 2.36010 | 2.62044 | 3.16460 |
| 113 | 0.67667 | 1.28909 | 1.65845 | 1.98118 | 2.35980 | 2.62004 | 3.16392 |
| 114 | 0.67665 | 1.28902 | 1.65833 | 1.98099 | 2.35950 | 2.61964 | 3.16326 |
| 115 | 0.67663 | 1.28896 | 1.65821 | 1.98081 | 2.35921 | 2.61926 | 3.16262 |
| 116 | 0.67661 | 1.28889 | 1.65810 | 1.98063 | 2.35892 | 2.61888 | 3.16198 |
| 117 | 0.67659 | 1.28883 | 1.65798 | 1.98045 | 2.35864 | 2.61850 | 3.16135 |
| 118 | 0.67657 | 1.28877 | 1.65787 | 1.98027 | 2.35837 | 2.61814 | 3.16074 |
| 119 | 0.67656 | 1.28871 | 1.65776 | 1.98010 | 2.35809 | 2.61778 | 3.16013 |
| 120 | 0.67654 | 1.28865 | 1.65765 | 1.97993 | 2.35782 | 2.61742 | 3.15954 |

Source: junaidichaniago.wordpress.com

APPENDIX H: F-TABLE

Critical values of F for the 0.05 significance level:

| α | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|----------|------|------|------|------|------|------|------|------|------|------|
| 55 | 4.02 | 3.17 | 2.77 | 2.54 | 2.38 | 2.27 | 2.18 | 2.11 | 2.06 | 2.01 |
| 56 | 4.01 | 3.16 | 2.77 | 2.54 | 2.38 | 2.27 | 2.18 | 2.11 | 2.05 | 2.01 |
| 57 | 4.01 | 3.16 | 2.77 | 2.53 | 2.38 | 2.26 | 2.18 | 2.11 | 2.05 | 2.00 |
| 58 | 4.01 | 3.16 | 2.76 | 2.53 | 2.37 | 2.26 | 2.17 | 2.10 | 2.05 | 2.00 |
| 59 | 4.00 | 3.15 | 2.76 | 2.53 | 2.37 | 2.26 | 2.17 | 2.10 | 2.04 | 2.00 |
| 60 | 4.00 | 3.15 | 2.76 | 2.53 | 2.37 | 2.25 | 2.17 | 2.10 | 2.04 | 1.99 |
| 61 | 4.00 | 3.15 | 2.76 | 2.52 | 2.37 | 2.25 | 2.16 | 2.09 | 2.04 | 1.99 |
| 62 | 4.00 | 3.15 | 2.75 | 2.52 | 2.36 | 2.25 | 2.16 | 2.09 | 2.04 | 1.99 |
| 63 | 3.99 | 3.14 | 2.75 | 2.52 | 2.36 | 2.25 | 2.16 | 2.09 | 2.03 | 1.99 |
| 64 | 3.99 | 3.14 | 2.75 | 2.52 | 2.36 | 2.24 | 2.16 | 2.09 | 2.03 | 1.98 |
| 65 | 3.99 | 3.14 | 2.75 | 2.51 | 2.36 | 2.24 | 2.15 | 2.08 | 2.03 | 1.98 |
| 66 | 3.99 | 3.14 | 2.74 | 2.51 | 2.36 | 2.24 | 2.15 | 2.08 | 2.03 | 1.98 |
| 67 | 3.98 | 3.13 | 2.74 | 2.51 | 2.36 | 2.24 | 2.15 | 2.08 | 2.02 | 1.98 |
| 68 | 3.98 | 3.13 | 2.74 | 2.51 | 2.36 | 2.24 | 2.15 | 2.08 | 2.02 | 1.97 |
| 69 | 3.98 | 3.13 | 2.74 | 2.51 | 2.36 | 2.23 | 2.15 | 2.08 | 2.02 | 1.97 |
| 70 | 3.98 | 3.13 | 2.74 | 2.50 | 2.36 | 2.23 | 2.14 | 2.07 | 2.02 | 1.97 |
| 71 | 3.98 | 3.13 | 2.73 | 2.50 | 2.36 | 2.23 | 2.14 | 2.07 | 2.02 | 1.97 |
| 72 | 3.97 | 3.12 | 2.73 | 2.50 | 2.36 | 2.23 | 2.14 | 2.07 | 2.01 | 1.97 |
| 73 | 3.97 | 3.12 | 2.73 | 2.50 | 2.36 | 2.23 | 2.14 | 2.07 | 2.01 | 1.96 |
| 74 | 3.97 | 3.12 | 2.73 | 2.50 | 2.36 | 2.22 | 2.14 | 2.07 | 2.01 | 1.96 |
| 75 | 3.97 | 3.12 | 2.73 | 2.49 | 2.36 | 2.22 | 2.13 | 2.06 | 2.01 | 1.96 |
| 76 | 3.97 | 3.12 | 2.73 | 2.49 | 2.36 | 2.22 | 2.13 | 2.06 | 2.01 | 1.96 |
| 77 | 3.97 | 3.12 | 2.72 | 2.49 | 2.36 | 2.22 | 2.13 | 2.06 | 2.00 | 1.96 |
| 78 | 3.96 | 3.11 | 2.72 | 2.49 | 2.36 | 2.22 | 2.13 | 2.06 | 2.00 | 1.95 |
| 79 | 3.96 | 3.11 | 2.72 | 2.49 | 2.36 | 2.22 | 2.13 | 2.06 | 2.00 | 1.95 |
| 80 | 3.96 | 3.11 | 2.72 | 2.49 | 2.36 | 2.21 | 2.13 | 2.06 | 2.00 | 1.95 |
| 81 | 3.96 | 3.11 | 2.72 | 2.48 | 2.36 | 2.21 | 2.13 | 2.06 | 2.00 | 1.95 |
| 82 | 3.96 | 3.11 | 2.72 | 2.48 | 2.36 | 2.21 | 2.12 | 2.05 | 2.00 | 1.95 |
| 83 | 3.96 | 3.11 | 2.72 | 2.48 | 2.36 | 2.21 | 2.12 | 2.05 | 2.00 | 1.95 |
| 84 | 3.96 | 3.11 | 2.71 | 2.48 | 2.36 | 2.21 | 2.12 | 2.05 | 1.99 | 1.95 |
| 85 | 3.95 | 3.10 | 2.71 | 2.48 | 2.36 | 2.21 | 2.12 | 2.05 | 1.99 | 1.94 |
| 86 | 3.95 | 3.10 | 2.71 | 2.48 | 2.36 | 2.21 | 2.12 | 2.05 | 1.99 | 1.94 |
| 87 | 3.95 | 3.10 | 2.71 | 2.48 | 2.36 | 2.21 | 2.12 | 2.05 | 1.99 | 1.94 |
| 88 | 3.95 | 3.10 | 2.71 | 2.48 | 2.36 | 2.20 | 2.12 | 2.05 | 1.99 | 1.94 |
| 89 | 3.95 | 3.10 | 2.71 | 2.47 | 2.36 | 2.20 | 2.11 | 2.04 | 1.99 | 1.94 |
| 90 | 3.95 | 3.10 | 2.71 | 2.47 | 2.36 | 2.20 | 2.11 | 2.04 | 1.99 | 1.94 |
| 91 | 3.95 | 3.10 | 2.71 | 2.47 | 2.36 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 |
| 92 | 3.95 | 3.10 | 2.70 | 2.47 | 2.36 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 |
| 93 | 3.94 | 3.09 | 2.70 | 2.47 | 2.36 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 |
| 94 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 |
| 95 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 |
| 96 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 |
| 97 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 |
| 98 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 |
| 99 | 3.94 | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 |
| 100 | 3.94 | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 |

