

LAMPIRAN

Lampiran 1. Kuesioner Penelitian

KUESIONER

PENGARUH *E-SERVICE QUALITY* TERHADAP KEPUASAN KONSUMEN
OMAH SEHAT *CATERING* MALANG

Responden yang terhormat,

Saya, Nur Maulida Ahniah, adalah seorang mahasiswi Agribisnis, Fakultas Pertanian, Universitas Brawijaya, yang sedang mengadakan penelitian mengenai Pengaruh e-Service Quality terhadap Kepuasan Konsumen Omah Sehat Catering Malang. Penelitian ini dilakukan untuk menyelesaikan skripsi yang sedang saya susun. Oleh karena itu, saya sangat membutuhkan bantuan Bapak/Ibu/Saudara/I untuk mengisi kuesioner ini secara lengkap dan tepat. Atas ketersediaan dari Bapak/Ibu/Saudara/I, saya mengucapkan terimakasih.

Identitas Responden

1. Nama :
2. Jenis Kelamin : Laki-laki / Perempuan
3. Usia :
4. Pekerjaan : a. Pelajar/Mahasiswa c. Pegawai Swasta
b. PNS d. Lainnya
5. Pendapatan : a. < 1.000.000 c. 2.000.001 – 3.000.000
b. 1.000.000 – 2.000.000 d. > 3.000.000

Variabel E-Service Quality (Kinerja)

Berikan jawaban dengan tanda (√) terhadap semua pernyataan dalam kuesioner ini dengan memberikan penilaian sejauh mana pernyataan tersebut sesuai dengan realita.

Keterangan: 1 = Sangat Tidak Setuju; 2 = Tidak Setuju; 3 = Cukup Setuju; 4 = Setuju; 5 = Sangat Setuju

No.	Pernyataan	1	2	3	4	5	Alasan
<i>Ease of Use</i>							
1.	Informasi menu mudah ditemukan						
2.	Pemesanan mudah dilakukan						
3.	Konfirmasi pembayaran mudah dilakukan						
<i>Reliability</i>							
4.	Cara pembayaran sesuai dengan kebutuhan						
5.	Menu/paket yang dikirim sesuai dengan keinginan						
6.	Pengiriman sesuai dengan jadwal						
<i>Responsiveness</i>							
7.	Respon pertanyaan cepat						
8.	Konfirmasi pesanan						
9.	Perubahan informasi menu cepat diproses						
<i>Trust</i>							
10.	Informasi yang disediakan meyakinkan						
11.	Respon yang diberikan meyakinkan						
12.	Memiliki reputasi yang baik						

Variabel E-Service Quality (Kepentingan)

Berikan jawaban dengan tanda (√) terhadap semua pernyataan dalam kuesioner ini dengan memberikan penilaian sejauh mana pernyataan tersebut dirasa penting.

Keterangan: 1 = Sangat Tidak Penting; 2 = Tidak Penting; 3 = Cukup Penting; 4 = Penting; 5 = Sangat Penting

No.	Pernyataan	1	2	3	4	5	Alasan
<i>Ease of Use</i>							
1.	Informasi menu mudah ditemukan						
2.	Pemesanan mudah dilakukan						
3.	Konfirmasi pembayaran mudah dilakukan						
<i>Reliability</i>							
4.	Cara pembayaran sesuai dengan kebutuhan						
5.	Menu/paket yang dikirim sesuai dengan keinginan						
6.	Pengiriman sesuai dengan jadwal						
<i>Responsiveness</i>							
7.	Respon pertanyaan cepat						
8.	Konfirmasi pesanan						
9.	Perubahan informasi menu cepat diproses						
<i>Trust</i>							
10.	Informasi yang disediakan meyakinkan						
11.	Respon yang diberikan meyakinkan						
12.	Memiliki reputasi yang baik						

Variabel Kepuasan Konsumen

Berikan jawaban dengan tanda (√) terhadap semua pernyataan dalam kuesioner ini dengan memberikan penilaian sejauh mana pernyataan tersebut sesuai dengan realita.

