



Bandung, Oktober 2013

Kepada : Yth, Bapak/Ibu/Saudara/Saudari

Responden Konsumen

Di tempat.

Bismillahirrahmanirrahim

Assalamualaikum Wr.Wb, bersama ini saya mengajukan kuesioner untuk diisi oleh Bapak/Ibu/Saudara/Saudari, saya sangat mengharapkan Bapak/Ibu/Saudara/Saudari berkenan menjawab semua poin pertanyaan dalam kuesioner ini sesuai dengan pengetahuan dan penilaian Bapak/Ibu/Saudara/Saudari. Identitas dan jawaban Bapak/Ibu/Saudara/Saudari selaku responden akan diolah secara keseluruhan hanya untuk kepentingan penelitian semata.

Demikian pengantar ini saya sampaikan. Partisipasi Bapak/Ibu/Saudara/Saudari sebagai responden sangat membantu kelancaran penelitian ini. Mohon maaf bila ada sesuatu yang kurang berkenan dalam proses pengumpulan data ini. Untuk partisipasi anda saya sampaikan banyak terima kasih.

Adapun cara-cara/point-point kuesioner yang harus diisi Bapak/Ibu/Saudara/Saudari ada di lembar selanjutnya.

Hormat saya,

Cempaka Amylia

Npm : 10090309162

Mahasiswa Program Studi Manajemen

Universitas Islam Bandung.

Isilah kuesioner ini dengan menandai (✓) salah satu jawaban yang anda pilih di kolom yang telah tersedia.

Keterangan :

1 = Sangat Tidak Puas

2 = Tidak Puas

3 = Cukup Puas

4 = Puas

5 = Sangat Puas

| No | Atribut | 1 | 2 | 3 | 4 | 5 |
|----|--|---|---|---|---|---|
| 1 | Rasa Makanan | | | | | |
| 2 | Kehalalan Makanan | | | | | |
| 3 | Kualitas daging (keempukan/tekstur daging) | | | | | |
| 4 | Variasi menu | | | | | |
| 5 | Kebersihan makanan | | | | | |
| 6 | Kesehatan makanan (tidak berbahaya) | | | | | |
| 7 | Konsistensi cita rasa makanan | | | | | |
| 8 | Kesesuaian harga | | | | | |
| 9 | Tampilan penyajian makanan | | | | | |
| 10 | Lokasi | | | | | |
| 11 | Penataan interior | | | | | |
| 12 | Kenyamanan tempat | | | | | |
| 13 | Kebersihan tempat | | | | | |
| 14 | Keamanan dan ketenangan tempat | | | | | |
| 15 | Keramahan pramusaji | | | | | |
| 16 | Kecepatan pelayanan | | | | | |
| 17 | Respon keluhan pelanggan | | | | | |
| 18 | Kerapihan penampilan pramusaji | | | | | |

| | | | | | | |
|----|--------------------------------------|--|--|--|--|--|
| 19 | Kesopanan penampilan pramusaji | | | | | |
| 20 | Mushola | | | | | |
| 21 | Toilet | | | | | |
| 22 | Fasilitas tambahan (wifi & tv cable) | | | | | |
| 23 | Kemudahan cara pembayaran | | | | | |
| 24 | Tempat parkir | | | | | |



Lampiran data Uji Validitas dan Reliabilitas

| No Rsp | Atribut | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Total | | |
|--------|---------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|---|---|---|---|---|-------|-----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | | | | | | | | | |
| 1 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 2 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 4 | 4 | 93 |
| 2 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 4 | 4 | 4 | 5 | 4 | 3 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 91 |
| 3 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 103 | |
| 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 95 | |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 108 | |
| 6 | 3 | 4 | 4 | 2 | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 90 | |
| 7 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 99 | |
| 8 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 106 | |
| 9 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 95 |
| 10 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 2 | 2 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 96 |
| 11 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 3 | 94 |
| 12 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 99 |
| 13 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 99 |
| 14 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 98 |
| 15 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 3 | 3 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 3 | 99 |
| 16 | 3 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 3 | 4 | 3 | 3 | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 4 | 5 | 3 | 4 | 93 | |
| 17 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 5 | 5 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 90 |
| 18 | 4 | 4 | 3 | 2 | 4 | 2 | 3 | 2 | 4 | 5 | 3 | 5 | 4 | 2 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 83 | |
| 19 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 5 | 97 | |
| 20 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 107 | |
| 21 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 99 |
| 22 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 104 | |
| 23 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 4 | 2 | 3 | 1 | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 2 | 2 | 4 | 3 | 66 | |
| 24 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 5 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 84 | |
| 25 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 2 | 5 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 5 | 86 | |
| 26 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 100 | |
| 27 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 99 | |
| 28 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 108 | |
| 29 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 84 | |
| 30 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 104 | |