Source: www.sussex.ac.uk

APPENDIX I: r-Table

Table of Critical Values for Pearson's r

| df | Level of Significance for a One-Tailed Test | | | | | |
|----------|---------------------------------------------|-------|-------|--------|--------|---------|
| | .10 | .05 | .025 | .01 | .005 | .0005 |
| | Level of Significance for a Two-Tailed Test | | | | | |
| | .20 | .10 | .05 | .02 | .01 | .001 |
| 1 | 0.951 | 0.988 | 0.997 | 0.9995 | 0.9999 | 0.99999 |
| 2 | 0.800 | 0.900 | 0.950 | 0.980 | 0.990 | 0.999 |
| 3 | 0.687 | 0.805 | 0.878 | 0.934 | 0.959 | 0.991 |
| 4 | 0.608 | 0.729 | 0.811 | 0.882 | 0.917 | 0.974 |
| 5 | 0.551 | 0.669 | 0.755 | 0.833 | 0.875 | 0.951 |
| 6 | 0.507 | 0.621 | 0.707 | 0.789 | 0.834 | 0.925 |
| 7 | 0.472 | 0.582 | 0.666 | 0.750 | 0.798 | 0.898 |
| 8 | 0.443 | 0.549 | 0.632 | 0.715 | 0.765 | 0.872 |
| 9 | 0.419 | 0.521 | 0.602 | 0.685 | 0.735 | 0.847 |
| 10 | 0.398 | 0.497 | 0.576 | 0.658 | 0.708 | 0.823 |
| 11 | 0.380 | 0.476 | 0.553 | 0.634 | 0.684 | 0.801 |
| 12 | 0.365 | 0.457 | 0.532 | 0.612 | 0.661 | 0.780 |
| 13 | 0.351 | 0.441 | 0.514 | 0.592 | 0.641 | 0.760 |
| 14 | 0.338 | 0.426 | 0.497 | 0.574 | 0.623 | 0.742 |
| 15 | 0.327 | 0.412 | 0.482 | 0.558 | 0.606 | 0.725 |
| 16 | 0.317 | 0.400 | 0.468 | 0.542 | 0.590 | 0.708 |
| 17 | 0.308 | 0.389 | 0.456 | 0.529 | 0.575 | 0.693 |
| 18 | 0.299 | 0.378 | 0.444 | 0.515 | 0.561 | 0.679 |
| 19 | 0.291 | 0.369 | 0.433 | 0.503 | 0.549 | 0.665 |
| 20 | 0.284 | 0.360 | 0.423 | 0.492 | 0.537 | 0.652 |
| 21 | 0.277 | 0.352 | 0.413 | 0.482 | 0.526 | 0.640 |
| 22 | 0.271 | 0.344 | 0.404 | 0.472 | 0.515 | 0.629 |
| 23 | 0.265 | 0.337 | 0.396 | 0.462 | 0.505 | 0.618 |
| 24 | 0.260 | 0.330 | 0.388 | 0.453 | 0.496 | 0.607 |
| 25 | 0.255 | 0.323 | 0.381 | 0.445 | 0.487 | 0.597 |
| 26 | 0.250 | 0.317 | 0.374 | 0.437 | 0.479 | 0.588 |
| 27 | 0.245 | 0.311 | 0.367 | 0.430 | 0.471 | 0.579 |
| 28 | 0.241 | 0.306 | 0.361 | 0.423 | 0.463 | 0.570 |
| 29 | 0.237 | 0.301 | 0.355 | 0.416 | 0.456 | 0.562 |
| 30 | 0.233 | 0.296 | 0.349 | 0.409 | 0.449 | 0.554 |
| 40 | 0.202 | 0.257 | 0.304 | 0.358 | 0.393 | 0.490 |
| 60 | 0.165 | 0.211 | 0.250 | 0.295 | 0.325 | 0.408 |
| 120 | 0.117 | 0.150 | 0.178 | 0.210 | 0.232 | 0.294 |
| ∞ | 0.057 | 0.073 | 0.087 | 0.103 | 0.114 | 0.146 |

Source: www.radford.edu

APPENDIX J: VALIDITY AND RELIABILITY QUESTIONNAIRE DATA

| | Tangibility (X1) | | | Reliability (X2) | | | Responsiveness (X3) | | | Assurance (X4) | | | Empathy (X5) | | | Customer Satisfaction (Y) | | | | | | | | | | |
|-----|------------------|------|------|------------------|------|------|---------------------|------|------|----------------|------|------|--------------|----|------|---------------------------|------|------|----|------|------|---|------|------|------|----|
| | X1.1 | X1.2 | X1.3 | Σ | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Σ | X3.1 | X3.2 | X3.3 | Σ | X4.1 | X4.2 | X4.3 | X4.4 | Σ | X5.1 | X5.2 | Σ | Y1.1 | Y1.2 | Y1.3 | Σ |
| R1 | 3 | 3 | 3 | 9 | 4 | 3 | 4 | 3 | 3 | 17 | 3 | 2 | 3 | 8 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 6 | 4 | 4 | 4 | 12 |
| R2 | 3 | 3 | 3 | 9 | 2 | 3 | 2 | 3 | 3 | 13 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 7 | 4 | 3 | 3 | 10 |
| R3 | 3 | 4 | 3 | 10 | 4 | 3 | 3 | 3 | 2 | 15 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 7 | 3 | 3 | 2 | 8 |
| R4 | 3 | 2 | 3 | 8 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 3 | 12 | 3 | 2 | 5 | 3 | 4 | 4 | 11 |
| R5 | 2 | 3 | 2 | 7 | 4 | 2 | 4 | 3 | 4 | 17 | 3 | 3 | 3 | 9 | 3 | 2 | 3 | 3 | 11 | 2 | 2 | 4 | 4 | 4 | 3 | 11 |
| R6 | 3 | 3 | 3 | 9 | 3 | 2 | 3 | 2 | 3 | 13 | 2 | 2 | 2 | 6 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 6 | 3 | 4 | 3 | 10 |
| R7 | 3 | 4 | 3 | 10 | 3 | 2 | 3 | 3 | 3 | 14 | 3 | 4 | 4 | 11 | 3 | 3 | 3 | 3 | 12 | 2 | 4 | 6 | 4 | 4 | 4 | 12 |
| R8 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 11 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 6 | 3 | 4 | 4 | 11 |
| R9 | 3 | 3 | 3 | 9 | 3 | 4 | 3 | 4 | 4 | 18 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 6 | 4 | 4 | 3 | 11 |
| R10 | 3 | 2 | 3 | 8 | 3 | 3 | 3 | 3 | 2 | 14 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 6 | 3 | 4 | 3 | 10 |
| R11 | 3 | 2 | 2 | 7 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 3 | 10 | 4 | 2 | 4 | 4 | 14 | 3 | 3 | 6 | 3 | 4 | 4 | 11 |
| R12 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 6 | 3 | 4 | 3 | 10 |
| R13 | 3 | 4 | 3 | 10 | 4 | 3 | 4 | 4 | 4 | 19 | 3 | 2 | 2 | 7 | 3 | 2 | 3 | 3 | 11 | 4 | 4 | 8 | 3 | 3 | 3 | 9 |
| R14 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 4 | 15 | 2 | 2 | 4 | 3 | 4 | 4 | 11 |
| R15 | 3 | 3 | 3 | 9 | 4 | 3 | 4 | 3 | 3 | 17 | 3 | 3 | 3 | 9 | 4 | 3 | 4 | 4 | 15 | 3 | 3 | 6 | 4 | 4 | 4 | 12 |
| R16 | 3 | 2 | 3 | 8 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R17 | 4 | 4 | 4 | 12 | 2 | 3 | 2 | 3 | 3 | 13 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 12 | 2 | 3 | 5 | 3 | 3 | 2 | 8 |
| R18 | 4 | 4 | 3 | 11 | 3 | 4 | 3 | 4 | 3 | 17 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 6 | 3 | 3 | 4 | 10 |
| R19 | 4 | 3 | 4 | 11 | 2 | 3 | 2 | 3 | 3 | 13 | 3 | 2 | 3 | 8 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 6 | 4 | 4 | 3 | 11 |
| R20 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 4 | 16 | 2 | 3 | 2 | 7 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 6 | 3 | 3 | 3 | 9 |
| R21 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 2 | 14 | 3 | 3 | 3 | 9 | 4 | 3 | 4 | 2 | 13 | 3 | 3 | 6 | 3 | 3 | 3 | 9 |
| R22 | 3 | 2 | 3 | 8 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 3 | 8 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 6 | 4 | 4 | 4 | 12 |
| R23 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 3 | 4 | 16 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 6 | 3 | 3 | 3 | 9 |
| R24 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 2 | 3 | 8 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 8 | 4 | 4 | 3 | 11 |
| R25 | 2 | 2 | 2 | 6 | 4 | 2 | 4 | 2 | 3 | 15 | 3 | 3 | 3 | 9 | 2 | 3 | 4 | 2 | 11 | 3 | 3 | 6 | 3 | 3 | 4 | 10 |
| R26 | 3 | 4 | 4 | 11 | 3 | 3 | 3 | 3 | 2 | 14 | 3 | 2 | 3 | 8 | 3 | 4 | 3 | 4 | 14 | 2 | 4 | 6 | 3 | 3 | 3 | 9 |
| R27 | 4 | 3 | 3 | 10 | 4 | 3 | 4 | 3 | 3 | 17 | 4 | 4 | 2 | 10 | 2 | 2 | 3 | 3 | 10 | 3 | 3 | 6 | 2 | 2 | 3 | 7 |
| R28 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 9 | 2 | 4 | 2 | 4 | 12 | 4 | 4 | 8 | 3 | 3 | 3 | 9 |
| R29 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 12 | 4 | 2 | 3 | 2 | 11 | 2 | 2 | 4 | 4 | 4 | 4 | 12 |
| R30 | 4 | 3 | 4 | 11 | 2 | 3 | 2 | 3 | 4 | 14 | 3 | 3 | 3 | 9 | 4 | 2 | 4 | 3 | 13 | 2 | 3 | 5 | 3 | 3 | 3 | 9 |