Keterangan: 1 = Sangat Tidak Setuju; 2 = Tidak Setuju; 3 = Cukup Setuju; 4 = Setuju; 5 = Sangat Setuju

No.	Pernyataan	1	2	3	4	5	Alasan
1.	Harga produk memuaskan						
2.	Variasi produk memuaskan						
3.	Informasi yang disediakan memuaskan						
4.	Respon yang diberikan memuaskan						

Lampiran 2. Tampilan Kuesioner *Online*

Pengaruh e-Service Quality terhadap Kepuasan Konsumen Omah Sehat Catering Malang

Responden yang terhormat,
Saya, Nur Maulida Ahniah, adalah seorang mahasiswi Agribisnis, Fakultas Pertanian, Universitas Brawijaya, yang sedang mengadakan penelitian mengenai Pengaruh e-Service Quality terhadap Kepuasan Konsumen Omah Sehat Catering Malang. Penelitian ini dilakukan untuk menyelesaikan skripsi yang sedang saya susun. Oleh karena itu, saya sangat membutuhkan bantuan Bapak/Ibu/Saudara/i untuk mengisi kuesioner ini secara lengkap dan tepat. Atas ketersediaan dari Bapak/Ibu/Saudara/i, saya ucapkan terimakasih.

*** Required**

Nama *

Your answer _____

Jenis Kelamin *

Laki-Laki

Perempuan

Usia *

Your answer _____

Pekerjaan *

Pelajar/Mahasiswa

PNS

Lampiran 3. Data Responden

No.	Nama	Usia (th)	Jenis Kelamin	Pekerjaan	Pendapatan (Rp)	Timeset Pengisian Kuesioner
1	M	26	P	Pelajar/Mahasiswa	1.000.000 - 2.000.000	15/02/2018
2	W	35	P	Dokter	> 3.000.000	22/02/2018
3	DS	17	P	Pelajar/Mahasiswa	< 1.000.000	22/02/2018
4	RA	24	L	Pelajar/Mahasiswa	< 1.000.000	22/02/2018
5	T	32	P	Pelajar/Mahasiswa	> 3.000.000	24/02/2018
6	P	29	P	PNS	> 3.000.000	24/02/2018
7	LA	36	P	IRT	2.000.001 - 3.000.000	24/02/2018
8	CN	26	P	Pelajar/Mahasiswa	1.000.000 - 2.000.000	24/02/2018
9	A	22	P	Pelajar/Mahasiswa	< 1.000.000	24/02/2018
10	EF	29	P	PNS	> 3.000.000	24/02/2018
11	D	23	P	Pegawai Swasta	> 3.000.000	24/02/2018
12	M	23	P	Dokter Muda	1.000.000 - 2.000.000	24/02/2018
13	PR	21	P	Pelajar/Mahasiswa	2.000.001 - 3.000.000	25/02/2018
14	AAU	21	P	Pelajar/Mahasiswa	2.000.001 - 3.000.000	25/02/2018
15	B	22	L	Pelajar/Mahasiswa	1.000.000 - 2.000.000	25/02/2018
16	S	31	P	Dokter Gigi	> 3.000.000	25/02/2018
17	CAS	20	L	Pelajar/Mahasiswa	< 1.000.000	25/02/2018
18	AM	22	P	Pelajar/Mahasiswa	< 1.000.000	25/02/2018
19	RD	19	P	Pelajar/Mahasiswa	< 1.000.000	26/02/2018
20	A	21	L	Pelajar/Mahasiswa	1.000.000 - 2.000.000	26/02/2018
21	A	22	L	PNS	> 3.000.000	26/02/2018
22	D	20	P	Pelajar/Mahasiswa	< 1.000.000	26/02/2018

Lampiran 3. Data Responden (Lanjutan)

