**Lampiran 1**

**KUESIONER PENELITIAN**

**I.IDENTITAS PEMBERI KUESIONER**

Nama : Isnaini Putri Rangkuti

Npm : 173114151

Jenis Kelamin : Perempuan

Jurusan : Manajemen

Fakultas : Ekonomi

Perguruan Tinggi : Universitas Muslim Nusantara Al Washliyah Medan

Judul Penelitian :“Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Di Toko Velg Ban Tkb Group Indonesia Medan

Medan, Juni 2021

Peneliti,

Isnaini Putri Rangkuti

173114151

**II. IDENTIFIKASI RESPONDEN**

Nama :

Umur : 17-25 26-35 36-45 46-55

Pekerjaan : Ibu Rumah Tangga PNS Pegawai Swasta

Wiraswasta Pelajar/ Mahasiswa

Jenis kelamin : Laki-laki Perempuan

**III. PETUNJUK PENGISIAN**

Berilah tanda check list (√ ) atau silang (x) pada salah satu pilihan jawaban yang menurut anda sesuai, dengan keterangan :

Keterangan Skor:

**1) Sangat Setuju (SS) : Diberi skor 5**

**2) Setuju (S) : Diberi skor 4**

**3) Ragu-ragu (RR) : Diberi skor 3**

**4) Tidak Setuju (TS) : Diberi skor 2**

**5) Sangat Tidak setuju (STS) : Diberi skor 1**

**IV. DAFTAR KUESIONER**

1. **Kualitas Pelayanan (X)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban Kuesioner** | | | | |
| SS | S | RR | TS | STS |
|  | **Tangible** |  |  |  |  |  |
| 1. | Apakah Toko Velg Ban Tkb Group Indonesia Medan memberikan kualitas pelayanan yang maksimal untuk pelanggan |  |  |  |  |  |
| 2. | Apakah pelanggan puas dengan kualitas pelayanan yang diberikan Toko Velg Ban Tkb Group Indonesia Medan |  |  |  |  |  |
|  | **Empathy** |  |  |  |  |  |
| 3. | Pelanggan akan berempathy apabila pelayanan yang diberikan sesuai keinginan di Toko Velg Ban Tkb Group Indonesia Medan |  |  |  |  |  |
| 4. | Pelanggan akan loyal apabila pelayanan yang diberikan Toko Velg Ban Tkb Group Indonesia Medan |  |  |  |  |  |
|  | **Reliability** |  |  |  |  |  |
| 5. | Pelayanan yang diberikan Toko Velg Ban Tkb Group Indonesia Medan sangat konsisten |  |  |  |  |  |
| 6. | Karyawan Di Toko Velg Ban Tkb group Indonesia Medan memberikan pelayanan sesuai yang dijanjikan |  |  |  |  |  |
|  | **Responsiveness** |  |  |  |  |  |
| 7. | Para karyawan Toko Velg Ban Tkb Group Indonesia Medan sigap dalam melakukan pelayanan untuk pelanggan |  |  |  |  |  |
| 8. | Para karyawan siap untuk membantu pelanggan yang mengalami masalah dalam pelayanan |  |  |  |  |  |
|  | **Assurance (Jaminan)** |  |  |  |  |  |
| 9. | Karyawan Toko Velg Ban Tkb Group Indonesia Medan mempunyai kompetensi dalam bidang pelayanan |  |  |  |  |  |
| 10. | Karyawan Toko Velg Ban Tkb Group Indonesia Medan ramah dalam memberikan pelayanan kepada pelanggan |  |  |  |  |  |

1. **Kepuasan Pelanggan (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban Kuesioner** | | | | |
| SS | S | RR | TS | STS |
|  | **Kesesuaian Harapan** |  |  |  |  |  |
| 1. | Produk di toko velg ban tkb group Indonesia yang diperoleh sesuai atau melebihi dengan yang diharapkan |  |  |  |  |  |
| 2. | pelayanan oleh karyawan yang diperoleh sesuai atau melebihi dengan yang diharapkan |  |  |  |  |  |
|  | **Pembelian Ulang** |  |  |  |  |  |
| 3. | Saya membeli produk velg ban di toko Tkb Group Indonesia secara berulang |  |  |  |  |  |
| 4. | Saya akan kembali konsisten menikmati produk di Toko Tkb Group Indonesia |  |  |  |  |  |
|  | **Kesediaan merekomendasi** |  |  |  |  |  |
| 5. | Saya akan menyarankan teman atau kerabat untuk membeli produk yang ditawarkan Toko velg ban Tkb Group Indonesia. |  |  |  |  |  |
| 6. | Saya akan menyarankan teman atau kerabat untuk membeli velg ban di toko tkb group Indonesia medan karena fasilitas penunjang yang disediakan memadai |  |  |  |  |  |