APPENDIX K: 100 RESPONDENTS QUESTIONNAIRE DATA

| No | Tangibility (X1) | | | Reliability (X2) | | | | | Responsiveness (X3) | | | Assurance (X4) | | | | Empathy (X5) | | | Customer Satisfaction (Y) | | | | | | |
|-----|------------------|------|------|------------------|------|------|------|------|---------------------|------|------|----------------|------|------|------|--------------|------|------|---------------------------|------|------|------|---|----|----|
| | X1.1 | X1.2 | X1.3 | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X3.1 | X3.2 | X3.3 | X4.1 | X4.2 | X4.3 | X4.4 | X4.5 | X5.1 | X5.2 | X5.3 | Y1.1 | Y1.2 | Y1.3 | Σ | | |
| R1 | 3 | 4 | 4 | 11 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 3 | 8 | 4 | 3 | 4 | 4 | 15 | 3 | 3 | 6 | 4 | 3 | 10 | |
| R2 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 8 | 4 | 4 | 12 | |
| R3 | 3 | 4 | 4 | 11 | 2 | 3 | 2 | 3 | 13 | 3 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 12 | 3 | 2 | 5 | 2 | 4 | 10 | |
| R4 | 3 | 2 | 3 | 8 | 2 | 3 | 3 | 3 | 4 | 15 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 6 | 3 | 4 | 10 | |
| R5 | 2 | 3 | 4 | 9 | 3 | 3 | 4 | 3 | 16 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 6 | 3 | 4 | 10 | |
| R6 | 3 | 2 | 3 | 8 | 4 | 4 | 3 | 3 | 18 | 4 | 3 | 4 | 11 | 3 | 3 | 4 | 4 | 14 | 3 | 3 | 6 | 4 | 2 | 4 | 10 |
| R7 | 3 | 2 | 3 | 8 | 3 | 3 | 3 | 3 | 4 | 16 | 4 | 3 | 4 | 11 | 3 | 3 | 4 | 14 | 3 | 4 | 7 | 3 | 3 | 4 | 10 |
| R8 | 3 | 2 | 3 | 8 | 4 | 3 | 3 | 4 | 17 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 3 | 15 | 3 | 3 | 6 | 4 | 3 | 4 | 11 |
| R9 | 4 | 4 | 2 | 10 | 4 | 3 | 3 | 3 | 4 | 17 | 3 | 2 | 3 | 8 | 3 | 3 | 4 | 14 | 3 | 3 | 6 | 4 | 4 | 4 | 12 |
| R10 | 3 | 3 | 3 | 9 | 4 | 3 | 3 | 3 | 16 | 4 | 3 | 3 | 10 | 3 | 4 | 3 | 4 | 14 | 3 | 3 | 6 | 4 | 4 | 3 | 11 |
| R11 | 4 | 3 | 2 | 9 | 3 | 4 | 3 | 3 | 16 | 4 | 3 | 3 | 10 | 3 | 2 | 2 | 3 | 10 | 3 | 3 | 6 | 3 | 3 | 4 | 10 |
| R12 | 3 | 3 | 4 | 10 | 4 | 4 | 3 | 4 | 18 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 13 | 3 | 4 | 7 | 3 | 3 | 4 | 10 | |
| R13 | 4 | 3 | 3 | 10 | 4 | 3 | 3 | 3 | 16 | 2 | 4 | 3 | 9 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 8 | 3 | 3 | 4 | 10 |
| R14 | 3 | 4 | 2 | 9 | 3 | 3 | 3 | 3 | 15 | 4 | 3 | 4 | 11 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 6 | 3 | 4 | 3 | 10 |
| R15 | 3 | 2 | 3 | 8 | 3 | 3 | 2 | 3 | 13 | 3 | 3 | 3 | 9 | 4 | 4 | 3 | 3 | 14 | 3 | 3 | 6 | 4 | 2 | 4 | 10 |
| R16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R17 | 3 | 4 | 2 | 9 | 3 | 3 | 2 | 3 | 14 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 6 | 3 | 4 | 3 | 10 |
| R18 | 2 | 4 | 3 | 9 | 3 | 2 | 3 | 3 | 14 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 15 | 3 | 3 | 6 | 4 | 4 | 3 | 11 |
| R19 | 2 | 3 | 4 | 9 | 4 | 2 | 3 | 3 | 16 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 6 | 4 | 3 | 3 | 10 |
| R20 | 3 | 3 | 3 | 9 | 4 | 3 | 3 | 3 | 16 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 3 | 13 | 3 | 3 | 6 | 3 | 4 | 3 | 10 |
| R21 | 4 | 4 | 4 | 12 | 3 | 3 | 4 | 3 | 16 | 3 | 3 | 3 | 9 | 3 | 4 | 3 | 4 | 14 | 3 | 3 | 6 | 3 | 3 | 4 | 10 |
| R22 | 3 | 3 | 3 | 9 | 4 | 3 | 3 | 3 | 16 | 3 | 4 | 3 | 10 | 2 | 3 | 2 | 3 | 10 | 3 | 3 | 6 | 3 | 4 | 4 | 11 |
| R23 | 3 | 3 | 3 | 9 | 4 | 3 | 3 | 3 | 16 | 3 | 3 | 2 | 8 | 3 | 2 | 2 | 3 | 10 | 3 | 3 | 6 | 3 | 3 | 3 | 9 |
| R24 | 2 | 3 | 4 | 9 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 9 | 3 | 4 | 3 | 4 | 14 | 3 | 3 | 6 | 4 | 3 | 3 | 10 |
| R25 | 4 | 3 | 3 | 10 | 4 | 3 | 3 | 4 | 18 | 3 | 3 | 3 | 9 | 3 | 2 | 2 | 3 | 10 | 3 | 3 | 6 | 4 | 4 | 2 | 10 |
| R26 | 4 | 3 | 3 | 10 | 3 | 3 | 4 | 4 | 18 | 3 | 3 | 3 | 9 | 4 | 3 | 4 | 4 | 15 | 3 | 3 | 6 | 4 | 4 | 2 | 10 |
| R27 | 4 | 3 | 3 | 10 | 3 | 4 | 4 | 4 | 18 | 3 | 3 | 3 | 9 | 3 | 2 | 3 | 2 | 10 | 3 | 3 | 6 | 3 | 3 | 4 | 10 |
| R28 | 4 | 3 | 4 | 11 | 3 | 3 | 4 | 3 | 16 | 3 | 3 | 4 | 10 | 3 | 2 | 3 | 2 | 10 | 3 | 3 | 6 | 4 | 3 | 3 | 10 |
| R29 | 3 | 3 | 2 | 8 | 3 | 4 | 3 | 3 | 16 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 6 | 3 | 3 | 3 | 9 |
| R30 | 3 | 4 | 3 | 10 | 2 | 3 | 4 | 3 | 15 | 3 | 4 | 3 | 10 | 3 | 3 | 4 | 3 | 13 | 4 | 3 | 7 | 4 | 3 | 3 | 10 |
| R31 | 4 | 4 | 2 | 10 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 3 | 12 | 4 | 3 | 7 | 3 | 3 | 4 | 10 |
| R32 | 2 | 4 | 4 | 10 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 2 | 4 | 10 | 3 | 2 | 4 | 12 | 3 | 4 | 7 | 3 | 4 | 3 | 10 |
| R33 | 4 | 2 | 3 | 9 | 3 | 2 | 4 | 3 | 15 | 3 | 3 | 2 | 8 | 3 | 4 | 3 | 3 | 13 | 3 | 3 | 6 | 3 | 2 | 4 | 9 |
| R34 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R35 | 3 | 3 | 4 | 10 | 2 | 3 | 3 | 3 | 4 | 15 | 4 | 4 | 12 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 6 | 3 | 3 | 4 | 10 |
| R36 | 3 | 3 | 3 | 9 | 3 | 4 | 4 | 3 | 17 | 4 | 4 | 4 | 11 | 4 | 3 | 3 | 4 | 14 | 3 | 3 | 6 | 3 | 3 | 4 | 10 |

