

## Lampiran 1: Kuesioner Untuk Pelanggan Tabloid X-File

Saya mahasiswa Teknik Industri Universitas Kristen Petra sedang melakukan penelitian untuk Tugas Akhir di tabloid X-File, mengenai *Customer Relationship Management* (CRM). Untuk itu kami mohon kesediaan anda untuk meluangkan waktu mengisi kuesioner ini. Jawaban anda yang sesungguhnya sangat diperlukan dalam penelitian ini. Terima kasih atas bantuannya.

Anita Yuliana  
Mahasiswa Teknik Industri  
Universitas Kristen Petra

### Bagian 1

- |                           |                            |
|---------------------------|----------------------------|
| 1. Jenis Kelamin          |                            |
| a. Laki-laki              | b. Perempuan               |
| 2. Umur                   |                            |
| a. < 17 tahun             | c. 26 – 35 tahun           |
| b. 17 – 25 tahun          | d. > 35 tahun              |
| 3. Pendidikan             |                            |
| a. Dibawah SLTA/setingkat | c. Diploma                 |
| b. Lulus SLTA/setingkat   | d. S-1/S-2/S-3             |
| 4. Pekerjaan              |                            |
| a. Pelajar/ mahasiswa     | d. Pegawai Swasta          |
| b. Wiraswasta             | e. Ibu rumah tangga        |
| c. Pegawai Negeri         | f. Lainnya, sebutkan ..... |
| 5. Wilayah tempat tinggal |                            |
| a. Surabaya Pusat         | d. Surabaya Barat          |
| b. Surabaya Selatan       | e. Surabaya Utara          |
| c. Surabaya Timur         |                            |
| 6. Lama berlangganan      |                            |
| a. < 1 bulan              | c. 1 – 2 tahun             |
| b. 1 – 11 bulan           | d. > 2 tahun               |

### Bagian 2

Berikan bobot kepentingan untuk pernyataan a sampai e berikut. Pastikan total bobot adalah 100.

- |                                                                 |                |
|-----------------------------------------------------------------|----------------|
| a. Penampilan fisik kios, pengecer, karyawan dan kantor X-File. | ..... poin     |
| b. Layanan sesuai dengan yang dijanjikan.                       | ..... poin     |
| c. Tanggap membantu konsumen yang memerlukan bantuan.           | ..... poin     |
| d. Kesopanan, keramahan penjual, pengecer dan karyawan X-File.  | ..... poin     |
| e. Penjual, pengecer dan karyawan X-File memahami pelanggan.    | ..... poin     |
| TOTAL                                                           | <hr/> 100 poin |

| No. | PERNYATAAN                                                                                                         | HARAPAN |   |   |   |   |   |   | KENYATAAN |   |   |   |   |   |   |
|-----|--------------------------------------------------------------------------------------------------------------------|---------|---|---|---|---|---|---|-----------|---|---|---|---|---|---|
|     |                                                                                                                    | 1       | 2 | 3 | 4 | 5 | 6 | 7 | 1         | 2 | 3 | 4 | 5 | 6 | 7 |
| 1.  | Penataan kios yang menarik.                                                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 2.  | Penampilan loper/pengantar yang bersih dan rapi.                                                                   |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 3.  | Pengiriman tabloid tepat waktu.                                                                                    |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 4.  | Tanggapan terhadap keluhan pelanggan baik dan ramah.                                                               |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 5.  | Respon terhadap keluhan pelanggan cepat.                                                                           |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 6.  | Layanan dilakukan dengan terampil, ramah dan sopan.                                                                |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 7.  | Lokasi penjualan dekat dan mudah dijangkau.                                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 8.  | Ada informasi yang dibutuhkan pembaca, misalnya informasi jadwal acara televisi.                                   |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 9.  | Pengelola X-File sering melakukan komunikasi dengan pelanggan.                                                     |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 10. | Informasi yang disajikan sesuai keinginan pelanggan.                                                               |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 11. | Membaca tabloid X-File memberikan banyak manfaat.                                                                  |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 12. | Keberadaan tabloid penting dalam kehidupan sehari-hari.                                                            |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 13. | Ukuran kertas yang digunakan sesuai.                                                                               |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 14. | Kualitas kertas yang digunakan bagus.                                                                              |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 15. | Kualitas cetakan bagus.                                                                                            |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 16. | Ukuran huruf mudah dibaca.                                                                                         |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 17. | Kalimat yang digunakan sopan, sehingga nyaman dibaca.                                                              |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 18. | Gambar - gambar yang disajikan sopan.                                                                              |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 19. | Tabloid ikut peduli terhadap permasalahan sosial di masyarakat, misalnya aksi sosial terhadap korban bencana alam. |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 20. | Tabloid memuat iklan layanan masyarakat, sehingga ikut berperan dalam bidang sosial kemasyarakatan.                |         |   |   |   |   |   |   |           |   |   |   |   |   |   |

## Lampiran 1: Kuesioner Untuk Pelanggan Tabloid X-File (lanjutan)

| No. | PERNYATAAN                                                                                                                       | HARAPAN |   |   |   |   |   |   | KENYATAAN |   |   |   |   |   |   |
|-----|----------------------------------------------------------------------------------------------------------------------------------|---------|---|---|---|---|---|---|-----------|---|---|---|---|---|---|
|     |                                                                                                                                  | 1       | 2 | 3 | 4 | 5 | 6 | 7 | 1         | 2 | 3 | 4 | 5 | 6 | 7 |
| 21. | Pembaca dapat mengingat berita sebuah artikel untuk waktu yang cukup lama                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 22. | Informasi dari tabloid X-File dapat digunakan sebagai sumber referensi.                                                          |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 23. | Iklan bisa digunakan sebagai acuan dalam membeli produk.                                                                         |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 24. | Berita yang disajikan jelas dan mudah dimengerti.                                                                                |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 25. | Berita yang disajikan aktual dan bisa dipercaya                                                                                  |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 26. | Berita yang disajikan detail dan lengkap.                                                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 27. | Tabloid menyajikan informasi pelengkap seperti referensi acara televisi, <i>lifestyle</i> , kesehatan, mode, resep masakan, dll. |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 28. | Iklan berfungsi sebagai sumber informasi.                                                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 29. | Tabloid X-File berfungsi sebagai sumber informasi <i>entertainment</i> .                                                         |         |   |   |   |   |   |   |           |   |   |   |   |   |   |

**Bagian 4**

## 1. Kritik anda untuk pengelola tabloid X-File

- .....
- .....
- .....
- .....

## 2. Saran anda untuk pengelola tabloid X-File

- .....
- .....
- .....
- .....

## Lampiran 2: Kuesioner Untuk Pembeli Eceran Tabloid X-File

Saya mahasiswa Teknik Industri Universitas Kristen Petra sedang melakukan penelitian untuk Tugas Akhir di tabloid X-File, mengenai *Customer Relationship Management* (CRM). Untuk itu kami mohon kesediaan anda untuk meluangkan waktu mengisi kuesioner ini. Jawaban anda yang sesungguhnya sangat diperlukan dalam penelitian ini. Terima kasih atas bantuannya.

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Universitas Kristen Petra

### Bagian 1

1. Jenis Kelamin
  - a. Laki-laki
  - b. Perempuan
2. Umur
  - a. < 17 tahun
  - b. 17 – 25 tahun
  - c. 26 – 35 tahun
  - d. > 35 tahun
3. Pendidikan
  - a. Dibawah SLTA/setingkat
  - b. Lulus SLTA/setingkat
  - c. Diploma
  - d. S-1/S-2/S-3
4. Pekerjaan
  - a. Pelajar/ mahasiswa
  - b. Wiraswasta
  - c. Pegawai Negeri
  - d. Pegawai Swasta
  - e. Ibu rumah tangga
  - f. Lainnya, sebutkan .....
5. Wilayah tempat tinggal
  - a. Surabaya Pusat
  - b. Surabaya Selatan
  - c. Surabaya Timur
  - d. Surabaya Barat
  - e. Surabaya Utara
6. Frekwensi pembelian tabloid X-File
  - a. < 2 tabloid per bulan
  - b. 2 – 3 tabloid per bulan
  - c. > 3 tabloid per bulan

### Bagian 2

Berikan bobot kepentingan untuk pernyataan a sampai e berikut. Pastikan total bobot adalah 100.

- |                                                                 |                |
|-----------------------------------------------------------------|----------------|
| a. Penampilan fisik kios, pengecer, karyawan dan kantor X-File. | ..... poin     |
| b. Layanan sesuai dengan yang dijanjikan.                       | ..... poin     |
| c. Tanggap membantu konsumen yang memerlukan bantuan.           | ..... poin     |
| d. Kesopanan, keramahan penjual, pengecer dan karyawan X-File.  | ..... poin     |
| e. Penjual, pengecer dan karyawan X-File memahami pembaca.      | ..... poin     |
| TOTAL                                                           | <hr/> 100 poin |

- | No. | PERNYATAAN                                                                                                         | HARAPAN |   |   |   |   |   |   | KENYATAAN |   |   |   |   |   |   |
|-----|--------------------------------------------------------------------------------------------------------------------|---------|---|---|---|---|---|---|-----------|---|---|---|---|---|---|
|     |                                                                                                                    | 1       | 2 | 3 | 4 | 5 | 6 | 7 | 1         | 2 | 3 | 4 | 5 | 6 | 7 |
| 1.  | Penataan kios yang menarik.                                                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 2.  | Penampilan pengecer/pengelola kios yang bersih dan rapi.                                                           |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 3.  | Tabloid terbit tepat waktu.                                                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 4.  | Tanggapan terhadap keluhan pembaca baik dan ramah.                                                                 |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 5.  | Respon terhadap keluhan pembaca cepat.                                                                             |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 6.  | Layanan dilakukan dengan terampil, ramah dan sopan.                                                                |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 7.  | Lokasi penjualan dekat dan mudah dijangkau.                                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 8.  | Ada informasi yang dibutuhkan pembaca, misalnya informasi jadwal acara televisi.                                   |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 9.  | Pengelola X-File sering melakukan komunikasi dengan pembaca.                                                       |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 10. | Informasi yang disajikan sesuai keinginan pembaca.                                                                 |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 11. | Membaca tabloid X-File memberikan banyak manfaat.                                                                  |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 12. | Keberadaan tabloid penting dalam kehidupan sehari-hari.                                                            |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 13. | Ukuran kertas yang digunakan sesuai.                                                                               |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 14. | Kualitas kertas yang digunakan bagus.                                                                              |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 15. | Kualitas cetakan bagus.                                                                                            |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 16. | Ukuran huruf mudah dibaca.                                                                                         |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 17. | Kalimat yang digunakan sopan, sehingga nyaman dibaca.                                                              |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 18. | Gambar - gambar yang disajikan sopan.                                                                              |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 19. | Tabloid ikut peduli terhadap permasalahan sosial di masyarakat, misalnya aksi sosial terhadap korban bencana alam. |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 20. | Tabloid memuat iklan layanan masyarakat, sehingga ikut berperan dalam bidang sosial kemasyarakatan.                |         |   |   |   |   |   |   |           |   |   |   |   |   |   |

## Lampiran 2: Kuesioner Untuk Pembeli Eceran Tabloid X-File (lanjutan)

| No. | PERNYATAAN                                                                                                                        | HARAPAN |   |   |   |   |   |   | KENYATAAN |   |   |   |   |   |   |
|-----|-----------------------------------------------------------------------------------------------------------------------------------|---------|---|---|---|---|---|---|-----------|---|---|---|---|---|---|
|     |                                                                                                                                   | 1       | 2 | 3 | 4 | 5 | 6 | 7 | 1         | 2 | 3 | 4 | 5 | 6 | 7 |
| 21. | Pembaca dapat mengingat berita sebuah artikel untuk waktu yang cukup lama                                                         |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 22. | Informasi dari tabloid X-File dapat digunakan sebagai sumber referensi.                                                           |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 23. | Iklan bisa digunakan sebagai acuan dalam membeli produk.                                                                          |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 24. | Berita yang disajikan jelas dan mudah dimengerti.                                                                                 |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 25. | Berita yang disajikan aktual dan bisa dipercaya                                                                                   |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 26. | Berita yang disajikan detail dan lengkap.                                                                                         |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 27. | Tabloid menyajikan informasi pelengkap mengenai referensi acara televisi, <i>lifestyle</i> , kesehatan, mode, resep masakan, dll. |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 28. | Iklan berfungsi sebagai sumber informasi.                                                                                         |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 29. | Tabloid X-File berfungsi sebagai sumber informasi <i>entertainment</i> .                                                          |         |   |   |   |   |   |   |           |   |   |   |   |   |   |

**Bagian 4**

## 1. Kritik anda untuk pengelola tabloid X-File

- .....
- .....
- .....
- .....

## 2. Saran anda untuk pengelola tabloid X-File

- .....
- .....
- .....
- .....

### Lampiran 3: Kuesioner Untuk Pelanggan Tabloid Gugat

Saya mahasiswa Teknik Industri Universitas Kristen Petra sedang melakukan penelitian untuk Tugas Akhir di tabloid Gugat, mengenai *Customer Relationship Management* (CRM). Untuk itu kami mohon kesediaan anda untuk meluangkan waktu mengisi kuesioner ini. Jawaban anda yang sesungguhnya sangat diperlukan dalam penelitian ini. Terima kasih atas bantuannya.

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Mahasiswa Teknik Industri  
Universitas Kristen Petra

#### Bagian 1

- |                           |                            |
|---------------------------|----------------------------|
| 1. Jenis Kelamin          |                            |
| a. Laki-laki              | b. Perempuan               |
| 2. Umur                   |                            |
| a. < 17 tahun             | c. 26 – 35 tahun           |
| b. 17 – 25 tahun          | d. > 35 tahun              |
| 3. Pendidikan             |                            |
| a. Dibawah SLTA/setingkat | c. Diploma                 |
| b. Lulus SLTA/setingkat   | d. S-1/S-2/S-3             |
| 4. Pekerjaan              |                            |
| a. Pelajar/ mahasiswa     | d. Pegawai Swasta          |
| b. Wiraswasta             | e. Ibu rumah tangga        |
| c. Pegawai Negeri         | f. Lainnya, sebutkan ..... |
| 5. Wilayah tempat tinggal |                            |
| a. Surabaya Pusat         | d. Surabaya Barat          |
| b. Surabaya Selatan       | e. Surabaya Utara          |
| c. Surabaya Timur         |                            |
| 6. Lama berlangganan      |                            |
| a. < 1 bulan              | c. 1 – 2 tahun             |
| b. 1 – 11 bulan           | d. > 2 tahun               |

#### Bagian 2

Berikan bobot kepentingan untuk pernyataan a sampai e berikut. Pastikan total bobot adalah 100.

- |                                                                  |                |
|------------------------------------------------------------------|----------------|
| a. Penampilan fisik kios, pengecer, karyawan dan kantor Gugat.   | ..... poin     |
| b. Layanan sesuai dengan yang dijanjikan.                        | ..... poin     |
| c. Tanggap membantu konsumen yang memerlukan bantuan.            | ..... poin     |
| d. Kesopanan dan keramahan penjual, pengecer dan karyawan Gugat. | ..... poin     |
| e. Penjual, pengecer dan karyawan Gugat memahami pelanggan.      | ..... poin     |
| TOTAL                                                            | <hr/> 100 poin |

| No. | PERNYATAAN                                                                                                         | HARAPAN |   |   |   |   |   |   | KENYATAAN |   |   |   |   |   |   |
|-----|--------------------------------------------------------------------------------------------------------------------|---------|---|---|---|---|---|---|-----------|---|---|---|---|---|---|
|     |                                                                                                                    | 1       | 2 | 3 | 4 | 5 | 6 | 7 | 1         | 2 | 3 | 4 | 5 | 6 | 7 |
| 1.  | Penataan kios yang menarik.                                                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 2.  | Penampilan loper/pengantar yang bersih dan rapi.                                                                   |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 3.  | Pengiriman tabloid tepat waktu.                                                                                    |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 4.  | Tanggapan terhadap keluhan pelanggan baik dan ramah.                                                               |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 5.  | Respon terhadap keluhan pelanggan cepat.                                                                           |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 6.  | Layanan dilakukan dengan terampil, ramah dan sopan.                                                                |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 7.  | Lokasi penjualan dekat dan mudah dijangkau.                                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 8.  | Ada informasi yang dibutuhkan pembaca, misalnya informasi tentang masalah kesehatan.                               |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 9.  | Pengelola Gugat sering melakukan komunikasi dengan pembaca.                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 10. | Informasi yang disajikan sesuai keinginan pembaca.                                                                 |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 11. | Membaca tabloid Gugat memberikan banyak manfaat.                                                                   |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 12. | Keberadaan tabloid Gugat penting dalam kehidupan sehari-hari.                                                      |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 13. | Ukuran kertas yang digunakan sesuai.                                                                               |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 14. | Kualitas kertas yang digunakan bagus.                                                                              |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 15. | Kualitas cetakan bagus.                                                                                            |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 16. | Ukuran huruf mudah dibaca.                                                                                         |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 17. | Kalimat yang digunakan sopan, sehingga nyaman dibaca.                                                              |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 18. | Gambar - gambar yang disajikan sopan.                                                                              |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 19. | Tabloid ikut peduli terhadap permasalahan sosial di masyarakat, misalnya aksi sosial terhadap korban bencana alam. |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 20. | Tabloid memuat iklan layanan masyarakat, sehingga ikut berperan dalam bidang sosial kemasyarakatan.                |         |   |   |   |   |   |   |           |   |   |   |   |   |   |

## Lampiran 3: Kuesioner Untuk Pelanggan Tabloid Gugat

| No. | PERNYATAAN                                                                                        | HARAPAN |   |   |   |   |   |   | KENYATAAN |   |   |   |   |   |   |
|-----|---------------------------------------------------------------------------------------------------|---------|---|---|---|---|---|---|-----------|---|---|---|---|---|---|
|     |                                                                                                   | 1       | 2 | 3 | 4 | 5 | 6 | 7 | 1         | 2 | 3 | 4 | 5 | 6 | 7 |
| 21. | Pembaca dapat mengingat berita sebuah artikel untuk waktu yang cukup lama                         |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 22. | Informasi dari tabloid Gugat dapat digunakan sebagai sumber referensi.                            |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 23. | Iklan bisa digunakan sebagai acuan dalam membeli produk.                                          |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 24. | Berita yang disajikan jelas dan mudah dimengerti.                                                 |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 25. | Berita yang disajikan aktual dan bisa dipercaya                                                   |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 26. | Berita yang disajikan detail dan lengkap.                                                         |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 27. | Tabloid menyajikan informasi pelengkap seperti pendidikan, sosial kemasyarakatan, kesehatan, dll. |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 28. | Iklan berfungsi sebagai sumber informasi.                                                         |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 29. | Tabloid Gugat berfungsi sebagai sumber informasi kriminalitas.                                    |         |   |   |   |   |   |   |           |   |   |   |   |   |   |

**Bagian 4**

## 1. Kritik anda untuk pengelola tabloid Gugat

- .....
- .....
- .....
- .....

## 2. Saran anda untuk pengelola tabloid Gugat

- .....
- .....
- .....
- .....

#### Lampiran 4: Kuesioner Untuk Pembeli Eceran Tabloid Gugat

Saya mahasiswa Teknik Industri Universitas Kristen Petra sedang melakukan penelitian untuk Tugas Akhir di tabloid Gugat, mengenai *Customer Relationship Management* (CRM). Untuk itu kami mohon kesediaan anda untuk meluangkan waktu mengisi kuesioner ini. Jawaban anda yang sesungguhnya sangat diperlukan dalam penelitian ini. Terima kasih atas bantuannya.

Anita Yuliana  
Mahasiswa Teknik Industri  
Universitas Kristen Petra

##### Bagian 1

- |                                      |                            |
|--------------------------------------|----------------------------|
| 1. Jenis Kelamin                     |                            |
| a. Laki-laki                         | b. Perempuan               |
| 2. Umur                              |                            |
| a. < 17 tahun                        | c. 26 – 35 tahun           |
| b. 17 – 25 tahun                     | d. > 35 tahun              |
| 3. Pendidikan                        |                            |
| a. Dibawah SLTA/setingkat            | c. Diploma                 |
| b. Lulus SLTA/setingkat              | d. S-1/S-2/S-3             |
| 4. Pekerjaan                         |                            |
| a. Pelajar/ mahasiswa                | d. Pegawai Swasta          |
| b. Wiraswasta                        | e. Ibu rumah tangga        |
| c. Pegawai Negeri                    | f. Lainnya, sebutkan ..... |
| 5. Wilayah tempat tinggal            |                            |
| a. Surabaya Pusat                    | d. Surabaya Barat          |
| b. Surabaya Selatan                  | e. Surabaya Utara          |
| c. Surabaya Timur                    |                            |
| 6. Frekwensi pembelian tabloid Gugat |                            |
| a. < 2 tabloid per bulan             | c. > 3 tabloid per bulan   |
| b. 2 – 3 tabloid per bulan           |                            |

##### Bagian 2

Berikan bobot kepentingan untuk pernyataan a sampai e berikut. Pastikan total bobot adalah 100.

