

LAMPIRAN

KUESIONER

Bagian 1 dari 2

KUESIONER PENELITIAN ANALISIS PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN PADA LAYANAN SHOPEEFOOD DI YOGYAKARTA DENGAN METODE SERVQUAL

B *I* U ↺ ↻

Perkenalkan nama saya Yohanes Baru mahasiswa S1 Program Studi Sistem Informasi Teknologi Digital Indonesia Yogyakarta. Saya bermaksud melakukan penelitian mengenai "Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Pada Layanan ShopeeFood Di Yogyakarta Dengan Metode Servqual". Penelitian ini dilakukan sebagai tahap akhir dalam penyelesaian studi pada program sarjana/S1 Universitas Teknologi Digital Indonesia Yogyakarta. Saya berharap Bapak/Ibu/Saudara/Saudari sekalian bersedia menjadi responden dalam penelitian ini dimana akan dilakukan pengisian skala/kuesioner yang terkait penelitian. Semua informasi yang Bapak/Ibu/Saudara/Saudari berikan terjamin kerahasiaanya. Terimakasih

Hormat Saya

Yohanes Baru

Jenis Kelamin *

- ☐ Laki - Laki
- ☐ Perempuan

Usia *

Teks jawaban singkat

Bagian 2 dari 2

PERNYATAAN



- 1. STS = Sangat Tidak Setuju
- 2. TS = Tidak Setuju
- 3. N = Netral
- 4. S = Setuju
- 5. SS = Sangat Setuju

1. Tampilan aplikasi *ShopeeFood* mudah dipahami dan menarik secara visual *

- ☐ STS
- ☐ TS
- ☐ N
- ☐ S
- ☐ SS

2. Aplikasi *ShopeeFood* memiliki fitur yang memudahkan dalam mencari dan memesan makanan *

- ☐ STS
 - ☐ TS
 - ☐ N
 - ☐ S
 - ☐ SS
-

3. Pengemudi *ShopeeFood* selalu terlihat rapi dan bersih saat mengantarkan pesanan *

- ☐ STS
 - ☐ TS
 - ☐ N
 - ☐ S
 - ☐ SS
-

4. Pesanan saya selalu diantarkan tepat waktu sesuai yang dijanjikan *

- ☐ STS
 - ☐ TS
 - ☐ N
 - ☐ S
 - ☐ SS
-

5. ShopeeFood selalu mengantarkan pesanan sesuai dengan yang saya pesan *

- ☐ STS
 - ☐ TS
 - ☐ N
 - ☐ S
 - ☐ SS
-

6. ShopeeFood tidak pernah mengalami kesalahan dalam memproses pesanan saya *

- ☐ STS
 - ☐ TS
 - ☐ N
 - ☐ S
 - ☐ SS
-

7. ShopeeFood merespons keluhan atau masalah saya dengan cepat *

- ☐ STS
- ☐ TS
- ☐ N
- ☐ S
- ☐ SS

8. Pengemudi *ShopeeFood* selalu tanggap terhadap permintaan khusus saya *

- ☐ STS
- ☐ TS
- ☐ N
- ☐ S
- ☐ SS

9. Layanan pelanggan *ShopeeFood* mudah dihubungi saat saya membutuhkan bantuan *

- ☐ STS
- ☐ TS
- ☐ N
- ☐ S
- ☐ SS

10. Saya merasa aman melakukan pembayaran melalui aplikasi *ShopeeFood* *

- ☐ STS
- ☐ TS
- ☐ N
- ☐ S
- ☐ SS

11. *ShopeeFood* menjamin keamanan dan privasi data pribadi saya *

- ☐ STS
- ☐ TS
- ☐ N
- ☐ S
- ☐ SS

12. Pengemudi *ShopeeFood* selalu memastikan pesanan tiba dengan aman dan sesuai harapan *

- ☐ STS
- ☐ TS
- ☐ N
- ☐ S
- ☐ SS

13. *ShopeeFood* memberikan perhatian terhadap kebutuhan dan preferensi saya *

- ☐ STS
- ☐ TS
- ☐ N
- ☐ S
- ☐ SS

14. Pengemudi *ShopeeFood* bersikap ramah dan sopan saat mengantarkan pesanan *

- ☐ STS
- ☐ TS
- ☐ N
- ☐ S
- ☐ SS

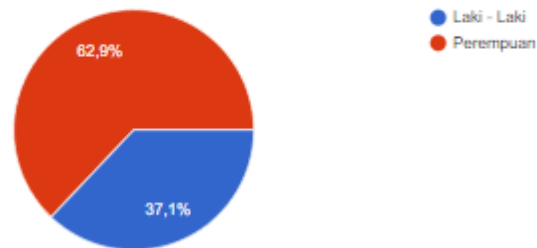
15. *ShopeeFood* peduli terhadap keluhan dan tanggapan yang saya sampaikan *

