

Lampiran 1

Identitas Responden

Nama : (boleh tidak diisi)

Jenis kelamin : Pria
 Wanita

Usia : 17-24 tahun 49-56 tahun
 25-32 tahun 57-64 tahun
 33-40 tahun >64 tahun
 41-48 tahun

Berapa kali Anda telah berkunjung dan makan di Waroeng Spesial Sambal (SS) Godean?

- Belum pernah
- 1 kali
- 2 kali
- > 2 kali

Petunjuk pengisian:

1. Pilihlah satu jawaban yang paling tepat menurut Anda.
2. Berikan tanda \surd (*checklist*) pada kolom pilihan jawaban yang telah disediakan.
3. Mohon diisi dengan lengkap dan jujur, jawaban Anda akan dirahasiakan.

Keterangan:

STS : Sangat Tidak Setuju	STP : Sangat Tidak Penting
TS : Tidak Setuju	TP : Tidak Penting
N : Netral	N : Netral
S : Setuju	P : Penting
SS : Sangat Setuju	SP : Sangat Penting

Lampiran 2: Uji Reliabel Kepentingan

Dimensi *Tangibles*

Reliability Statistics

Cronbach's Alpha	N of Items
.816	11

Dimensi *Reliability*

Reliability Statistics

Cronbach's Alpha	N of Items
.642	4

Dimensi *Responsiveness*

Reliability Statistics

Cronbach's Alpha	N of Items
.785	4

Dimensi *Assurance*

Reliability Statistics

Cronbach's Alpha	N of Items
.648	3

Dimensi *Emphaty*

Reliability Statistics

Cronbach's Alpha	N of Items
.724	4

Dimensi *Reliability*

Correlations

		REL1	REL2	REL3	REL4	RELIABILITY
REL1	Pearson Correlation	1	.351**	.458**	.214*	.708**
	Sig. (2-tailed)		.001	.000	.039	.000
	N	93	93	93	93	93
REL2	Pearson Correlation	.351**	1	.236*	.138	.556**
	Sig. (2-tailed)	.001		.023	.188	.000
	N	93	93	93	93	93
REL3	Pearson Correlation	.458**	.236*	1	.438**	.750**
	Sig. (2-tailed)	.000	.023		.000	.000
	N	93	93	93	93	93
REL4	Pearson Correlation	.214*	.138	.438**	1	.661**
	Sig. (2-tailed)	.039	.188	.000		.000
	N	93	93	93	93	93
RELIABILITY	Pearson Correlation	.708**	.556**	.750**	.661**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	93	93	93	93	93

Dimensi *Responsiveness*

		Correlations				RESPONSIVENESS
		RES1	RES2	RES3	RES4	ESS
RES1	Pearson Correlation	1	.419**	1.000**	.404**	.866**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	93	93	93	93	93
RES2	Pearson Correlation	.419**	1	.419**	.369**	.738**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	93	93	93	93	93
RES3	Pearson Correlation	1.000**	.419**	1	.404**	.866**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	93	93	93	93	93
RES4	Pearson Correlation	.404**	.369**	.404**	1	.690**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	93	93	93	93	93
RESPONSIVENESS	Pearson Correlation	.866**	.738**	.866**	.690**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	93	93	93	93	93

Dimensi *Assurance*

		Correlations			
		A1	A2	A3	ASSURANCE
A1	Pearson Correlation	1	.482**	.379**	.833**
	Sig. (2-tailed)		.000	.000	.000
	N	93	93	93	93
A2	Pearson Correlation	.482**	1	.287**	.805**
	Sig. (2-tailed)	.000		.005	.000
	N	93	93	93	93
A3	Pearson Correlation	.379**	.287**	1	.651**
	Sig. (2-tailed)	.000	.005		.000
	N	93	93	93	93
ASSURANCE	Pearson Correlation	.833**	.805**	.651**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	93	93	93	93