No.	Nama	Usia (th)	Jenis Kelamin	Pekerjaan	Pendapatan (Rp)	Timeset Pengisian Kuesioner
23	HPS	18	P	Pelajar/Mahasiswa	< 1.000.000	27/02/2018
24	NTA	19	P	Pelajar/Mahasiswa	> 3.000.000	27/02/2018
25	IA	21	P	Pelajar/Mahasiswa	< 1.000.000	27/02/2018
26	AD	20	P	Pelajar/Mahasiswa	< 1.000.000	28/02/2018
27	CAF	22	P	Pelajar/Mahasiswa	2.000.001 - 3.000.000	28/02/2018
28	R	22	P	Pelajar/Mahasiswa	< 1.000.000	28/02/2018
29	DH	20	P	Pelajar/Mahasiswa	< 1.000.000	01/03/2018
30	D	23	P	Pegawai Swasta	< 1.000.000	01/03/2018
31	WH	22	L	Pelajar/Mahasiswa	> 3.000.000	01/03/2018
32	GS	26	P	Pegawai Swasta	2.000.001 - 3.000.000	01/03/2018
33	W	23	P	Pelajar/Mahasiswa	1.000.000 - 2.000.000	01/03/2018
34	JG	21	L	Pelajar/Mahasiswa	1.000.000 - 2.000.000	01/03/2018
35	N	52	P	IRT	> 3.000.000	01/03/2018
36	FKW	20	L	Pelajar/Mahasiswa	< 1.000.000	02/03/2018
37	A	21	P	Pelajar/Mahasiswa	1.000.000 - 2.000.000	02/03/2018
38	S	22	P	Fresh Graduate	< 1.000.000	02/03/2018
39	HPS	21	P	Pegawai Non-PNS	> 3.000.000	03/03/2018
40	RN	20	P	Pelajar/Mahasiswa	1.000.000 - 2.000.000	03/03/2018
41	H	21	P	Pelajar/Mahasiswa	2.000.001 - 3.000.000	03/03/2018
42	A	19	P	Pelajar/Mahasiswa	> 3.000.000	09/03/2018

Lampiran 4. Hasil Analisis SEM-PLS Menggunakan WarpPLS Versi 5.0

Model fit and quality indices	

Average path coefficient (APC)=0.217, P=0.033	
Average R-squared (ARS)=0.549, P<0.001	
Average adjusted R-squared (AARS)=0.501, P<0.001	
Average block VIF (AVIF)=2.477, acceptable if <= 5, ideally <= 3.3	
Average full collinearity VIF (AFVIF)=2.515, acceptable if <= 5, ideally <= 3.3	
Tenenhaus GoF (GoF)=0.601, small >= 0.1, medium >= 0.25, large >= 0.36	
Simpson's paradox ratio (SPR)=1.000, acceptable if >= 0.7, ideally = 1	
R-squared contribution ratio (RSCR)=1.000, acceptable if >= 0.9, ideally = 1	
Statistical suppression ratio (SSR)=1.000, acceptable if >= 0.7	
Nonlinear bivariate causality direction ratio (NLBCDR)=1.000, acceptable if >= 0.7	
General model elements	

Missing data imputation algorithm: Arithmetic Mean Imputation	
Outer model analysis algorithm: PLS Regression	
Default inner model analysis algorithm: Linear	
Multiple inner model analysis algorithms used? No	
Resampling method used in the analysis: Stable3	
Number of data resamples used: 100	
Number of cases (rows) in model data: 42	
Number of latent variables in model: 5	
Number of indicators used in model: 16	
Number of iterations to obtain estimates: 7	
Range restriction variable type: None	
Range restriction variable: None	
Range restriction variable min value: 0.000	
Range restriction variable max value: 0.000	
Only ranked data used in analysis? No	

General Results pada WarpPLS 5.0

Path coefficients					
	X1	X2	X3	X4	Y
X1					
X2					
X3					
X4					
Y	0.243	0.117	0.259	0.250	
P values					
	X1	X2	X3	X4	Y
X1					
X2					
X3					
X4					
Y	0.044	0.215	0.034	0.040	

Nilai Path Coefficients dan P-Values

Lampiran 4. Hasil Analisis SEM-PLS Menggunakan WarpPLS Versi 5.0 (Lanjutan)

Effect sizes for path coefficients					
	X1	X2	X3	X4	Y
X1					
X2					
X3					
X4					
Y	0.158	0.066	0.159	0.167	