- ☐ STS
- ☐ TS
- ☐ N
- ☐ S
- ☐ SS

HASIL KUESIONER

Jenis Kelamin

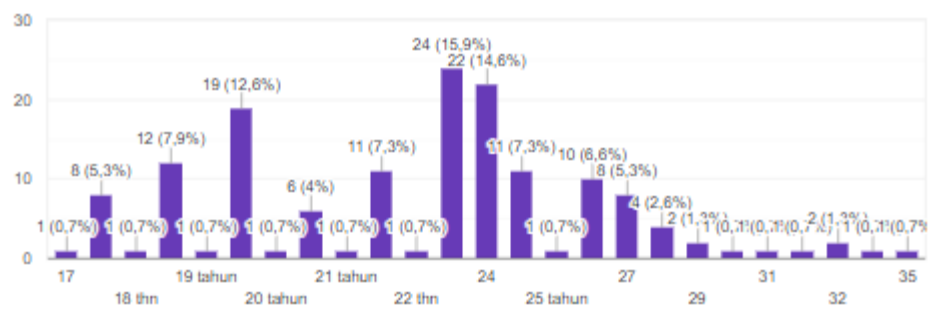
151 jawaban



Usia

151 jawaban

[Salin diagram](#)

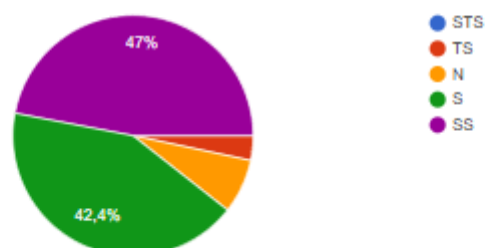


PERNYATAAN

1. Tampilan aplikasi *ShopeeFood* mudah dipahami dan menarik secara visual

[Salin diagram](#)

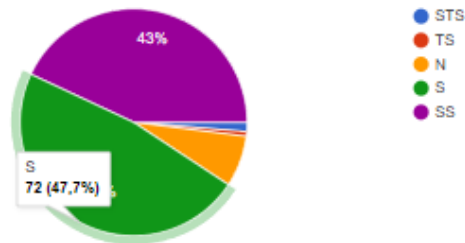
151 jawaban



2. Aplikasi *ShopeeFood* memiliki fitur yang memudahkan dalam mencari dan memesan makanan

[Salin diagram](#)

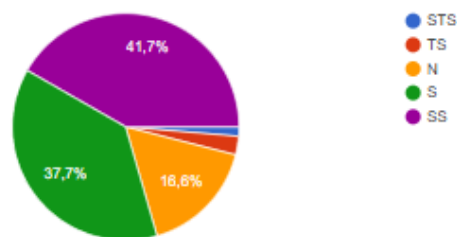
151 jawaban



3. Pengemudi *ShopeeFood* selalu terlihat rapi dan bersih saat mengantarkan pesanan

[Salin diagram](#)

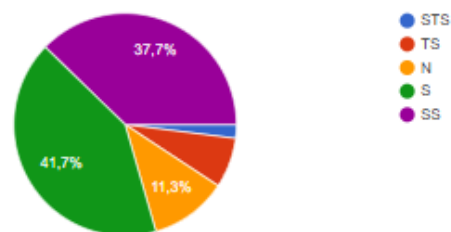
151 jawaban



4. Pesanan saya selalu diantarkan tepat waktu sesuai yang dijanjikan

[Salin diagram](#)

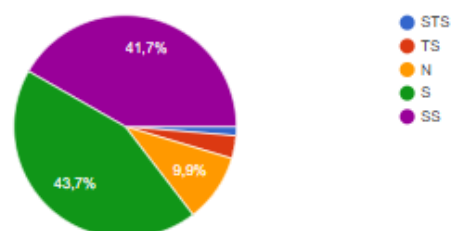
151 jawaban



5. *ShopeeFood* selalu mengantarkan pesanan sesuai dengan yang saya pesan

[Salin diagram](#)

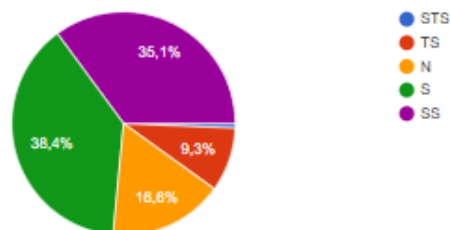
151 jawaban



6. *ShopeeFood* tidak pernah mengalami kesalahan dalam memproses pesanan saya

[Salin diagram](#)