Dimensi *Empathy*

Correlations

		E1	E2	E3	E4	EMPHATY
E1	Pearson Correlation	1	.502**	.338**	.342**	.749**
	Sig. (2-tailed)		.000	.001	.001	.000
	N	93	93	93	93	93
E2	Pearson Correlation	.502**	1	.353**	.676**	.856**
	Sig. (2-tailed)	.000		.001	.000	.000
	N	93	93	93	93	93
E3	Pearson Correlation	.338**	.353**	1	.165	.589**
	Sig. (2-tailed)	.001	.001		.113	.000
	N	93	93	93	93	93
E4	Pearson Correlation	.342**	.676**	.165	1	.759**
	Sig. (2-tailed)	.001	.000	.113		.000
	N	93	93	93	93	93
EMPHATY	Pearson Correlation	.749**	.856**	.589**	.759**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	93	93	93	93	93

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

Lampiran 4: Uji Reliabel Kenyataan atau kepuasan

Dimensi Tangibles

Reliability Statistics

Cronbach's Alpha	N of Items
.824	11

Dimensi Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.667	4

Dimensi Responsiveness

Reliability Statistics

Cronbach's Alpha	N of Items
.638	4

Dimensi Assurance

Reliability Statistics

Cronbach's Alpha	N of Items
.665	3

Dimensi Emphaty

Reliability Statistics

Cronbach's Alpha	N of Items
.679	4

Dimensi *Reliability*

Correlations

		REL1	REL2	REL3	REL4	RELIABILITY
REL1	Pearson Correlation	1	.341**	.354**	.270**	.647**
	Sig. (2-tailed)		.001	.001	.009	.000
	N	93	93	93	93	93
REL2	Pearson Correlation	.341**	1	.312**	.225*	.656**
	Sig. (2-tailed)	.001		.002	.030	.000
	N	93	93	93	93	93
REL3	Pearson Correlation	.354**	.312**	1	.511**	.787**
	Sig. (2-tailed)	.001	.002		.000	.000
	N	93	93	93	93	93
REL4	Pearson Correlation	.270**	.225*	.511**	1	.736**
	Sig. (2-tailed)	.009	.030	.000		.000
	N	93	93	93	93	93
RELIABILITY	Pearson Correlation	.647**	.656**	.787**	.736**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	93	93	93	93	93

Dimensi *Responsiveness*

Correlations

		RES1	RES2	RES3	RES4	RESPONSIVENESS
RES1	Pearson Correlation	1	.351**	.427**	.206*	.708**
	Sig. (2-tailed)		.001	.000	.047	.000
	N	93	93	93	93	93
RES2	Pearson Correlation	.351**	1	.200	.132	.556**
	Sig. (2-tailed)	.001		.055	.207	.000
	N	93	93	93	93	93
RES3	Pearson Correlation	.427**	.200	1	.498**	.792**
	Sig. (2-tailed)	.000	.055		.000	.000
	N	93	93	93	93	93
RES4	Pearson Correlation	.206*	.132	.498**	1	.699**
	Sig. (2-tailed)	.047	.207	.000		.000
	N	93	93	93	93	93
RESPONSIVENESS	Pearson Correlation	.708**	.556**	.792**	.699**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	93	93	93	93	93

Dimensi *Assurance*

Correlations

		A1	A2	A3	ASSURANCE
A1	Pearson Correlation	1	.502**	.338**	.821**
	Sig. (2-tailed)		.000	.001	.000
	N	93	93	93	93
A2	Pearson Correlation	.502**	1	.353**	.799**
	Sig. (2-tailed)	.000		.001	.000
	N	93	93	93	93
A3	Pearson Correlation	.338**	.353**	1	.697**
	Sig. (2-tailed)	.001	.001		.000
	N	93	93	93	93
ASSURANCE	Pearson Correlation	.821**	.799**	.697**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	93	93	93	93

Dimensi *Empathy*

Correlations

		E1	E2	E3	E4	EMPHATY
E1	Pearson Correlation	1	.432**	.266*	.248*	.687**
	Sig. (2-tailed)		.000	.010	.017	.000
	N	93	93	93	93	93
E2	Pearson Correlation	.432**	1	.335**	.276**	.707**
	Sig. (2-tailed)	.000		.001	.007	.000
	N	93	93	93	93	93
E3	Pearson Correlation	.266*	.335**	1	.527**	.741**
	Sig. (2-tailed)	.010	.001		.000	.000
	N	93	93	93	93	93
E4	Pearson Correlation	.248*	.276**	.527**	1	.723**
	Sig. (2-tailed)	.017	.007	.000		.000
	N	93	93	93	93	93
EMPHATY	Pearson Correlation	.687**	.707**	.741**	.723**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	93	93	93	93	93