Uji Validitas

Correlations

| | | Total |
|-----------|---------------------|-------|
| Atribut_1 | Pearson Correlation | ,564 |
| | Sig. (2-tailed) | ,001 |
| | N | 30 |
| Atribut_2 | Pearson Correlation | ,584 |
| | Sig. (2-tailed) | ,001 |
| | N | 30 |
| Atribut_3 | Pearson Correlation | ,448 |
| | Sig. (2-tailed) | ,013 |
| | N | 30 |
| Atribut_4 | Pearson Correlation | ,477 |
| | Sig. (2-tailed) | ,008 |
| | N | 30 |
| Atribut_5 | Pearson Correlation | ,443 |
| | Sig. (2-tailed) | ,014 |
| | N | 30 |
| Atribut_6 | Pearson Correlation | ,541 |
| | Sig. (2-tailed) | ,002 |
| | N | 30 |

Correlations

| | | Total |
|------------|---------------------|-------|
| Atribut_7 | Pearson Correlation | ,423 |
| | Sig. (2-tailed) | ,020 |
| | N | 30 |
| Atribut_8 | Pearson Correlation | ,458 |
| | Sig. (2-tailed) | ,011 |
| | N | 30 |
| Atribut_9 | Pearson Correlation | ,609 |
| | Sig. (2-tailed) | ,000 |
| | N | 30 |
| Atribut_10 | Pearson Correlation | ,411 |
| | Sig. (2-tailed) | ,024 |
| | N | 30 |
| Atribut_11 | Pearson Correlation | ,473 |
| | Sig. (2-tailed) | ,008 |
| | N | 30 |
| Atribut_12 | Pearson Correlation | ,383 |
| | Sig. (2-tailed) | ,037 |
| | N | 30 |

Correlations

| | | Total |
|------------|---------------------|-------|
| Atribut_13 | Pearson Correlation | ,417 |
| | Sig. (2-tailed) | ,022 |
| | N | 30 |
| Atribut_14 | Pearson Correlation | ,436 |
| | Sig. (2-tailed) | ,016 |
| | N | 30 |
| Atribut_15 | Pearson Correlation | ,431 |
| | Sig. (2-tailed) | ,017 |
| | N | 30 |
| Atribut_16 | Pearson Correlation | ,525 |
| | Sig. (2-tailed) | ,003 |
| | N | 30 |
| Atribut_17 | Pearson Correlation | ,415 |
| | Sig. (2-tailed) | ,023 |
| | N | 30 |
| Atribut_18 | Pearson Correlation | ,639 |
| | Sig. (2-tailed) | ,000 |
| | N | 30 |

Correlations

| | | Total |
|------------|---------------------|-------|
| Atribut_19 | Pearson Correlation | ,465 |
| | Sig. (2-tailed) | ,010 |
| | N | 30 |
| Atribut_20 | Pearson Correlation | ,537 |
| | Sig. (2-tailed) | ,002 |
| | N | 30 |
| Atribut_21 | Pearson Correlation | ,532 |
| | Sig. (2-tailed) | ,002 |
| | N | 30 |
| Atribut_22 | Pearson Correlation | ,549 |
| | Sig. (2-tailed) | ,002 |
| | N | 30 |
| Atribut_23 | Pearson Correlation | ,429 |
| | Sig. (2-tailed) | ,018 |
| | N | 30 |
| Atribut_24 | Pearson Correlation | ,497 |
| | Sig. (2-tailed) | ,005 |
| | N | 30 |

Uji Reliabilitas

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Atribut_1 | 91,5333 | 74,257 | ,510 | ,847 |
| Atribut_2 | 91,2333 | 74,392 | ,535 | ,846 |
| Atribut_3 | 91,3667 | 76,171 | ,393 | ,850 |
| Atribut_4 | 92,1333 | 74,464 | ,406 | ,850 |
| Atribut_5 | 91,4000 | 76,317 | ,390 | ,850 |
| Atribut_6 | 91,8333 | 72,695 | ,465 | ,847 |
| Atribut_7 | 91,7000 | 76,424 | ,368 | ,851 |
| Atribut_8 | 91,9333 | 74,340 | ,380 | ,851 |
| Atribut_9 | 91,8667 | 73,085 | ,554 | ,845 |
| Atribut_10 | 92,0333 | 74,723 | ,323 | ,853 |
| Atribut_11 | 91,9333 | 73,582 | ,388 | ,850 |
| Atribut_12 | 91,8667 | 75,154 | ,293 | ,854 |
| Atribut_13 | 91,7000 | 75,252 | ,341 | ,852 |
| Atribut_14 | 91,6000 | 74,593 | ,354 | ,852 |
| Atribut_15 | 91,4667 | 75,016 | ,355 | ,851 |
| Atribut_16 | 91,2000 | 73,821 | ,458 | ,848 |
| Atribut_17 | 91,6333 | 74,792 | ,330 | ,853 |
| Atribut_18 | 91,8000 | 72,510 | ,586 | ,844 |
| Atribut_19 | 91,5333 | 75,430 | ,404 | ,850 |
| Atribut_20 | 91,6667 | 72,161 | ,453 | ,848 |
| Atribut_21 | 91,6333 | 74,792 | ,477 | ,848 |
| Atribut_22 | 91,4000 | 73,490 | ,484 | ,847 |
| Atribut_23 | 91,3000 | 75,252 | ,357 | ,851 |
| Atribut_24 | 91,8000 | 73,200 | ,415 | ,849 |