- |                                                                  |                |
|------------------------------------------------------------------|----------------|
| d. Penampilan fisik kios, pengecer, karyawan dan kantor Gugat.   | ..... poin     |
| e. Layanan sesuai dengan yang dijanjikan.                        | ..... poin     |
| f. Tanggap membantu konsumen yang memerlukan bantuan.            | ..... poin     |
| d. Kesopanan dan keramahan penjual, pengecer dan karyawan Gugat. | ..... poin     |
| e. Penjual, pengecer dan karyawan Gugat memahami konsumen.       | ..... poin     |
| TOTAL                                                            | <hr/> 100 poin |

- | No. | PERNYATAAN                                                                                                         | HARAPAN |   |   |   |   |   |   | KENYATAAN |   |   |   |   |   |   |
|-----|--------------------------------------------------------------------------------------------------------------------|---------|---|---|---|---|---|---|-----------|---|---|---|---|---|---|
|     |                                                                                                                    | 1       | 2 | 3 | 4 | 5 | 6 | 7 | 1         | 2 | 3 | 4 | 5 | 6 | 7 |
| 1.  | Penataan kios yang menarik.                                                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 2.  | Penampilan pengecer/pengelola kios yang bersih dan rapi.                                                           |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 3.  | Tabloid terbit tepat waktu.                                                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 4.  | Tanggapan terhadap keluhan pembaca baik dan ramah.                                                                 |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 5.  | Respon terhadap keluhan pembaca cepat.                                                                             |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 6.  | Layanan dilakukan dengan terampil, ramah dan sopan.                                                                |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 7.  | Lokasi penjualan dekat dan mudah dijangkau.                                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 8.  | Ada informasi yang dibutuhkan pembaca, misalnya informasi Tentang masalah kesehatan.                               |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 9.  | Pengelola Gugat sering melakukan komunikasi dengan pembaca.                                                        |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 10. | Informasi yang disajikan sesuai keinginan pembaca.                                                                 |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 11. | Membaca tabloid Gugat memberikan banyak manfaat.                                                                   |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 12. | Keberadaan tabloid penting dalam kehidupan sehari-hari.                                                            |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 13. | Ukuran kertas yang digunakan sesuai.                                                                               |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 14. | Kualitas kertas yang digunakan bagus.                                                                              |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 15. | Kualitas cetakan bagus.                                                                                            |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 16. | Ukuran huruf mudah dibaca.                                                                                         |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 17. | Kalimat yang digunakan sopan, sehingga nyaman dibaca.                                                              |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 18. | Gambar - gambar yang disajikan sopan.                                                                              |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 19. | Tabloid ikut peduli terhadap permasalahan sosial di masyarakat, misalnya aksi sosial terhadap korban bencana alam. |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 20. | Tabloid memuat iklan layanan masyarakat, sehingga ikut berperan dalam bidang sosial kemasyarakatan.                |         |   |   |   |   |   |   |           |   |   |   |   |   |   |

## Lampiran 4: Kuesioner Untuk Pembeli Eceran Tabloid Gugat (lanjutan)

| No. | PERNYATAAN                                                                                         | HARAPAN |   |   |   |   |   |   | KENYATAAN |   |   |   |   |   |   |
|-----|----------------------------------------------------------------------------------------------------|---------|---|---|---|---|---|---|-----------|---|---|---|---|---|---|
|     |                                                                                                    | 1       | 2 | 3 | 4 | 5 | 6 | 7 | 1         | 2 | 3 | 4 | 5 | 6 | 7 |
| 21. | Pembaca dapat mengingat berita sebuah artikel untuk waktu yang cukup lama                          |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 22. | Informasi dari tabloid Gugat dapat digunakan sebagai sumber referensi.                             |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 23. | Iklan bisa digunakan sebagai acuan dalam membeli produk.                                           |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 24. | Berita yang disajikan jelas dan mudah dimengerti.                                                  |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 25. | Berita yang disajikan aktual dan bisa dipercaya                                                    |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 26. | Berita yang disajikan detail dan lengkap.                                                          |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 27. | Tabloid menyajikan informasi pelengkap mengenai pendidikan, sosial kemasyarakatan, kesehatan, dll. |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 28. | Iklan berfungsi sebagai sumber informasi.                                                          |         |   |   |   |   |   |   |           |   |   |   |   |   |   |
| 29. | Tabloid Gugat berfungsi sebagai sumber informasi kriminalitas                                      |         |   |   |   |   |   |   |           |   |   |   |   |   |   |

**Bagian 4**

## 1. Kritik anda untuk pengelola tabloid Gugat

- .....
- .....
- .....
- .....

## 2. Saran anda untuk pengelola tabloid Gugat

- .....
- .....
- .....
- .....

## Lampiran 5: Data Pelanggan Tabloid X-File Bagian 1

| No.<br>Kue-<br>sioner | No. Pernyataan |   |   |   |   |   |
|-----------------------|----------------|---|---|---|---|---|
|                       | 1              | 2 | 3 | 4 | 5 | 6 |
| 1                     | b              | b | b | a | a | b |
| 2                     | b              | b | b | c | e | d |
| 3                     | b              | d | d | d | d | d |
| 4                     | b              | c | c | e | a | c |
| 5                     | b              | c | d | d | c | c |
| 6                     | b              | c | a | e | b | c |
| 7                     | b              | c | b | c | c | c |
| 8                     | a              | d | c | d | a | d |
| 9                     | b              | b | b | b | e | d |
| 10                    | b              | b | c | d | c | b |
| 11                    | b              | b | c | b | e | b |
| 12                    | b              | d | c | d | d | d |
| 13                    | b              | c | b | e | e | c |
| 14                    | a              | c | b | b | a | c |
| 15                    | a              | d | d | c | b | d |
| 16                    | b              | a | a | a | c | a |
| 17                    | b              | b | b | f | a | b |
| 18                    | b              | c | b | d | e | c |
| 19                    | b              | a | a | a | a | a |
| 20                    | b              | c | c | d | b | c |
| 21                    | b              | c | b | e | e | c |
| 22                    | a              | c | b | b | e | c |
| 23                    | b              | b | b | a | c | b |
| 24                    | b              | d | b | c | e | d |
| 25                    | b              | c | d | c | a | c |
| 26                    | b              | b | d | d | d | b |
| 27                    | b              | b | c | b | d | b |
| 28                    | b              | c | b | e | a | c |
| 29                    | b              | d | d | b | e | d |
| 30                    | b              | b | d | a | b | b |
| 31                    | b              | d | b | e | d | d |
| 32                    | b              | d | b | c | a | d |
| 33                    | b              | c | b | c | a | c |
| 34                    | b              | d | d | d | d | d |
| 35                    | b              | b | b | e | c | b |
| 36                    | b              | d | b | d | d | d |
| 37                    | b              | b | b | e | e | b |
| 38                    | b              | d | a | f | b | d |
| 39                    | b              | c | b | d | b | c |
| 40                    | b              | c | d | d | c | c |

Lampiran 5: Data Pelanggan Tabloid X-File Bagian 2 (lanjutan)

| No.<br>Kue-<br>sioner | No. Pernyataan  |    |    |    |    |                 |    |    |    |    |    |    |    |
|-----------------------|-----------------|----|----|----|----|-----------------|----|----|----|----|----|----|----|
|                       | <i>Servqual</i> |    |    |    |    | <i>Prodqual</i> |    |    |    |    |    |    |    |
|                       | a               | b  | c  | d  | e  | a               | b  | c  | d  | e  | f  | g  | h  |
| 1                     | 10              | 30 | 10 | 30 | 20 | 15              | 10 | 10 | 15 | 20 | 20 | 5  | 5  |
| 2                     | 15              | 15 | 30 | 20 | 20 | 10              | 5  | 5  | 20 | 20 | 20 | 10 | 10 |
| 3                     | 10              | 40 | 20 | 20 | 10 | 15              | 10 | 10 | 10 | 15 | 15 | 15 | 10 |
| 4                     | 20              | 20 | 20 | 20 | 20 | 10              | 10 | 10 | 10 | 20 | 20 | 10 | 10 |
| 5                     | 10              | 30 | 20 | 30 | 10 | 5               | 10 | 5  | 10 | 20 | 20 | 10 | 20 |
| 6                     | 20              | 10 | 30 | 20 | 10 | 15              | 10 | 10 | 10 | 15 | 15 | 10 | 15 |
| 7                     | 20              | 15 | 35 | 20 | 10 | 15              | 10 | 10 | 5  | 15 | 15 | 10 | 20 |
| 8                     | 15              | 25 | 20 | 20 | 20 | 10              | 15 | 5  | 10 | 20 | 20 | 5  | 15 |
| 9                     | 20              | 20 | 20 | 20 | 20 | 15              | 10 | 10 | 5  | 20 | 20 | 10 | 10 |
| 10                    | 10              | 30 | 30 | 15 | 15 | 10              | 10 | 10 | 10 | 20 | 20 | 10 | 10 |
| 11                    | 20              | 20 | 30 | 20 | 10 | 15              | 15 | 5  | 10 | 15 | 15 | 5  | 20 |
| 12                    | 15              | 20 | 20 | 20 | 25 | 20              | 20 | 5  | 10 | 15 | 15 | 5  | 10 |
| 13                    | 10              | 30 | 30 | 20 | 10 | 10              | 10 | 10 | 10 | 15 | 15 | 10 | 20 |
| 14                    | 15              | 25 | 20 | 20 | 20 | 5               | 20 | 5  | 15 | 15 | 15 | 5  | 20 |
| 15                    | 20              | 20 | 20 | 20 | 20 | 10              | 10 | 15 | 10 | 15 | 15 | 10 | 15 |
| 16                    | 15              | 25 | 20 | 25 | 15 | 10              | 10 | 10 | 5  | 20 | 20 | 5  | 20 |
| 17                    | 15              | 20 | 15 | 30 | 20 | 5               | 10 | 10 | 10 | 20 | 20 | 10 | 15 |
| 18                    | 20              | 20 | 20 | 20 | 20 | 10              | 10 | 10 | 10 | 20 | 20 | 10 | 10 |
| 19                    | 15              | 25 | 20 | 25 | 15 | 5               | 10 | 5  | 10 | 20 | 5  | 20 | 25 |
| 20                    | 20              | 20 | 20 | 20 | 20 | 10              | 5  | 15 | 15 | 15 | 10 | 10 | 20 |
| 21                    | 10              | 30 | 25 | 25 | 10 | 20              | 10 | 10 | 5  | 10 | 10 | 15 | 20 |
| 22                    | 20              | 30 | 20 | 20 | 10 | 15              | 15 | 10 | 5  | 15 | 15 | 10 | 15 |
| 23                    | 15              | 20 | 30 | 15 | 20 | 5               | 20 | 15 | 5  | 20 | 10 | 5  | 20 |
| 24                    | 5               | 20 | 25 | 25 | 25 | 10              | 5  | 10 | 10 | 15 | 15 | 15 | 20 |
| 25                    | 15              | 20 | 15 | 30 | 20 | 10              | 10 | 15 | 5  | 10 | 20 | 10 | 20 |
| 26                    | 20              | 20 | 20 | 30 | 10 | 15              | 5  | 15 | 5  | 25 | 5  | 15 | 15 |
| 27                    | 10              | 10 | 30 | 35 | 15 | 5               | 15 | 10 | 10 | 15 | 10 | 10 | 25 |
| 28                    | 15              | 20 | 15 | 20 | 30 | 15              | 10 | 5  | 10 | 20 | 15 | 10 | 15 |
| 29                    | 10              | 20 | 15 | 20 | 35 | 10              | 10 | 10 | 10 | 15 | 15 | 15 | 15 |
| 30                    | 20              | 25 | 35 | 10 | 10 | 20              | 30 | 10 | 10 | 10 | 10 | 5  | 5  |
| 31                    | 20              | 20 | 20 | 20 | 20 | 10              | 10 | 10 | 10 | 10 | 10 | 20 | 20 |
| 32                    | 15              | 25 | 20 | 30 | 10 | 5               | 20 | 10 | 10 | 15 | 15 | 15 | 10 |
| 33                    | 15              | 30 | 15 | 20 | 20 | 5               | 10 | 5  | 10 | 15 | 20 | 15 | 20 |
| 34                    | 10              | 25 | 20 | 15 | 30 | 10              | 10 | 10 | 10 | 20 | 15 | 15 | 10 |
| 35                    | 20              | 25 | 10 | 15 | 30 | 10              | 15 | 5  | 5  | 25 | 15 | 15 | 10 |
| 36                    | 15              | 20 | 15 | 20 | 30 | 15              | 10 | 5  | 15 | 15 | 20 | 10 | 10 |
| 37                    | 25              | 20 | 15 | 20 | 20 | 5               | 15 | 10 | 10 | 20 | 15 | 10 | 15 |
| 38                    | 10              | 15 | 20 | 25 | 30 | 10              | 10 | 5  | 15 | 20 | 10 | 10 | 20 |
| 39                    | 10              | 20 | 20 | 25 | 25 | 20              | 5  | 10 | 10 | 15 | 15 | 15 | 10 |
| 40                    | 20              | 20 | 20 | 20 | 20 | 15              | 15 | 10 | 10 | 15 | 15 | 10 | 10 |

Lampiran 5: Data Gap 5 Pelanggan Tabloid X-File Bagian 3 (lanjutan)

| No. Kue-<br>sioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |
|--------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                    | K1         | H1 | K2 | H2 | K3 | H3 | K4 | H4 | K5 | H5 | K6 | H6 | K7 | H7 | K8 | H8 | K9 | H9 | K10 | H10 | K11 | H11 | K12 | H12 | K13 | H13 | K14 | H14 | K15 | H15 |
| 1                  | 5          | 5  | 3  | 4  | 6  | 7  | 5  | 7  | 4  | 7  | 5  | 7  | 4  | 5  | 5  | 6  | 2  | 5  | 5   | 7   | 4   | 6   | 3   | 5   | 5   | 6   | 4   | 6   | 4   | 7   |
| 2                  | 4          | 4  | 5  | 6  | 5  | 7  | 6  | 7  | 5  | 6  | 4  | 5  | 4  | 6  | 4  | 4  | 3  | 5  | 5   | 6   | 5   | 5   | 5   | 5   | 6   | 6   | 6   | 6   | 3   | 6   |
| 3                  | 3          | 5  | 4  | 5  | 5  | 7  | 7  | 5  | 4  | 5  | 4  | 6  | 5  | 7  | 5  | 7  | 4  | 4  | 4   | 7   | 3   | 5   | 4   | 6   | 5   | 5   | 5   | 5   | 4   | 5   |
| 4                  | 5          | 6  | 4  | 4  | 5  | 6  | 4  | 6  | 4  | 6  | 6  | 5  | 6  | 7  | 5  | 6  | 5  | 6  | 5   | 7   | 2   | 5   | 5   | 7   | 4   | 5   | 4   | 6   | 6   | 7   |
| 5                  | 2          | 3  | 4  | 4  | 6  | 7  | 5  | 6  | 5  | 7  | 4  | 4  | 3  | 4  | 6  | 7  | 3  | 5  | 6   | 7   | 5   | 7   | 5   | 6   | 5   | 6   | 2   | 5   | 5   | 7   |
| 6                  | 4          | 7  | 4  | 4  | 5  | 6  | 6  | 6  | 5  | 7  | 5  | 6  | 4  | 5  | 5  | 7  | 4  | 4  | 4   | 6   | 4   | 6   | 4   | 6   | 5   | 5   | 5   | 7   | 4   | 6   |
| 7                  | 4          | 5  | 3  | 3  | 6  | 6  | 5  | 6  | 6  | 7  | 4  | 7  | 5  | 5  | 6  | 6  | 2  | 3  | 6   | 7   | 5   | 6   | 5   | 6   | 5   | 6   | 3   | 7   | 5   | 7   |
| 8                  | 4          | 5  | 6  | 7  | 4  | 6  | 5  | 7  | 4  | 7  | 5  | 4  | 4  | 5  | 5  | 5  | 4  | 5  | 3   | 5   | 4   | 6   | 4   | 6   | 4   | 4   | 4   | 4   | 5   | 6   |
| 9                  | 5          | 7  | 5  | 7  | 5  | 7  | 4  | 7  | 5  | 7  | 6  | 7  | 5  | 7  | 7  | 7  | 6  | 7  | 4   | 7   | 6   | 7   | 4   | 7   | 5   | 7   | 6   | 7   | 2   | 7   |
| 10                 | 5          | 5  | 3  | 5  | 6  | 7  | 3  | 5  | 5  | 6  | 3  | 4  | 3  | 4  | 5  | 5  | 1  | 3  | 5   | 7   | 5   | 5   | 3   | 5   | 4   | 4   | 4   | 5   | 5   | 5   |
| 11                 | 4          | 7  | 4  | 5  | 4  | 6  | 4  | 4  | 4  | 6  | 4  | 5  | 4  | 5  | 4  | 6  | 4  | 5  | 4   | 7   | 5   | 6   | 4   | 4   | 4   | 5   | 4   | 6   | 4   | 7   |
| 12                 | 7          | 7  | 3  | 4  | 5  | 7  | 3  | 4  | 6  | 7  | 5  | 7  | 5  | 7  | 6  | 6  | 2  | 6  | 5   | 7   | 4   | 5   | 3   | 5   | 5   | 5   | 4   | 5   | 6   | 7   |
| 13                 | 5          | 6  | 4  | 4  | 6  | 5  | 5  | 6  | 4  | 6  | 5  | 7  | 4  | 6  | 6  | 7  | 3  | 5  | 3   | 7   | 5   | 6   | 2   | 5   | 6   | 5   | 5   | 5   | 5   | 7   |
| 14                 | 2          | 2  | 4  | 5  | 5  | 6  | 4  | 5  | 4  | 7  | 4  | 5  | 5  | 5  | 6  | 6  | 4  | 4  | 5   | 6   | 3   | 7   | 4   | 5   | 5   | 6   | 5   | 7   | 6   | 6   |
| 15                 | 4          | 4  | 6  | 7  | 4  | 5  | 4  | 6  | 5  | 7  | 3  | 4  | 6  | 5  | 5  | 5  | 2  | 4  | 4   | 5   | 4   | 7   | 4   | 4   | 6   | 5   | 5   | 6   | 5   | 7   |
| 16                 | 4          | 5  | 5  | 6  | 6  | 7  | 5  | 7  | 6  | 7  | 4  | 5  | 6  | 6  | 5  | 6  | 3  | 5  | 5   | 6   | 6   | 7   | 6   | 6   | 5   | 7   | 4   | 5   | 4   | 7   |
| 17                 | 2          | 3  | 4  | 6  | 4  | 7  | 5  | 5  | 4  | 7  | 4  | 5  | 4  | 7  | 7  | 7  | 1  | 3  | 4   | 7   | 5   | 7   | 5   | 5   | 5   | 6   | 6   | 7   | 4   | 4   |
| 18                 | 5          | 6  | 6  | 5  | 5  | 7  | 5  | 6  | 2  | 7  | 4  | 5  | 3  | 7  | 6  | 6  | 2  | 5  | 6   | 7   | 3   | 7   | 4   | 6   | 5   | 6   | 5   | 7   | 3   | 6   |
| 19                 | 5          | 6  | 5  | 6  | 4  | 7  | 4  | 7  | 5  | 7  | 4  | 6  | 5  | 7  | 5  | 7  | 1  | 5  | 5   | 7   | 5   | 7   | 4   | 7   | 6   | 7   | 4   | 5   | 3   | 5   |
| 20                 | 5          | 5  | 5  | 5  | 7  | 7  | 4  | 7  | 4  | 7  | 5  | 7  | 3  | 5  | 6  | 7  | 1  | 4  | 4   | 7   | 3   | 3   | 4   | 6   | 5   | 7   | 4   | 7   | 4   | 7   |
| 21                 | 3          | 4  | 4  | 4  | 5  | 6  | 5  | 6  | 2  | 6  | 4  | 5  | 4  | 6  | 5  | 6  | 2  | 4  | 5   | 7   | 5   | 5   | 5   | 7   | 4   | 6   | 5   | 7   | 4   | 5   |
| 22                 | 6          | 6  | 3  | 6  | 7  | 7  | 3  | 5  | 4  | 7  | 5  | 7  | 5  | 7  | 4  | 5  | 4  | 4  | 5   | 6   | 3   | 4   | 6   | 7   | 5   | 6   | 5   | 6   | 4   | 4   |
| 23                 | 5          | 7  | 5  | 7  | 5  | 5  | 5  | 7  | 3  | 7  | 3  | 7  | 4  | 5  | 3  | 7  | 4  | 4  | 5   | 7   | 4   | 5   | 4   | 7   | 4   | 5   | 4   | 4   | 5   | 6   |
| 24                 | 5          | 5  | 4  | 7  | 6  | 7  | 6  | 6  | 3  | 7  | 5  | 5  | 6  | 6  | 5  | 7  | 3  | 5  | 4   | 7   | 4   | 6   | 4   | 4   | 6   | 6   | 5   | 7   | 4   | 5   |
| 25                 | 4          | 4  | 6  | 7  | 5  | 7  | 5  | 7  | 3  | 6  | 3  | 4  | 4  | 6  | 4  | 6  | 3  | 5  | 3   | 6   | 3   | 4   | 6   | 7   | 4   | 4   | 6   | 7   | 3   | 6   |
| 26                 | 4          | 6  | 5  | 6  | 5  | 6  | 4  | 7  | 3  | 5  | 4  | 6  | 5  | 5  | 5  | 7  | 1  | 2  | 4   | 6   | 5   | 7   | 3   | 5   | 6   | 7   | 6   | 7   | 5   | 5   |

