

**LAMPIRAN 1**  
**KUESIONER PENELITIAN**

Kepada:

Yth: Bapak/Ibu/Saudara/i

Di Tempat

Saya adalah Mahasiswa Universitas Islam Indonesia yang saat ini sedang melakukan penelitian dengan judul **“ANALISIS KUALITAS PELAYANAN ASURANSI TAKAFUL KELUARGA DI YOGYAKARTA”**. Penelitian ini merupakan syarat untuk kelulusan dijenjang pendidikan Strata Satu (S1).

Berkaitan dengan hal tersebut, saya mohon bantuan kepada Bapak/Ibu/Saudara/i untuk bersedia mengisi kuisisioner sesuai dengan pernyataan-pernyataan yang tertera berikut ini. Bantuan Bapak/Ibu/Saudara/i sangat saya harapkan demi terselesainya penelitian ini. Jawaban dan identitas responden akan terjamin kerahasiaannya.

Atas bantuan dan kesediaan Bapak/Ibu/Saudara/i dalam mengisi kuisisioner ini, dengan rendah hati saya ucapkan terima kasih.

## DAFTAR PERTANYAAN

### Karakteristik Responden

Mohon diisi semua pertanyaan dibawah ini dengan memberi tanda (X) pada jawaban yang paling sesuai.

1. Nama : ..... (boleh tidak diisi)
2. Jenis Kelamin :  Pria  Wanita
3. Umur :  < 20 tahun  21-30 tahun  
 31-40 tahun  lebih dari 41 tahun
4. Pendidikan : .....

Isilah tanda silang (X) pada jawaban yang Bpk/Ibu/Sdr/i anggap paling cocok. (satu jawaban saja)

### Keterangan :

STS : Sangat Tidak Setuju

TS : Tidak setuju

N : Cukup Setuju

S : Setuju

SS : Sangat Setuju

**ITEM PERNYATAAN:**

Pertanyaan berikut merupakan pernyataan mengenai PERSEPSI RESPONDEN terhadap kinerja kualitas layanan PT Asuransi Takaful

**Tangibles**

No	Pertanyaan	STS	TS	N	S	SS
1	Kenyamanan ruang tunggu di PT Asuransi Takaful					
2	Teknologi informasi yang digunakan modern dan up to date					
3	Kondisi gedung perusahaan yang bersih dan rapi					
4	Fasilitas perusahaan yang lengkap					

**Reliability**

No	Pertanyaan	STS	TS	N	S	SS
1	kecepatan karyawan dalam melayani nasabah					
2	karyawan menangani masalah nasabah dengan segera.					
3	Karyawan selalu menepati janji kepada nasabah					

<b>4</b>	Karyawan perusahaan mempunyai catatan bebas dari kesalahan					
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### Responsiveness

No	Pertanyaan	STS	TS	N	S	SS
<b>1</b>	ketersediaan karyawan membantu konsumen					
<b>2</b>	pelayanan transaksi asuransi yang tidak berbelit-belit.					
<b>3</b>	Respon yang cepat dari karyawan terhadap segala kebutuhan nasabah					
<b>4</b>	Karyawan memberitahu konsumen kapan layanan yang akan dilakukan					

### Assurance

No	Pertanyaan	STS	TS	N	S	SS
<b>1</b>	karyawan yang professional dibidang asuransi					
<b>2</b>	konsumen merasakan aman dalam melakukan transaksi.					

<b>3</b>	Karyawan yang berperilaku menanamkan rasa kepercayaan terhadap pelanggan					
<b>4</b>	Kemudahan dalam pembayaran premi asuransi					

Emphaty

<b>No</b>	<b>Pertanyaan</b>	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
<b>1</b>	Perusahaan memberikan pelayanan tanpa melihat status maupun kedudukan nasabah					
<b>2</b>	karyawan memberi perhatian khusus kepada nasabah					
<b>3</b>	Karyawan mengutamakan kepentingan nasabah					
<b>4</b>	Karyawan yang ramah dan sopan					