Nilai Effect Sizes

	X1	X2	X3	X4	Y	Type (as defined)	SE	P value
EOU1	(0.932)	-0.129	-0.115	-0.116	0.088	Reflective	0.104	<0.001
EOU2	(0.758)	0.385	0.143	0.440	-0.294	Reflective	0.112	<0.001
EOU3	(0.933)	-0.184	-0.002	-0.242	0.150	Reflective	0.104	<0.001
REL1	-0.019	(0.766)	0.113	0.497	-0.051	Reflective	0.112	<0.001
REL2	-0.274	(0.762)	0.327	-0.094	-0.142	Reflective	0.112	<0.001
REL3	0.297	(0.753)	-0.446	-0.410	0.195	Reflective	0.113	<0.001
RES1	0.435	0.113	(0.826)	-0.314	-0.038	Reflective	0.109	<0.001
RES2	-0.335	-0.261	(0.808)	0.206	0.005	Reflective	0.110	<0.001
RES3	-0.113	0.150	(0.787)	0.118	0.035	Reflective	0.111	<0.001
TRU1	-0.017	-0.178	-0.105	(0.858)	0.104	Reflective	0.108	<0.001
TRU2	-0.440	-0.021	0.011	(0.939)	0.103	Reflective	0.104	<0.001
TRU3	0.558	0.224	0.104	(0.768)	-0.242	Reflective	0.112	<0.001
Y1	-0.378	-0.081	0.373	0.081	(0.784)	Formative	0.111	<0.001
Y2	0.283	0.346	0.118	-0.379	(0.635)	Formative	0.118	<0.001
Y3	0.287	-0.019	-0.288	-0.111	(0.704)	Formative	0.115	<0.001
Y4	-0.103	-0.173	-0.201	0.309	(0.823)	Formative	0.109	<0.001

Nilai Indicator Loadings and Cross-Loadings

	X1	X2	X3	X4	Y	Type (as defined)	SE	P value	VIF	WLS	ES
EOU1	(0.403)	0.000	0.000	0.000	0.000	Reflective	0.130	0.002	4.547	1	0.375
EOU2	(0.328)	0.000	0.000	0.000	0.000	Reflective	0.134	0.010	1.435	1	0.248
EOU3	(0.403)	0.000	0.000	0.000	0.000	Reflective	0.130	0.002	4.568	1	0.376
REL1	0.000	(0.442)	0.000	0.000	0.000	Reflective	0.128	<0.001	1.254	1	0.338
REL2	0.000	(0.440)	0.000	0.000	0.000	Reflective	0.128	<0.001	1.248	1	0.335
REL3	0.000	(0.434)	0.000	0.000	0.000	Reflective	0.129	<0.001	1.234	1	0.327
RES1	0.000	0.000	(0.423)	0.000	0.000	Reflective	0.129	0.001	1.515	1	0.349
RES2	0.000	0.000	(0.413)	0.000	0.000	Reflective	0.130	0.001	1.457	1	0.334
RES3	0.000	0.000	(0.402)	0.000	0.000	Reflective	0.130	0.002	1.389	1	0.317
TRU1	0.000	0.000	0.000	(0.389)	0.000	Reflective	0.131	0.003	2.517	1	0.334
TRU2	0.000	0.000	0.000	(0.425)	0.000	Reflective	0.129	0.001	3.379	1	0.399
TRU3	0.000	0.000	0.000	(0.348)	0.000	Reflective	0.133	0.006	1.639	1	0.267
Y1	0.000	0.000	0.000	0.000	(0.358)	Formative	0.133	0.005	1.559	1	0.281
Y2	0.000	0.000	0.000	0.000	(0.290)	Formative	0.137	0.020	1.292	1	0.184
Y3	0.000	0.000	0.000	0.000	(0.321)	Formative	0.135	0.011	1.467	1	0.226
Y4	0.000	0.000	0.000	0.000	(0.376)	Formative	0.132	0.003	1.757	1	0.309

Nilai Indicator Weights

Lampiran 4. Hasil Analisis SEM-PLS Menggunakan WarpPLS Versi 5.0 (Lanjutan)