**Lampiran 2**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NO** | **umur** | **pekerjaan** | **JK** | **VARIABEL X (KUALITAS PELAYANAN)** | | | | | | | | | | **TOTAL** | **VARIBEL Y(KEPUASAN PELANGGAN** | | | | | | **TOTAL** |
| **P1** | **P2** | **P3** | **P4** | **P5** | **P6** | **P7** | **P8** | **P9** | **P10** | **P1** | **P2** | **P3** | **P4** | **P5** | **P6** |  |
| 1 | 2 | 4 | 1 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 33 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 2 | 2 | 4 | 1 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 33 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 3 | 4 | 2 | 1 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 34 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 4 | 3 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 1 | 3 | 3 | 3 | 23 | 3 | 3 | 1 | 1 | 2 | 2 | 12 |
| 5 | 3 | 4 | 1 | 3 | 3 | 4 | 5 | 3 | 3 | 2 | 2 | 3 | 3 | 31 | 2 | 2 | 3 | 3 | 3 | 3 | 16 |
| 6 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 3 | 3 | 1 | 24 | 3 | 3 | 2 | 2 | 2 | 2 | 14 |
| 7 | 3 | 3 | 1 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 33 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 8 | 2 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 3 | 1 | 27 | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| 9 | 3 | 4 | 1 | 4 | 3 | 5 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 33 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 10 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 1 | 27 | 3 | 3 | 1 | 1 | 2 | 2 | 12 |
| 11 | 2 | 4 | 1 | 3 | 3 | 4 | 3 | 3 | 2 | 1 | 3 | 1 | 3 | 26 | 3 | 3 | 3 | 3 | 2 | 2 | 16 |
| 12 | 2 | 3 | 1 | 3 | 2 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 28 | 3 | 3 | 2 | 3 | 4 | 3 | 18 |
| 13 | 2 | 1 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 25 | 1 | 3 | 3 | 3 | 2 | 3 | 15 |
| 14 | 3 | 3 | 1 | 3 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 20 | 2 | 1 | 1 | 2 | 3 | 3 | 12 |
| 15 | 2 | 4 | 1 | 2 | 2 | 3 | 3 | 1 | 1 | 2 | 2 | 3 | 2 | 21 | 2 | 2 | 2 | 2 | 3 | 3 | 14 |
| 16 | 1 | 5 | 1 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 26 | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| 17 | 2 | 5 | 1 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 34 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 18 | 2 | 4 | 2 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 4 | 3 | 34 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 19 | 2 | 1 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 1 | 22 | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| 20 | 2 | 2 | 1 | 2 | 2 | 4 | 4 | 3 | 2 | 1 | 3 | 3 | 3 | 27 | 3 | 3 | 3 | 3 | 2 | 2 | 16 |
| 21 | 1 | 5 | 1 | 1 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 23 | 3 | 3 | 1 | 1 | 2 | 2 | 12 |
| 22 | 3 | 3 | 1 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 2 | 2 | 29 | 3 | 3 | 1 | 1 | 2 | 2 | 12 |
| 23 | 1 | 5 | 1 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 33 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 24 | 2 | 3 | 1 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 33 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 25 | 3 | 3 | 2 | 1 | 1 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 24 | 2 | 3 | 3 | 3 | 3 | 3 | 17 |
| 26 | 3 | 4 | 1 | 2 | 2 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 1 | 25 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 27 | 3 | 2 | 1 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 26 | 2 | 2 | 1 | 1 | 2 | 2 | 10 |
| 28 | 3 | 4 | 1 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 24 | 2 | 2 | 3 | 3 | 3 | 3 | 16 |
| 29 | 3 | 4 | 2 | 3 | 3 | 5 | 5 | 2 | 2 | 3 | 3 | 3 | 3 | 32 | 2 | 2 | 3 | 3 | 3 | 3 | 16 |
| 30 | 3 | 2 | 1 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 33 | 3 | 3 | 4 | 4 | 3 | 3 | 20 |
| 31 | 1 | 4 | 1 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 33 | 2 | 3 | 3 | 3 | 3 | 3 | 17 |
| 32 | 1 | 5 | 1 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 30 | 3 | 2 | 4 | 4 | 3 | 4 | 20 |
| 33 | 2 | 3 | 1 | 3 | 2 | 4 | 4 | 2 | 2 | 3 | 3 | 2 | 2 | 27 | 2 | 2 | 1 | 2 | 3 | 3 | 13 |
| 34 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 1 | 1 | 24 | 3 | 3 | 2 | 2 | 2 | 2 | 14 |
| 35 | 3 | 3 | 1 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 30 | 2 | 1 | 3 | 3 | 3 | 3 | 15 |
| 36 | 2 | 4 | 1 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 32 | 3 | 2 | 3 | 3 | 2 | 3 | 16 |
| 37 | 3 | 2 | 1 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 2 | 3 | 2 | 24 | 3 | 3 | 2 | 2 | 2 | 2 | 14 |