Lampiran 5: Data Gap 5 Pelanggan Tabloid X-File Bagian 3 (lanjutan)

| No. Kuesioner | Pernyataan |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|               | K16        | H16 | K17 | H17 | K18 | H18 | K19 | H19 | K20 | H20 | K21 | H21 | K22 | H22 | K23 | H23 | K24 | H24 | K25 | H25 | K26 | H26 | K27 | H27 | K28 | H28 | K29 | H29 |
| 1             | 7          | 7   | 4   | 6   | 5   | 6   | 3   | 5   | 4   | 5   | 4   | 5   | 5   | 6   | 4   | 5   | 5   | 7   | 4   | 7   | 5   | 7   | 5   | 6   | 5   | 7   | 7   | 7   |
| 2             | 6          | 6   | 5   | 5   | 4   | 5   | 2   | 4   | 3   | 7   | 3   | 6   | 4   | 7   | 4   | 4   | 6   | 6   | 5   | 7   | 5   | 7   | 6   | 7   | 4   | 4   | 6   | 7   |
| 3             | 5          | 6   | 4   | 5   | 3   | 7   | 4   | 4   | 4   | 5   | 4   | 5   | 3   | 4   | 3   | 5   | 5   | 7   | 4   | 5   | 6   | 6   | 5   | 5   | 3   | 5   | 5   | 5   |
| 4             | 4          | 5   | 6   | 6   | 5   | 7   | 3   | 5   | 3   | 3   | 3   | 4   | 5   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 5   | 6   | 6   | 6   | 4   | 6   | 6   | 7   |
| 5             | 5          | 6   | 4   | 7   | 4   | 7   | 2   | 6   | 3   | 4   | 2   | 4   | 4   | 5   | 4   | 5   | 6   | 7   | 5   | 7   | 4   | 7   | 5   | 5   | 2   | 3   | 6   | 7   |
| 6             | 5          | 6   | 3   | 5   | 3   | 6   | 3   | 5   | 1   | 5   | 5   | 6   | 5   | 5   | 5   | 6   | 6   | 6   | 6   | 7   | 3   | 7   | 5   | 6   | 6   | 7   | 7   | 7   |
| 7             | 4          | 7   | 4   | 7   | 2   | 7   | 4   | 4   | 2   | 4   | 4   | 4   | 5   | 5   | 4   | 4   | 5   | 5   | 5   | 6   | 5   | 6   | 5   | 7   | 5   | 6   | 7   | 6   |
| 8             | 4          | 5   | 6   | 6   | 4   | 6   | 2   | 3   | 3   | 3   | 3   | 4   | 4   | 4   | 5   | 5   | 6   | 7   | 6   | 7   | 4   | 7   | 6   | 7   | 4   | 5   | 4   | 7   |
| 9             | 7          | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 4   | 7   | 5   | 7   | 4   | 7   | 7   | 7   | 4   | 6   | 5   | 7   | 6   | 7   | 5   | 7   | 6   | 7   |
| 10            | 5          | 7   | 4   | 6   | 5   | 7   | 2   | 4   | 3   | 5   | 5   | 6   | 5   | 7   | 3   | 5   | 6   | 7   | 3   | 4   | 5   | 7   | 5   | 6   | 5   | 5   | 5   | 7   |
| 11            | 4          | 4   | 4   | 5   | 4   | 7   | 4   | 4   | 4   | 4   | 4   | 5   | 4   | 5   | 4   | 4   | 4   | 5   | 4   | 5   | 4   | 7   | 4   | 6   | 4   | 6   | 4   | 4   |
| 12            | 5          | 5   | 4   | 6   | 6   | 6   | 3   | 4   | 4   | 3   | 4   | 4   | 3   | 4   | 2   | 3   | 5   | 7   | 5   | 7   | 5   | 6   | 5   | 5   | 5   | 7   | 5   | 7   |
| 13            | 6          | 7   | 5   | 7   | 3   | 5   | 4   | 5   | 3   | 4   | 3   | 6   | 6   | 5   | 2   | 5   | 6   | 6   | 4   | 6   | 7   | 7   | 6   | 7   | 4   | 6   | 6   | 7   |
| 14            | 6          | 6   | 3   | 5   | 4   | 5   | 3   | 5   | 2   | 3   | 4   | 5   | 2   | 5   | 5   | 6   | 4   | 5   | 4   | 5   | 5   | 6   | 5   | 6   | 5   | 5   | 7   | 7   |
| 15            | 5          | 6   | 6   | 7   | 3   | 7   | 4   | 6   | 4   | 4   | 4   | 7   | 4   | 6   | 5   | 6   | 6   | 7   | 5   | 5   | 6   | 7   | 6   | 6   | 4   | 4   | 7   | 7   |
| 16            | 5          | 7   | 5   | 7   | 5   | 6   | 5   | 5   | 3   | 5   | 3   | 7   | 3   | 6   | 4   | 7   | 5   | 5   | 6   | 7   | 7   | 7   | 4   | 7   | 3   | 5   | 7   | 7   |
| 17            | 4          | 6   | 5   | 7   | 4   | 7   | 3   | 4   | 4   | 5   | 6   | 7   | 6   | 7   | 4   | 7   | 4   | 6   | 7   | 7   | 5   | 6   | 6   | 6   | 4   | 4   | 6   | 7   |
| 18            | 6          | 6   | 4   | 5   | 5   | 6   | 2   | 3   | 3   | 4   | 5   | 5   | 4   | 6   | 5   | 5   | 6   | 7   | 5   | 7   | 7   | 7   | 5   | 7   | 2   | 3   | 5   | 7   |
| 19            | 4          | 7   | 4   | 6   | 3   | 5   | 3   | 5   | 2   | 5   | 4   | 5   | 5   | 5   | 2   | 5   | 5   | 7   | 2   | 6   | 5   | 5   | 6   | 7   | 2   | 5   | 4   | 6   |
| 20            | 5          | 7   | 3   | 4   | 4   | 7   | 3   | 4   | 1   | 4   | 5   | 7   | 3   | 5   | 3   | 4   | 3   | 4   | 4   | 7   | 4   | 6   | 4   | 5   | 3   | 4   | 5   | 7   |
| 21            | 6          | 6   | 2   | 5   | 2   | 4   | 3   | 6   | 2   | 4   | 4   | 6   | 4   | 7   | 1   | 4   | 3   | 6   | 3   | 4   | 4   | 4   | 7   | 7   | 3   | 5   | 7   | 7   |
| 22            | 5          | 7   | 4   | 5   | 5   | 6   | 4   | 6   | 2   | 4   | 5   | 4   | 5   | 7   | 2   | 7   | 3   | 5   | 4   | 5   | 4   | 6   | 5   | 6   | 4   | 5   | 5   | 6   |
| 23            | 3          | 5   | 3   | 5   | 5   | 5   | 4   | 5   | 3   | 3   | 5   | 7   | 3   | 6   | 1   | 4   | 6   | 7   | 5   | 7   | 4   | 5   | 5   | 7   | 4   | 4   | 6   | 7   |
| 24            | 5          | 7   | 4   | 7   | 5   | 6   | 3   | 5   | 1   | 2   | 5   | 6   | 4   | 5   | 3   | 7   | 4   | 7   | 4   | 6   | 5   | 5   | 5   | 7   | 5   | 7   | 4   | 7   |
| 25            | 4          | 6   | 3   | 6   | 4   | 5   | 5   | 7   | 4   | 5   | 4   | 5   | 3   | 6   | 4   | 6   | 5   | 6   | 5   | 6   | 3   | 5   | 6   | 6   | 3   | 4   | 5   | 6   |
| 26            | 6          | 7   | 4   | 4   | 4   | 4   | 3   | 3   | 3   | 4   | 5   | 6   | 7   | 7   | 3   | 4   | 5   | 7   | 5   | 7   | 6   | 7   | 6   | 7   | 3   | 3   | 3   | 5   |

Lampiran 5: Data Gap 5 Pelanggan Tabloid X-File Bagian 3 (lanjutan)

| No. Kue-<br>sioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |  |
|--------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|
|                    | K1         | H1 | K2 | H2 | K3 | H3 | K4 | H4 | K5 | H5 | K6 | H6 | K7 | H7 | K8 | H8 | K9 | H9 | K10 | H10 | K11 | H11 | K12 | H12 | K13 | H13 | K14 | H14 | K15 | H15 |  |
| 27                 | 5          | 5  | 3  | 5  | 5  | 7  | 4  | 6  | 2  | 7  | 3  | 7  | 4  | 6  | 5  | 6  | 1  | 5  | 5   | 7   | 3   | 6   | 4   | 7   | 5   | 7   | 5   | 7   | 4   | 7   |  |
| 28                 | 4          | 7  | 3  | 4  | 6  | 7  | 5  | 7  | 4  | 7  | 5  | 7  | 3  | 7  | 4  | 6  | 2  | 4  | 5   | 7   | 4   | 6   | 5   | 6   | 4   | 6   | 6   | 7   | 2   | 4   |  |
| 29                 | 3          | 5  | 4  | 6  | 5  | 7  | 4  | 6  | 4  | 6  | 4  | 6  | 3  | 7  | 3  | 6  | 3  | 6  | 5   | 6   | 3   | 6   | 3   | 6   | 5   | 5   | 5   | 5   | 4   | 5   |  |
| 30                 | 5          | 7  | 5  | 7  | 5  | 7  | 6  | 7  | 6  | 7  | 4  | 7  | 5  | 7  | 5  | 7  | 1  | 7  | 4   | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 3   | 4   | 3   | 6   |  |
| 31                 | 4          | 6  | 4  | 6  | 6  | 6  | 5  | 6  | 5  | 6  | 3  | 6  | 3  | 6  | 4  | 6  | 3  | 6  | 5   | 6   | 4   | 6   | 4   | 6   | 5   | 6   | 4   | 6   | 5   | 6   |  |
| 32                 | 5          | 7  | 5  | 6  | 5  | 6  | 4  | 7  | 6  | 7  | 5  | 7  | 5  | 7  | 5  | 7  | 4  | 5  | 6   | 7   | 3   | 5   | 4   | 6   | 4   | 5   | 3   | 7   | 5   | 6   |  |
| 33                 | 4          | 5  | 3  | 5  | 5  | 5  | 3  | 6  | 4  | 7  | 4  | 6  | 4  | 6  | 6  | 7  | 2  | 6  | 4   | 6   | 3   | 4   | 4   | 6   | 4   | 4   | 4   | 6   | 4   | 6   |  |
| 34                 | 4          | 4  | 4  | 4  | 6  | 6  | 4  | 7  | 3  | 5  | 4  | 4  | 4  | 4  | 5  | 6  | 4  | 5  | 6   | 7   | 5   | 7   | 5   | 7   | 3   | 5   | 4   | 5   | 4   | 6   |  |
| 35                 | 5          | 6  | 3  | 6  | 5  | 7  | 5  | 7  | 4  | 6  | 5  | 5  | 5  | 5  | 4  | 5  | 2  | 4  | 5   | 6   | 4   | 5   | 3   | 6   | 4   | 6   | 5   | 6   | 3   | 5   |  |
| 36                 | 3          | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 3  | 5  | 5   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 5   | 5   | 4   | 4   |  |
| 37                 | 5          | 7  | 4  | 6  | 5  | 6  | 5  | 6  | 5  | 7  | 5  | 7  | 5  | 6  | 6  | 5  | 1  | 4  | 2   | 6   | 5   | 6   | 6   | 7   | 5   | 6   | 4   | 5   | 4   | 5   |  |
| 38                 | 5          | 6  | 5  | 7  | 4  | 7  | 4  | 7  | 5  | 6  | 5  | 6  | 5  | 6  | 6  | 7  | 4  | 5  | 5   | 7   | 4   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 6   |  |
| 39                 | 4          | 4  | 4  | 5  | 4  | 5  | 5  | 7  | 4  | 6  | 4  | 6  | 4  | 5  | 5  | 6  | 3  | 6  | 6   | 7   | 4   | 5   | 4   | 6   | 5   | 6   | 5   | 6   | 2   | 6   |  |
| 40                 | 5          | 6  | 5  | 7  | 5  | 6  | 5  | 6  | 3  | 7  | 3  | 7  | 5  | 7  | 6  | 6  | 5  | 6  | 6   | 7   | 5   | 6   | 5   | 6   | 5   | 7   | 5   | 7   | 5   | 7   |  |

Lampiran 5: Data Gap 5 Pelanggan Tabloid X-File Bagian 3 (lanjutan)

| No. Kuesioner | Pernyataan |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|               | K16        | H16 | K17 | H17 | K18 | H18 | K19 | H19 | K20 | H20 | K21 | H21 | K22 | H22 | K23 | H23 | K24 | H24 | K25 | H25 | K26 | H26 | K27 | H27 | K28 | H28 | K29 | H29 |
| 27            | 7          | 7   | 3   | 5   | 3   | 5   | 4   | 4   | 4   | 6   | 4   | 6   | 4   | 5   | 2   | 5   | 5   | 5   | 5   | 5   | 5   | 7   | 4   | 7   | 2   | 4   | 4   | 7   |
| 28            | 5          | 7   | 4   | 7   | 5   | 7   | 2   | 3   | 2   | 5   | 5   | 5   | 4   | 6   | 2   | 5   | 4   | 7   | 4   | 6   | 5   | 6   | 5   | 5   | 4   | 7   | 5   | 7   |
| 29            | 3          | 6   | 5   | 6   | 3   | 6   | 3   | 3   | 2   | 3   | 3   | 7   | 5   | 6   | 2   | 6   | 4   | 6   | 5   | 6   | 2   | 5   | 4   | 4   | 2   | 6   | 4   | 6   |
| 30            | 5          | 7   | 4   | 7   | 5   | 7   | 5   | 7   | 3   | 4   | 4   | 4   | 6   | 7   | 4   | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 4   | 7   | 5   | 7   | 5   | 7   |
| 31            | 5          | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 5   | 6   | 3   | 6   | 5   | 6   | 5   | 6   | 5   | 6   | 5   | 6   | 5   | 6   | 5   | 6   |
| 32            | 6          | 7   | 3   | 5   | 3   | 7   | 1   | 3   | 2   | 3   | 3   | 5   | 3   | 5   | 4   | 5   | 6   | 6   | 5   | 5   | 3   | 6   | 5   | 6   | 5   | 5   | 5   | 6   |
| 33            | 5          | 6   | 4   | 4   | 3   | 5   | 3   | 4   | 3   | 4   | 5   | 6   | 4   | 6   | 4   | 4   | 5   | 7   | 4   | 6   | 4   | 5   | 5   | 7   | 4   | 4   | 4   | 6   |
| 34            | 4          | 4   | 5   | 7   | 4   | 6   | 3   | 5   | 3   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 6   | 4   | 5   | 5   | 5   | 5   | 7   | 4   | 5   | 5   | 5   |
| 35            | 4          | 5   | 4   | 6   | 4   | 4   | 4   | 4   | 4   | 5   | 6   | 7   | 3   | 5   | 3   | 5   | 5   | 7   | 5   | 7   | 4   | 6   | 4   | 6   | 4   | 4   | 6   | 7   |
| 36            | 4          | 5   | 4   | 5   | 3   | 5   | 3   | 5   | 3   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 5   | 5   | 4   | 5   | 4   | 5   | 5   | 5   | 5   | 6   | 7   | 7   |
| 37            | 5          | 6   | 5   | 5   | 4   | 4   | 2   | 4   | 4   | 4   | 4   | 4   | 6   | 7   | 4   | 4   | 6   | 7   | 3   | 6   | 6   | 6   | 6   | 6   | 4   | 4   | 5   | 6   |
| 38            | 5          | 5   | 5   | 5   | 5   | 6   | 4   | 5   | 3   | 5   | 5   | 5   | 3   | 5   | 3   | 4   | 5   | 6   | 5   | 6   | 5   | 6   | 5   | 6   | 4   | 4   | 4   | 6   |
| 39            | 4          | 6   | 4   | 6   | 4   | 5   | 4   | 4   | 4   | 5   | 4   | 5   | 4   | 4   | 2   | 4   | 4   | 5   | 4   | 4   | 4   | 5   | 6   | 7   | 5   | 6   | 5   | 7   |
| 40            | 5          | 7   | 5   | 7   | 5   | 6   | 5   | 6   | 3   | 6   | 5   | 7   | 4   | 7   | 3   | 3   | 5   | 6   | 6   | 6   | 5   | 7   | 5   | 7   | 7   | 7   | 7   | 7   |



## Lampiran 6: Data Pembeli Eceran Tabloid X-File Bagian 1

| No. Kue-sioner | No. Pernyataan |   |   |   |   |   |
|----------------|----------------|---|---|---|---|---|
|                | 1              | 2 | 3 | 4 | 5 | 6 |
| 41             | b              | b | d | a | c | a |
| 42             | b              | b | d | a | b | a |
| 43             | b              | b | b | e | a | b |
| 44             | a              | b | b | d | c | a |
| 45             | a              | b | c | a | c | b |
| 46             | b              | c | b | b | d | c |
| 47             | b              | d | a | e | a | a |
| 48             | b              | c | c | c | b | a |
| 49             | b              | d | a | d | e | a |
| 50             | b              | b | a | a | b | a |
| 51             | b              | c | d | d | a | b |
| 52             | b              | c | c | d | c | a |
| 53             | b              | d | b | e | b | c |
| 54             | b              | c | b | c | a | a |
| 55             | b              | b | b | e | d | c |
| 56             | b              | c | b | e | a | d |
| 57             | a              | d | b | b | a | c |
| 58             | b              | c | b | d | c | d |
| 59             | b              | b | d | c | e | c |
| 60             | a              | b | b | b | d | a |
| 61             | b              | b | b | b | c | c |
| 62             | b              | d | c | d | a | a |
| 63             | b              | c | d | d | a | a |
| 64             | b              | c | b | d | e | b |
| 65             | b              | d | b | e | d | a |
| 66             | a              | a | a | a | c | a |
| 67             | b              | c | b | c | d | c |
| 68             | b              | c | b | c | a | a |
| 69             | b              | d | b | d | a | a |
| 70             | b              | b | c | e | c | a |
| 71             | b              | b | d | d | e | b |
| 72             | b              | c | b | e | d | a |
| 73             | b              | b | d | a | b | b |
| 74             | a              | b | d | a | e | b |
| 75             | b              | c | c | e | c | c |
| 76             | b              | c | b | b | d | a |
| 77             | b              | c | b | c | c | a |
| 78             | b              | d | b | c | c | a |
| 79             | b              | d | c | d | d | c |
| 80             | b              | b | b | c | a | b |
| 81             | b              | b | d | d | b | a |
| 82             | b              | d | b | d | e | b |
| 83             | b              | d | b | b | d | a |

| No. Kue-sioner | No. Pernyataan |   |   |   |   |   |
|----------------|----------------|---|---|---|---|---|
|                | 1              | 2 | 3 | 4 | 5 | 6 |
| 84             | b              | c | b | e | a | a |
| 85             | b              | b | d | d | c | a |
| 86             | b              | d | b | e | a | a |
| 87             | b              | b | b | e | e | b |
| 88             | b              | c | b | d | b | a |
| 89             | b              | c | d | e | b | b |
| 90             | b              | c | b | e | b | c |
| 91             | b              | d | b | c | b | c |
| 92             | b              | d | b | d | b | b |
| 93             | b              | d | b | d | b | b |
| 94             | a              | c | c | d | b | b |
| 95             | b              | d | d | e | b | a |
| 96             | b              | d | b | e | b | b |
| 97             | b              | d | b | d | b | c |
| 98             | b              | c | a | e | b | a |
| 99             | b              | c | b | c | b | a |
| 100            | b              | b | b | e | b | b |

Lampiran 6: Data Pembeli Eceran Tabloid X-File Bagian 2 (lanjutan)

| No.<br>Kue-<br>sioner | No. Pernyataan  |    |    |    |    |                 |    |    |    |    |    |    |    |
|-----------------------|-----------------|----|----|----|----|-----------------|----|----|----|----|----|----|----|
|                       | <i>Servqual</i> |    |    |    |    | <i>Prodqual</i> |    |    |    |    |    |    |    |
|                       | a               | b  | c  | d  | e  | a               | b  | c  | d  | e  | f  | g  | h  |
| 41                    | 20              | 20 | 20 | 20 | 20 | 20              | 10 | 10 | 10 | 20 | 10 | 10 | 10 |
| 42                    | 15              | 10 | 25 | 30 | 20 | 15              | 5  | 10 | 20 | 15 | 5  | 15 | 15 |
| 43                    | 10              | 10 | 15 | 10 | 55 | 10              | 10 | 15 | 10 | 10 | 15 | 15 | 15 |
| 44                    | 20              | 20 | 20 | 30 | 10 | 10              | 10 | 10 | 20 | 15 | 15 | 10 | 10 |
| 45                    | 30              | 10 | 20 | 30 | 10 | 10              | 10 | 20 | 20 | 10 | 10 | 10 | 10 |
| 46                    | 20              | 25 | 35 | 10 | 10 | 10              | 10 | 10 | 10 | 10 | 10 | 10 | 30 |
| 47                    | 15              | 15 | 20 | 20 | 30 | 5               | 20 | 25 | 5  | 10 | 10 | 15 | 10 |
| 48                    | 25              | 20 | 10 | 20 | 25 | 5               | 5  | 15 | 15 | 15 | 5  | 20 | 20 |
| 49                    | 20              | 20 | 20 | 20 | 20 | 20              | 10 | 10 | 20 | 10 | 10 | 10 | 10 |
| 50                    | 30              | 10 | 10 | 10 | 40 | 15              | 15 | 10 | 10 | 15 | 10 | 15 | 10 |
| 51                    | 20              | 20 | 20 | 20 | 20 | 5               | 5  | 5  | 25 | 5  | 5  | 25 | 25 |
| 52                    | 20              | 20 | 20 | 20 | 20 | 10              | 10 | 10 | 15 | 15 | 15 | 15 | 10 |
| 53                    | 20              | 20 | 20 | 20 | 20 | 10              | 10 | 5  | 5  | 20 | 15 | 10 | 25 |
| 54                    | 15              | 25 | 25 | 15 | 20 | 5               | 15 | 5  | 10 | 15 | 15 | 25 | 10 |
| 55                    | 10              | 20 | 30 | 20 | 20 | 10              | 10 | 10 | 5  | 20 | 10 | 15 | 20 |
| 56                    | 20              | 20 | 20 | 25 | 15 | 5               | 15 | 5  | 5  | 15 | 10 | 30 | 15 |
| 57                    | 10              | 25 | 20 | 25 | 10 | 5               | 20 | 5  | 15 | 15 | 10 | 10 | 20 |
| 58                    | 10              | 25 | 20 | 20 | 25 | 15              | 5  | 5  | 10 | 25 | 5  | 20 | 15 |
| 59                    | 15              | 15 | 20 | 20 | 30 | 30              | 10 | 10 | 15 | 20 | 5  | 5  | 5  |
| 60                    | 20              | 20 | 20 | 20 | 20 | 10              | 10 | 10 | 10 | 15 | 15 | 15 | 15 |
| 61                    | 15              | 30 | 15 | 15 | 25 | 5               | 20 | 15 | 15 | 10 | 10 | 10 | 15 |
| 62                    | 20              | 30 | 20 | 10 | 20 | 20              | 15 | 10 | 5  | 5  | 10 | 15 | 20 |
| 63                    | 15              | 25 | 20 | 15 | 25 | 10              | 15 | 10 | 10 | 10 | 15 | 10 | 20 |
| 64                    | 15              | 20 | 15 | 20 | 30 | 15              | 10 | 10 | 5  | 15 | 10 | 10 | 25 |
| 65                    | 20              | 25 | 15 | 15 | 25 | 15              | 10 | 10 | 10 | 10 | 10 | 15 | 20 |
| 66                    | 25              | 25 | 10 | 15 | 25 | 10              | 10 | 20 | 10 | 10 | 20 | 10 | 10 |
| 67                    | 15              | 25 | 20 | 25 | 15 | 10              | 10 | 10 | 10 | 15 | 15 | 15 | 15 |
| 68                    | 10              | 25 | 20 | 25 | 20 | 10              | 15 | 5  | 15 | 10 | 15 | 20 | 10 |
| 69                    | 20              | 25 | 15 | 25 | 15 | 15              | 10 | 5  | 10 | 5  | 20 | 10 | 25 |
| 70                    | 15              | 20 | 15 | 20 | 30 | 5               | 15 | 15 | 20 | 10 | 5  | 15 | 15 |
| 71                    | 5               | 30 | 20 | 30 | 15 | 10              | 10 | 10 | 20 | 5  | 15 | 10 | 20 |
| 72                    | 20              | 20 | 20 | 20 | 20 | 5               | 15 | 5  | 5  | 15 | 10 | 25 | 20 |
| 73                    | 15              | 15 | 20 | 15 | 35 | 10              | 20 | 10 | 5  | 10 | 30 | 5  | 10 |
| 74                    | 20              | 20 | 20 | 20 | 20 | 12              | 12 | 12 | 12 | 12 | 12 | 12 | 16 |
| 75                    | 10              | 20 | 10 | 30 | 30 | 10              | 20 | 15 | 20 | 10 | 10 | 5  | 10 |
| 76                    | 10              | 20 | 20 | 20 | 30 | 10              | 10 | 5  | 10 | 15 | 15 | 10 | 25 |
| 77                    | 20              | 20 | 20 | 20 | 20 | 5               | 15 | 10 | 10 | 20 | 10 | 15 | 15 |
| 78                    | 15              | 25 | 15 | 25 | 20 | 15              | 10 | 5  | 10 | 15 | 10 | 10 | 25 |
| 79                    | 15              | 25 | 25 | 15 | 20 | 10              | 10 | 10 | 5  | 15 | 15 | 15 | 20 |
| 80                    | 25              | 25 | 10 | 15 | 25 | 10              | 10 | 15 | 15 | 10 | 10 | 15 | 15 |
| 81                    | 10              | 20 | 20 | 25 | 25 | 10              | 10 | 10 | 15 | 15 | 15 | 10 | 15 |
| 82                    | 20              | 15 | 15 | 30 | 20 | 10              | 10 | 5  | 10 | 20 | 20 | 10 | 15 |
| 83                    | 15              | 25 | 20 | 10 | 30 | 5               | 10 | 10 | 15 | 15 | 15 | 10 | 20 |