	X1	X2	X3	X4	Y
R-squared					0.549
Adj. R-squared					0.501
Composite reliab.	0.909	0.804	0.849	0.893	0.828
Cronbach's alpha	0.847	0.635	0.732	0.817	0.721
Avg. var. extrac.	0.771	0.578	0.652	0.736	0.548
Full collin. VIF	3.044	1.946	2.085	3.281	2.219
Q-squared					0.549
Min	-2.687	-2.551	-2.603	-2.178	-3.010
Max	2.562	1.756	1.361	2.081	1.937
Median	-0.063	0.397	0.457	-0.048	0.065
Mode	-0.063	0.397	0.457	-0.048	-0.275
Skewness	-0.591	-0.821	-0.850	-0.179	-1.002
Exc. kurtosis	2.772	0.314	0.197	0.701	2.065
Unimodal-RS	Yes	Yes	Yes	Yes	Yes
Unimodal-KMV	Yes	Yes	Yes	Yes	Yes
Normal-JB	No	Yes	Yes	Yes	No
Normal-RJB	No	No	No	No	No
Histogram	View	View	View	View	View

Latent Variable Coefficients

Correlations among I.vs. with sq. rts. of AVEs					
	X1	X2	X3	X4	Y
X1	(0.878)	0.584	0.532	0.795	0.648
X2	0.584	(0.760)	0.622	0.571	0.563
X3	0.532	0.622	(0.807)	0.610	0.614
X4	0.795	0.571	0.610	(0.858)	0.668
Y	0.648	0.563	0.614	0.668	(0.740)

Note: Square roots of average variances extracted (AVEs) shown on diagonal.

P values for correlations					
	X1	X2	X3	X4	Y
X1	1.000	<0.001	<0.001	<0.001	<0.001
X2	<0.001	1.000	<0.001	<0.001	<0.001
X3	<0.001	<0.001	1.000	<0.001	<0.001
X4	<0.001	<0.001	<0.001	1.000	<0.001
Y	<0.001	<0.001	<0.001	<0.001	1.000

Correlations among Latent Variables with sq. rts. of AVEs

Lampiran 5. Hasil Uji Validitas dan Reliabilitas *Importance-Performance* Menggunakan SPSS 16.0