**ITEM PERNYATAAN:**

Pertanyaan berikut merupakan pernyataan mengenai HARAPAN RESPONDEN terhadap kinerja kualitas layanan PT Asuransi Takaful

No	Pertanyaan	STS	TS	N	S	SS
1	Kenyamanan ruang tunggu di PT Asuransi Takaful					
2	Teknologi informasi yang digunakan modern dan up to date					
3	Kondisi gedung perusahaan yang bersih dan rapi					
4	Fasilitas perusahaan yang lengkap					

Reliability

No	Pertanyaan	STS	TS	N	S	SS
1	kecepatan karyawan dalam melayani nasabah					
2	karyawan menangani masalah nasabah dengan segera.					
3	Karyawan selalu menepati janji kepada nasabah					
4	Karyawan perusahaan mempunyai					

	catatan bebas dari kesalahan					
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### Responsiveness

No	Pertanyaan	STS	TS	N	S	SS
1	ketersediaan karyawan membantu konsumen					
2	pelayanan transaksi asuransi yang tidak berbelit-belit.					
3	Respon yang cepat dari karyawan terhadap segala kebutuhan nasabah					
4	Karyawan memberitahu konsumen kapan layanan yang akan dilakukan					

### Assurance

No	Pertanyaan	STS	TS	N	S	SS
1	karyawan yang professional dibidang asuransi					
2	konsumen merasakan aman dalam melakukan transaksi.					
3	Karyawan yang berperilaku					

	menanamkan rasa kepercayaan terhadap pelanggan					
<b>4</b>	Kemudahan dalam pembayaran premi asuransi					

Emphaty

<b>No</b>	<b>Pertanyaan</b>	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
<b>1</b>	Perusahaan memberikan pelayanan tanpa melihat status maupun kedudukan nasabah					
<b>2</b>	karyawan memberi perhatian khusus kepada nasabah					
<b>3</b>	Karyawan mengutamakan kepentingan nasabah					
<b>4</b>	Karyawan yang ramah dan sopan					



**LAMPIRAN 2**  
**DATA PENELITIAN**

Res	Kualitas Pelayanan																								
	Tangibles					Reliability					Responsiveness					Assurance					Empathy				
	1	2	3	4	Mean	1	2	3	4	Mean	1	2	3	4	Mean	1	2	3	4	Mean	1	2	3	4	Mean
1	1	1	3	4	2,25	3	3	3	3	3	3	4	3	3	3,25	3	3	2	2	2,5	4	4	5	3	4
2	5	4	5	4	4,5	5	5	5	5	5	4	4	5	3	4	5	3	2	2	3	3	3	4	3	3,25
3	4	3	3	4	3,5	3	3	5	4	3,75	3	3	4	3	3,25	3	3	2	3	2,75	4	4	4	4	4
4	4	4	4	5	4,25	4	4	4	4	4	4	4	4	3	3,75	4	4	4	4	4	5	5	5	5	5
5	5	4	5	4	4,5	5	5	5	5	5	4	5	4	4	4,25	4	4	4	4	4	4	4	4	3	3,75
6	4	3	4	4	3,75	3	3	4	4	3,5	2	4	3	1	2,5	3	3	3	3	3	4	3	4	3	3,5
7	5	4	5	5	4,75	4	4	5	4	4,25	4	5	5	5	4,75	4	4	4	4	4	5	4	4	5	4,5
8	4	4	3	3	3,5	4	4	4	4	4	4	4	5	5	4,5	3	3	3	3	3	3	3	3	3	3
9	4	3	3	5	3,75	3	3	3	3	3	4	4	3	4	3,75	4	4	2	3	3,25	5	4	5	4	4,5
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11	4	3	4	2	3,25	3	3	5	5	4	3	3	3	1	2,5	4	3	1	3	2,75	2	2	2	2	2
12	4	4	4	3	3,75	2	2	5	5	3,5	3	4	3	4	3,5	4	3	2	2	2,75	3	3	3	4	3,25
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90	5	4	5	5	4,75	4	4	4	5	4,25	4	5	5	5	4,75	5	3	4	4	4	4	3	4	4	3,75