Lampiran 6: Data Pembeli Eceran Tabloid X-File Bagian 2 (lanjutan)

| No.<br>Kue-<br>sioner | No. Pernyataan  |    |    |    |    |                 |    |    |    |    |    |    |    |
|-----------------------|-----------------|----|----|----|----|-----------------|----|----|----|----|----|----|----|
|                       | <i>Servqual</i> |    |    |    |    | <i>Prodqual</i> |    |    |    |    |    |    |    |
|                       | a               | b  | c  | d  | e  | a               | b  | c  | d  | e  | f  | g  | h  |
| 84                    | 15              | 20 | 25 | 15 | 25 | 5               | 10 | 15 | 5  | 10 | 15 | 20 | 20 |
| 85                    | 20              | 20 | 25 | 20 | 15 | 15              | 5  | 10 | 10 | 20 | 10 | 15 | 15 |
| 86                    | 10              | 30 | 20 | 15 | 25 | 15              | 15 | 5  | 10 | 15 | 20 | 10 | 10 |
| 87                    | 20              | 20 | 20 | 20 | 20 | 15              | 15 | 10 | 10 | 15 | 15 | 10 | 10 |
| 88                    | 15              | 25 | 25 | 15 | 20 | 10              | 15 | 5  | 10 | 15 | 15 | 15 | 15 |
| 89                    | 20              | 15 | 25 | 25 | 15 | 5               | 20 | 5  | 10 | 15 | 20 | 10 | 15 |
| 90                    | 15              | 25 | 30 | 20 | 10 | 5               | 10 | 10 | 10 | 15 | 15 | 10 | 25 |
| 91                    | 15              | 20 | 25 | 20 | 20 | 10              | 15 | 5  | 15 | 10 | 20 | 15 | 10 |
| 92                    | 25              | 20 | 15 | 15 | 25 | 15              | 5  | 10 | 10 | 10 | 20 | 20 | 10 |
| 93                    | 20              | 25 | 20 | 20 | 15 | 10              | 15 | 10 | 5  | 20 | 20 | 15 | 5  |
| 94                    | 20              | 30 | 15 | 15 | 20 | 10              | 20 | 5  | 10 | 15 | 20 | 10 | 10 |
| 95                    | 10              | 35 | 15 | 25 | 15 | 10              | 10 | 5  | 10 | 15 | 20 | 10 | 20 |
| 96                    | 25              | 25 | 10 | 20 | 20 | 10              | 10 | 15 | 10 | 10 | 15 | 10 | 20 |
| 97                    | 15              | 25 | 20 | 20 | 20 | 15              | 10 | 5  | 15 | 15 | 10 | 15 | 15 |
| 98                    | 15              | 15 | 20 | 25 | 25 | 10              | 5  | 10 | 10 | 10 | 15 | 15 | 25 |
| 99                    | 20              | 20 | 20 | 20 | 20 | 15              | 5  | 10 | 10 | 15 | 15 | 5  | 25 |
| 100                   | 15              | 25 | 25 | 20 | 15 | 5               | 10 | 15 | 10 | 10 | 10 | 10 | 30 |

Lampiran 6: Data Gap 5 Pembeli Eceran Tabloid X-File Bagian 3 (lanjutan)

| No. Kuesioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|               | K1         | H1 | K2 | H2 | K3 | H3 | K4 | H4 | K5 | H5 | K6 | H6 | K7 | H7 | K8 | H8 | K9 | H9 | K10 | H10 | K11 | H11 | K12 | H12 | K13 | H13 | K14 | H14 | K15 | H15 |
| 41            | 4          | 6  | 6  | 6  | 6  | 7  | 4  | 7  | 4  | 7  | 4  | 7  | 6  | 7  | 4  | 5  | 4  | 4  | 5   | 6   | 5   | 6   | 5   | 6   | 4   | 5   | 4   | 5   | 4   | 5   |
| 42            | 5          | 7  | 4  | 7  | 5  | 7  | 3  | 7  | 2  | 7  | 2  | 7  | 3  | 7  | 3  | 7  | 2  | 7  | 4   | 7   | 3   | 7   | 3   | 7   | 3   | 7   | 6   | 7   | 5   | 7   |
| 43            | 5          | 6  | 4  | 6  | 5  | 7  | 3  | 7  | 2  | 7  | 3  | 7  | 4  | 7  | 5  | 7  | 4  | 7  | 5   | 7   | 4   | 6   | 4   | 5   | 5   | 5   | 4   | 6   | 4   | 6   |
| 44            | 4          | 4  | 3  | 5  | 4  | 5  | 4  | 4  | 4  | 6  | 4  | 7  | 5  | 6  | 5  | 5  | 2  | 5  | 4   | 5   | 5   | 7   | 5   | 6   | 5   | 6   | 5   | 7   | 4   | 5   |
| 45            | 5          | 7  | 4  | 7  | 6  | 7  | 3  | 6  | 2  | 5  | 3  | 6  | 4  | 6  | 3  | 5  | 2  | 4  | 5   | 5   | 3   | 4   | 5   | 6   | 4   | 5   | 3   | 4   | 3   | 5   |
| 46            | 5          | 7  | 6  | 6  | 7  | 7  | 6  | 6  | 5  | 7  | 4  | 7  | 3  | 7  | 2  | 5  | 1  | 6  | 4   | 6   | 4   | 7   | 4   | 6   | 5   | 6   | 6   | 7   | 5   | 6   |
| 47            | 2          | 2  | 2  | 2  | 4  | 4  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 3  | 4  | 4  | 3  | 5   | 4   | 4   | 5   | 4   | 6   | 4   | 5   | 5   | 6   | 4   | 3   |
| 48            | 4          | 6  | 4  | 6  | 6  | 5  | 5  | 3  | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 6  | 3  | 4  | 4   | 3   | 2   | 2   | 3   | 3   | 3   | 4   | 5   | 6   | 4   | 5   |
| 49            | 4          | 7  | 3  | 6  | 4  | 4  | 3  | 3  | 6  | 5  | 4  | 6  | 3  | 4  | 5  | 7  | 3  | 3  | 4   | 6   | 2   | 4   | 4   | 3   | 2   | 2   | 5   | 5   | 3   | 4   |
| 50            | 5          | 5  | 4  | 5  | 5  | 7  | 3  | 6  | 2  | 5  | 3  | 6  | 5  | 5  | 5  | 6  | 2  | 5  | 4   | 6   | 5   | 7   | 6   | 6   | 4   | 6   | 4   | 6   | 5   | 6   |
| 51            | 4          | 7  | 4  | 7  | 6  | 7  | 2  | 7  | 2  | 7  | 2  | 7  | 4  | 7  | 5  | 7  | 2  | 7  | 5   | 7   | 4   | 7   | 4   | 7   | 5   | 7   | 5   | 7   | 4   | 7   |
| 52            | 5          | 6  | 3  | 6  | 5  | 6  | 3  | 7  | 3  | 7  | 3  | 7  | 2  | 6  | 2  | 6  | 2  | 6  | 4   | 6   | 6   | 7   | 5   | 7   | 4   | 7   | 4   | 6   | 4   | 5   |
| 53            | 4          | 5  | 3  | 5  | 6  | 7  | 4  | 7  | 3  | 7  | 4  | 6  | 3  | 5  | 4  | 7  | 1  | 4  | 6   | 7   | 3   | 4   | 3   | 4   | 5   | 5   | 6   | 6   | 3   | 7   |
| 54            | 5          | 6  | 3  | 4  | 6  | 6  | 4  | 6  | 4  | 5  | 5  | 7  | 6  | 7  | 3  | 6  | 2  | 3  | 5   | 6   | 4   | 4   | 2   | 2   | 4   | 6   | 4   | 4   | 5   | 6   |
| 55            | 5          | 7  | 2  | 5  | 5  | 5  | 3  | 6  | 5  | 6  | 5  | 5  | 4  | 4  | 5  | 4  | 2  | 5  | 4   | 7   | 3   | 3   | 2   | 4   | 6   | 7   | 4   | 7   | 5   | 6   |
| 56            | 6          | 7  | 3  | 6  | 6  | 7  | 4  | 5  | 3  | 4  | 6  | 7  | 4  | 6  | 7  | 7  | 3  | 6  | 5   | 7   | 2   | 4   | 4   | 4   | 4   | 4   | 3   | 5   | 4   | 5   |
| 57            | 5          | 6  | 4  | 5  | 7  | 5  | 5  | 7  | 4  | 7  | 5  | 7  | 5  | 5  | 4  | 5  | 2  | 3  | 4   | 5   | 5   | 7   | 5   | 6   | 4   | 7   | 2   | 4   | 4   | 4   |
| 58            | 4          | 5  | 5  | 7  | 5  | 6  | 4  | 7  | 5  | 7  | 3  | 6  | 6  | 7  | 6  | 7  | 4  | 7  | 5   | 5   | 4   | 5   | 5   | 4   | 4   | 5   | 2   | 5   | 5   | 6   |
| 59            | 3          | 5  | 4  | 6  | 4  | 6  | 3  | 6  | 3  | 6  | 3  | 5  | 4  | 6  | 3  | 6  | 3  | 6  | 4   | 4   | 3   | 5   | 4   | 5   | 5   | 6   | 3   | 6   | 4   | 6   |
| 60            | 6          | 7  | 6  | 7  | 6  | 7  | 6  | 7  | 6  | 7  | 6  | 7  | 6  | 7  | 6  | 7  | 6  | 7  | 6   | 7   | 6   | 7   | 5   | 7   | 6   | 7   | 5   | 7   | 5   | 7   |
| 61            | 4          | 5  | 3  | 4  | 4  | 7  | 5  | 7  | 5  | 6  | 5  | 7  | 7  | 7  | 6  | 6  | 2  | 4  | 4   | 5   | 4   | 5   | 4   | 5   | 5   | 7   | 4   | 5   | 3   | 5   |
| 62            | 5          | 7  | 5  | 5  | 5  | 6  | 4  | 6  | 4  | 7  | 4  | 6  | 5  | 5  | 5  | 7  | 3  | 4  | 6   | 7   | 3   | 3   | 4   | 4   | 5   | 5   | 4   | 7   | 2   | 4   |
| 63            | 4          | 5  | 4  | 7  | 4  | 6  | 4  | 7  | 3  | 6  | 5  | 6  | 4  | 5  | 5  | 6  | 1  | 4  | 4   | 6   | 5   | 6   | 5   | 6   | 5   | 6   | 5   | 6   | 4   | 6   |
| 64            | 4          | 7  | 3  | 3  | 6  | 7  | 5  | 5  | 5  | 6  | 4  | 6  | 4  | 4  | 4  | 6  | 3  | 5  | 5   | 7   | 3   | 4   | 3   | 4   | 6   | 7   | 6   | 7   | 5   | 6   |
| 65            | 5          | 6  | 3  | 4  | 5  | 5  | 5  | 7  | 3  | 5  | 4  | 6  | 3  | 5  | 5  | 5  | 2  | 3  | 4   | 5   | 4   | 5   | 3   | 5   | 5   | 5   | 4   | 6   | 3   | 4   |
| 66            | 4          | 7  | 5  | 7  | 4  | 7  | 4  | 7  | 3  | 7  | 4  | 7  | 4  | 7  | 4  | 7  | 3  | 7  | 6   | 7   | 5   | 7   | 5   | 7   | 4   | 7   | 4   | 7   | 3   | 7   |

Lampiran 6: Data Gap 5 Pembeli Eceran Tabloid X-File Bagian 3 (lanjutan)

| No. Kuesioner | Pernyataan |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|               | K16        | H16 | K17 | H17 | K18 | H18 | K19 | H19 | K20 | H20 | K21 | H21 | K22 | H22 | K23 | H23 | K24 | H24 | K25 | H25 | K26 | H26 | K27 | H27 | K28 | H28 | K29 | H29 |
| 41            | 4          | 5   | 6   | 4   | 4   | 4   | 5   | 5   | 4   | 5   | 5   | 5   | 6   | 6   | 5   | 7   | 6   | 7   | 4   | 7   | 6   | 7   | 6   | 6   | 6   | 6   | 6   | 6   |
| 42            | 3          | 7   | 4   | 7   | 3   | 7   | 2   | 4   | 5   | 7   | 6   | 6   | 5   | 7   | 2   | 5   | 2   | 7   | 6   | 7   | 3   | 7   | 3   | 7   | 2   | 4   | 3   | 7   |
| 43            | 3          | 6   | 5   | 6   | 4   | 6   | 4   | 5   | 4   | 6   | 4   | 6   | 4   | 5   | 4   | 6   | 5   | 6   | 5   | 7   | 4   | 7   | 4   | 7   | 4   | 7   | 4   | 7   |
| 44            | 4          | 5   | 3   | 5   | 4   | 7   | 2   | 5   | 3   | 5   | 5   | 6   | 4   | 6   | 4   | 7   | 5   | 5   | 4   | 7   | 5   | 6   | 5   | 7   | 4   | 5   | 4   | 4   |
| 45            | 4          | 6   | 3   | 5   | 2   | 5   | 5   | 7   | 3   | 6   | 4   | 7   | 5   | 6   | 2   | 4   | 4   | 6   | 4   | 4   | 5   | 5   | 3   | 5   | 4   | 6   | 2   | 5   |
| 46            | 6          | 7   | 6   | 6   | 5   | 7   | 6   | 6   | 6   | 7   | 5   | 7   | 5   | 7   | 5   | 5   | 5   | 7   | 7   | 6   | 7   | 6   | 7   | 4   | 6   | 5   | 4   | 6   |
| 47            | 3          | 4   | 2   | 2   | 3   | 3   | 2   | 4   | 3   | 5   | 4   | 4   | 5   | 6   | 3   | 6   | 5   | 5   | 5   | 6   | 4   | 7   | 3   | 5   | 2   | 5   | 5   | 6   |
| 48            | 5          | 7   | 3   | 4   | 3   | 3   | 4   | 5   | 4   | 5   | 5   | 5   | 3   | 4   | 4   | 7   | 5   | 7   | 4   | 7   | 5   | 7   | 3   | 5   | 2   | 7   | 5   | 7   |
| 49            | 6          | 4   | 5   | 3   | 2   | 6   | 2   | 3   | 2   | 2   | 2   | 3   | 5   | 5   | 4   | 5   | 4   | 4   | 3   | 4   | 3   | 3   | 3   | 5   | 2   | 7   | 4   | 4   |
| 50            | 3          | 6   | 2   | 4   | 3   | 5   | 3   | 6   | 3   | 6   | 3   | 5   | 5   | 6   | 5   | 5   | 5   | 6   | 3   | 5   | 4   | 6   | 5   | 5   | 3   | 7   | 3   | 7   |
| 51            | 4          | 7   | 6   | 7   | 2   | 7   | 4   | 5   | 3   | 7   | 3   | 7   | 5   | 7   | 3   | 7   | 4   | 7   | 4   | 7   | 4   | 7   | 5   | 7   | 5   | 7   | 3   | 7   |
| 52            | 3          | 5   | 3   | 5   | 1   | 5   | 1   | 2   | 1   | 6   | 2   | 4   | 4   | 4   | 2   | 5   | 4   | 4   | 3   | 5   | 3   | 5   | 3   | 5   | 3   | 6   | 2   | 4   |
| 53            | 5          | 6   | 4   | 5   | 3   | 5   | 2   | 3   | 3   | 3   | 5   | 5   | 3   | 5   | 1   | 3   | 5   | 5   | 2   | 5   | 5   | 5   | 6   | 7   | 2   | 4   | 4   | 5   |
| 54            | 7          | 7   | 4   | 7   | 4   | 5   | 2   | 4   | 3   | 4   | 6   | 7   | 4   | 5   | 5   | 6   | 6   | 7   | 5   | 6   | 3   | 4   | 4   | 7   | 1   | 3   | 3   | 7   |
| 55            | 4          | 5   | 3   | 4   | 2   | 4   | 4   | 5   | 2   | 4   | 4   | 5   | 4   | 6   | 2   | 5   | 4   | 6   | 4   | 4   | 4   | 7   | 5   | 5   | 3   | 6   | 5   | 6   |
| 56            | 6          | 7   | 4   | 6   | 1   | 5   | 3   | 4   | 3   | 5   | 5   | 6   | 4   | 5   | 5   | 6   | 5   | 5   | 4   | 6   | 5   | 5   | 4   | 4   | 2   | 4   | 4   | 7   |
| 57            | 4          | 5   | 3   | 4   | 1   | 6   | 4   | 4   | 4   | 6   | 4   | 6   | 5   | 6   | 3   | 4   | 4   | 5   | 3   | 5   | 4   | 6   | 6   | 7   | 5   | 7   | 5   | 7   |
| 58            | 5          | 6   | 5   | 6   | 2   | 4   | 3   | 3   | 2   | 4   | 4   | 4   | 3   | 4   | 4   | 7   | 6   | 6   | 4   | 7   | 3   | 5   | 4   | 6   | 3   | 4   | 5   | 7   |
| 59            | 4          | 6   | 4   | 6   | 4   | 6   | 3   | 5   | 4   | 5   | 4   | 6   | 3   | 6   | 3   | 6   | 4   | 6   | 3   | 6   | 5   | 6   | 3   | 6   | 4   | 5   | 3   | 6   |
| 60            | 7          | 7   | 6   | 6   | 6   | 7   | 6   | 7   | 6   | 7   | 6   | 7   | 7   | 7   | 7   | 7   | 7   | 7   | 6   | 7   | 6   | 7   | 6   | 7   | 6   | 7   | 6   | 7   |
| 61            | 6          | 7   | 2   | 5   | 2   | 5   | 2   | 4   | 1   | 4   | 4   | 5   | 4   | 5   | 4   | 5   | 5   | 6   | 3   | 6   | 5   | 7   | 6   | 6   | 2   | 4   | 5   | 7   |
| 62            | 6          | 6   | 4   | 4   | 3   | 4   | 3   | 6   | 3   | 5   | 5   | 7   | 5   | 6   | 4   | 4   | 4   | 7   | 5   | 7   | 4   | 7   | 5   | 7   | 1   | 5   | 4   | 7   |
| 63            | 5          | 7   | 3   | 4   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 3   | 4   | 6   | 6   | 5   | 6   | 5   | 6   | 6   | 6   | 3   | 4   | 5   | 6   |
| 64            | 5          | 5   | 5   | 6   | 4   | 7   | 4   | 5   | 3   | 4   | 6   | 7   | 4   | 5   | 5   | 7   | 6   | 7   | 4   | 6   | 4   | 6   | 5   | 6   | 2   | 4   | 6   | 6   |
| 65            | 4          | 6   | 3   | 4   | 3   | 5   | 4   | 5   | 3   | 6   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 6   | 5   | 5   | 5   | 7   | 3   | 5   | 3   | 3   | 4   | 5   |
| 66            | 3          | 7   | 4   | 6   | 4   | 7   | 5   | 7   | 3   | 3   | 3   | 7   | 5   | 7   | 5   | 4   | 6   | 7   | 4   | 7   | 4   | 7   | 4   | 6   | 7   | 7   | 6   | 7   |

Lampiran 6: Data Gap 5 Pembeli Eceran Tabloid X-File Bagian 3 (lanjutan)

| No. Kuesioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|               | K1         | H1 | K2 | H2 | K3 | H3 | K4 | H4 | K5 | H5 | K6 | H6 | K7 | H7 | K8 | H8 | K9 | H9 | K10 | H10 | K11 | H11 | K12 | H12 | K13 | H13 | K14 | H14 | K15 | H15 |
| 67            | 4          | 5  | 3  | 5  | 4  | 6  | 6  | 6  | 4  | 5  | 5  | 7  | 4  | 4  | 5  | 5  | 3  | 4  | 5   | 7   | 4   | 5   | 4   | 4   | 5   | 5   | 4   | 6   | 4   | 5   |
| 68            | 4          | 5  | 5  | 6  | 6  | 7  | 5  | 7  | 5  | 7  | 4  | 6  | 5  | 5  | 4  | 5  | 2  | 4  | 5   | 7   | 3   | 4   | 3   | 3   | 5   | 6   | 3   | 5   | 5   | 7   |
| 69            | 5          | 5  | 4  | 5  | 5  | 5  | 5  | 7  | 4  | 6  | 4  | 6  | 6  | 7  | 5  | 6  | 4  | 5  | 4   | 6   | 4   | 4   | 4   | 5   | 4   | 5   | 4   | 7   | 4   | 6   |
| 70            | 6          | 6  | 5  | 7  | 6  | 7  | 4  | 6  | 4  | 6  | 5  | 6  | 4  | 4  | 6  | 7  | 3  | 4  | 5   | 5   | 5   | 6   | 4   | 4   | 5   | 7   | 4   | 5   | 4   | 4   |
| 71            | 5          | 7  | 4  | 7  | 5  | 6  | 4  | 5  | 5  | 6  | 4  | 5  | 6  | 6  | 6  | 6  | 1  | 4  | 5   | 7   | 4   | 4   | 3   | 4   | 6   | 7   | 5   | 6   | 4   | 7   |
| 72            | 2          | 4  | 4  | 4  | 5  | 5  | 3  | 6  | 3  | 7  | 5  | 5  | 5  | 5  | 5  | 7  | 4  | 6  | 4   | 6   | 4   | 5   | 2   | 5   | 4   | 5   | 2   | 4   | 3   | 5   |
| 73            | 4          | 6  | 4  | 6  | 4  | 6  | 4  | 6  | 3  | 6  | 3  | 6  | 3  | 6  | 4  | 6  | 3  | 6  | 4   | 6   | 4   | 6   | 4   | 6   | 5   | 6   | 3   | 6   | 4   | 6   |
| 74            | 3          | 6  | 5  | 6  | 5  | 6  | 4  | 6  | 4  | 6  | 3  | 7  | 4  | 6  | 4  | 6  | 3  | 7  | 5   | 7   | 3   | 6   | 5   | 6   | 4   | 6   | 4   | 7   | 4   | 7   |
| 75            | 4          | 5  | 3  | 6  | 4  | 6  | 2  | 5  | 3  | 6  | 3  | 7  | 3  | 7  | 3  | 7  | 3  | 6  | 4   | 7   | 4   | 6   | 5   | 7   | 5   | 5   | 4   | 5   | 5   | 7   |
| 76            | 5          | 7  | 3  | 5  | 5  | 5  | 3  | 5  | 4  | 7  | 5  | 7  | 5  | 6  | 5  | 7  | 3  | 6  | 5   | 7   | 3   | 4   | 4   | 5   | 6   | 7   | 4   | 7   | 3   | 5   |
| 77            | 4          | 6  | 3  | 4  | 6  | 7  | 4  | 6  | 3  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 2  | 4  | 4   | 5   | 4   | 6   | 3   | 5   | 4   | 6   | 5   | 7   | 4   | 6   |
| 78            | 5          | 5  | 4  | 5  | 5  | 5  | 4  | 4  | 5  | 6  | 3  | 6  | 6  | 6  | 5  | 6  | 4  | 6  | 5   | 7   | 5   | 6   | 4   | 5   | 5   | 7   | 5   | 7   | 5   | 7   |
| 79            | 5          | 5  | 4  | 5  | 4  | 6  | 4  | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 5  | 7  | 3  | 5  | 4   | 5   | 3   | 5   | 3   | 4   | 4   | 5   | 4   | 6   | 4   | 7   |
| 80            | 3          | 5  | 3  | 5  | 3  | 5  | 3  | 6  | 3  | 6  | 2  | 6  | 2  | 5  | 2  | 5  | 2  | 5  | 5   | 7   | 4   | 7   | 7   | 7   | 4   | 6   | 3   | 6   | 3   | 6   |
| 81            | 4          | 7  | 5  | 6  | 5  | 7  | 4  | 6  | 3  | 6  | 3  | 7  | 4  | 7  | 6  | 7  | 3  | 6  | 4   | 6   | 3   | 5   | 2   | 4   | 5   | 6   | 3   | 6   | 4   | 6   |
| 82            | 5          | 6  | 3  | 5  | 4  | 5  | 4  | 7  | 3  | 5  | 5  | 5  | 4  | 6  | 5  | 7  | 1  | 5  | 5   | 6   | 2   | 4   | 3   | 4   | 5   | 7   | 4   | 7   | 5   | 7   |
| 83            | 4          | 4  | 2  | 4  | 5  | 6  | 3  | 7  | 4  | 7  | 4  | 7  | 5  | 6  | 4  | 6  | 4  | 5  | 5   | 5   | 3   | 5   | 4   | 5   | 6   | 6   | 4   | 6   | 4   | 6   |
| 84            | 5          | 6  | 4  | 5  | 4  | 5  | 5  | 6  | 3  | 6  | 5  | 6  | 6  | 6  | 5  | 6  | 2  | 5  | 4   | 6   | 5   | 6   | 5   | 6   | 4   | 7   | 4   | 7   | 5   | 7   |
| 85            | 5          | 7  | 5  | 7  | 5  | 7  | 4  | 7  | 4  | 7  | 4  | 7  | 5  | 7  | 6  | 7  | 3  | 5  | 5   | 7   | 4   | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 4   | 7   |
| 86            | 3          | 5  | 4  | 5  | 4  | 4  | 5  | 5  | 3  | 5  | 3  | 6  | 5  | 5  | 5  | 5  | 3  | 4  | 4   | 5   | 3   | 4   | 4   | 6   | 5   | 5   | 4   | 5   | 3   | 6   |
| 87            | 3          | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 4  | 6  | 4  | 6  | 6  | 6  | 4  | 5  | 2  | 5  | 4   | 6   | 4   | 7   | 3   | 6   | 4   | 6   | 5   | 6   | 4   | 6   |
| 88            | 5          | 6  | 5  | 6  | 4  | 6  | 5  | 7  | 5  | 7  | 5  | 7  | 5  | 7  | 6  | 7  | 3  | 4  | 5   | 7   | 5   | 7   | 4   | 6   | 5   | 6   | 4   | 5   | 5   | 5   |
| 89            | 5          | 7  | 4  | 7  | 5  | 7  | 3  | 7  | 3  | 7  | 3  | 6  | 4  | 6  | 4  | 6  | 3  | 3  | 4   | 6   | 3   | 6   | 3   | 5   | 6   | 7   | 3   | 7   | 3   | 7   |
| 90            | 5          | 7  | 4  | 7  | 4  | 7  | 4  | 7  | 4  | 7  | 4  | 7  | 5  | 5  | 5  | 5  | 4  | 5  | 5   | 7   | 4   | 5   | 4   | 5   | 5   | 6   | 5   | 6   | 5   | 6   |
| 91            | 5          | 6  | 4  | 6  | 5  | 6  | 5  | 6  | 5  | 6  | 5  | 6  | 5  | 5  | 5  | 5  | 4  | 4  | 5   | 6   | 4   | 4   | 3   | 7   | 4   | 5   | 4   | 5   | 4   | 5   |
| 92            | 3          | 5  | 3  | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 4  | 6  | 5  | 6  | 5  | 6  | 3  | 5  | 3   | 5   | 3   | 5   | 5   | 6   | 5   | 6   | 5   | 6   | 5   | 6   |