| No | Tangibility (X1) | | | Reliability (X2) | | | | | Responsiveness (X3) | | | Assurance (X4) | | | Pathy (X5) | | | Customer Satisfaction (Y) | | | | | | | | |
|-----|------------------|------|------|------------------|------|------|------|------|---------------------|----|------|----------------|------|----|------------|------|------|---------------------------|----|------|------|---|------|------|------|----|
| | X1.1 | X1.2 | X1.3 | Σ | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Σ | X3.1 | X3.2 | X3.3 | Σ | X4.1 | X4.2 | X4.3 | X4.4 | Σ | X5.1 | X5.2 | Σ | Y1.1 | Y1.2 | Y1.3 | Σ |
| R37 | 4 | 3 | 4 | 11 | 3 | 3 | 4 | 4 | 3 | 17 | 3 | 4 | 4 | 11 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 7 | 3 | 4 | 4 | 11 |
| R38 | 3 | 2 | 3 | 8 | 3 | 4 | 3 | 2 | 3 | 15 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 6 | 4 | 4 | 2 | 10 |
| R39 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 4 | 3 | 18 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R40 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 3 | 4 | 10 | 3 | 4 | 3 | 3 | 13 | 3 | 3 | 6 | 3 | 3 | 4 | 10 |
| R41 | 3 | 3 | 2 | 8 | 3 | 3 | 2 | 3 | 3 | 14 | 3 | 3 | 4 | 10 | 3 | 3 | 4 | 2 | 12 | 3 | 3 | 6 | 3 | 3 | 3 | 9 |
| R42 | 3 | 3 | 2 | 8 | 4 | 3 | 3 | 4 | 4 | 18 | 3 | 4 | 3 | 10 | 3 | 2 | 2 | 3 | 10 | 3 | 3 | 6 | 4 | 3 | 3 | 10 |
| R43 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 3 | 3 | 9 | 3 | 4 | 2 | 4 | 13 | 3 | 3 | 6 | 3 | 4 | 3 | 10 |
| R44 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 3 | 4 | 16 | 3 | 3 | 3 | 9 | 3 | 2 | 2 | 3 | 10 | 3 | 3 | 6 | 3 | 4 | 3 | 10 |
| R45 | 3 | 3 | 2 | 8 | 3 | 4 | 4 | 4 | 3 | 18 | 4 | 3 | 3 | 10 | 4 | 2 | 3 | 3 | 12 | 4 | 2 | 6 | 3 | 4 | 3 | 10 |
| R46 | 3 | 2 | 3 | 8 | 3 | 4 | 3 | 3 | 3 | 16 | 3 | 3 | 4 | 10 | 4 | 2 | 3 | 3 | 12 | 3 | 4 | 7 | 3 | 3 | 4 | 10 |
| R47 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 3 | 4 | 17 | 2 | 3 | 4 | 9 | 3 | 4 | 4 | 3 | 14 | 2 | 4 | 6 | 3 | 4 | 3 | 10 |
| R48 | 3 | 2 | 3 | 8 | 3 | 4 | 4 | 4 | 3 | 17 | 4 | 3 | 4 | 11 | 3 | 2 | 2 | 3 | 10 | 3 | 3 | 6 | 3 | 4 | 3 | 10 |
| R49 | 3 | 3 | 3 | 9 | 3 | 2 | 3 | 2 | 3 | 13 | 3 | 2 | 3 | 8 | 4 | 2 | 2 | 3 | 11 | 2 | 4 | 6 | 4 | 3 | 4 | 11 |
| R50 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R51 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 3 | 4 | 18 | 3 | 3 | 3 | 9 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R52 | 4 | 3 | 4 | 11 | 3 | 3 | 4 | 3 | 4 | 17 | 3 | 3 | 4 | 10 | 2 | 2 | 3 | 3 | 10 | 3 | 3 | 6 | 4 | 4 | 3 | 11 |
| R53 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 3 | 3 | 17 | 4 | 4 | 4 | 11 | 3 | 2 | 3 | 4 | 12 | 2 | 4 | 6 | 4 | 4 | 3 | 11 |
| R54 | 3 | 4 | 4 | 11 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 3 | 3 | 10 | 3 | 4 | 3 | 4 | 14 | 3 | 4 | 7 | 3 | 4 | 4 | 11 |
| R55 | 3 | 2 | 3 | 8 | 3 | 2 | 3 | 2 | 3 | 13 | 4 | 3 | 2 | 9 | 3 | 3 | 4 | 4 | 14 | 3 | 3 | 6 | 3 | 3 | 3 | 9 |
| R56 | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 4 | 3 | 18 | 4 | 2 | 3 | 9 | 4 | 4 | 4 | 3 | 15 | 3 | 3 | 6 | 3 | 4 | 4 | 11 |
| R57 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R58 | 4 | 2 | 3 | 9 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 11 | 4 | 3 | 3 | 3 | 13 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R59 | 4 | 3 | 4 | 11 | 3 | 4 | 3 | 3 | 4 | 17 | 3 | 3 | 3 | 10 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 6 | 3 | 4 | 4 | 11 |
| R60 | 4 | 3 | 4 | 11 | 4 | 3 | 4 | 3 | 3 | 17 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 6 | 4 | 4 | 3 | 11 |
| R61 | 3 | 4 | 4 | 11 | 4 | 4 | 2 | 2 | 3 | 15 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 7 | 4 | 4 | 3 | 11 |
| R62 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 | 3 | 3 | 4 | 4 | 14 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R63 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 3 | 4 | 18 | 4 | 2 | 3 | 9 | 3 | 4 | 3 | 4 | 14 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R64 | 3 | 4 | 4 | 11 | 3 | 3 | 3 | 4 | 4 | 17 | 3 | 3 | 4 | 10 | 4 | 4 | 3 | 4 | 15 | 3 | 3 | 6 | 4 | 3 | 4 | 11 |
| R65 | 4 | 4 | 3 | 11 | 3 | 3 | 4 | 3 | 4 | 17 | 3 | 4 | 4 | 11 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 6 | 3 | 4 | 4 | 11 |
| R66 | 4 | 3 | 4 | 11 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 3 | 10 | 4 | 3 | 3 | 4 | 14 | 3 | 4 | 7 | 4 | 4 | 3 | 11 |
| R67 | 3 | 2 | 3 | 8 | 3 | 3 | 2 | 3 | 2 | 13 | 2 | 3 | 4 | 9 | 3 | 4 | 3 | 4 | 14 | 3 | 3 | 6 | 3 | 3 | 3 | 9 |
| R68 | 4 | 3 | 4 | 11 | 4 | 3 | 3 | 4 | 4 | 18 | 2 | 4 | 3 | 9 | 4 | 4 | 4 | 4 | 15 | 3 | 3 | 6 | 4 | 4 | 3 | 11 |
| R69 | 3 | 2 | 4 | 9 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 11 | 4 | 3 | 4 | 3 | 14 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R70 | 4 | 4 | 4 | 12 | 3 | 4 | 3 | 4 | 3 | 17 | 3 | 4 | 4 | 11 | 4 | 4 | 3 | 4 | 15 | 3 | 4 | 7 | 4 | 4 | 4 | 12 |
| R71 | 3 | 2 | 3 | 8 | 4 | 3 | 3 | 3 | 3 | 16 | 2 | 3 | 2 | 7 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 7 | 4 | 3 | 3 | 10 |
| R72 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 9 | 3 | 4 | 3 | 3 | 13 | 3 | 3 | 6 | 3 | 3 | 3 | 10 |