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93	5	5	5	3	4,5	5	4	5	5	4,75	4	5	4	4	4,25	4	4	3	4	3,75	3	3	3	3	3	3
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96	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Mean	3,98	3,67	3,89	4,02	3,89	3,61	3,51	4,09	4,02	3,81	3,58	3,85	3,8	3,44	3,67	3,76	3,55	3,3	3,4	3,5	4,03	3,91	4	3,94	3,97	3,97

Res	Harapan Pelanggan																									
	Tangibles					Reliability					Responsiveness					Assurance					Emphaty					
	1	2	3	4	Mean	1	2	3	4	Mean	1	2	3	4	Mean	1	2	3	4	Mean	1	2	3	4	Mean	
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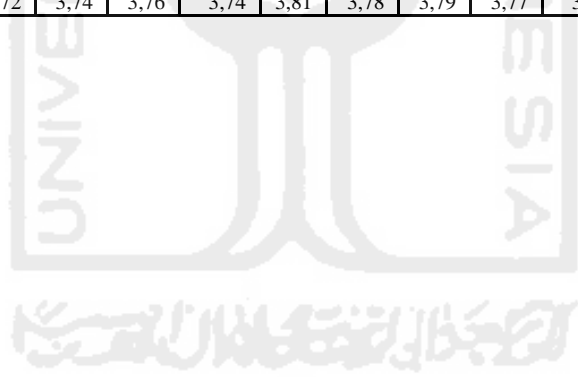
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83	4	3	5	4	4	4	4	4	4	4	5	4	5	3	4,25	5	3	5	5	4,5	4	4	5	4	4,25	
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Mean	3,76	3,86	3,85	3,78	3,82	3,76	3,72	3,74	3,76	3,74	3,81	3,78	3,79	3,77	3,79	4,07	3,78	3,82	3,81	3,87	3,76	3,77	3,9	3,88	3,83



### LAMPIRAN 3

#### HASIL UJI VALIDITAS DAN RELIABILITAS

##### Correlations

		X1.1	X1.2	X1.3	X1.4	Total
X1.1	Pearson Correlation	1	,749**	,772**	,179	,893**
	Sig. (2-tailed)		,000	,000	,081	,000
	N	96	96	96	96	96
X1.2	Pearson Correlation	,749**	1	,675**	,199	,855**
	Sig. (2-tailed)	,000		,000	,052	,000
	N	96	96	96	96	96
X1.3	Pearson Correlation	,772**	,675**	1	,123	,853**
	Sig. (2-tailed)	,000	,000		,232	,000
	N	96	96	96	96	96
X1.4	Pearson Correlation	,179	,199	,123	1	,462**
	Sig. (2-tailed)	,081	,052	,232		,000
	N	96	96	96	96	96
Total	Pearson Correlation	,893**	,855**	,853**	,462**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

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

**Correlations**

		X2.1	X2.2	X2.3	X2.4	Total
X2.1	Pearson Correlation	1	,754**	,563**	,547**	,836**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	96	96	96	96	96
X2.2	Pearson Correlation	,754**	1	,509**	,563**	,826**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	96	96	96	96	96
X2.3	Pearson Correlation	,563**	,509**	1	,796**	,856**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	96	96	96	96	96
X2.4	Pearson Correlation	,547**	,563**	,796**	1	,867**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	96	96	96	96	96
Total	Pearson Correlation	,836**	,826**	,856**	,867**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

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

**Correlations**

		X3.1	X3.2	X3.3	X3.4	Total
X3.1	Pearson Correlation	1	,657**	,662**	,308**	,804**
	Sig. (2-tailed)		,000	,000	,002	,000
	N	96	96	96	96	96
X3.2	Pearson Correlation	,657**	1	,759**	,440**	,874**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	96	96	96	96	96
X3.3	Pearson Correlation	,662**	,759**	1	,399**	,861**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	96	96	96	96	96
X3.4	Pearson Correlation	,308**	,440**	,399**	1	,691**
	Sig. (2-tailed)	,002	,000	,000		,000
	N	96	96	96	96	96
Total	Pearson Correlation	,804**	,874**	,861**	,691**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