Lampiran 6: Data Gap 5 Pembeli Eceran Tabloid X-File Bagian 3 (lanjutan)

| No. Kuesioner | Pernyataan |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|               | K16        | H16 | K17 | H17 | K18 | H18 | K19 | H19 | K20 | H20 | K21 | H21 | K22 | H22 | K23 | H23 | K24 | H24 | K25 | H25 | K26 | H26 | K27 | H27 | K28 | H28 | K29 | H29 |
| 67            | 5          | 5   | 4   | 5   | 3   | 6   | 3   | 5   | 2   | 5   | 4   | 6   | 3   | 5   | 4   | 4   | 5   | 6   | 6   | 6   | 5   | 7   | 4   | 5   | 2   | 4   | 5   | 6   |
| 68            | 6          | 7   | 5   | 6   | 4   | 5   | 2   | 4   | 3   | 4   | 5   | 5   | 4   | 4   | 2   | 3   | 5   | 7   | 3   | 5   | 4   | 5   | 5   | 6   | 4   | 6   | 4   | 7   |
| 69            | 5          | 6   | 4   | 6   | 4   | 5   | 4   | 5   | 1   | 4   | 6   | 7   | 4   | 5   | 4   | 6   | 6   | 7   | 5   | 7   | 5   | 6   | 5   | 5   | 4   | 7   | 6   | 7   |
| 70            | 4          | 6   | 5   | 7   | 3   | 5   | 3   | 4   | 3   | 5   | 4   | 6   | 3   | 3   | 4   | 4   | 4   | 5   | 3   | 4   | 4   | 4   | 5   | 6   | 3   | 5   | 5   | 6   |
| 71            | 5          | 7   | 4   | 6   | 4   | 4   | 5   | 6   | 5   | 6   | 5   | 6   | 5   | 6   | 4   | 5   | 5   | 6   | 5   | 5   | 3   | 4   | 5   | 5   | 2   | 4   | 5   | 5   |
| 72            | 4          | 4   | 3   | 4   | 5   | 5   | 2   | 4   | 3   | 4   | 4   | 5   | 3   | 4   | 3   | 3   | 4   | 6   | 4   | 5   | 5   | 5   | 5   | 7   | 3   | 4   | 4   | 6   |
| 73            | 4          | 6   | 4   | 6   | 4   | 6   | 4   | 4   | 4   | 7   | 4   | 6   | 3   | 6   | 4   | 6   | 5   | 6   | 4   | 6   | 4   | 7   | 3   | 6   | 4   | 5   | 4   | 6   |
| 74            | 3          | 7   | 3   | 5   | 3   | 7   | 5   | 5   | 3   | 4   | 3   | 5   | 5   | 6   | 4   | 7   | 6   | 6   | 5   | 6   | 4   | 6   | 3   | 5   | 4   | 6   | 3   | 5   |
| 75            | 4          | 7   | 3   | 7   | 3   | 7   | 5   | 6   | 3   | 6   | 3   | 4   | 4   | 7   | 3   | 6   | 4   | 6   | 3   | 6   | 3   | 5   | 6   | 7   | 3   | 5   | 5   | 7   |
| 76            | 3          | 7   | 4   | 6   | 4   | 6   | 3   | 5   | 3   | 5   | 6   | 7   | 3   | 5   | 3   | 4   | 5   | 7   | 6   | 7   | 5   | 6   | 5   | 6   | 1   | 3   | 7   | 7   |
| 77            | 5          | 6   | 5   | 5   | 3   | 5   | 4   | 4   | 3   | 4   | 4   | 4   | 4   | 6   | 4   | 5   | 5   | 6   | 5   | 6   | 4   | 5   | 4   | 5   | 3   | 4   | 4   | 6   |
| 78            | 4          | 5   | 4   | 5   | 5   | 5   | 3   | 3   | 3   | 3   | 3   | 4   | 5   | 5   | 3   | 4   | 6   | 7   | 6   | 7   | 5   | 7   | 4   | 4   | 3   | 4   | 6   | 7   |
| 79            | 3          | 6   | 4   | 6   | 4   | 6   | 2   | 4   | 2   | 2   | 4   | 5   | 3   | 4   | 3   | 3   | 6   | 7   | 4   | 7   | 4   | 6   | 4   | 6   | 2   | 5   | 6   | 7   |
| 80            | 3          | 5   | 4   | 5   | 1   | 5   | 1   | 4   | 1   | 3   | 4   | 7   | 4   | 6   | 4   | 6   | 6   | 6   | 2   | 5   | 3   | 5   | 5   | 5   | 1   | 2   | 5   | 6   |
| 81            | 3          | 6   | 2   | 6   | 3   | 6   | 3   | 5   | 3   | 5   | 3   | 6   | 5   | 6   | 2   | 5   | 4   | 6   | 5   | 5   | 3   | 5   | 5   | 5   | 2   | 3   | 6   | 5   |
| 82            | 3          | 5   | 5   | 5   | 4   | 5   | 2   | 4   | 2   | 5   | 3   | 4   | 5   | 5   | 5   | 5   | 5   | 7   | 6   | 7   | 4   | 6   | 4   | 6   | 3   | 4   | 5   | 7   |
| 83            | 4          | 5   | 4   | 5   | 3   | 6   | 3   | 5   | 3   | 5   | 4   | 4   | 3   | 4   | 3   | 3   | 6   | 6   | 2   | 5   | 4   | 5   | 3   | 5   | 3   | 4   | 4   | 7   |
| 84            | 4          | 6   | 3   | 6   | 4   | 5   | 3   | 5   | 4   | 4   | 5   | 5   | 4   | 5   | 2   | 4   | 4   | 7   | 5   | 6   | 2   | 6   | 5   | 6   | 2   | 3   | 5   | 6   |
| 85            | 3          | 7   | 4   | 7   | 4   | 7   | 3   | 4   | 3   | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 5   | 5   | 5   | 7   | 5   | 7   | 6   | 7   | 4   | 7   | 6   | 7   |
| 86            | 4          | 5   | 4   | 5   | 3   | 5   | 2   | 4   | 2   | 4   | 4   | 5   | 4   | 5   | 3   | 4   | 4   | 6   | 3   | 5   | 3   | 5   | 5   | 6   | 3   | 4   | 5   | 6   |
| 87            | 5          | 6   | 5   | 6   | 4   | 5   | 3   | 5   | 3   | 5   | 5   | 6   | 5   | 6   | 3   | 5   | 5   | 7   | 7   | 7   | 6   | 7   | 6   | 7   | 2   | 5   | 6   | 7   |
| 88            | 5          | 5   | 4   | 4   | 3   | 4   | 2   | 4   | 2   | 4   | 4   | 5   | 4   | 5   | 3   | 4   | 4   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 3   | 4   | 5   | 6   |
| 89            | 6          | 7   | 6   | 6   | 3   | 5   | 3   | 4   | 3   | 4   | 5   | 5   | 3   | 5   | 2   | 4   | 6   | 7   | 5   | 7   | 6   | 6   | 6   | 6   | 2   | 5   | 4   | 6   |
| 90            | 6          | 7   | 6   | 7   | 4   | 7   | 4   | 7   | 4   | 6   | 4   | 6   | 5   | 5   | 4   | 5   | 5   | 7   | 5   | 6   | 5   | 6   | 5   | 6   | 1   | 4   | 5   | 7   |
| 91            | 5          | 6   | 5   | 6   | 3   | 6   | 4   | 4   | 3   | 4   | 5   | 5   | 4   | 6   | 4   | 6   | 5   | 6   | 5   | 6   | 5   | 7   | 4   | 7   | 1   | 3   | 7   | 7   |
| 92            | 5          | 5   | 4   | 5   | 4   | 5   | 3   | 5   | 4   | 5   | 4   | 6   | 4   | 5   | 6   | 7   | 4   | 5   | 4   | 7   | 6   | 7   | 5   | 6   | 2   | 4   | 5   | 6   |

Lampiran 6: Data Gap 5 Pembeli Eceran Tabloid X-File Bagian 3 (lanjutan)

| No. Kuesioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|               | K1         | H1 | K2 | H2 | K3 | H3 | K4 | H4 | K5 | H5 | K6 | H6 | K7 | H7 | K8 | H8 | K9 | H9 | K10 | H10 | K11 | H11 | K12 | H12 | K13 | H13 | K14 | H14 | K15 | H15 |
| 93            | 4          | 7  | 4  | 7  | 4  | 7  | 3  | 7  | 3  | 6  | 4  | 6  | 6  | 6  | 6  | 7  | 4  | 4  | 4   | 7   | 4   | 6   | 4   | 5   | 5   | 5   | 5   | 5   | 4   | 5   |
| 94            | 5          | 6  | 5  | 5  | 5  | 6  | 5  | 6  | 4  | 6  | 4  | 7  | 5  | 7  | 5  | 7  | 3  | 4  | 5   | 6   | 5   | 5   | 3   | 5   | 4   | 5   | 4   | 4   | 3   | 4   |
| 95            | 4          | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 4  | 4  | 5  | 5  | 4  | 5  | 4   | 6   | 4   | 4   | 4   | 5   | 6   | 7   | 5   | 6   | 5   | 6   |
| 96            | 5          | 7  | 5  | 7  | 4  | 7  | 4  | 6  | 4  | 6  | 5  | 6  | 5  | 6  | 5  | 7  | 4  | 4  | 5   | 7   | 4   | 5   | 4   | 7   | 5   | 6   | 4   | 5   | 4   | 5   |
| 97            | 4          | 4  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 6  | 6  | 6  | 6  | 2  | 6  | 5   | 6   | 5   | 6   | 5   | 7   | 5   | 6   | 5   | 6   | 5   | 7   |
| 98            | 4          | 6  | 4  | 6  | 6  | 6  | 3  | 6  | 3  | 6  | 3  | 6  | 4  | 5  | 4  | 5  | 4  | 5  | 5   | 7   | 5   | 6   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   |
| 99            | 5          | 7  | 4  | 7  | 4  | 7  | 4  | 7  | 4  | 7  | 4  | 7  | 5  | 5  | 5  | 5  | 3  | 4  | 3   | 6   | 4   | 5   | 4   | 7   | 4   | 5   | 3   | 4   | 4   | 4   |
| 100           | 4          | 5  | 4  | 5  | 3  | 5  | 3  | 5  | 3  | 5  | 4  | 6  | 4  | 4  | 5  | 5  | 4  | 5  | 4   | 5   | 4   | 4   | 3   | 4   | 5   | 6   | 4   | 5   | 4   | 5   |

Lampiran 6: Data Gap 5 Pembeli Eceran Tabloid X-File Bagian 3 (lanjutan)

| No. Kuesioner | Pernyataan |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|               | K16        | H16 | K17 | H17 | K18 | H18 | K19 | H19 | K20 | H20 | K21 | H21 | K22 | H22 | K23 | H23 | K24 | H24 | K25 | H25 | K26 | H26 | K27 | H27 | K28 | H28 | K29 | H29 |
| 93            | 6          | 6   | 5   | 6   | 3   | 4   | 3   | 4   | 3   | 4   | 5   | 5   | 3   | 5   | 3   | 5   | 5   | 6   | 5   | 6   | 5   | 6   | 5   | 7   | 2   | 5   | 6   | 7   |
| 94            | 4          | 4   | 5   | 5   | 4   | 5   | 1   | 3   | 1   | 3   | 4   | 5   | 6   | 7   | 2   | 4   | 4   | 5   | 4   | 5   | 5   | 6   | 4   | 6   | 2   | 5   | 4   | 6   |
| 95            | 5          | 6   | 4   | 6   | 4   | 4   | 2   | 4   | 2   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 5   | 7   | 4   | 7   | 5   | 7   | 5   | 6   | 2   | 4   | 5   | 7   |
| 96            | 4          | 5   | 3   | 5   | 3   | 5   | 3   | 4   | 3   | 4   | 5   | 6   | 4   | 4   | 3   | 4   | 5   | 6   | 5   | 6   | 5   | 6   | 6   | 7   | 3   | 5   | 6   | 7   |
| 97            | 4          | 7   | 5   | 5   | 3   | 5   | 3   | 5   | 3   | 5   | 5   | 7   | 5   | 7   | 3   | 5   | 6   | 7   | 4   | 5   | 4   | 5   | 5   | 7   | 5   | 7   | 5   | 7   |
| 98            | 5          | 5   | 3   | 6   | 5   | 5   | 4   | 5   | 3   | 4   | 4   | 6   | 4   | 6   | 3   | 3   | 5   | 6   | 5   | 6   | 5   | 7   | 6   | 7   | 4   | 6   | 4   | 4   |
| 99            | 4          | 5   | 4   | 5   | 3   | 5   | 2   | 4   | 2   | 4   | 5   | 5   | 5   | 5   | 2   | 5   | 4   | 7   | 5   | 7   | 4   | 6   | 6   | 6   | 2   | 3   | 5   | 6   |
| 100           | 5          | 6   | 4   | 6   | 4   | 6   | 4   | 5   | 3   | 5   | 4   | 5   | 3   | 4   | 3   | 4   | 5   | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 4   | 5   | 5   | 5   |

## Lampiran 7: Data Pelanggan Tabloid Gugat Bagian 1

| No.<br>Kue-<br>sioner | No. Pernyataan |   |   |   |   |   |
|-----------------------|----------------|---|---|---|---|---|
|                       | 1              | 2 | 3 | 4 | 5 | 6 |
| 1                     | a              | c | a | c | a | d |
| 2                     | a              | c | b | d | e | b |
| 3                     | a              | c | b | c | c | d |
| 4                     | a              | d | b | d | e | d |
| 5                     | b              | c | a | e | c | c |
| 6                     | b              | b | c | b | c | d |
| 7                     | a              | d | b | c | b | c |
| 8                     | b              | c | a | e | d | d |
| 9                     | a              | b | b | b | c | d |
| 10                    | b              | c | b | c | a | d |
| 11                    | a              | d | a | d | a | a |
| 12                    | a              | d | b | b | e | c |
| 13                    | a              | d | a | c | c | c |
| 14                    | a              | a | a | a | a | b |
| 15                    | a              | c | d | d | a | c |
| 16                    | a              | d | b | d | d | a |
| 17                    | a              | d | b | b | c | d |
| 18                    | b              | c | d | d | a | a |
| 19                    | a              | c | c | c | e | b |
| 20                    | a              | d | d | b | a | d |
| 21                    | b              | c | b | b | c | b |
| 22                    | a              | d | d | c | e | a |
| 23                    | a              | c | b | d | d | c |
| 24                    | a              | b | a | d | a | c |
| 25                    | a              | d | b | b | b | d |

Lampiran 7: Data Pelanggan Tabloid Gugat Bagian 2 (lanjutan)

| No.<br>Kue-<br>sioner | No. Pernyataan  |    |    |    |    |                 |    |    |    |    |    |    |    |
|-----------------------|-----------------|----|----|----|----|-----------------|----|----|----|----|----|----|----|
|                       | <i>Servqual</i> |    |    |    |    | <i>Prodqual</i> |    |    |    |    |    |    |    |
|                       | a               | b  | c  | d  | e  | a               | b  | c  | d  | e  | f  | g  | H  |
| 1                     | 25              | 20 | 20 | 20 | 15 | 10              | 10 | 10 | 15 | 10 | 15 | 15 | 15 |
| 2                     | 20              | 20 | 20 | 20 | 20 | 15              | 10 | 10 | 15 | 15 | 10 | 10 | 15 |
| 3                     | 20              | 25 | 20 | 15 | 20 | 10              | 20 | 10 | 10 | 20 | 10 | 10 | 10 |
| 4                     | 20              | 25 | 20 | 20 | 15 | 10              | 15 | 15 | 15 | 15 | 10 | 10 | 10 |
| 5                     | 25              | 20 | 25 | 20 | 10 | 10              | 10 | 10 | 20 | 10 | 10 | 10 | 20 |
| 6                     | 20              | 20 | 20 | 20 | 20 | 5               | 15 | 15 | 30 | 10 | 10 | 10 | 5  |
| 7                     | 25              | 25 | 15 | 20 | 15 | 10              | 10 | 20 | 10 | 10 | 10 | 20 | 10 |
| 8                     | 20              | 15 | 20 | 15 | 30 | 15              | 10 | 15 | 15 | 15 | 10 | 10 | 10 |
| 9                     | 20              | 20 | 20 | 20 | 20 | 20              | 10 | 10 | 15 | 15 | 10 | 10 | 10 |
| 10                    | 20              | 25 | 15 | 25 | 15 | 10              | 10 | 10 | 10 | 15 | 20 | 15 | 10 |
| 11                    | 10              | 25 | 25 | 25 | 15 | 5               | 15 | 5  | 10 | 25 | 20 | 10 | 10 |
| 12                    | 15              | 30 | 20 | 30 | 5  | 5               | 10 | 10 | 10 | 20 | 20 | 5  | 20 |
| 13                    | 20              | 20 | 20 | 20 | 20 | 5               | 15 | 10 | 5  | 20 | 15 | 10 | 20 |
| 14                    | 15              | 25 | 20 | 20 | 20 | 20              | 5  | 10 | 10 | 20 | 15 | 10 | 10 |
| 15                    | 20              | 25 | 25 | 25 | 5  | 5               | 20 | 15 | 5  | 15 | 10 | 15 | 15 |
| 16                    | 25              | 15 | 15 | 20 | 25 | 15              | 15 | 10 | 5  | 20 | 15 | 10 | 10 |
| 17                    | 10              | 10 | 25 | 25 | 30 | 10              | 10 | 15 | 10 | 10 | 20 | 15 | 10 |
| 18                    | 15              | 25 | 20 | 30 | 10 | 10              | 10 | 20 | 5  | 15 | 10 | 20 | 10 |
| 19                    | 15              | 20 | 15 | 25 | 25 | 15              | 10 | 15 | 15 | 10 | 15 | 15 | 5  |
| 20                    | 20              | 20 | 20 | 15 | 25 | 5               | 20 | 15 | 10 | 15 | 10 | 5  | 20 |
| 21                    | 15              | 25 | 20 | 25 | 15 | 20              | 15 | 10 | 5  | 10 | 15 | 10 | 15 |
| 22                    | 25              | 20 | 15 | 25 | 15 | 10              | 10 | 15 | 15 | 15 | 10 | 10 | 15 |
| 23                    | 20              | 15 | 20 | 15 | 30 | 5               | 10 | 20 | 10 | 20 | 10 | 5  | 20 |
| 24                    | 15              | 25 | 10 | 25 | 25 | 20              | 5  | 15 | 5  | 15 | 15 | 10 | 15 |
| 25                    | 15              | 10 | 25 | 30 | 20 | 15              | 10 | 10 | 5  | 20 | 15 | 10 | 15 |