	EOU1	EOU2	EOU3	REL1	REL2	REL3	RES1	RES2	RES3	TRU1	TRU2	TRU3	EU1	EU2	EU3	RL1	RL2	RL3	RS1	RS2	RS3	TR1	TR2	TR3	Total
EOU1 Pearson Correlation	1	.532	.880	.578	.133	.363	.481	.169	.334	.665	.513	.634	.596	.580	.613	.412	.434	.458	.351	.259	.309	.580	.453	.453	.678
Sig. (2-tailed)		.000	.000	.000	.402	.018	.001	.284	.031	.000	.001	.000	.000	.000	.000	.007	.004	.002	.023	.098	.047	.000	.003	.003	.000
N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
EOU2 Pearson Correlation	.532	1	.535	.483	.502	.457	.508	.395	.513	.506	.656	.799	.555	.542	.374	.350	.484	.421	.492	.470	.523	.542	.581	.581	.744
Sig. (2-tailed)	.000		.000	.001	.001	.002	.001	.010	.001	.001	.000	.000	.000	.000	.015	.023	.001	.005	.001	.002	.000	.000	.000	.000	.000
N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
EOU3 Pearson Correlation	.880	.535	1	.548	.179	.329	.472	.228	.358	.567	.510	.646	.622	.610	.626	.568	.473	.498	.380	.266	.335	.610	.476	.556	.711
Sig. (2-tailed)	.000	.000		.000	.257	.033	.002	.146	.020	.000	.001	.000	.000	.000	.000	.000	.002	.001	.013	.089	.030	.000	.001	.000	.000
N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
REL1 Pearson Correlation	.578	.483	.548	1	.377	.364	.505	.381	.565	.580	.626	.600	.532	.531	.586	.419	.436	.460	.570	.485	.502	.531	.476	.476	.736
Sig. (2-tailed)	.000	.001	.000		.014	.018	.001	.013	.000	.000	.000	.000	.000	.000	.000	.006	.004	.002	.000	.001	.001	.000	.001	.001	.000
N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
REL2 Pearson Correlation	.133	.502	.179	.377	1	.359	.487	.377	.411	.135	.292	.363	.360	.368	.253	.219	.373	.393	.454	.347	.399	.181	.095	.265	.490
Sig. (2-tailed)	.402	.001	.257	.014		.020	.001	.014	.007	.393	.060	.018	.019	.016	.106	.164	.015	.010	.003	.024	.009	.251	.551	.090	.001
N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
REL3 Pearson Correlation	.363	.457	.329	.364	.359	1	.373	.082	.244	.187	.201	.395	.429	.374	.280	.364	.420	.442	.521	.372	.459	.317	.279	.279	.532
Sig. (2-tailed)	.018	.002	.033	.018	.020		.015	.605	.120	.237	.201	.010	.005	.015	.072	.018	.006	.003	.000	.015	.002	.041	.074	.074	.000
N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
RES1 Pearson Correlation	.481	.508	.472	.505	.487	.373	1	.512	.476	.446	.385	.515	.517	.509	.430	.305	.317	.256	.553	.255	.408	.345	.162	.162	.592
Sig. (2-tailed)	.001	.001	.002	.001	.001	.015		.001	.001	.003	.012	.000	.000	.001	.004	.050	.041	.102	.000	.103	.007	.025	.304	.304	.000
N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
RES2 Pearson Correlation	.169	.395	.228	.381	.377	.082	.512	1	.443	.259	.465	.365	.297	.310	.322	.130	.188	.123	.405	.443	.356	.310	.265	.265	.463
Sig. (2-tailed)	.284	.010	.146	.013	.014	.605	.001		.003	.098	.002	.018	.056	.046	.037	.410	.232	.439	.008	.003	.021	.046	.089	.089	.002
N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
RES3 Pearson Correlation	.334	.513	.358	.565	.411	.244	.476	.443	1	.405	.511	.467	.286	.365	.283	.153	.221	.233	.238	.235	.269	.240	.312	.199	.502
Sig. (2-tailed)	.031	.001	.020	.000	.007	.120	.001	.003		.008	.001	.002	.066	.018	.069	.332	.159	.137	.129	.133	.084	.125	.044	.207	.001
N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
TRU1 Pearson Correlation	.665	.506	.567	.580	.135	.187	.446	.259	.405	1	.772	.407	.470	.395	.406	.429	.358	.314	.287	.201	.316	.461	.420	.360	.596
Sig. (2-tailed)	.000	.001	.000	.000	.393	.237	.003	.098	.008		.000	.007	.002	.010	.008	.005	.020	.043	.065	.202	.041	.002	.006	.019	.000
N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42

Lampiran 5. Hasil Uji Validitas dan Reliabilitas *Importance-Performance* Menggunakan SPSS 16.0 (Lanjutan)