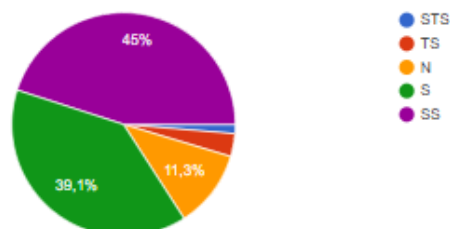
151 jawaban



7. *ShopeeFood* merespons keluhan atau masalah saya dengan cepat

[Salin diagram](#)

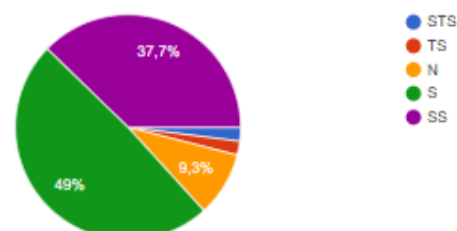
151 jawaban



8. Pengemudi *ShopeeFood* selalu tanggap terhadap permintaan khusus saya

[Salin diagram](#)

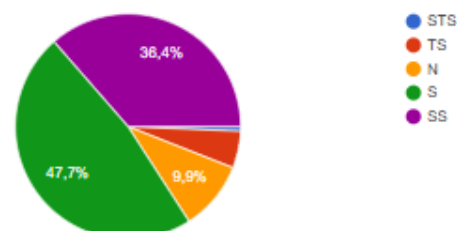
151 jawaban



9. Layanan pelanggan *ShopeeFood* mudah dihubungi saat saya membutuhkan bantuan

[Salin diagram](#)

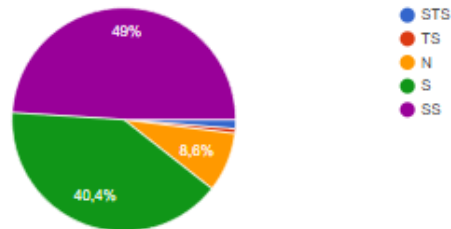
151 jawaban



10. Saya merasa aman melakukan pembayaran melalui aplikasi *ShopeeFood*

[Salin diagram](#)

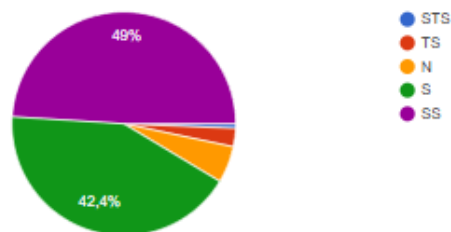
151 jawaban



11. *ShopeeFood* menjamin keamanan dan privasi data pribadi saya

[Salin diagram](#)

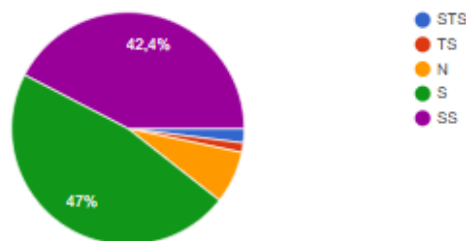
151 jawaban



12. Pengemudi *ShopeeFood* selalu memastikan pesanan tiba dengan aman dan sesuai harapan

[Salin diagram](#)

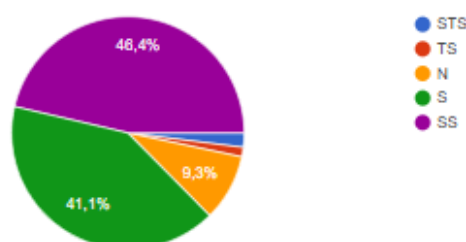
151 jawaban



13. *ShopeeFood* memberikan perhatian terhadap kebutuhan dan preferensi saya

[Salin diagram](#)

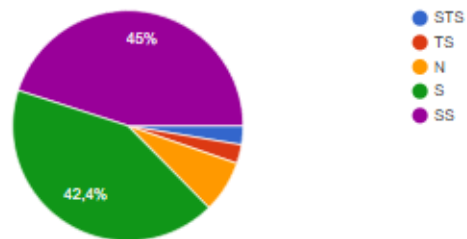
151 jawaban



14. Pengemudi *ShopeeFood* bersikap ramah dan sopan saat mengantarkan pesanan

 [Salin diagram](#)