Lampiran 7: Data Gap 5 Pelanggan Tabloid Gugat Bagian 3 (lanjutan)

| No.<br>Kue-<br>sioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |  |
|-----------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|
|                       | K1         | H1 | K2 | H2 | K3 | H3 | K4 | H4 | K5 | H5 | K6 | H6 | K7 | H7 | K8 | H8 | K9 | H9 | K10 | H10 | K11 | H11 | K12 | H12 | K13 | H13 | K14 | H14 | K15 | H15 |  |
| 1                     | 3          | 4  | 4  | 5  | 4  | 4  | 3  | 4  | 3  | 5  | 3  | 5  | 4  | 6  | 4  | 6  | 4  | 5  | 4   | 6   | 4   | 5   | 4   | 7   | 4   | 5   | 4   | 6   | 2   | 5   |  |
| 2                     | 2          | 3  | 4  | 4  | 3  | 6  | 2  | 6  | 1  | 5  | 3  | 5  | 1  | 5  | 2  | 6  | 2  | 4  | 3   | 5   | 3   | 7   | 3   | 7   | 4   | 5   | 4   | 5   | 6   | 7   |  |
| 3                     | 3          | 5  | 3  | 5  | 5  | 5  | 5  | 6  | 4  | 5  | 5  | 7  | 3  | 6  | 4  | 6  | 3  | 4  | 4   | 4   | 2   | 6   | 2   | 4   | 2   | 4   | 1   | 3   | 4   | 7   |  |
| 4                     | 4          | 5  | 4  | 4  | 6  | 6  | 4  | 6  | 3  | 5  | 7  | 7  | 3  | 7  | 3  | 6  | 5  | 4  | 3   | 7   | 3   | 5   | 4   | 4   | 4   | 6   | 2   | 5   | 5   | 7   |  |
| 5                     | 3          | 5  | 4  | 5  | 3  | 6  | 2  | 7  | 3  | 7  | 4  | 7  | 3  | 4  | 3  | 6  | 2  | 3  | 2   | 6   | 2   | 4   | 2   | 5   | 2   | 4   | 2   | 4   | 5   | 7   |  |
| 6                     | 3          | 5  | 4  | 5  | 5  | 6  | 5  | 5  | 4  | 7  | 2  | 5  | 2  | 7  | 3  | 6  | 4  | 4  | 3   | 6   | 4   | 4   | 4   | 7   | 2   | 5   | 3   | 5   | 4   | 5   |  |
| 7                     | 3          | 6  | 3  | 5  | 4  | 6  | 2  | 4  | 4  | 7  | 4  | 5  | 2  | 5  | 5  | 6  | 4  | 5  | 2   | 5   | 5   | 5   | 2   | 5   | 2   | 4   | 2   | 5   | 2   | 5   |  |
| 8                     | 2          | 4  | 1  | 5  | 4  | 4  | 4  | 5  | 4  | 7  | 2  | 4  | 1  | 5  | 4  | 4  | 3  | 4  | 5   | 5   | 1   | 4   | 1   | 3   | 2   | 5   | 2   | 4   | 3   | 4   |  |
| 9                     | 4          | 6  | 2  | 5  | 5  | 4  | 4  | 4  | 4  | 7  | 2  | 5  | 4  | 7  | 4  | 4  | 3  | 4  | 2   | 6   | 2   | 4   | 2   | 6   | 4   | 5   | 4   | 5   | 4   | 5   |  |
| 10                    | 2          | 5  | 1  | 5  | 2  | 5  | 2  | 4  | 4  | 7  | 1  | 4  | 2  | 5  | 2  | 6  | 4  | 6  | 3   | 7   | 3   | 5   | 3   | 7   | 4   | 5   | 4   | 7   | 2   | 5   |  |
| 11                    | 4          | 5  | 4  | 5  | 6  | 7  | 5  | 7  | 4  | 7  | 2  | 7  | 3  | 3  | 5  | 7  | 5  | 5  | 2   | 5   | 6   | 7   | 3   | 5   | 4   | 7   | 4   | 7   | 2   | 7   |  |
| 12                    | 3          | 4  | 3  | 4  | 5  | 5  | 4  | 6  | 3  | 6  | 4  | 5  | 2  | 4  | 3  | 4  | 4  | 5  | 4   | 7   | 5   | 6   | 5   | 6   | 3   | 7   | 2   | 6   | 3   | 5   |  |
| 13                    | 4          | 7  | 5  | 6  | 5  | 7  | 6  | 7  | 2  | 6  | 3  | 5  | 4  | 6  | 4  | 5  | 3  | 4  | 3   | 4   | 3   | 4   | 4   | 5   | 4   | 7   | 3   | 5   | 4   | 7   |  |
| 14                    | 4          | 5  | 3  | 5  | 6  | 6  | 4  | 6  | 4  | 6  | 4  | 4  | 4  | 4  | 6  | 7  | 4  | 5  | 4   | 5   | 4   | 5   | 3   | 5   | 4   | 7   | 4   | 7   | 4   | 7   |  |
| 15                    | 4          | 4  | 4  | 4  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 6  | 5  | 6  | 5  | 6  | 3  | 4  | 5   | 7   | 3   | 4   | 5   | 4   | 5   | 5   | 3   | 5   | 3   | 5   |  |
| 16                    | 5          | 7  | 5  | 7  | 5  | 7  | 3  | 7  | 3  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 3  | 4  | 3   | 6   | 5   | 6   | 3   | 6   | 4   | 6   | 4   | 6   | 4   | 4   |  |
| 17                    | 5          | 7  | 5  | 6  | 6  | 6  | 5  | 6  | 5  | 6  | 5  | 6  | 4  | 5  | 4  | 5  | 3  | 3  | 3   | 5   | 4   | 5   | 3   | 5   | 5   | 7   | 5   | 7   | 5   | 7   |  |
| 18                    | 4          | 5  | 2  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 3  | 4  | 3  | 4  | 4  | 6  | 5  | 6  | 4   | 6   | 4   | 4   | 4   | 4   | 5   | 6   | 5   | 6   | 4   | 6   |  |
| 19                    | 4          | 7  | 4  | 4  | 4  | 4  | 4  | 6  | 5  | 6  | 4  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 5   | 5   | 3   | 3   | 2   | 3   | 4   | 5   | 4   | 5   | 4   | 5   |  |
| 20                    | 5          | 6  | 5  | 6  | 5  | 6  | 5  | 6  | 2  | 7  | 5  | 7  | 5  | 7  | 5  | 7  | 3  | 4  | 4   | 4   | 4   | 4   | 4   | 4   | 5   | 7   | 3   | 4   | 4   | 4   |  |
| 21                    | 5          | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 4  | 4  | 4  | 5  | 6  | 2  | 2  | 5   | 5   | 3   | 5   | 3   | 5   | 5   | 7   | 5   | 5   | 5   | 5   |  |
| 22                    | 4          | 6  | 4  | 6  | 5  | 7  | 5  | 7  | 5  | 7  | 5  | 6  | 5  | 6  | 4  | 5  | 3  | 3  | 4   | 6   | 4   | 6   | 3   | 4   | 6   | 6   | 5   | 6   | 5   | 6   |  |
| 23                    | 5          | 7  | 5  | 7  | 6  | 7  | 3  | 7  | 3  | 7  | 6  | 7  | 6  | 7  | 3  | 7  | 3  | 4  | 5   | 7   | 6   | 7   | 4   | 7   | 5   | 7   | 4   | 7   | 4   | 7   |  |
| 24                    | 4          | 4  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 2  | 4  | 6   | 7   | 4   | 4   | 2   | 4   | 6   | 6   | 4   | 6   | 4   | 7   |  |
| 25                    | 3          | 4  | 4  | 5  | 4  | 5  | 4  | 5  | 5  | 6  | 5  | 6  | 5  | 6  | 4  | 5  | 4  | 5  | 5   | 7   | 3   | 5   | 3   | 5   | 5   | 5   | 5   | 5   | 3   | 5   |  |

Lampiran 7: Data Gap 5 Pelanggan Tabloid Gugat Bagian 3 (lanjutan)

| No.<br>Kue-<br>sioner | Pernyataan |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                       | K16        | H16 | K17 | H17 | K18 | H18 | K19 | H19 | K20 | H20 | K21 | H21 | K22 | H22 | K23 | H23 | K24 | H24 | K25 | H25 | K26 | H26 | K27 | H27 | K28 | H28 | K29 | H29 |
| 1                     | 4          | 5   | 1   | 5   | 2   | 5   | 2   | 4   | 2   | 5   | 1   | 2   | 2   | 3   | 4   | 4   | 3   | 5   | 4   | 5   | 4   | 5   | 3   | 4   | 5   | 7   | 3   | 5   |
| 2                     | 3          | 7   | 3   | 5   | 3   | 4   | 4   | 7   | 2   | 4   | 4   | 4   | 4   | 5   | 5   | 6   | 3   | 5   | 5   | 6   | 5   | 5   | 2   | 4   | 5   | 5   | 4   | 6   |
| 3                     | 5          | 7   | 2   | 7   | 3   | 7   | 3   | 5   | 3   | 5   | 4   | 6   | 5   | 6   | 5   | 6   | 4   | 4   | 4   | 5   | 3   | 5   | 3   | 5   | 3   | 5   | 5   | 6   |
| 4                     | 4          | 4   | 3   | 5   | 4   | 4   | 4   | 4   | 3   | 5   | 3   | 5   | 4   | 4   | 6   | 7   | 2   | 7   | 5   | 6   | 4   | 6   | 5   | 6   | 5   | 6   | 4   | 5   |
| 5                     | 3          | 4   | 3   | 5   | 2   | 6   | 4   | 5   | 3   | 6   | 1   | 3   | 2   | 4   | 4   | 5   | 4   | 5   | 4   | 7   | 6   | 7   | 5   | 7   | 4   | 5   | 6   | 7   |
| 6                     | 4          | 5   | 4   | 5   | 2   | 4   | 4   | 4   | 2   | 4   | 1   | 4   | 4   | 5   | 2   | 4   | 6   | 6   | 2   | 4   | 2   | 4   | 4   | 4   | 3   | 4   | 4   | 4   |
| 7                     | 3          | 4   | 4   | 5   | 3   | 4   | 1   | 1   | 2   | 3   | 5   | 7   | 3   | 3   | 5   | 6   | 4   | 4   | 5   | 5   | 5   | 4   | 5   | 6   | 4   | 4   | 3   | 5   |
| 8                     | 3          | 5   | 3   | 6   | 5   | 5   | 3   | 4   | 2   | 4   | 3   | 5   | 3   | 5   | 4   | 5   | 4   | 6   | 4   | 5   | 4   | 6   | 4   | 7   | 3   | 4   | 5   | 6   |
| 9                     | 4          | 4   | 4   | 6   | 3   | 5   | 2   | 5   | 3   | 5   | 4   | 5   | 2   | 5   | 3   | 5   | 3   | 4   | 3   | 4   | 3   | 4   | 4   | 4   | 5   | 5   | 3   | 2   |
| 10                    | 4          | 5   | 4   | 6   | 4   | 4   | 3   | 7   | 3   | 6   | 2   | 4   | 4   | 7   | 7   | 7   | 6   | 7   | 4   | 6   | 5   | 5   | 5   | 7   | 4   | 6   | 5   | 5   |
| 11                    | 4          | 6   | 4   | 5   | 4   | 7   | 2   | 3   | 2   | 4   | 4   | 5   | 5   | 7   | 4   | 4   | 5   | 7   | 5   | 5   | 4   | 5   | 3   | 4   | 3   | 4   | 5   | 7   |
| 12                    | 5          | 4   | 5   | 7   | 3   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 6   | 4   | 5   | 4   | 7   | 6   | 7   | 5   | 7   | 5   | 5   | 5   | 5   | 6   | 7   |
| 13                    | 4          | 5   | 4   | 7   | 4   | 6   | 3   | 6   | 1   | 4   | 4   | 7   | 3   | 4   | 3   | 5   | 3   | 6   | 3   | 4   | 3   | 4   | 4   | 5   | 4   | 5   | 5   | 7   |
| 14                    | 5          | 6   | 5   | 6   | 5   | 5   | 2   | 3   | 2   | 3   | 3   | 5   | 5   | 5   | 5   | 5   | 7   | 7   | 4   | 6   | 5   | 7   | 6   | 7   | 2   | 3   | 5   | 6   |
| 15                    | 3          | 5   | 3   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 6   | 4   | 6   | 4   | 5   | 5   | 6   | 5   | 6   | 5   | 6   | 5   | 7   |
| 16                    | 4          | 4   | 4   | 5   | 4   | 5   | 1   | 2   | 3   | 5   | 5   | 5   | 6   | 6   | 5   | 6   | 5   | 6   | 5   | 6   | 4   | 4   | 7   | 7   | 3   | 3   | 6   | 7   |
| 17                    | 5          | 6   | 5   | 6   | 5   | 6   | 2   | 3   | 4   | 6   | 4   | 6   | 3   | 5   | 5   | 5   | 5   | 5   | 4   | 4   | 7   | 7   | 5   | 6   | 4   | 5   | 4   | 6   |
| 18                    | 5          | 7   | 5   | 7   | 5   | 7   | 5   | 5   | 4   | 5   | 5   | 7   | 4   | 5   | 6   | 7   | 6   | 7   | 6   | 7   | 4   | 7   | 5   | 7   | 5   | 7   | 6   | 7   |
| 19                    | 4          | 5   | 3   | 5   | 3   | 5   | 2   | 3   | 3   | 3   | 4   | 5   | 3   | 5   | 3   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 5   | 5   |
| 20                    | 4          | 4   | 4   | 4   | 4   | 5   | 1   | 5   | 5   | 5   | 5   | 5   | 4   | 6   | 4   | 6   | 4   | 6   | 3   | 4   | 6   | 6   | 6   | 6   | 1   | 3   | 6   | 6   |
| 21                    | 5          | 5   | 2   | 5   | 2   | 4   | 2   | 4   | 2   | 4   | 3   | 4   | 5   | 5   | 3   | 5   | 5   | 5   | 3   | 5   | 5   | 7   | 5   | 7   | 5   | 5   | 5   | 7   |
| 22                    | 4          | 4   | 4   | 4   | 4   | 4   | 4   | 5   | 4   | 5   | 5   | 5   | 4   | 4   | 4   | 4   | 3   | 4   | 6   | 6   | 5   | 6   | 4   | 6   | 4   | 4   | 4   | 6   |
| 23                    | 4          | 7   | 4   | 7   | 4   | 7   | 5   | 7   | 4   | 7   | 5   | 7   | 5   | 7   | 5   | 5   | 6   | 7   | 6   | 7   | 5   | 7   | 6   | 7   | 6   | 7   | 7   | 7   |
| 24                    | 5          | 7   | 5   | 5   | 5   | 5   | 4   | 4   | 5   | 6   | 5   | 6   | 5   | 6   | 5   | 6   | 5   | 6   | 5   | 6   | 3   | 6   | 5   | 6   | 3   | 3   | 6   | 6   |
| 25                    | 5          | 5   | 2   | 4   | 2   | 4   | 2   | 4   | 2   | 4   | 4   | 4   | 3   | 3   | 3   | 3   | 4   | 7   | 6   | 7   | 6   | 7   | 7   | 7   | 2   | 4   | 6   | 7   |

## Lampiran 8: Data Pembeli Eceran Tabloid Gugat Bagian 1

| No. Kuesioner | No. Pernyataan |   |   |   |   |   |
|---------------|----------------|---|---|---|---|---|
|               | 1              | 2 | 3 | 4 | 5 | 6 |
| 26            | a              | c | b | c | e | a |
| 27            | a              | d | b | c | c | a |
| 28            | a              | d | c | b | c | a |
| 29            | b              | c | b | e | a | c |
| 30            | a              | d | a | b | a | a |
| 31            | a              | b | d | a | e | a |
| 32            | a              | c | c | c | c | b |
| 33            | a              | d | d | b | e | b |
| 34            | b              | d | a | e | b | b |
| 35            | a              | c | d | d | d | a |
| 36            | a              | c | b | b | d | b |
| 37            | a              | d | c | f | a | a |
| 38            | b              | d | a | d | e | c |
| 39            | a              | d | a | b | e | a |
| 40            | b              | d | b | b | b | b |
| 41            | a              | b | a | f | d | a |
| 42            | a              | d | b | d | a | a |
| 43            | a              | d | b | c | c | b |
| 44            | a              | d | a | b | d | a |
| 45            | b              | c | b | e | e | a |
| 46            | a              | b | d | a | b | b |
| 47            | a              | d | b | d | a | c |
| 48            | a              | d | a | a | a | a |
| 49            | a              | b | b | d | e | a |
| 50            | b              | d | b | e | c | c |
| 51            | b              | c | c | d | a | b |
| 52            | a              | c | a | c | a | b |
| 53            | a              | d | b | b | a | a |
| 54            | a              | d | c | c | d | a |
| 55            | a              | d | c | d | d | a |
| 56            | a              | c | a | d | d | a |
| 57            | a              | b | b | a | b | c |
| 58            | b              | c | c | e | b | a |
| 59            | a              | d | b | b | b | b |
| 60            | a              | d | a | d | b | a |
| 61            | a              | d | b | b | a | a |
| 62            | a              | d | a | d | c | a |
| 63            | a              | c | d | d | d | c |
| 64            | a              | c | c | c | d | a |
| 65            | b              | a | a | a | d | a |
| 66            | a              | c | b | d | e | a |
| 67            | a              | b | b | a | c | a |
| 68            | a              | d | d | b | b | b |

| No. Kuesioner | No. Pernyataan |   |   |   |   |   |
|---------------|----------------|---|---|---|---|---|
|               | 1              | 2 | 3 | 4 | 5 | 6 |
| 69            | b              | d | a | e | d | a |
| 70            | a              | d | b | b | b | a |
| 71            | a              | b | b | a | e | b |
| 72            | b              | d | b | e | e | a |
| 73            | a              | c | d | d | a | a |
| 74            | a              | d | b | b | d | b |
| 75            | a              | d | a | c | d | a |
| 76            | a              | d | b | d | b | c |
| 77            | b              | c | b | d | c | a |
| 78            | a              | a | a | a | d | a |
| 79            | a              | d | c | b | d | b |
| 80            | a              | c | d | c | c | b |
| 81            | a              | d | b | b | c | a |
| 82            | b              | d | b | c | c | a |
| 83            | a              | d | b | b | a | a |
| 84            | a              | d | b | d | a | a |
| 85            | b              | d | b | d | b | a |
| 86            | b              | c | d | b | c | c |
| 87            | a              | c | c | c | e | a |
| 88            | a              | d | b | d | e | a |
| 89            | a              | c | b | d | e | a |
| 90            | a              | a | a | a | a | a |
| 91            | a              | d | d | c | d | a |
| 92            | a              | c | d | d | b | a |
| 93            | a              | d | a | f | b | b |
| 94            | b              | c | b | e | b | b |
| 95            | a              | c | b | b | b | b |
| 96            | a              | d | c | b | b | a |
| 97            | a              | c | d | d | b | a |
| 98            | a              | b | b | a | b | c |
| 99            | a              | d | b | b | b | a |
| 100           | a              | d | b | b | b | a |

Lampiran 8: Data Pembeli Eceran Tabloid Gugat Bagian 2 (lanjutan)

| No.<br>Kue-<br>sioner | No. Pernyataan  |    |    |    |    |                 |    |    |    |    |    |    |    |
|-----------------------|-----------------|----|----|----|----|-----------------|----|----|----|----|----|----|----|
|                       | <i>Servqual</i> |    |    |    |    | <i>Prodqual</i> |    |    |    |    |    |    |    |
|                       | a               | b  | c  | d  | e  | a               | b  | c  | d  | e  | f  | g  | h  |
| 26                    | 20              | 25 | 20 | 20 | 15 | 10              | 10 | 5  | 10 | 15 | 20 | 15 | 15 |
| 27                    | 15              | 30 | 20 | 25 | 10 | 10              | 10 | 10 | 5  | 20 | 15 | 10 | 20 |
| 28                    | 25              | 25 | 25 | 20 | 5  | 15              | 5  | 10 | 5  | 20 | 10 | 15 | 20 |
| 29                    | 10              | 20 | 30 | 25 | 15 | 15              | 10 | 5  | 15 | 15 | 15 | 5  | 20 |
| 30                    | 20              | 20 | 20 | 20 | 20 | 10              | 5  | 10 | 10 | 15 | 15 | 10 | 25 |
| 31                    | 15              | 25 | 25 | 20 | 15 | 15              | 10 | 10 | 5  | 20 | 10 | 5  | 25 |
| 32                    | 20              | 25 | 20 | 20 | 15 | 10              | 15 | 5  | 10 | 15 | 15 | 10 | 20 |
| 33                    | 20              | 20 | 20 | 20 | 20 | 10              | 10 | 10 | 10 | 15 | 15 | 15 | 15 |
| 34                    | 15              | 25 | 20 | 30 | 10 | 5               | 10 | 10 | 10 | 15 | 15 | 15 | 20 |
| 35                    | 10              | 30 | 25 | 20 | 15 | 10              | 15 | 5  | 10 | 15 | 20 | 10 | 15 |
| 36                    | 17              | 22 | 22 | 22 | 17 | 15              | 10 | 5  | 10 | 20 | 15 | 10 | 15 |
| 37                    | 22              | 22 | 22 | 17 | 17 | 10              | 10 | 15 | 5  | 20 | 15 | 10 | 15 |
| 38                    | 25              | 20 | 25 | 10 | 20 | 5               | 15 | 10 | 10 | 15 | 25 | 10 | 10 |
| 39                    | 10              | 15 | 30 | 15 | 30 | 15              | 10 | 15 | 5  | 15 | 20 | 10 | 10 |
| 40                    | 10              | 25 | 25 | 15 | 25 | 5               | 10 | 10 | 15 | 15 | 15 | 15 | 15 |
| 41                    | 15              | 15 | 30 | 15 | 25 | 15              | 10 | 5  | 10 | 20 | 20 | 10 | 10 |
| 42                    | 17              | 27 | 22 | 22 | 12 | 10              | 10 | 15 | 5  | 25 | 15 | 10 | 10 |
| 43                    | 20              | 20 | 20 | 20 | 20 | 15              | 15 | 10 | 10 | 15 | 15 | 10 | 10 |
| 44                    | 15              | 20 | 15 | 30 | 20 | 20              | 5  | 15 | 10 | 20 | 20 | 5  | 5  |
| 45                    | 20              | 20 | 20 | 10 | 30 | 15              | 15 | 5  | 15 | 15 | 15 | 15 | 5  |
| 46                    | 20              | 20 | 20 | 20 | 20 | 10              | 10 | 10 | 10 | 15 | 15 | 10 | 20 |
| 47                    | 10              | 30 | 20 | 20 | 20 | 20              | 10 | 5  | 10 | 15 | 15 | 5  | 20 |
| 48                    | 20              | 30 | 10 | 20 | 20 | 18              | 17 | 12 | 12 | 8  | 8  | 17 | 8  |
| 49                    | 20              | 20 | 20 | 20 | 20 | 5               | 10 | 5  | 10 | 15 | 20 | 20 | 15 |
| 50                    | 15              | 20 | 25 | 25 | 15 | 15              | 5  | 10 | 10 | 20 | 10 | 15 | 15 |
| 51                    | 10              | 25 | 20 | 20 | 25 | 10              | 10 | 5  | 15 | 15 | 10 | 15 | 20 |
| 52                    | 15              | 25 | 15 | 25 | 20 | 10              | 5  | 10 | 15 | 15 | 15 | 10 | 20 |
| 53                    | 10              | 30 | 20 | 25 | 15 | 15              | 5  | 5  | 10 | 20 | 15 | 10 | 20 |
| 54                    | 20              | 20 | 20 | 20 | 20 | 10              | 10 | 15 | 5  | 10 | 10 | 15 | 25 |
| 55                    | 20              | 20 | 20 | 20 | 20 | 10              | 10 | 5  | 15 | 15 | 15 | 5  | 25 |
| 56                    | 25              | 10 | 15 | 30 | 20 | 20              | 5  | 10 | 10 | 5  | 20 | 10 | 20 |
| 57                    | 10              | 20 | 20 | 25 | 25 | 15              | 10 | 10 | 5  | 10 | 15 | 15 | 20 |
| 58                    | 10              | 25 | 20 | 20 | 25 | 10              | 10 | 10 | 10 | 15 | 20 | 5  | 20 |
| 59                    | 15              | 15 | 30 | 15 | 25 | 10              | 10 | 5  | 15 | 15 | 15 | 10 | 20 |
| 60                    | 20              | 20 | 15 | 20 | 25 | 5               | 15 | 10 | 10 | 20 | 10 | 15 | 15 |
| 61                    | 20              | 20 | 20 | 20 | 20 | 10              | 5  | 5  | 10 | 20 | 20 | 15 | 15 |
| 62                    | 20              | 25 | 20 | 25 | 10 | 15              | 10 | 5  | 15 | 10 | 10 | 10 | 25 |
| 63                    | 15              | 20 | 30 | 30 | 5  | 10              | 10 | 5  | 10 | 10 | 15 | 15 | 25 |
| 64                    | 25              | 15 | 15 | 25 | 20 | 5               | 10 | 10 | 10 | 15 | 20 | 15 | 15 |
| 65                    | 22              | 17 | 22 | 12 | 27 | 10              | 15 | 10 | 10 | 5  | 15 | 10 | 25 |
| 66                    | 30              | 10 | 15 | 15 | 30 | 15              | 5  | 5  | 15 | 15 | 10 | 15 | 20 |
| 67                    | 15              | 25 | 20 | 25 | 15 | 10              | 10 | 5  | 10 | 20 | 15 | 20 | 10 |
| 68                    | 15              | 20 | 30 | 25 | 10 | 10              | 15 | 10 | 10 | 15 | 20 | 10 | 10 |