TRU2	Pearson Correlation	.513**	.656**	.510**	.626**	.292	.201	.385**	.465**	.511**	.772**	1	.615**	.435**	.498**	.511**	.398**	.386**	.339**	.466**	.434**	.479**	.640**	.648**	.583**	.721**
	Sig. (2-tailed)	.001	.000	.001	.000	.060	.201	.012	.002	.001	.000		.000	.004	.001	.001	.009	.012	.028	.002	.004	.001	.000	.000	.000	.000
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
TRU3	Pearson Correlation	.634**	.799**	.646**	.600**	.363*	.395**	.515**	.365**	.467**	.407**	.615**	1	.650**	.632**	.517**	.354**	.490**	.445**	.532**	.524**	.541**	.632**	.581**	.581**	.772**
	Sig. (2-tailed)	.000	.000	.000	.000	.018	.010	.000	.018	.002	.007	.000		.000	.000	.000	.021	.001	.003	.000	.000	.000	.000	.000	.000	.000
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
EU1	Pearson Correlation	.596**	.555**	.622**	.532**	.360*	.429**	.517**	.297	.286	.470**	.435**	.650**	1	.846**	.721**	.644**	.682**	.659**	.664**	.546**	.645**	.537**	.442**	.555**	.814**
	Sig. (2-tailed)	.000	.000	.000	.000	.019	.005	.000	.056	.066	.002	.004	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.003	.000	.000
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
EU2	Pearson Correlation	.580**	.542**	.610**	.531**	.368*	.374**	.509**	.310*	.365**	.395**	.498**	.632**	.846**	1	.888**	.576**	.599**	.631**	.574**	.471**	.681**	.636**	.590**	.590**	.822**
	Sig. (2-tailed)	.000	.000	.000	.000	.016	.015	.001	.046	.018	.010	.001	.000	.000		.000	.000	.000	.000	.000	.002	.000	.000	.000	.000	.000
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
EU3	Pearson Correlation	.613**	.374*	.626**	.586**	.253	.280	.430**	.322*	.283	.406**	.511**	.517**	.721**	.888**	1	.528**	.449**	.592**	.499**	.495**	.619**	.701**	.587**	.587**	.766**
	Sig. (2-tailed)	.000	.015	.000	.000	.106	.072	.004	.037	.069	.008	.001	.000	.000	.000		.000	.003	.000	.001	.001	.000	.000	.000	.000	.000
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
RL1	Pearson Correlation	.412**	.350*	.568**	.419**	.219	.364*	.305*	.130	.153	.429**	.398**	.354**	.644**	.576**	.528**	1	.679**	.661**	.627**	.521**	.661**	.576**	.576**	.679**	.720**
	Sig. (2-tailed)	.007	.023	.000	.006	.164	.018	.050	.410	.332	.005	.009	.021	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
RL2	Pearson Correlation	.434**	.484**	.473**	.436**	.373*	.420**	.317*	.188	.221	.358**	.386**	.490**	.682**	.599**	.449**	.679**	1	.897**	.669**	.530**	.642**	.544**	.559**	.659**	.759**
	Sig. (2-tailed)	.004	.001	.002	.004	.015	.006	.041	.232	.159	.020	.012	.001	.000	.000	.003	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
RL3	Pearson Correlation	.458**	.421**	.498**	.460**	.393**	.442**	.256	.123	.233	.314*	.339**	.445**	.659**	.631**	.592**	.661**	.897**	1	.642**	.558**	.677**	.573**	.536**	.642**	.759**
	Sig. (2-tailed)	.002	.005	.001	.002	.010	.003	.102	.439	.137	.043	.028	.003	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
RS1	Pearson Correlation	.351*	.492**	.380*	.570**	.454**	.521**	.553**	.405**	.238	.287	.466**	.532**	.664**	.574**	.499**	.627**	.669**	.642**	1	.719**	.753**	.574**	.473**	.594**	.782**
	Sig. (2-tailed)	.023	.001	.013	.000	.003	.000	.000	.008	.129	.065	.002	.000	.000	.000	.001	.000	.000	.000		.000	.000	.000	.002	.000	.000
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
RS2	Pearson Correlation	.259	.470**	.266	.485**	.347*	.372**	.255	.443**	.235	.201	.434**	.524**	.546**	.471**	.495**	.521**	.530**	.558**	.719**	1	.871**	.532**	.601**	.713**	.718**
	Sig. (2-tailed)	.098	.002	.089	.001	.024	.015	.103	.003	.133	.202	.004	.000	.000	.002	.001	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
RS3	Pearson Correlation	.309*	.523**	.335*	.502**	.399**	.459**	.408**	.356**	.269	.316*	.479**	.541**	.645**	.681**	.619**	.661**	.642**	.677**	.753**	.871**	1	.622**	.629**	.736**	.815**
	Sig. (2-tailed)	.047	.000	.030	.001	.009	.002	.007	.021	.084	.041	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42

Lampiran 5. Hasil Uji Validitas dan Reliabilitas *Importance-Performance* Menggunakan SPSS 16.0 (Lanjutan)