| No | Tangibility (X1) | | | Reliability (X2) | | | | | Responsiveness (X3) | | | | Assurance (X4) | | | | Loyalty (X5) | | | Customer Satisfaction (Y) | | | | | | |
|------|------------------|------|------|------------------|------|------|------|------|---------------------|----|------|------|----------------|----|------|------|--------------|------|----|---------------------------|------|---|------|------|------|----|
| | X1.1 | X1.2 | X1.3 | Σ | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Σ | X3.1 | X3.2 | X3.3 | Σ | X4.1 | X4.2 | X4.3 | X4.4 | Σ | X5.1 | X5.2 | Σ | Y1.1 | Y1.2 | Y1.3 | Σ |
| R73 | 3 | 3 | 3 | 9 | 2 | 3 | 4 | 3 | 3 | 15 | 3 | 3 | 3 | 9 | 3 | 2 | 3 | 3 | 11 | 3 | 3 | 6 | 4 | 3 | 3 | 10 |
| R74 | 3 | 4 | 4 | 11 | 3 | 4 | 3 | 3 | 4 | 17 | 3 | 4 | 3 | 10 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R75 | 3 | 4 | 4 | 11 | 4 | 3 | 3 | 3 | 3 | 16 | 3 | 4 | 3 | 10 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 6 | 4 | 3 | 4 | 11 |
| R76 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 3 | 4 | 10 | 4 | 4 | 3 | 3 | 14 | 3 | 2 | 5 | 3 | 3 | 4 | 10 |
| R77 | 3 | 3 | 3 | 9 | 4 | 3 | 4 | 3 | 2 | 16 | 3 | 3 | 4 | 10 | 3 | 3 | 2 | 4 | 12 | 3 | 2 | 5 | 3 | 4 | 3 | 10 |
| R78 | 3 | 2 | 4 | 9 | 4 | 4 | 4 | 4 | 4 | 20 | 2 | 4 | 3 | 9 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R79 | 3 | 3 | 4 | 10 | 4 | 3 | 2 | 3 | 3 | 15 | 3 | 3 | 4 | 10 | 4 | 3 | 4 | 3 | 14 | 3 | 4 | 7 | 3 | 4 | 4 | 11 |
| R80 | 3 | 3 | 3 | 9 | 3 | 2 | 3 | 3 | 3 | 14 | 3 | 3 | 3 | 9 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 6 | 3 | 3 | 4 | 10 |
| R81 | 3 | 3 | 3 | 9 | 3 | 2 | 3 | 3 | 3 | 14 | 2 | 3 | 4 | 9 | 3 | 4 | 3 | 3 | 13 | 3 | 3 | 6 | 4 | 3 | 3 | 10 |
| R82 | 4 | 4 | 4 | 12 | 4 | 3 | 2 | 3 | 3 | 15 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 7 | 4 | 4 | 4 | 12 |
| R83 | 4 | 4 | 3 | 11 | 3 | 3 | 2 | 4 | 3 | 15 | 3 | 4 | 3 | 10 | 4 | 2 | 2 | 3 | 11 | 3 | 3 | 6 | 4 | 4 | 3 | 11 |
| R84 | 3 | 4 | 3 | 10 | 3 | 4 | 3 | 3 | 3 | 16 | 4 | 3 | 4 | 11 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R85 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 4 | 4 | 11 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R86 | 3 | 2 | 2 | 7 | 3 | 3 | 3 | 3 | 4 | 16 | 3 | 3 | 3 | 9 | 3 | 4 | 3 | 3 | 13 | 3 | 3 | 6 | 4 | 3 | 3 | 10 |
| R87 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 4 | 3 | 17 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 6 | 4 | 3 | 4 | 11 |
| R88 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 3 | 10 | 4 | 3 | 3 | 4 | 14 | 3 | 3 | 6 | 4 | 4 | 4 | 12 |
| R89 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 4 | 3 | 18 | 3 | 2 | 4 | 9 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| R90 | 3 | 3 | 2 | 8 | 4 | 3 | 3 | 4 | 3 | 17 | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 4 | 15 | 3 | 3 | 6 | 3 | 4 | 4 | 11 |
| R91 | 3 | 4 | 2 | 9 | 4 | 3 | 3 | 3 | 4 | 17 | 3 | 3 | 3 | 9 | 4 | 4 | 3 | 4 | 15 | 4 | 2 | 6 | 3 | 4 | 4 | 11 |
| R92 | 3 | 4 | 3 | 10 | 3 | 3 | 4 | 4 | 3 | 17 | 3 | 4 | 4 | 11 | 2 | 3 | 3 | 4 | 12 | 3 | 4 | 7 | 4 | 4 | 4 | 12 |
| R93 | 3 | 2 | 3 | 8 | 3 | 2 | 2 | 3 | 2 | 12 | 4 | 3 | 4 | 11 | 4 | 3 | 2 | 3 | 12 | 3 | 3 | 6 | 4 | 4 | 4 | 12 |
| R94 | 3 | 2 | 3 | 8 | 3 | 3 | 2 | 3 | 3 | 14 | 3 | 2 | 3 | 8 | 3 | 3 | 2 | 4 | 12 | 3 | 3 | 6 | 3 | 3 | 4 | 10 |
| R95 | 3 | 3 | 3 | 9 | 4 | 3 | 3 | 3 | 4 | 17 | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 2 | 12 | 2 | 3 | 5 | 4 | 3 | 4 | 11 |
| R96 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 4 | 11 | 3 | 3 | 3 | 3 | 12 | 2 | 3 | 5 | 4 | 4 | 3 | 11 |
| R97 | 3 | 2 | 4 | 9 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 6 | 4 | 4 | 4 | 12 |
| R98 | 3 | 4 | 2 | 9 | 2 | 3 | 4 | 3 | 3 | 15 | 3 | 4 | 3 | 10 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 6 | 4 | 3 | 4 | 11 |
| R99 | 3 | 4 | 2 | 9 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 6 | 4 | 4 | 4 | 12 |
| R100 | 3 | 4 | 3 | 10 | 3 | 3 | 2 | 3 | 3 | 14 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 6 | 4 | 4 | 4 | 12 |

APPENDIX L: KUESIONER

Saya sedang melakukan penelitian saya pada kualitas layanan di Raku Japanese Restoran. Silakan mengisi survei di bawah ini dan terima kasih atas waktu Anda yang berharga. Jawaban yang akan diberikan hanya akan digunakan untuk tujuan penelitian dan akan dirahasiakan.

Mohon untuk mengisi pada pertanyaan yang diberikan dibawah ini:

Jenis kelamin: Pria Wanita

Usia: 17 – 25 26-35 36-45 46-55 >55

Pekerjaan: Pegawai Mahasiswa/i Bersekolah Belum bekerja Lainnya

Kunjungan yang ke: 1 kali 2 kali Lebih dari 2 kali

Dalam pertanyaan atau pernyataan berikut Anda diharapkan untuk memilih salah satu dari alternatif tingkat kualitas layanan yang sesuai dengan pendapat Anda sendiri. Berikan tanda centang (✓) pada salah satu kategori dibawah:

SS = Sangat Setuju TS = Tidak Setuju

S = Setuju STS = Sangat Tidak Setuju

| No. | PERTANYAAN ATAU PERNYATAAN | KUALITAS PELAYANAN | | | |
|------------|---------------------------------------------------------------------------------------------------------|-----------------------|---|----|-----|
| | | SS | S | TS | STS |
| | | 4 | 3 | 2 | 1 |
| 1. | BERWUJUD (<i>TANGIBLE</i>) | | | | |
| 1.1 | Lokasi restoran strategis dan mudah diakses oleh tamu | | | | |
| 1.2 | Fasilitas yang mendukung aktivitas operasional sudah memadai | | | | |
| 1.3 | Peralatan makanan bersih dan penampilan staff restoran yang rapi dan bersih (<i>personal hygiene</i>) | | | | |

| | | SS(4) | S(3) | TS(2) | STS (1) |
|-----------|-------------------------------------------------------------------------------------------------------------|-------|------|-------|---------|
| 2. | KEPERCAYAAN (RELIABILITY) | | | | |
| 2.1 | Makanan yang diterima dengan yang diorder sesuai | | | | |
| 2.2 | Rasa makanan konsisten (tidak berubah-ubah dari waktu ke waktu) | | | | |
| 2.3 | Jam operasional akurat (buka dan tutup sesuai jadwal yang tertulis) | | | | |
| 2.4 | Harga dan makanan yang dipesan di input dengan benar pada tagihan/bon | | | | |
| 2.5 | Karyawan bertanggung jawab dalam menyelesaikan dan menanggapi keluhan tamu | | | | |
| 3. | DAYA TANGGAP (RESPONSIVENESS) | | | | |
| 3.1 | Karyawan melayani dan merespon dengan cepat untuk semua kebutuhan tamu | | | | |
| 3.2 | Karyawan mengatur dan mengarahkan tempat duduk ketika tamu datang | | | | |
| 3.3 | Karyawan inisiatif untuk merekomendasikan makanan favorit di restoran tersebut | | | | |
| 4. | KEYAKINAN (ASSURANCE) | | | | |
| 4.1 | Karyawan terlatih dengan pengetahuan produk (makanan dan minuman) | | | | |
| 4.2 | Karyawan menawarkan informasi mengenai promosi yang ada kepada tamu | | | | |
| 4.3 | Karyawan ramah dan sopan terhadap tamu | | | | |
| 4.4 | Restoran member jaminan kepercayaan bahwa makanan dan minuman aman untuk dikonsumsi | | | | |
| 5. | EMPATI (EMPATHY) | | | | |
| 5.1 | Karyawan memberi perhatian individual dalam melayani tamu | | | | |
| 5.2 | Karyawan tahu apa yang dibutuhkan tamu (cth: menyediakan peralatan makan atau tisu tanpa di minta) | | | | |
| | KEPUASAN PELANGGAN (CUSTOMER SATISFACTION) | | | | |
| | Tamu merasa nyaman dalam pelayanan yang diberi Raku Japanese Restoran Medan | | | | |
| | Tamu akan merekomendasikan Raku Japanese restoran kepada orang lain | | | | |
| | Tamu merasa puas terhadap perhatian dan pelayanan yang diberikan oleh karyawan Raku Japanese Restoran Medan | | | | |

APPENDIX M: QUESTIONNAIRE

I am doing my research on service quality in Raku Japanese Restaurant Medan. Kindly fill the survey below and thank you for your precious time. The answers which will be given will be used solely for research purpose and will be kept confidential.

Gender: Male Female

Age: 17 – 25 26-35 36-45 46-55 >55

Occupation: Employee University Student High School Student

Unemployed Other

Number of Visits: 1 times 2 times More than 2 times

In following numbers of questions or statements you are expected to choose one of alternative service quality levels that appropriate to your own opinion.

Please put tick (√) which you consider most appropriate by choosing one of following categories:

SA = Strongly Agree **D = Disagree**

A = Agree **SD = Strongly Disagree**

| No. | QUESTIONS OR STATEMENTS | SERVICE QUALITY | | | |
|------------|----------------------------------------------------------------------------------------------------------------------------------------|-----------------|---|---|----|
| | | SA | A | D | SD |
| | | 4 | 3 | 2 | 1 |
| 1. | TANGIBLE | | | | |
| 1.1 | The location of the restaurant is strategic and easily accessible by guests | | | | |
| 1.2 | Facilities that support operational activities in restaurants are well- equipped | | | | |
| 1.3 | The utensils are clean and the appearance or grooming of the restaurant staff are neat and clean when serving guest (personal hygiene) | | | | |

| No. | QUESTIONS OR STATEMENTS | SA | A | D | SD |
|-----------|------------------------------------------------------------------------------------------------------------|----|---|---|----|
| | | 4 | 3 | 2 | 1 |
| 2. | RELIABILITY | | | | |
| 2.1 | The received food suitable/same with ordered food | | | | |
| 2.2 | The food taste consistent | | | | |
| 2.3 | Accurate operational hours | | | | |
| 2.4 | The price and food ordered is input correctly on the bill | | | | |
| 2.5 | staff are responsible in resolving customer complaints | | | | |
| 3. | RESPONSIVENESS | | | | |
| 3.1 | staff serve and response quickly to all customer needs | | | | |
| 3.2 | staff arrange and directing seating place when customer come in | | | | |
| 3.3 | Staff initiative to recommend their favourite menu | | | | |
| 4. | ASSURANCE | | | | |
| 4.1 | staff is well-trained with product knowledge (food and beverage) | | | | |
| 4.2 | staff is able to give information about their product promotion | | | | |
| 4.3 | staff are friendly in a polite way to all customers | | | | |
| 4.4 | the restaurant give guarantee of trust to customer the food and beverage is safe to eat | | | | |
| 5. | EMPATHY | | | | |
| 5.1 | Staff gives individualized attention in serving customer | | | | |
| 5.2 | Staffs know what customer needs (e.g. provide utensils or tissue without being ordered or asked) | | | | |
| | CUSTOMER SATISFACTION | | | | |
| | Customer feel comfortable with the services provided by Raku Japanese Restaurant Medan's staff | | | | |
| | Customer will recommend Raku Japanese Restaurant Medan to other people | | | | |
| | Customer feel satisfied with the attention and services provided by Raku Japanese Restaurant Medan's staff | | | | |

APPENDIX N: OBSERVATION PERMISSION LETTER



Medan, 26 Maret 2019

No. 0206/02/FE-UPHM/KPS-MGM/MHS/III/2019

Hal: *Surat Keterangan Izin Observasi untuk Keperluan Skripsi*

Kepada Yth :
Bapak/Ibu Pemimpin
Raku Japanese Restaurant
Jl. R.A. Kartini No.30
Medan

Dengan hormat,

Melalui surat ini, kami ingin menyampaikan bahwa mahasiswa/i kami yang tertera di bawah ini :

Sheliana 15H2 (00000016987)

adalah benar mahasiswa/i Fakultas Ekonomi di Universitas Pelita Harapan Medan tahun akademik 2018/2019 dan masih aktif kuliah pada tahun ini. Oleh karena itu kami meminta izin kepada Ibu/Bapak agar mahasiswa/i kami dapat melakukan interview, pengumpulan data dan informasi di **Raku Japanese Restaurant** sebagai bagian dari tugas dan kelulusan mata kuliah *Skripsi* dengan judul "*Analysis of Service Quality Toward Customer Satisfaction at Raku Japanese Restaurant Medan*"

Demikian surat ini kami sampaikan. Atas perhatian dan kerjasama dari Ibu/Bapak, kami ucapkan terima kasih.

Hormat kami,

A handwritten signature in blue ink, appearing to read "Lila Kaban".

Lila Kaban, B. A. (Hons), M.Com, CBV
Department Chair of Management
Business School
UPH Medan

APPENDIX O: OBSERVATION APPROVAL LETTER

STATEMENT LETTER

Organization : Raku Japanese Restaurant Medan

Address : Jl. R.A. Kartini No. 30, Madras Hulu, Medan Polonia,
Kota Medan, Sumatera Utara 20152

The undersigned person below:

Name : Mr. Kim.

Position in the organization: Owner of the Restaurant.

Certify and confirmed that Sheliana (000 000 16987), a student of Universitas Pelita Harapan Medan intake 2015 had carried out interview and observations at Raku Japanese Restaurant Medan to collect data in order to complete SKRIPSI entitled "Analysis of Service Quality Toward Customer Satisfaction at Raku Japanese Restaurant Medan"

Medan, 27th March 2019,



APPENDIX P: SAMPLE OF FILLED QUESTIONNAIRE

Non Sample R-12

KUESIONER

Saya sedang melakukan penelitian saya pada kualitas layanan di Raku Japanese Restoran. Silakan mengisi survei di bawah ini dan terima kasih atas waktu Anda yang berharga. Jawaban yang akan diberikan hanya akan digunakan untuk tujuan penelitian dan akan dirahasiakan.