Lampiran 8: Data Pembeli Eceran Tabloid Gugat Bagian 2 (lanjutan)

| No.<br>Kue-<br>sioner | No. Pernyataan |    |    |    |    |          |    |    |    |    |    |    |    |
|-----------------------|----------------|----|----|----|----|----------|----|----|----|----|----|----|----|
|                       | Servqual       |    |    |    |    | Prodqual |    |    |    |    |    |    |    |
|                       | a              | b  | c  | d  | e  | a        | b  | c  | d  | e  | f  | g  | h  |
| 69                    | 10             | 30 | 15 | 25 | 20 | 12       | 12 | 12 | 12 | 13 | 13 | 13 | 13 |
| 70                    | 25             | 15 | 20 | 20 | 20 | 20       | 10 | 10 | 10 | 10 | 10 | 15 | 15 |
| 71                    | 10             | 20 | 20 | 25 | 25 | 20       | 10 | 10 | 10 | 10 | 10 | 20 | 10 |
| 72                    | 15             | 20 | 15 | 20 | 30 | 20       | 10 | 10 | 5  | 15 | 15 | 5  | 20 |
| 73                    | 15             | 15 | 25 | 20 | 25 | 10       | 10 | 5  | 10 | 20 | 20 | 10 | 15 |
| 74                    | 20             | 20 | 20 | 20 | 20 | 20       | 5  | 5  | 5  | 20 | 20 | 10 | 15 |
| 75                    | 20             | 20 | 15 | 25 | 20 | 5        | 10 | 10 | 10 | 20 | 20 | 10 | 15 |
| 76                    | 10             | 20 | 20 | 30 | 20 | 10       | 10 | 10 | 5  | 10 | 15 | 10 | 30 |
| 77                    | 20             | 30 | 20 | 20 | 10 | 10       | 15 | 10 | 10 | 15 | 15 | 10 | 15 |
| 78                    | 20             | 25 | 25 | 15 | 15 | 15       | 15 | 15 | 15 | 10 | 10 | 10 | 10 |
| 79                    | 10             | 30 | 20 | 25 | 15 | 12       | 12 | 12 | 12 | 12 | 12 | 12 | 16 |
| 80                    | 15             | 25 | 25 | 25 | 10 | 5        | 15 | 5  | 10 | 20 | 15 | 15 | 15 |
| 81                    | 15             | 20 | 20 | 30 | 15 | 10       | 10 | 10 | 10 | 15 | 20 | 20 | 5  |
| 82                    | 20             | 25 | 15 | 20 | 20 | 15       | 10 | 5  | 15 | 20 | 10 | 10 | 15 |
| 83                    | 20             | 20 | 20 | 25 | 15 | 5        | 10 | 15 | 10 | 15 | 10 | 15 | 20 |
| 84                    | 15             | 35 | 15 | 20 | 15 | 10       | 10 | 10 | 5  | 15 | 15 | 15 | 20 |
| 85                    | 24             | 19 | 19 | 19 | 19 | 5        | 15 | 10 | 10 | 25 | 10 | 10 | 15 |
| 86                    | 15             | 30 | 25 | 20 | 10 | 20       | 5  | 5  | 10 | 20 | 10 | 15 | 15 |
| 87                    | 10             | 20 | 25 | 25 | 20 | 13       | 19 | 8  | 8  | 13 | 13 | 13 | 13 |
| 88                    | 15             | 15 | 20 | 15 | 35 | 5        | 10 | 15 | 10 | 15 | 20 | 10 | 15 |
| 89                    | 20             | 20 | 20 | 20 | 20 | 10       | 15 | 10 | 10 | 10 | 10 | 10 | 25 |
| 90                    | 20             | 30 | 15 | 20 | 15 | 15       | 15 | 10 | 10 | 15 | 10 | 15 | 10 |
| 91                    | 15             | 20 | 30 | 15 | 20 | 15       | 10 | 5  | 15 | 20 | 10 | 10 | 15 |
| 92                    | 20             | 20 | 20 | 20 | 20 | 10       | 10 | 10 | 10 | 15 | 20 | 15 | 10 |
| 93                    | 20             | 20 | 20 | 20 | 20 | 20       | 10 | 5  | 5  | 20 | 20 | 15 | 5  |
| 94                    | 25             | 20 | 20 | 20 | 15 | 15       | 15 | 10 | 10 | 15 | 15 | 10 | 10 |
| 95                    | 25             | 15 | 25 | 25 | 10 | 15       | 15 | 10 | 15 | 10 | 15 | 10 | 10 |
| 96                    | 20             | 25 | 15 | 20 | 20 | 10       | 10 | 5  | 15 | 25 | 20 | 10 | 5  |
| 97                    | 15             | 25 | 25 | 30 | 5  | 10       | 15 | 10 | 10 | 10 | 10 | 10 | 25 |
| 98                    | 20             | 15 | 20 | 25 | 20 | 5        | 20 | 5  | 15 | 10 | 15 | 15 | 15 |
| 99                    | 15             | 20 | 30 | 25 | 10 | 10       | 10 | 10 | 10 | 15 | 15 | 15 | 15 |
| 100                   | 25             | 20 | 15 | 25 | 15 | 5        | 15 | 15 | 5  | 15 | 15 | 10 | 20 |

Lampiran 8: Data Gap 5 Pembeli Eceran Tabloid Gugat Bagian 3 (lanjutan)

| No.<br>Kue-<br>sioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                       | K1         | H1 | K2 | H2 | K3 | H3 | K4 | H4 | K5 | H5 | K6 | H6 | K7 | H7 | K8 | H8 | K9 | H9 | K10 | H10 | K11 | H11 | K12 | H12 | K13 | H13 | K14 | H14 | K15 | H15 |
| 26                    | 3          | 5  | 3  | 4  | 4  | 6  | 5  | 6  | 4  | 5  | 7  | 7  | 4  | 5  | 3  | 4  | 1  | 2  | 5   | 6   | 5   | 6   | 3   | 4   | 4   | 5   | 5   | 5   | 5   | 6   |
| 27                    | 4          | 4  | 2  | 4  | 5  | 5  | 3  | 5  | 3  | 6  | 5  | 5  | 4  | 4  | 4  | 5  | 2  | 4  | 6   | 7   | 4   | 5   | 2   | 2   | 5   | 6   | 6   | 7   | 4   | 7   |
| 28                    | 4          | 5  | 4  | 5  | 4  | 6  | 4  | 6  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 6  | 1  | 4  | 4   | 6   | 4   | 6   | 3   | 5   | 5   | 6   | 5   | 5   | 5   | 6   |
| 29                    | 3          | 3  | 3  | 4  | 5  | 6  | 3  | 6  | 3  | 7  | 6  | 6  | 4  | 5  | 4  | 4  | 1  | 2  | 5   | 6   | 4   | 5   | 3   | 6   | 6   | 6   | 5   | 5   | 4   | 5   |
| 30                    | 5          | 6  | 5  | 7  | 4  | 4  | 3  | 4  | 3  | 6  | 6  | 6  | 4  | 5  | 5  | 7  | 3  | 7  | 4   | 5   | 5   | 5   | 4   | 5   | 4   | 5   | 5   | 6   | 3   | 5   |
| 31                    | 4          | 5  | 3  | 4  | 5  | 7  | 4  | 5  | 4  | 5  | 7  | 7  | 6  | 7  | 4  | 4  | 1  | 2  | 5   | 6   | 4   | 7   | 4   | 4   | 4   | 5   | 6   | 6   | 4   | 6   |
| 32                    | 4          | 3  | 4  | 4  | 4  | 6  | 4  | 7  | 4  | 6  | 6  | 6  | 3  | 4  | 4  | 5  | 2  | 3  | 5   | 7   | 3   | 6   | 3   | 5   | 5   | 5   | 7   | 7   | 5   | 7   |
| 33                    | 2          | 7  | 2  | 7  | 2  | 7  | 2  | 7  | 2  | 7  | 3  | 7  | 3  | 7  | 4  | 6  | 2  | 6  | 3   | 6   | 4   | 5   | 1   | 3   | 1   | 7   | 2   | 4   | 5   | 7   |
| 34                    | 3          | 4  | 3  | 4  | 4  | 6  | 4  | 5  | 4  | 7  | 6  | 6  | 4  | 4  | 4  | 6  | 2  | 2  | 5   | 6   | 3   | 5   | 3   | 4   | 6   | 7   | 6   | 6   | 5   | 6   |
| 35                    | 4          | 5  | 4  | 4  | 4  | 7  | 3  | 6  | 3  | 7  | 7  | 7  | 5  | 6  | 5  | 6  | 3  | 3  | 6   | 6   | 4   | 4   | 2   | 2   | 5   | 7   | 6   | 6   | 4   | 7   |
| 36                    | 3          | 3  | 3  | 5  | 5  | 7  | 4  | 6  | 4  | 5  | 5  | 5  | 4  | 4  | 4  | 5  | 4  | 5  | 5   | 7   | 5   | 6   | 3   | 4   | 4   | 6   | 6   | 6   | 3   | 7   |
| 37                    | 4          | 4  | 4  | 6  | 4  | 4  | 5  | 7  | 5  | 7  | 7  | 7  | 6  | 7  | 5  | 7  | 2  | 2  | 7   | 7   | 3   | 5   | 2   | 3   | 5   | 6   | 5   | 5   | 4   | 5   |
| 38                    | 3          | 4  | 3  | 5  | 6  | 7  | 4  | 6  | 4  | 5  | 7  | 7  | 4  | 5  | 4  | 4  | 2  | 3  | 6   | 5   | 4   | 4   | 2   | 2   | 5   | 5   | 5   | 5   | 5   | 6   |
| 39                    | 5          | 6  | 4  | 6  | 5  | 7  | 5  | 6  | 5  | 4  | 6  | 6  | 5  | 6  | 5  | 7  | 3  | 5  | 5   | 6   | 4   | 5   | 4   | 4   | 5   | 6   | 5   | 5   | 4   | 5   |
| 40                    | 4          | 6  | 4  | 6  | 4  | 5  | 4  | 7  | 4  | 5  | 7  | 7  | 3  | 4  | 3  | 5  | 3  | 4  | 6   | 7   | 3   | 7   | 3   | 3   | 5   | 5   | 5   | 5   | 3   | 6   |
| 41                    | 4          | 6  | 4  | 6  | 4  | 6  | 4  | 6  | 4  | 6  | 4  | 6  | 4  | 6  | 4  | 6  | 4  | 6  | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   |
| 42                    | 2          | 3  | 2  | 4  | 4  | 6  | 2  | 7  | 2  | 7  | 6  | 6  | 4  | 6  | 3  | 4  | 3  | 4  | 4   | 6   | 3   | 6   | 3   | 6   | 6   | 6   | 7   | 7   | 4   | 7   |
| 43                    | 1          | 4  | 1  | 6  | 1  | 6  | 2  | 6  | 3  | 7  | 3  | 7  | 3  | 7  | 2  | 7  | 4  | 6  | 2   | 3   | 2   | 4   | 1   | 4   | 1   | 5   | 1   | 4   | 2   | 3   |
| 44                    | 4          | 6  | 3  | 4  | 5  | 7  | 3  | 7  | 4  | 7  | 4  | 7  | 6  | 6  | 4  | 6  | 3  | 5  | 3   | 7   | 3   | 7   | 3   | 5   | 5   | 5   | 4   | 6   | 4   | 7   |
| 45                    | 3          | 5  | 4  | 7  | 3  | 5  | 2  | 5  | 2  | 6  | 4  | 7  | 3  | 7  | 4  | 5  | 1  | 3  | 2   | 4   | 2   | 4   | 5   | 7   | 4   | 4   | 4   | 7   | 5   | 7   |
| 46                    | 4          | 4  | 3  | 7  | 6  | 7  | 5  | 7  | 3  | 7  | 3  | 5  | 4  | 5  | 3  | 7  | 3  | 6  | 3   | 5   | 3   | 5   | 2   | 4   | 4   | 6   | 3   | 6   | 4   | 6   |
| 47                    | 4          | 4  | 4  | 5  | 6  | 7  | 4  | 6  | 5  | 7  | 4  | 6  | 5  | 6  | 4  | 6  | 1  | 2  | 4   | 7   | 4   | 6   | 3   | 3   | 5   | 6   | 5   | 6   | 4   | 6   |
| 48                    | 6          | 7  | 3  | 7  | 3  | 6  | 2  | 7  | 3  | 7  | 3  | 7  | 3  | 7  | 3  | 6  | 3  | 6  | 4   | 3   | 3   | 7   | 6   | 7   | 3   | 7   | 6   | 7   | 5   | 4   |
| 49                    | 5          | 7  | 3  | 6  | 5  | 5  | 3  | 5  | 3  | 5  | 4  | 7  | 4  | 7  | 4  | 6  | 2  | 6  | 5   | 6   | 4   | 5   | 4   | 5   | 4   | 6   | 3   | 5   | 3   | 5   |
| 50                    | 4          | 5  | 4  | 5  | 4  | 7  | 4  | 7  | 4  | 6  | 4  | 6  | 5  | 6  | 5  | 5  | 1  | 3  | 4   | 5   | 6   | 4   | 3   | 4   | 6   | 7   | 4   | 7   | 4   | 7   |

Lampiran 8: Data Gap 5 Pembeli Eceran Tabloid Gugat Bagian 3 (lanjutan)

| No.<br>Kue-<br>sioner | Pernyataan |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                       | K16        | H16 | K17 | H17 | K18 | H18 | K19 | H19 | K20 | H20 | K21 | H21 | K22 | H22 | K23 | H23 | K24 | H24 | K25 | H25 | K26 | H26 | K27 | H27 | K28 | H28 | K29 | H29 |
| 26                    | 5          | 6   | 3   | 4   | 3   | 4   | 1   | 2   | 2   | 3   | 6   | 7   | 3   | 4   | 3   | 4   | 4   | 6   | 5   | 5   | 4   | 7   | 3   | 6   | 3   | 4   | 5   | 7   |
| 27                    | 4          | 7   | 4   | 7   | 4   | 6   | 3   | 3   | 3   | 4   | 3   | 4   | 3   | 4   | 2   | 3   | 5   | 7   | 3   | 6   | 5   | 7   | 3   | 5   | 4   | 5   | 4   | 6   |
| 28                    | 5          | 6   | 4   | 5   | 4   | 4   | 2   | 3   | 2   | 3   | 4   | 5   | 4   | 5   | 1   | 2   | 6   | 7   | 4   | 6   | 4   | 6   | 4   | 5   | 4   | 4   | 5   | 7   |
| 29                    | 5          | 7   | 3   | 4   | 3   | 7   | 3   | 2   | 3   | 3   | 5   | 7   | 5   | 7   | 3   | 4   | 5   | 7   | 5   | 7   | 3   | 5   | 5   | 7   | 3   | 7   | 5   | 6   |
| 30                    | 4          | 7   | 4   | 6   | 4   | 5   | 2   | 4   | 3   | 4   | 3   | 3   | 3   | 5   | 3   | 5   | 6   | 6   | 4   | 5   | 4   | 6   | 4   | 6   | 5   | 6   | 4   | 5   |
| 31                    | 5          | 6   | 4   | 5   | 4   | 4   | 2   | 4   | 2   | 5   | 3   | 4   | 3   | 5   | 2   | 2   | 5   | 7   | 7   | 7   | 6   | 6   | 3   | 4   | 4   | 4   | 5   | 6   |
| 32                    | 5          | 7   | 3   | 5   | 3   | 7   | 3   | 4   | 2   | 3   | 3   | 3   | 3   | 5   | 3   | 3   | 5   | 7   | 5   | 6   | 5   | 6   | 5   | 5   | 4   | 5   | 4   | 6   |
| 33                    | 3          | 5   | 2   | 5   | 3   | 5   | 2   | 6   | 5   | 6   | 4   | 6   | 4   | 6   | 2   | 5   | 4   | 6   | 5   | 7   | 1   | 4   | 4   | 7   | 2   | 3   | 2   | 6   |
| 34                    | 4          | 5   | 4   | 5   | 4   | 6   | 1   | 2   | 3   | 4   | 5   | 7   | 5   | 6   | 3   | 3   | 6   | 7   | 4   | 7   | 4   | 4   | 5   | 6   | 5   | 6   | 4   | 4   |
| 35                    | 4          | 6   | 4   | 6   | 4   | 5   | 3   | 3   | 3   | 3   | 3   | 4   | 2   | 5   | 2   | 2   | 5   | 5   | 5   | 5   | 3   | 5   | 4   | 5   | 5   | 5   | 4   | 5   |
| 36                    | 5          | 7   | 2   | 7   | 2   | 4   | 4   | 4   | 2   | 3   | 3   | 4   | 2   | 3   | 1   | 2   | 6   | 7   | 2   | 4   | 3   | 4   | 2   | 4   | 3   | 3   | 5   | 6   |
| 37                    | 4          | 7   | 4   | 4   | 4   | 5   | 5   | 6   | 2   | 3   | 4   | 5   | 4   | 5   | 4   | 5   | 7   | 7   | 6   | 6   | 3   | 5   | 3   | 5   | 2   | 5   | 6   | 7   |
| 38                    | 5          | 7   | 3   | 4   | 3   | 4   | 2   | 2   | 2   | 4   | 5   | 6   | 3   | 3   | 4   | 4   | 6   | 6   | 4   | 4   | 4   | 6   | 4   | 6   | 4   | 6   | 5   | 6   |
| 39                    | 6          | 6   | 4   | 5   | 4   | 4   | 2   | 3   | 3   | 5   | 3   | 4   | 3   | 5   | 5   | 5   | 5   | 7   | 5   | 7   | 5   | 7   | 4   | 7   | 4   | 5   | 4   | 5   |
| 40                    | 4          | 5   | 4   | 4   | 4   | 5   | 2   | 3   | 2   | 4   | 2   | 4   | 2   | 3   | 3   | 4   | 4   | 6   | 4   | 5   | 4   | 4   | 5   | 6   | 5   | 5   | 4   | 6   |
| 41                    | 4          | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   |
| 42                    | 6          | 6   | 3   | 4   | 3   | 3   | 2   | 2   | 4   | 4   | 5   | 6   | 3   | 4   | 2   | 4   | 5   | 6   | 4   | 5   | 5   | 5   | 4   | 7   | 5   | 6   | 5   | 5   |
| 43                    | 2          | 6   | 2   | 7   | 3   | 6   | 3   | 5   | 3   | 6   | 3   | 7   | 2   | 6   | 2   | 5   | 2   | 3   | 2   | 4   | 6   | 6   | 5   | 5   | 4   | 5   | 1   | 6   |
| 44                    | 4          | 5   | 4   | 4   | 5   | 6   | 3   | 5   | 3   | 5   | 6   | 7   | 6   | 5   | 2   | 4   | 5   | 7   | 3   | 5   | 4   | 7   | 5   | 6   | 2   | 4   | 4   | 4   |
| 45                    | 6          | 7   | 3   | 5   | 4   | 4   | 2   | 4   | 4   | 5   | 2   | 5   | 2   | 3   | 5   | 7   | 5   | 7   | 6   | 7   | 2   | 5   | 3   | 4   | 5   | 7   | 5   | 6   |
| 46                    | 5          | 7   | 6   | 7   | 5   | 7   | 4   | 5   | 5   | 5   | 5   | 6   | 2   | 5   | 3   | 7   | 4   | 5   | 4   | 7   | 6   | 6   | 2   | 4   | 3   | 5   | 7   | 7   |
| 47                    | 6          | 6   | 3   | 5   | 5   | 6   | 1   | 3   | 1   | 3   | 3   | 5   | 4   | 5   | 2   | 6   | 5   | 7   | 5   | 7   | 3   | 7   | 4   | 4   | 5   | 6   | 4   | 6   |
| 48                    | 3          | 6   | 4   | 7   | 4   | 7   | 5   | 7   | 4   | 7   | 4   | 6   | 4   | 6   | 2   | 6   | 3   | 4   | 3   | 7   | 2   | 4   | 5   | 7   | 4   | 7   | 3   | 7   |
| 49                    | 4          | 6   | 3   | 5   | 2   | 5   | 2   | 5   | 4   | 5   | 5   | 6   | 3   | 6   | 3   | 5   | 3   | 5   | 4   | 7   | 4   | 7   | 4   | 4   | 5   | 5   | 5   | 5   |
| 50                    | 6          | 7   | 4   | 5   | 3   | 4   | 3   | 4   | 3   | 4   | 4   | 5   | 4   | 5   | 4   | 4   | 4   | 4   | 5   | 6   | 5   | 6   | 4   | 5   | 3   | 4   | 5   | 6   |