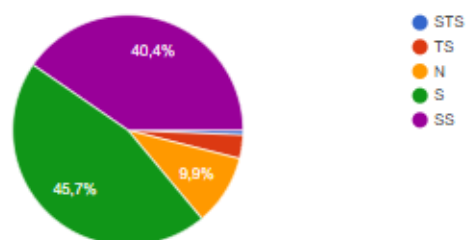
151 jawaban



15. *ShopeeFood* peduli terhadap keluhan dan tanggapan yang saya sampaikan

 [Salin diagram](#)

151 jawaban



UJI VALIDITAS

		Correlations														
		Tangibles1	Tangibles2	Tangibles3	Reliability1	Reliability2	Reliability3	Responsiveness1	Responsiveness2	Responsiveness3	Assurance1	Assurance2	Assurance3	Empathy1	Empathy2	Empathy3
Tangibles1	Pearson Correlation	1	.210**	.438**	.450**	.449**	.470**	.418**	.356**	.521**	.517**	.380**	.475**	.479**	.497**	.395**
	Sig. (2-tailed)		.010	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
Tangibles2	Pearson Correlation	.210**	1	.248**	.238**	.452**	.282**	.380**	.367**	.416**	.457**	.389**	.490**	.337**	.462**	.408**
	Sig. (2-tailed)	.010		.002	.003	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
Tangibles3	Pearson Correlation	.438**	.248**	1	.448**	.404**	.458**	.493**	.454**	.439**	.518**	.318**	.476**	.562**	.484**	.463**
	Sig. (2-tailed)	<.001	.002		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
Reliability1	Pearson Correlation	.450**	.238**	.448**	1	.391**	.502**	.519**	.377**	.534**	.340**	.283**	.464**	.583**	.413**	.471**
	Sig. (2-tailed)	<.001	.003	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
Reliability2	Pearson Correlation	.449**	.452**	.404**	.391**	1	.421**	.416**	.515**	.520**	.410**	.414**	.446**	.508**	.461**	.494**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
Reliability3	Pearson Correlation	.470**	.282**	.458**	.502**	.421**	1	.489**	.405**	.430**	.370**	.243**	.518**	.452**	.331**	.445**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	.003	<.001	<.001	<.001	<.001
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
Responsiveness1	Pearson Correlation	.418**	.380**	.493**	.519**	.416**	.489**	1	.469**	.450**	.429**	.363**	.521**	.470**	.426**	.513**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
Responsiveness2	Pearson Correlation	.356**	.367**	.454**	.377**	.515**	.405**	.469**	1	.358**	.382**	.365**	.496**	.520**	.426**	.503**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
Responsiveness3	Pearson Correlation	.521**	.416**	.439**	.534**	.520**	.430**	.450**	.358**	1	.371**	.303**	.487**	.484**	.582**	.490**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
Assurance1	Pearson Correlation	.517**	.457**	.518**	.340**	.410**	.370**	.429**	.382**	.371**	1	.335**	.495**	.488**	.467**	.462**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
Assurance2	Pearson Correlation	.380**	.389**	.318**	.283**	.414**	.243**	.363**	.365**	.303**	.335**	1	.338**	.408**	.510**	.368**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	.003	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
Assurance3	Pearson Correlation	.475**	.490**	.476**	.464**	.446**	.518**	.521**	.496**	.487**	.495**	.338**	1	.530**	.483**	.591**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
Empathy1	Pearson Correlation	.479**	.337**	.562**	.583**	.508**	.452**	.470**	.520**	.484**	.488**	.408**	.530**	1	.407**	.544**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
Empathy2	Pearson Correlation	.497**	.462**	.484**	.413**	.461**	.331**	.426**	.426**	.582**	.467**	.510**	.483**	.407**	1	.439**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
Empathy3	Pearson Correlation	.395**	.408**	.463**	.471**	.494**	.445**	.513**	.503**	.490**	.462**	.368**	.591**	.544**	.439**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151

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

UJI REALIBITAS

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.921	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Tangibles1	59.0000	68.093	.628	.916
Tangibles2	59.0265	69.426	.522	.919
Tangibles3	59.1722	66.383	.644	.915
Reliability1	59.2715	65.586	.625	.916
Reliability2	59.1192	66.706	.650	.915
Reliability3	59.3510	65.989	.602	.917
Responsiveness1	59.0993	66.303	.661	.914
Responsiveness2	59.1457	67.312	.618	.916
Responsiveness3	59.1921	66.570	.664	.914
Assurance1	58.9801	67.953	.620	.916
Assurance2	58.9669	69.446	.509	.919
Assurance3	59.0662	66.422	.709	.913
Empathy1	59.0464	66.085	.707	.913
Empathy2	59.0861	66.053	.657	.915
Empathy3	59.1126	66.807	.684	.914