Mohon untuk mengisi pada pertanyaan yang diberikan dibawah ini:

Jenis kelamin: Pria Wanita

Usia: 17-25 26-35 36-45 46-55 >55

Pekerjaan: Pegawai Mahasiswa/i Bersekolah Belum bekerja Lainnya

Kunjungan yang ke: 1 kali 2 kali Lebih dari 2 kali

Dalam pertanyaan atau pernyataan berikut Anda diharapkan untuk memilih salah satu dari alternatif tingkat kualitas layanan yang sesuai dengan pendapat Anda sendiri. Berikan tanda centang (✓) pada salah satu kategori dibawah:

SS = Sangat Setuju TS = Tidak Setuju
S = Setuju STS = Sangat Tidak Setuju

| No. | PERTANYAAN ATAU PERNYATAAN | KUALITAS PELAYANAN | | | |
|-----|---------------------------------------------------------------------------------------------------------|--------------------|--------|---------|----------|
| | | SS 4 | S 3 | TS 2 | STS 1 |
| 1. | BERWUJUD (TANGIBLE) | | | | |
| 1.1 | Lokasi restoran strategis dan mudah diakses oleh tamu | | ✓ | | |
| 1.2 | Fasilitas yang mendukung aktivitas operasional sudah memadai | ✓ | | | |
| 1.3 | Peralatan makanan bersih dan penampilan staff restoran yang rapi dan bersih (<i>personal hygiene</i>) | | ✓ | | |

| | SS(4) | S(3) | TS(2) | STS(1) |
|-------------------------------------------------------------------------------------------------------------|-------|------|-------|--------|
| 2. KEPERCAYAAN (RELIABILITY) | | | | |
| 2.1 Makanan yang diterima dengan yang diorder sesuai | | ✓ | | |
| 2.2 Rasa makanan konsisten (tidak berubah-ubah dari waktu ke waktu) | | ✓ | | |
| 2.3 Jam operasional akurat (buka dan tutup sesuai jadwal yang tertulis) | | ✓ | | |
| 2.4 Harga dan makanan yang dipesan di input dengan benar pada tagihan/bon | | ✓ | | |
| 2.5 Karyawan bertanggung jawab dalam menyelesaikan dan menanggapi keluhan tamu | | ✓ | | |
| 3. DAYA TANGGAP (RESPONSIVENESS) | | | | |
| 3.1 Karyawan melayani dan merespon dengan cepat untuk semua kebutuhan tamu | | ✓ | | |
| 3.2 Karyawan mengatur dan mengarahkan tempat duduk ketika tamu datang | | ✓ | | |
| 3.3 Karyawan inisiatif untuk merekomendasikan makanan favorit di restoran tersebut | | ✓ | | |
| 4. KEYAKINAN (ASSURANCE) | | | | |
| 4.1 Karyawan terlatih dengan pengetahuan produk (makanan dan minuman) | ✓ | | | |
| 4.2 Karyawan menawarkan informasi mengenai promosi yang ada kepada tamu | ✓ | | | |
| 4.3 Karyawan ramah dan sopan terhadap tamu | ✓ | | | |
| 4.4 Restoran member jaminan kepercayaan bahwa makanan dan minuman aman untuk dikonsumsi | ✓ | | | |
| 5. EMPATI (EMPATHY) | | | | |
| 5.1 Karyawan memberi perhatian individual dalam melayani tamu | | ✓ | | |
| 5.2 Karyawan tahu apa yang dibutuhkan tamu (cth: menyediakan peralatan makan atau tisu tanpa di minta) | | ✓ | | |
| KEPUASAN PELANGGAN (CUSTOMER SATISFACTION) | | | | |
| Tamu merasa nyaman dalam pelayanan yang diberi Raku Japanese Restoran Medan | | ✓ | | |
| Tamu akan merekomendasikan Raku Japanese restoran kepada orang lain | ✓ | | | |
| Tamu merasa puas terhadap perhatian dan pelayanan yang diberikan oleh karyawan Raku Japanese Restoran Medan | | ✓ | | |

NS R-24

KUESIONER

Saya sedang melakukan penelitian saya pada kualitas layanan di Raku Japanese Restoran. Silakan mengisi survei di bawah ini dan terima kasih atas waktu Anda yang berharga. Jawaban yang akan diberikan hanya akan digunakan untuk tujuan penelitian dan akan dirahasiakan.

Mohon untuk mengisi pada pertanyaan yang diberikan dibawah ini:

Jenis kelamin: Pria Wanita

Usia: 17-25 26-35 36-45 46-55 >55

Pekerjaan: Pegawai Mahasiswa/i Bersekolah Belum bekerja Lainnya

Kunjungan yang ke: 1 kali 2 kali Lebih dari 2 kali

Dalam pertanyaan atau pernyataan berikut Anda diharapkan untuk memilih salah satu dari alternatif tingkat kualitas layanan yang sesuai dengan pendapat Anda sendiri. Berikan tanda centang (✓) pada salah satu kategori dibawah:

SS = Sangat Setuju TS = Tidak Setuju

S = Setuju STS = Sangat Tidak Setuju

| No. | PERTANYAAN ATAU PERNYATAAN | KUALITAS PELAYANAN | | | |
|-----|---------------------------------------------------------------------------------------------------------|--------------------|---|----|-----|
| | | SS | S | TS | STS |
| 1. | BERWUJUD (TANGIBLE) | 4 | 3 | 2 | 1 |
| 1.1 | Lokasi restoran strategis dan mudah diakses oleh tamu | ✓ | | | |
| 1.2 | Fasilitas yang mendukung aktivitas operasional sudah memadai | ✓ | | | |
| 1.3 | Peralatan makanan bersih dan penampilan staff restoran yang rapi dan bersih (<i>personal hygiene</i>) | ✓ | | | |

| | SS(4) | S(3) | TS(2) | STS(1) |
|-------------------------------------------------------------------------------------------------------------|-------|------|-------|--------|
| 2. KEPERCAYAAN (RELIABILITY) | | | | |
| 2.1 Makanan yang diterima dengan yang diorder sesuai | | ✓ | | |
| 2.2 Rasa makanan konsisten (tidak berubah-ubah dari waktu ke waktu) | | ✓ | | |
| 2.3 Jam operasional akurat (buka dan tutup sesuai jadwal yang tertulis) | | ✓ | | |
| 2.4 Harga dan makanan yang dipesan di input dengan benar pada tagihan/bon | | ✓ | | |
| 2.5 Karyawan bertanggung jawab dalam menyelesaikan dan menanggapi keluhan tamu | | ✓ | | |
| 3. DAYA TANGGAP (RESPONSIVENESS) | | | | |
| 3.1 Karyawan melayani dan merespon dengan cepat untuk semua kebutuhan tamu | | ✓ | | |
| 3.2 Karyawan mengatur dan mengarahkan tempat duduk ketika tamu datang | | | ✓ | |
| 3.3 Karyawan inisiatif untuk merekomendasikan makanan favorit di restoran tersebut | | ✓ | | |
| 4. KEYAKINAN (ASSURANCE) | | | | |
| 4.1 Karyawan terlatih dengan pengetahuan produk (makanan dan minuman) | | ✓ | | |
| 4.2 Karyawan menawarkan informasi mengenai promosi yang ada kepada tamu | | ✓ | | |
| 4.3 Karyawan ramah dan sopan terhadap tamu | | ✓ | | |
| 4.4 Restoran member jaminan kepercayaan bahwa makanan dan minuman aman untuk dikonsumsi | | ✓ | | |
| 5. EMPATI (EMPATHY) | | | | |
| 5.1 Karyawan memberi perhatian individual dalam melayani tamu | ✓ | | | |
| 5.2 Karyawan tahu apa yang dibutuhkan tamu (cth: menyediakan peralatan makan atau tisu tanpa di minta) | ✓ | | | |
| KEPUASAN PELANGGAN (CUSTOMER SATISFACTION) | | | | |
| Tamu merasa nyaman dalam pelayanan yang diberi Raku Japanese Restoran Medan | ✓ | | | |
| Tamu akan merekomendasikan Raku Japanese restoran kepada orang lain | ✓ | | | |
| Tamu merasa puas terhadap perhatian dan pelayanan yang diberikan oleh karyawan Raku Japanese Restoran Medan | | ✓ | | |

R-31.