Rata-rata

Item Statistics

| | Mean | Std. Deviation | N |
|------------|--------|----------------|----|
| Atribut_1 | 4,1000 | ,66176 | 30 |
| Atribut_2 | 4,4000 | ,62146 | 30 |
| Atribut_3 | 4,2667 | ,58329 | 30 |
| Atribut_4 | 3,5000 | ,77682 | 30 |
| Atribut_5 | 4,2333 | ,56832 | 30 |
| Atribut_6 | 3,8000 | ,88668 | 30 |
| Atribut_7 | 3,9333 | ,58329 | 30 |
| Atribut_8 | 3,7000 | ,83666 | 30 |
| Atribut_9 | 3,7667 | ,72793 | 30 |
| Atribut_10 | 3,6000 | ,89443 | 30 |
| Atribut_11 | 3,7000 | ,91539 | 30 |
| Atribut_12 | 3,7667 | ,89763 | 30 |
| Atribut_13 | 3,9333 | ,78492 | 30 |
| Atribut_14 | 4,0333 | ,85029 | 30 |
| Atribut_15 | 4,1667 | ,79148 | 30 |
| Atribut_16 | 4,4333 | ,77385 | 30 |
| Atribut_17 | 4,0000 | ,87099 | 30 |
| Atribut_18 | 3,8333 | ,74664 | 30 |
| Atribut_19 | 4,1000 | ,66176 | 30 |
| Atribut_20 | 3,9667 | ,96431 | 30 |
| Atribut_21 | 4,0000 | ,64327 | 30 |
| Atribut_22 | 4,2333 | ,77385 | 30 |
| Atribut_23 | 4,3333 | ,75810 | 30 |
| Atribut_24 | 3,8333 | ,91287 | 30 |

**PERINGKAT PRIORITAS KUALITAS PELAYANAN YANG
DILAKUKAN OLEH KAMBING BAKAR CAIRO**

| No | Atribut Kualitas Pelayanan | Tingkat Prioritas |
|-----------|---|--------------------------|
| 1 | Rasa Makanan | 8 |
| 2 | Kehalalan Makanan | 1 |
| 3 | Kualitas daging (keempukan/ tekstur daging) | 3 |
| 4 | Variasi menu | 23 |
| 5 | Kebersihan makanan | 5 |
| 6 | Kesehatan makanan (tidak berbahaya) | 2 |
| 7 | Konsistensi cita rasa makanan | 6 |
| 8 | Kesesuaian harga | 18 |
| 9 | Tampilan penyajian makanan | 10 |
| 10 | Lokasi | 21 |
| 11 | Penataan interior | 17 |
| 12 | Kenyamanan tempat | 15 |
| 13 | Kebersihan tempat | 7 |
| 14 | Keamanan dan ketenangan tempat | 13 |
| 15 | Keramahan pramusaji | 9 |
| 16 | Kecepatan pelayanan | 4 |
| 17 | Respon keluhan pelanggan | 22 |
| 18 | Kerapihan penampilan pramusaji | 16 |
| 19 | Kesopanan penampilan pramusaji | 14 |
| 20 | Mushola | 20 |
| 21 | Toilet | 11 |
| 22 | Fasilitas tambahan (wifi & tv cable) | 12 |
| 23 | Kemudahan cara pembayaran | 19 |
| 24 | Tempat parkir | 24 |

**PERINGKAT PRIORITAS KUALITAS PELAYANAN YANG
DILAKUKAN OLEH PESAING (KAMBING BAKAR ZAM-ZAM)**

| No | Atribut Kualitas Pelayanan | Tingkat Prioritas |
|----|---|-------------------|
| 1 | Rasa Makanan | 1 |
| 2 | Kehalalan Makanan | 7 |
| 3 | Kualitas daging (keempukan/ tekstur daging) | 3 |
| 4 | Variasi menu | 21 |
| 5 | Kebersihan makanan | 5 |
| 6 | Kesehatan makanan (tidak berbahaya) | 16 |
| 7 | Konsistensi cita rasa makanan | 4 |
| 8 | Kesesuaian harga | 11 |
| 9 | Tampilan penyajian makanan | 22 |
| 10 | Lokasi | 5 |
| 11 | Penataan interior | 2 |
| 12 | Kenyamanan tempat | 9 |
| 13 | Kebersihan tempat | 6 |
| 14 | Keamanan dan ketenangan tempat | 18 |
| 15 | Keramahan pramusaji | 14 |
| 16 | Kecepatan pelayanan | 22 |
| 17 | Respon keluhan pelanggan | 17 |
| 18 | Kerapihan penampilan pramusaji | 10 |
| 19 | Kesopanan penampilan pramusaji | 15 |
| 20 | Mushola | 19 |
| 21 | Toilet | 12 |
| 22 | Fasilitas tambahan (wifi & tv cable) | 24 |
| 23 | Kemudahan cara pembayaran | 8 |
| 24 | Tempat parkir | 20 |