| 38 | 4 | 2 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 32 | 2 | 2 | 3 | 3 | 3 | 3 | 16 |
| 39 | 2 | 1 | 1 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 3 | 31 | 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 40 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 29 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 41 | 1 | 5 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 29 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 42 | 3 | 2 | 2 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 31 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 43 | 3 | 3 | 1 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 32 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 44 | 2 | 3 | 2 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 31 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 45 | 2 | 1 | 2 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 31 | 2 | 2 | 2 | 2 | 3 | 3 | 14 |
| 46 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 29 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 47 | 2 | 1 | 2 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 31 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 48 | 3 | 2 | 2 | 3 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 32 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 49 | 3 | 1 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 27 | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| 50 | 1 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 34 | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| 51 | 4 | 1 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 32 | 3 | 3 | 2 | 2 | 2 | 2 | 14 |
| 52 | 2 | 3 | 2 | 2 | 3 | 3 | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 28 | 2 | 2 | 3 | 3 | 3 | 3 | 16 |
| 53 | 2 | 4 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 25 | 4 | 4 | 2 | 2 | 3 | 3 | 18 |
| 54 | 3 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | 1 | 2 | 3 | 2 | 2 | 22 | 2 | 2 | 1 | 1 | 2 | 2 | 10 |
| 55 | 3 | 4 | 1 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 30 | 2 | 2 | 3 | 3 | 2 | 2 | 14 |
| 56 | 3 | 4 | 1 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 29 | 3 | 3 | 2 | 1 | 2 | 2 | 13 |
| 57 | 3 | 2 | 1 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 31 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 58 | 1 | 4 | 1 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 31 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 59 | 1 | 4 | 1 | 3 | 2 | 4 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 29 | 3 | 3 | 1 | 1 | 2 | 2 | 12 |
| 60 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 25 | 2 | 2 | 3 | 3 | 2 | 2 | 14 |
| 61 | 3 | 1 | 2 | 1 | 1 | 4 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 23 | 2 | 2 | 1 | 1 | 3 | 3 | 12 |
| 62 | 1 | 5 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 30 | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| 63 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 1 | 1 | 26 | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| 64 | 2 | 3 | 1 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 27 | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| 65 | 2 | 2 | 1 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 1 | 27 | 2 | 2 | 2 | 1 | 3 | 3 | 13 |
| 66 | 1 | 4 | 1 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 1 | 28 | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| 67 | 3 | 1 | 2 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 33 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 68 | 2 | 4 | 2 | 3 | 3 | 4 | 4 | 2 | 2 | 3 | 3 | 3 | 2 | 29 | 2 | 2 | 3 | 2 | 3 | 3 | 15 |
| 69 | 2 | 4 | 2 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 1 | 39 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 70 | 3 | 3 | 1 | 1 | 1 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 23 | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| 71 | 3 | 4 | 1 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 1 | 24 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 72 | 2 | 4 | 2 | 2 | 2 | 3 | 2 | 3 | 1 | 3 | 2 | 2 | 2 | 22 | 3 | 3 | 2 | 1 | 1 | 1 | 11 |
| 73 | 3 | 3 | 2 | 1 | 1 | 3 | 1 | 1 | 2 | 2 | 2 | 3 | 3 | 19 | 3 | 3 | 1 | 2 | 2 | 3 | 14 |
| 74 | 3 | 2 | 1 | 3 | 3 | 3 | 3 | 2 | 1 | 2 | 1 | 1 | 1 | 20 | 2 | 1 | 1 | 2 | 3 | 2 | 11 |
| 75 | 3 | 3 | 1 | 3 | 1 | 2 | 1 | 2 | 3 | 2 | 1 | 2 | 3 | 20 | 3 | 2 | 2 | 2 | 1 | 3 | 13 |
| 76 | 3 | 3 | 1 | 3 | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 3 | 3 | 24 | 3 | 2 | 3 | 3 | 3 | 2 | 16 |
| 77 | 3 | 2 | 1 | 3 | 2 | 3 | 2 | 3 | 1 | 2 | 2 | 3 | 1 | 22 | 2 | 2 | 1 | 1 | 2 | 1 | 9 |