KUESIONER

Saya sedang melakukan penelitian saya pada kualitas layanan di Raku Japanese Restoran. Silakan mengisi survei di bawah ini dan terima kasih atas waktu Anda yang berharga. Jawaban yang akan diberikan hanya akan digunakan untuk tujuan penelitian dan akan dirahasiakan.

Mohon untuk mengisi pada pertanyaan yang diberikan dibawah ini:

Jenis kelamin: Pria Wanita

Usia: 17-25 26-35 36-45 46-55 >55

Pekerjaan: Pegawai Mahasiswa/i Bersekolah Belum bekerja Lainnya

Kunjungan yang ke: 1 kali 2 kali Lebih dari 2 kali

Dalam pertanyaan atau pernyataan berikut Anda diharapkan untuk memilih salah satu dari alternatif tingkat kualitas layanan yang sesuai dengan pendapat Anda sendiri. Berikan tanda centang (✓) pada salah satu kategori dibawah:

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| No. | PERTANYAAN ATAU PERNYATAAN | KUALITAS PELAYANAN | | | |
|-----|---------------------------------------------------------------------------------------------------------|--------------------|--------|---------|----------|
| | | SS 4 | S 3 | TS 2 | STS 1 |
| 1. | BERWUJUD (TANGIBLE) | | | | |
| 1.1 | Lokasi restoran strategis dan mudah diakses oleh tamu | ✓ | | | |
| 1.2 | Fasilitas yang mendukung aktivitas operasional sudah memadai | ✓ | | | |
| 1.3 | Peralatan makanan bersih dan penampilan staff restoran yang rapi dan bersih (<i>personal hygiene</i>) | ✓ | | | |

| | | SS(4) | S(3) | TS(2) | STS(1) |
|-----|-------------------------------------------------------------------------------------------------------------|-------|------|-------|--------|
| 2. | KEPERCAYAAN (RELIABILITY) | | | | |
| 2.1 | Makanan yang diterima dengan yang diorder sesuai | ✓ | | | |
| 2.2 | Rasa makanan konsisten (tidak berubah-ubah dari waktu ke waktu) | ✓ | | | |
| 2.3 | Jam operasional akurat (buka dan tutup sesuai jadwal yang tertulis) | | ✓ | | |
| 2.4 | Harga dan makanan yang dipesan di input dengan benar pada tagihan/bon | ✓ | | | |
| 2.5 | Karyawan bertanggung jawab dalam menyelesaikan dan menanggapi keluhan tamu | | ✓ | | |
| 3. | DAYA TANGGAP (RESPONSIVENESS) | | | | |
| 3.1 | Karyawan melayani dan merespon dengan cepat untuk semua kebutuhan tamu | ✓ | | | |
| 3.2 | Karyawan mengatur dan mengarahkan tempat duduk ketika tamu datang | | ✓ | | |
| 3.3 | Karyawan inisiatif untuk merekomendasikan makanan favorit di restoran tersebut | ✓ | | | |
| 4. | KEYAKINAN (ASSURANCE) | | | | |
| 4.1 | Karyawan terlatih dengan pengetahuan produk (makanan dan minuman) | ✓ | | | |
| 4.2 | Karyawan menawarkan informasi mengenai promosi yang ada kepada tamu | ✓ | | | |
| 4.3 | Karyawan ramah dan sopan terhadap tamu | ✓ | | | |
| 4.4 | Restoran member jaminan kepercayaan bahwa makanan dan minuman aman untuk dikonsumsi | ✓ | | | |
| 5. | EMPATI (EMPATHY) | | | | |
| 5.1 | Karyawan memberi perhatian individual dalam melayani tamu | ✓ | | | |
| 5.2 | Karyawan tahu apa yang dibutuhkan tamu (cth: menyediakan peralatan makan atau tisu tanpa di minta) | ✓ | | | |
| | KEPUASAN PELANGGAN (CUSTOMER SATISFACTION) | | | | |
| | Tamu merasa nyaman dalam pelayanan yang diberi Raku Japanese Restoran Medan | ✓ | | | |
| | Tamu akan merekomendasikan Raku Japanese restoran kepada orang lain | ✓ | | | |
| | Tamu merasa puas terhadap perhatian dan pelayanan yang diberikan oleh karyawan Raku Japanese Restoran Medan | ✓ | | | |

p-2

KUESIONER

Saya sedang melakukan penelitian saya pada kualitas layanan di Raku Japanese Restoran. Silakan mengisi survei di bawah ini dan terima kasih atas waktu Anda yang berharga. Jawaban yang akan diberikan hanya akan digunakan untuk tujuan penelitian dan akan dirahasiakan.

Mohon untuk mengisi pada pertanyaan yang diberikan dibawah ini:

Jenis kelamin: Pria Wanita

Usia: 17-25 26-35 36-45 46-55 >55

Pekerjaan: Pegawai Mahasiswa/wi Bersekolah Belum bekerja Lainnya

Kunjungan yang ke: 1 kali 2 kali Lebih dari 2 kali

Dalam pertanyaan atau pernyataan berikut Anda diharapkan untuk memilih salah satu dari alternatif tingkat kualitas layanan yang sesuai dengan pendapat Anda sendiri. Berikan tanda centang (✓) pada salah satu kategori dibawah:

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| No. | PERTANYAAN ATAU PERNYATAAN | KUALITAS PELAYANAN | | | |
|-----|---------------------------------------------------------------------------------------------------------|--------------------|--------|---------|----------|
| | | SS 4 | S 3 | TS 2 | STS 1 |
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| 1.1 | Lokasi restoran strategis dan mudah diakses oleh tamu | | ✓ | | |
| 1.2 | Fasilitas yang mendukung aktivitas operasional sudah memadai | | | ✓ | |
| 1.3 | Peralatan makanan bersih dan penampilan staff restoran yang rapi dan bersih (<i>personal hygiene</i>) | | ✓ | | |

| | SS(4) | S(3) | TS(2) | STS(1) |
|-------------------------------------------------------------------------------------------------------------|-------|------|-------|--------|
| 2. KEPERCAYAAN (RELIABILITY) | | | | |
| 2.1 Makanan yang diterima dengan yang diorder sesuai | ✓ | | | |
| 2.2 Rasa makanan konsisten (tidak berubah-ubah dari waktu ke waktu) | | ✓ | | |
| 2.3 Jam operasional akurat (buka dan tutup sesuai jadwal yang tertulis) | | ✓ | | |
| 2.4 Harga dan makanan yang dipesan di input dengan benar pada tagihan/bon | ✓ | | | |
| 2.5 Karyawan bertanggung jawab dalam menyelesaikan dan menanggapi keluhan tamu | | ✓ | | |
| 3. DAYA TANGGAP (RESPONSIVENESS) | | | | |
| 3.1 Karyawan melayani dan merespon dengan cepat untuk semua kebutuhan tamu | ✓ | | | |
| 3.2 Karyawan mengatur dan mengarahkan tempat duduk ketika tamu datang | ✓ | | | |
| 3.3 Karyawan inisiatif untuk merekomendasikan makanan favorit di restoran tersebut | ✓ | | | |
| 4. KEYAKINAN (ASSURANCE) | | | | |
| 4.1 Karyawan terlatih dengan pengetahuan produk (makanan dan minuman) | ✓ | | | |
| 4.2 Karyawan menawarkan informasi mengenai promosi yang ada kepada tamu | ✓ | | | |
| 4.3 Karyawan ramah dan sopan terhadap tamu | ✓ | | | |
| 4.4 Restoran member jaminan kepercayaan bahwa makanan dan minuman aman untuk dikonsumsi | | ✓ | | |
| 5. EMPATI (EMPATHY) | | | | |
| 5.1 Karyawan memberi perhatian individual dalam melayani tamu | | ✓ | | |
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| KEPUASAN PELANGGAN (CUSTOMER SATISFACTION) | | | | |
| Tamu merasa nyaman dalam pelayanan yang diberi Raku Japanese Restoran Medan | ✓ | | | |
| Tamu akan merekomendasikan Raku Japanese restoran kepada orang lain | | | ✓ | |
| Tamu merasa puas terhadap perhatian dan pelayanan yang diberikan oleh karyawan Raku Japanese Restoran Medan | ✓ | | | |

APPENDIX Q: PICTURES