TR1	Pearson Correlation	.580	.542	.610	.531	.181	.317	.345	.310	.240	.461	.640	.632	.537	.636	.701	.576	.544	.573	.574	.532	.622	1	.867	.811	.798
	Sig. (2-tailed)	.000	.000	.000	.000	.251	.041	.025	.046	.125	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	
TR2	Pearson Correlation	.453	.581	.476	.476	.095	.279	.162	.265	.312	.420	.648	.581	.442	.590	.587	.576	.559	.536	.473	.601	.629	.867	1	.849	.752
	Sig. (2-tailed)	.003	.000	.001	.001	.551	.074	.304	.089	.044	.006	.000	.000	.003	.000	.000	.000	.000	.000	.002	.000	.000	.000	.000	.000	
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	
TR3	Pearson Correlation	.453	.581	.556	.476	.265	.279	.162	.265	.199	.360	.583	.581	.555	.590	.587	.679	.659	.642	.594	.713	.736	.811	.849	1	.798
	Sig. (2-tailed)	.003	.000	.000	.001	.090	.074	.304	.089	.207	.019	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	
Total	Pearson Correlation	.678	.744	.711	.736	.490	.532	.592	.463	.502	.596	.721	.772	.814	.822	.766	.720	.759	.759	.782	.718	.815	.798	.752	.798	1
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.000	.002	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	42	100.0
	Excluded ^a	0	.0
	Total	42	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.954	24

Lampiran 6. Hasil Penilaian Responden terhadap Tingkat Kepentingan dan Tingkat Kinerja *e-Service Quality*

No.	Indikator	Tingkat Kepentingan					Bobot Skor (Yi)
		1	2	3	4	5	
1.	Informasi mudah ditemukan (X _{1.1})	0	0	5	25	12	175
2.	Pemesanan mudah dilakukan (X _{1.2})	0	0	5	24	13	176
3.	Konfirmasi pembayaran mudah dilakukan (X _{1.3})	0	0	6	29	7	169
4.	Cara pembayaran sesuai kebutuhan (X _{2.1})	0	1	7	26	8	167
5.	Menu yang dikirim sesuai keinginan (X _{2.2})	0	0	6	19	17	179
6.	Pengiriman sesuai jadwal (X _{2.3})	0	0	5	21	16	179
7.	Respon pertanyaan cepat (X _{3.1})	0	0	4	27	11	175
8.	Konfirmasi pesanan (X _{3.2})	0	0	7	26	9	170
9.	Perubahan informasi menu cepat diproses (X _{3.3})	0	0	6	23	13	175
10.	Informasi yang disediakan meyakinkan (X _{4.1})	0	0	5	24	13	176
11.	Respon yang diberikan meyakinkan (X _{4.2})	0	0	7	21	14	175
12.	Memiliki reputasi yang baik (X _{4.3})	0	0	7	21	14	175

Lampiran 6. Hasil Penilaian Responden terhadap Tingkat Kepentingan dan Tingkat Kinerja *e-Service Quality* (Lanjutan)

No.	Indikator	Tingkat Kinerja					Bobot
		1	2	3	4	5	Skor (Xi)
1.	Informasi mudah ditemukan (X _{1.1})	0	0	4	32	6	170
2.	Pemesanan mudah dilakukan (X _{1.2})	0	0	4	32	6	170
3.	Konfirmasi pembayaran mudah dilakukan (X _{1.3})	0	0	4	32	6	170
4.	Cara pembayaran sesuai kebutuhan (X _{2.1})	0	0	12	28	2	158
5.	Menu yang dikirim sesuai keinginan (X _{2.2})	0	2	8	30	2	158
6.	Pengiriman sesuai jadwal (X _{2.3})	0	4	8	28	2	154
7.	Respon pertanyaan cepat (X _{3.1})	0	0	6	28	8	170
8.	Konfirmasi pesanan (X _{3.2})	0	0	8	34	0	160
9.	Perubahan informasi menu cepat diproses (X _{3.3})	0	2	14	22	4	154
10.	Informasi yang disediakan meyakinkan (X _{4.1})	0	0	12	22	8	164
11.	Respon yang diberikan meyakinkan (X _{4.2})	0	0	10	26	6	164
12.	Memiliki reputasi yang baik (X _{4.3})	0	0	4	28	10	174

Lampiran 6. Foto Penelitian



Wawancara dengan Bapak Tunggul Bantolo dari OSC



Produk Paket Reguler Harian dan Paket Diet OSC



Produk Nasi Tumpeng OSC