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

**Correlations**

		X4.1	X4.2	X4.3	X4.4	Total
X4.1	Pearson Correlation	1	,364**	,410**	,442**	,699**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	96	96	96	96	96
X4.2	Pearson Correlation	,364**	1	,570**	,534**	,763**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	96	96	96	96	96
X4.3	Pearson Correlation	,410**	,570**	1	,801**	,869**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	96	96	96	96	96
X4.4	Pearson Correlation	,442**	,534**	,801**	1	,868**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	96	96	96	96	96
Total	Pearson Correlation	,699**	,763**	,869**	,868**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

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

**Correlations**

		X5.1	X5.2	X5.3	X5.4	Total
X5.1	Pearson Correlation	1	,795**	,830**	,852**	,944**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	96	96	96	96	96
X5.2	Pearson Correlation	,795**	1	,764**	,761**	,903**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	96	96	96	96	96
X5.3	Pearson Correlation	,830**	,764**	1	,778**	,915**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	96	96	96	96	96
X5.4	Pearson Correlation	,852**	,761**	,778**	1	,921**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	96	96	96	96	96
Total	Pearson Correlation	,944**	,903**	,915**	,921**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

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

## Reliability

### Case Processing Summary

	N	%
Valid	96	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	96	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,775	4

## Scale: ALL VARIABLES

### Case Processing Summary

	N	%
Valid	96	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	96	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,868	4

**Reliability**

**Scale: ALL VARIABLES**

**Case Processing Summary**

	N	%
Valid	96	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	96	100,0



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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,813	4

**Reliability**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	96	100,0
	Excluded <sup>a</sup>	0	,0
	Total	96	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,812	4

RELIABILITY

/VARIABLES=VAR00021 VAR00022 VAR00023 VAR00024

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

### Reliability

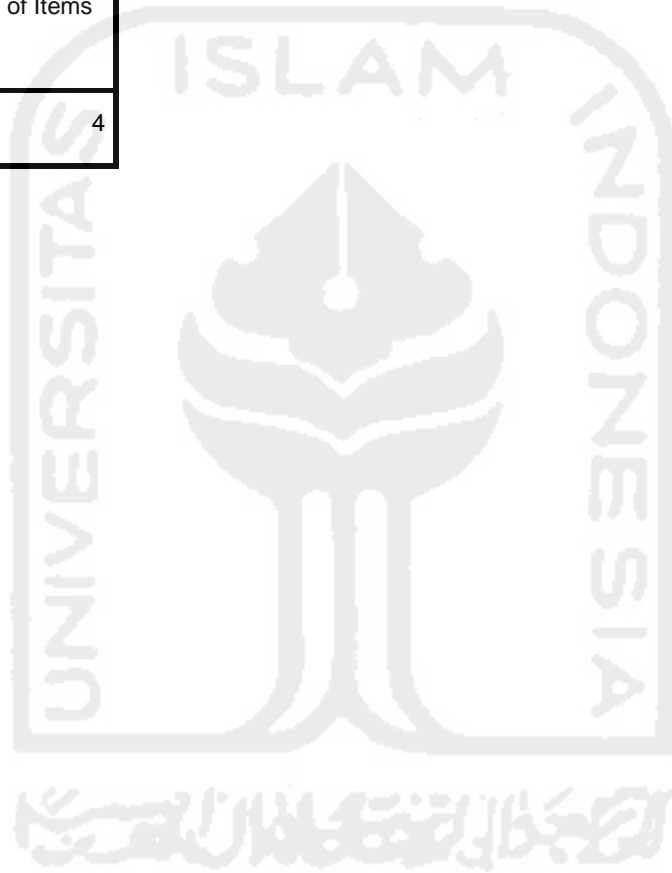
#### Case Processing Summary

	N	%
Valid	96	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	96	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,940	4



**Correlations**

		X1.1	X1.2	X1.3	X1.4	Total
X1.1	Pearson Correlation	1	,733**	,648**	,638**	,838**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	96	96	96	96	96
X1.2	Pearson Correlation	,733**	1	,802**	,804**	,924**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	96	96	96	96	96
X1.3	Pearson Correlation	,648**	,802**	1	,882**	,925**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	96	96	96	96	96
X1.4	Pearson Correlation	,638**	,804**	,882**	1	,922**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	96	96	96	96	96
Total	Pearson Correlation	,838**	,924**	,925**	,922**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

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

**Correlations**

		X2.1	X2.2	X2.3	X2.4	Total
X2.1	Pearson Correlation	1	,889**	,866**	,749**	,945**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	96	96	96	96	96
X2.2	Pearson Correlation	,889**	1	,908**	,733**	,951**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	96	96	96	96	96
X2.3	Pearson Correlation	,866**	,908**	1	,731**	,944**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	96	96	96	96	96
X2.4	Pearson Correlation	,749**	,733**	,731**	1	,867**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	96	96	96	96	96
Total	Pearson Correlation	,945**	,951**	,944**	,867**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

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

**Correlations**

		X3.1	X3.2	X3.3	X3.4	Total
X3.1	Pearson Correlation	1	,909**	,603**	,541**	,887**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	96	96	96	96	96
X3.2	Pearson Correlation	,909**	1	,535**	,519**	,861**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	96	96	96	96	96
X3.3	Pearson Correlation	,603**	,535**	1	,848**	,863**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	96	96	96	96	96
X3.4	Pearson Correlation	,541**	,519**	,848**	1	,839**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	96	96	96	96	96
Total	Pearson Correlation	,887**	,861**	,863**	,839**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

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

#### Correlations

		X4.1	X4.2	X4.3	X4.4	Total
X4.1	Pearson Correlation	1	,688**	,548**	,501**	,824**
	Sig. (2-tailed)		,000	,000	,000	,000

	N	96	96	96	96	96
	Pearson Correlation	,688**	1	,472**	,408**	,768**
X4.2	Sig. (2-tailed)	,000		,000	,000	,000
	N	96	96	96	96	96
	Pearson Correlation	,548**	,472**	1	,827**	,870**
X4.3	Sig. (2-tailed)	,000	,000		,000	,000
	N	96	96	96	96	96
	Pearson Correlation	,501**	,408**	,827**	1	,837**
X4.4	Sig. (2-tailed)	,000	,000	,000		,000
	N	96	96	96	96	96
	Pearson Correlation	,824**	,768**	,870**	,837**	1
Total	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

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

## Correlations

### Correlations

	X5.1	X5.2	X5.3	X5.4	Total	
X5.1	Pearson Correlation	1	,852**	,735**	,661**	,911**
	Sig. (2-tailed)		,000	,000	,000	,000

	N	96	96	96	96	96
	Pearson Correlation	,852**	1	,729**	,688**	,915**
X5.2	Sig. (2-tailed)	,000		,000	,000	,000
	N	96	96	96	96	96
	Pearson Correlation	,735**	,729**	1	,710**	,889**
X5.3	Sig. (2-tailed)	,000	,000		,000	,000
	N	96	96	96	96	96
	Pearson Correlation	,661**	,688**	,710**	1	,856**
X5.4	Sig. (2-tailed)	,000	,000	,000		,000
	N	96	96	96	96	96
	Pearson Correlation	,911**	,915**	,889**	,856**	1
Total	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

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

**Scale: ALL VARIABLES**

**Case Processing Summary**



	N	%
Valid	96	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	96	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,923	4

**Scale: ALL VARIABLES**

#### Case Processing Summary

	N	%

	Valid	96	100,0
Cases	Excluded <sup>a</sup>	0	,0
	Total	96	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,945	4

**Scale: ALL VARIABLES**

**Case Processing Summary**

	N	%
Valid	96	100,0
Cases Excluded <sup>a</sup>	0	,0

Total	96	100,0
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a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,886	4

**Scale: ALL VARIABLES**

**Case Processing Summary**

	N	%
Valid	96	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	96	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,844	4

**Scale: ALL VARIABLES**

**Case Processing Summary**

	N	%
Valid	96	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	96	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,915	4