Lampiran 8: Data Gap 5 Pembeli Eceran Tabloid Gugat Bagian 3 (lanjutan)

| No.<br>Kue-<br>sioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                       | K1         | H1 | K2 | H2 | K3 | H3 | K4 | H4 | K5 | H5 | K6 | H6 | K7 | H7 | K8 | H8 | K9 | H9 | K10 | H10 | K11 | H11 | K12 | H12 | K13 | H13 | K14 | H14 | K15 | H15 |
| 51                    | 3          | 6  | 5  | 6  | 5  | 6  | 5  | 6  | 3  | 5  | 4  | 5  | 4  | 4  | 4  | 4  | 2  | 4  | 4   | 4   | 4   | 5   | 4   | 5   | 5   | 5   | 5   | 6   | 5   | 6   |
| 52                    | 5          | 7  | 5  | 7  | 6  | 7  | 6  | 7  | 5  | 7  | 5  | 7  | 5  | 7  | 4  | 7  | 5  | 7  | 6   | 7   | 6   | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 4   | 7   |
| 53                    | 4          | 6  | 4  | 6  | 4  | 6  | 5  | 6  | 5  | 6  | 5  | 6  | 5  | 6  | 5  | 6  | 2  | 6  | 5   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 5   | 6   |
| 54                    | 5          | 6  | 4  | 5  | 5  | 6  | 5  | 6  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 4  | 4  | 4  | 4   | 5   | 4   | 5   | 2   | 5   | 5   | 7   | 5   | 7   | 5   | 7   |
| 55                    | 5          | 5  | 4  | 4  | 4  | 7  | 4  | 7  | 4  | 6  | 5  | 6  | 5  | 6  | 5  | 6  | 1  | 3  | 5   | 5   | 5   | 4   | 3   | 4   | 3   | 5   | 3   | 5   | 4   | 6   |
| 56                    | 4          | 4  | 4  | 4  | 5  | 6  | 5  | 6  | 4  | 4  | 4  | 5  | 4  | 5  | 4  | 5  | 2  | 4  | 4   | 5   | 3   | 3   | 3   | 3   | 4   | 4   | 4   | 5   | 4   | 5   |
| 57                    | 5          | 5  | 2  | 5  | 4  | 5  | 4  | 7  | 4  | 7  | 5  | 7  | 5  | 5  | 4  | 5  | 3  | 3  | 5   | 6   | 4   | 5   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   |
| 58                    | 3          | 3  | 3  | 5  | 4  | 5  | 4  | 6  | 4  | 6  | 3  | 6  | 3  | 6  | 5  | 6  | 3  | 4  | 6   | 7   | 5   | 7   | 5   | 5   | 4   | 5   | 4   | 7   | 4   | 5   |
| 59                    | 5          | 6  | 4  | 5  | 5  | 5  | 2  | 5  | 2  | 4  | 3  | 7  | 3  | 7  | 4  | 4  | 4  | 5  | 4   | 5   | 3   | 5   | 3   | 5   | 5   | 6   | 5   | 6   | 4   | 6   |
| 60                    | 4          | 4  | 4  | 4  | 4  | 6  | 4  | 6  | 4  | 5  | 4  | 5  | 4  | 5  | 3  | 5  | 1  | 2  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 5   | 5   | 5   | 3   | 4   |
| 61                    | 5          | 7  | 5  | 7  | 6  | 7  | 5  | 7  | 3  | 7  | 5  | 7  | 3  | 7  | 3  | 7  | 4  | 7  | 4   | 7   | 5   | 7   | 5   | 7   | 3   | 7   | 4   | 7   | 5   | 7   |
| 62                    | 4          | 3  | 3  | 4  | 2  | 6  | 5  | 7  | 3  | 7  | 4  | 7  | 5  | 5  | 4  | 5  | 3  | 3  | 5   | 7   | 6   | 7   | 4   | 5   | 4   | 5   | 4   | 5   | 5   | 6   |
| 63                    | 2          | 4  | 3  | 4  | 5  | 4  | 2  | 6  | 5  | 6  | 5  | 6  | 4  | 6  | 4  | 7  | 1  | 2  | 5   | 6   | 5   | 6   | 2   | 4   | 5   | 5   | 4   | 5   | 4   | 5   |
| 64                    | 4          | 5  | 4  | 5  | 5  | 5  | 3  | 5  | 3  | 5  | 5  | 7  | 4  | 4  | 2  | 4  | 1  | 3  | 4   | 4   | 6   | 6   | 2   | 6   | 4   | 6   | 5   | 6   | 4   | 6   |
| 65                    | 2          | 4  | 3  | 5  | 4  | 5  | 3  | 5  | 5  | 5  | 5  | 6  | 3  | 5  | 2  | 5  | 3  | 3  | 5   | 6   | 5   | 6   | 5   | 5   | 5   | 5   | 4   | 5   | 6   | 7   |
| 66                    | 4          | 4  | 2  | 4  | 5  | 6  | 3  | 6  | 5  | 6  | 4  | 5  | 5  | 5  | 3  | 5  | 2  | 4  | 6   | 7   | 6   | 7   | 4   | 5   | 4   | 5   | 4   | 5   | 5   | 6   |
| 67                    | 5          | 3  | 5  | 6  | 4  | 6  | 4  | 6  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 6  | 4  | 6  | 5   | 6   | 5   | 6   | 5   | 6   | 3   | 6   | 7   | 7   | 5   | 7   |
| 68                    | 3          | 5  | 2  | 7  | 5  | 7  | 4  | 7  | 3  | 6  | 5  | 6  | 4  | 6  | 4  | 5  | 2  | 3  | 5   | 7   | 5   | 7   | 4   | 6   | 4   | 6   | 5   | 6   | 4   | 6   |
| 69                    | 6          | 6  | 4  | 7  | 4  | 7  | 4  | 6  | 4  | 6  | 4  | 6  | 4  | 4  | 3  | 4  | 3  | 4  | 4   | 7   | 5   | 5   | 4   | 5   | 4   | 5   | 4   | 4   | 4   | 4   |
| 70                    | 3          | 4  | 2  | 4  | 5  | 7  | 3  | 7  | 4  | 6  | 4  | 6  | 4  | 6  | 3  | 5  | 3  | 4  | 5   | 5   | 6   | 5   | 3   | 5   | 3   | 5   | 3   | 5   | 4   | 5   |
| 71                    | 3          | 6  | 3  | 5  | 6  | 6  | 3  | 6  | 3  | 5  | 3  | 5  | 3  | 5  | 1  | 4  | 2  | 3  | 3   | 4   | 5   | 6   | 6   | 6   | 2   | 4   | 4   | 7   | 5   | 7   |
| 72                    | 5          | 7  | 4  | 4  | 5  | 5  | 3  | 6  | 4  | 6  | 5  | 6  | 5  | 5  | 4  | 6  | 2  | 3  | 4   | 6   | 4   | 5   | 4   | 4   | 5   | 7   | 5   | 7   | 6   | 7   |
| 73                    | 3          | 4  | 3  | 5  | 4  | 6  | 4  | 6  | 4  | 6  | 5  | 7  | 6  | 7  | 3  | 4  | 4  | 5  | 5   | 7   | 5   | 7   | 4   | 5   | 5   | 5   | 4   | 6   | 4   | 7   |
| 74                    | 4          | 6  | 5  | 7  | 4  | 6  | 6  | 7  | 5  | 7  | 5  | 7  | 3  | 7  | 3  | 6  | 1  | 4  | 3   | 4   | 4   | 7   | 3   | 5   | 5   | 5   | 4   | 6   | 4   | 7   |
| 75                    | 5          | 5  | 2  | 3  | 4  | 5  | 2  | 3  | 3  | 4  | 3  | 4  | 5  | 5  | 5  | 4  | 5  | 6  | 4   | 6   | 3   | 4   | 2   | 5   | 4   | 4   | 3   | 5   | 3   | 6   |

Lampiran 8: Data Gap 5 Pembeli Eceran Tabloid Gugat Bagian 3 (lanjutan)

| No.<br>Kue-<br>sioner | Pernyataan |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                       | K16        | H16 | K17 | H17 | K18 | H18 | K19 | H19 | K20 | H20 | K21 | H21 | K22 | H22 | K23 | H23 | K24 | H24 | K25 | H25 | K26 | H26 | K27 | H27 | K28 | H28 | K29 | H29 |
| 51                    | 5          | 6   | 5   | 6   | 1   | 3   | 3   | 3   | 3   | 3   | 2   | 3   | 3   | 4   | 3   | 4   | 3   | 4   | 6   | 7   | 6   | 7   | 6   | 7   | 3   | 3   | 6   | 7   |
| 52                    | 7          | 7   | 6   | 7   | 3   | 7   | 4   | 7   | 4   | 7   | 4   | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 4   | 7   |
| 53                    | 5          | 6   | 5   | 6   | 4   | 6   | 5   | 6   | 5   | 6   | 5   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 4   | 5   | 6   | 5   | 6   | 5   | 6   | 5   | 6   |
| 54                    | 5          | 7   | 4   | 6   | 4   | 5   | 4   | 5   | 4   | 4   | 5   | 5   | 3   | 5   | 3   | 3   | 3   | 3   | 5   | 5   | 4   | 5   | 4   | 6   | 1   | 3   | 6   | 7   |
| 55                    | 4          | 6   | 4   | 5   | 2   | 5   | 2   | 4   | 2   | 2   | 4   | 4   | 4   | 4   | 1   | 2   | 2   | 2   | 5   | 7   | 6   | 7   | 7   | 7   | 2   | 4   | 7   | 7   |
| 56                    | 5          | 5   | 5   | 5   | 3   | 5   | 3   | 5   | 3   | 5   | 5   | 6   | 5   | 6   | 4   | 5   | 4   | 5   | 6   | 7   | 5   | 6   | 5   | 6   | 4   | 5   | 4   | 5   |
| 57                    | 4          | 4   | 4   | 4   | 4   | 4   | 4   | 5   | 4   | 4   | 4   | 5   | 4   | 5   | 2   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 3   | 4   | 3   | 4   | 3   | 6   |
| 58                    | 5          | 5   | 3   | 5   | 2   | 3   | 2   | 2   | 2   | 3   | 6   | 7   | 5   | 7   | 5   | 6   | 5   | 6   | 6   | 6   | 5   | 6   | 5   | 6   | 4   | 5   | 4   | 5   |
| 59                    | 4          | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 3   | 4   | 3   | 4   | 4   | 5   | 4   | 4   | 3   | 4   | 5   | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 5   | 7   |
| 60                    | 5          | 6   | 5   | 6   | 3   | 4   | 3   | 4   | 3   | 4   | 4   | 4   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 3   | 4   | 4   | 6   |
| 61                    | 5          | 7   | 4   | 7   | 4   | 7   | 2   | 7   | 2   | 7   | 4   | 7   | 5   | 7   | 4   | 7   | 6   | 7   | 6   | 7   | 4   | 7   | 4   | 7   | 5   | 7   | 6   | 7   |
| 62                    | 5          | 6   | 5   | 6   | 4   | 6   | 3   | 4   | 3   | 4   | 5   | 6   | 3   | 5   | 3   | 4   | 3   | 4   | 3   | 5   | 4   | 5   | 5   | 6   | 2   | 3   | 5   | 5   |
| 63                    | 6          | 6   | 3   | 6   | 3   | 6   | 3   | 3   | 3   | 3   | 3   | 5   | 5   | 5   | 1   | 5   | 6   | 7   | 7   | 7   | 4   | 7   | 6   | 7   | 4   | 4   | 4   | 6   |
| 64                    | 5          | 6   | 4   | 7   | 4   | 5   | 2   | 3   | 2   | 4   | 5   | 6   | 3   | 5   | 3   | 4   | 3   | 4   | 5   | 6   | 5   | 6   | 5   | 5   | 2   | 5   | 5   | 5   |
| 65                    | 4          | 4   | 4   | 6   | 5   | 5   | 4   | 6   | 3   | 5   | 3   | 5   | 3   | 5   | 1   | 3   | 2   | 4   | 4   | 4   | 3   | 4   | 5   | 5   | 3   | 4   | 6   | 7   |
| 66                    | 5          | 6   | 3   | 6   | 3   | 6   | 1   | 2   | 1   | 3   | 4   | 4   | 4   | 4   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 6   | 2   | 4   | 5   | 5   |
| 67                    | 5          | 5   | 3   | 5   | 3   | 5   | 3   | 5   | 3   | 5   | 5   | 6   | 2   | 6   | 2   | 6   | 5   | 6   | 5   | 6   | 4   | 6   | 4   | 5   | 5   | 6   | 5   | 6   |
| 68                    | 4          | 4   | 4   | 7   | 3   | 7   | 3   | 4   | 3   | 4   | 3   | 5   | 4   | 5   | 5   | 5   | 6   | 5   | 3   | 6   | 5   | 6   | 5   | 6   | 3   | 6   | 4   | 6   |
| 69                    | 5          | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 3   | 5   | 3   | 4   | 3   | 4   | 4   | 5   | 3   | 5   | 5   | 5   | 4   | 5   | 5   | 7   |
| 70                    | 3          | 6   | 4   | 6   | 4   | 5   | 4   | 5   | 4   | 4   | 4   | 4   | 4   | 5   | 4   | 5   | 7   | 7   | 4   | 7   | 6   | 6   | 6   | 6   | 3   | 6   | 4   | 6   |
| 71                    | 4          | 4   | 5   | 7   | 3   | 4   | 2   | 4   | 2   | 2   | 3   | 5   | 4   | 6   | 2   | 6   | 5   | 6   | 3   | 5   | 3   | 5   | 3   | 5   | 2   | 4   | 6   | 7   |
| 72                    | 6          | 6   | 4   | 6   | 4   | 5   | 3   | 3   | 3   | 5   | 3   | 4   | 3   | 3   | 5   | 5   | 5   | 5   | 5   | 7   | 4   | 4   | 4   | 6   | 3   | 4   | 5   | 7   |
| 73                    | 5          | 5   | 4   | 5   | 4   | 6   | 4   | 6   | 2   | 3   | 5   | 6   | 5   | 6   | 4   | 5   | 6   | 7   | 5   | 6   | 5   | 7   | 4   | 5   | 3   | 7   | 5   | 7   |
| 74                    | 4          | 4   | 5   | 7   | 6   | 7   | 2   | 4   | 1   | 4   | 5   | 5   | 3   | 5   | 3   | 6   | 6   | 7   | 6   | 7   | 5   | 7   | 5   | 7   | 2   | 5   | 5   | 7   |
| 75                    | 4          | 4   | 5   | 6   | 5   | 5   | 2   | 4   | 3   | 3   | 3   | 5   | 2   | 4   | 2   | 5   | 4   | 6   | 5   | 7   | 5   | 6   | 4   | 4   | 2   | 4   | 5   | 6   |

Lampiran 8: Data Gap 5 Pembeli Eceran Tabloid Gugat Bagian 3 (lanjutan)

| No.<br>Kue-<br>sioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                       | K1         | H1 | K2 | H2 | K3 | H3 | K4 | H4 | K5 | H5 | K6 | H6 | K7 | H7 | K8 | H8 | K9 | H9 | K10 | H10 | K11 | H11 | K12 | H12 | K13 | H13 | K14 | H14 | K15 | H15 |
| 76                    | 4          | 7  | 4  | 5  | 4  | 5  | 4  | 4  | 4  | 5  | 4  | 4  | 6  | 6  | 4  | 5  | 4  | 4  | 5   | 7   | 5   | 5   | 4   | 5   | 4   | 4   | 4   | 5   | 5   | 5   |
| 77                    | 3          | 7  | 2  | 6  | 4  | 7  | 3  | 7  | 2  | 7  | 4  | 7  | 5  | 7  | 2  | 7  | 2  | 7  | 7   | 7   | 3   | 7   | 2   | 6   | 4   | 6   | 5   | 7   | 3   | 7   |
| 78                    | 3          | 6  | 3  | 6  | 5  | 6  | 3  | 6  | 2  | 7  | 2  | 7  | 2  | 7  | 3  | 5  | 3  | 5  | 3   | 5   | 6   | 6   | 6   | 7   | 4   | 6   | 4   | 6   | 4   | 6   |
| 79                    | 2          | 4  | 2  | 4  | 6  | 7  | 4  | 7  | 3  | 7  | 6  | 7  | 5  | 5  | 2  | 5  | 2  | 4  | 5   | 7   | 4   | 7   | 5   | 5   | 3   | 5   | 4   | 7   | 6   | 7   |
| 80                    | 3          | 5  | 1  | 5  | 6  | 6  | 5  | 6  | 5  | 6  | 5  | 6  | 5  | 6  | 5  | 7  | 2  | 4  | 5   | 5   | 2   | 5   | 2   | 5   | 3   | 4   | 3   | 4   | 3   | 4   |
| 81                    | 4          | 7  | 4  | 7  | 4  | 7  | 4  | 5  | 3  | 5  | 3  | 5  | 6  | 6  | 6  | 6  | 4  | 6  | 4   | 6   | 4   | 4   | 4   | 4   | 4   | 4   | 5   | 5   | 2   | 5   |
| 82                    | 2          | 4  | 2  | 4  | 5  | 6  | 2  | 6  | 2  | 6  | 4  | 6  | 4  | 7  | 4  | 7  | 1  | 3  | 6   | 7   | 3   | 5   | 2   | 5   | 5   | 5   | 4   | 6   | 4   | 6   |
| 83                    | 3          | 5  | 3  | 5  | 3  | 5  | 3  | 5  | 3  | 5  | 5  | 7  | 5  | 6  | 5  | 6  | 2  | 3  | 3   | 6   | 2   | 4   | 2   | 4   | 4   | 4   | 4   | 7   | 5   | 7   |
| 84                    | 5          | 7  | 5  | 7  | 5  | 6  | 4  | 6  | 4  | 6  | 4  | 5  | 4  | 5  | 4  | 5  | 2  | 4  | 5   | 7   | 3   | 3   | 2   | 3   | 4   | 6   | 3   | 6   | 3   | 6   |
| 85                    | 3          | 4  | 3  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 3  | 5  | 3  | 4  | 3  | 4  | 3   | 5   | 3   | 5   | 3   | 4   | 3   | 4   | 4   | 4   | 3   | 4   |
| 86                    | 3          | 6  | 4  | 6  | 4  | 6  | 3  | 6  | 3  | 6  | 5  | 6  | 5  | 7  | 3  | 5  | 3  | 3  | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   |
| 87                    | 2          | 5  | 2  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 4  | 5  | 4  | 5  | 4  | 6  | 2  | 4  | 3   | 6   | 3   | 4   | 3   | 4   | 5   | 7   | 5   | 7   | 5   | 5   |
| 88                    | 4          | 4  | 4  | 6  | 4  | 6  | 4  | 6  | 4  | 5  | 6  | 6  | 5  | 6  | 2  | 6  | 2  | 3  | 5   | 6   | 3   | 3   | 3   | 3   | 3   | 5   | 3   | 5   | 4   | 5   |
| 89                    | 2          | 5  | 2  | 5  | 6  | 7  | 4  | 7  | 3  | 7  | 6  | 6  | 5  | 6  | 2  | 5  | 1  | 5  | 5   | 7   | 4   | 7   | 3   | 3   | 3   | 4   | 4   | 4   | 6   | 7   |
| 90                    | 3          | 5  | 1  | 5  | 5  | 5  | 3  | 5  | 3  | 6  | 5  | 6  | 4  | 6  | 4  | 6  | 2  | 3  | 6   | 6   | 5   | 6   | 2   | 4   | 4   | 5   | 4   | 5   | 5   | 7   |
| 91                    | 4          | 6  | 2  | 6  | 5  | 6  | 4  | 6  | 4  | 5  | 5  | 5  | 2  | 5  | 3  | 5  | 3  | 4  | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 3   | 5   | 6   | 6   |
| 92                    | 5          | 4  | 2  | 4  | 5  | 7  | 4  | 6  | 3  | 6  | 5  | 6  | 5  | 7  | 4  | 4  | 2  | 4  | 5   | 7   | 4   | 7   | 4   | 5   | 5   | 6   | 5   | 6   | 5   | 6   |
| 93                    | 3          | 5  | 5  | 5  | 6  | 7  | 5  | 7  | 2  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 1  | 3  | 5   | 6   | 4   | 6   | 4   | 5   | 5   | 7   | 5   | 7   | 7   | 7   |
| 94                    | 3          | 4  | 3  | 4  | 5  | 6  | 3  | 6  | 3  | 4  | 6  | 7  | 2  | 5  | 2  | 5  | 1  | 2  | 4   | 6   | 2   | 6   | 3   | 3   | 4   | 5   | 4   | 5   | 5   | 6   |
| 95                    | 3          | 5  | 3  | 5  | 6  | 7  | 4  | 7  | 2  | 7  | 3  | 4  | 3  | 4  | 3  | 4  | 2  | 4  | 5   | 7   | 5   | 5   | 4   | 5   | 5   | 6   | 5   | 6   | 5   | 6   |
| 96                    | 6          | 7  | 4  | 7  | 5  | 6  | 5  | 6  | 2  | 6  | 5  | 6  | 5  | 6  | 5  | 6  | 4  | 4  | 5   | 5   | 4   | 5   | 1   | 5   | 5   | 5   | 3   | 5   | 6   | 7   |
| 97                    | 3          | 6  | 4  | 6  | 5  | 6  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 4   | 6   | 5   | 6   | 4   | 4   | 5   | 6   | 6   | 6   | 6   | 6   |
| 98                    | 3          | 5  | 6  | 5  | 5  | 5  | 4  | 5  | 5  | 6  | 5  | 6  | 5  | 6  | 4  | 4  | 2  | 2  | 5   | 6   | 4   | 6   | 4   | 4   | 4   | 4   | 3   | 4   | 5   | 7   |
| 99                    | 4          | 4  | 4  | 4  | 6  | 7  | 5  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 6   | 6   | 6   | 6   | 2   | 5   | 4   | 5   | 4   | 5   | 6   | 6   |
| 100                   | 3          | 5  | 4  | 5  | 4  | 5  | 2  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 3  | 5  | 2  | 4  | 5   | 7   | 5   | 7   | 3   | 4   | 4   | 6   | 5   | 6   | 4   | 6   |

Lampiran 8: Data Gap 5 Pembeli Eceran Tabloid Gugat Bagian 3 (lanjutan)

| No.<br>Kue-<br>sioner | Pernyataan |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                       | K16        | H16 | K17 | H17 | K18 | H18 | K19 | H19 | K20 | H20 | K21 | H21 | K22 | H22 | K23 | H23 | K24 | H24 | K25 | H25 | K26 | H26 | K27 | H27 | K28 | H28 | K29 | H29 |
| 76                    | 6          | 6   | 4   | 4   | 4   | 4   | 3   | 5   | 5   | 7   | 5   | 5   | 4   | 4   | 4   | 6   | 4   | 6   | 5   | 5   | 5   | 5   | 3   | 3   | 4   | 6   | 5   | 5   |
| 77                    | 5          | 7   | 3   | 7   | 4   | 7   | 4   | 7   | 2   | 4   | 4   | 6   | 3   | 6   | 3   | 6   | 5   | 7   | 5   | 7   | 4   | 7   | 6   | 7   | 2   | 6   | 5   | 7   |
| 78                    | 3          | 6   | 3   | 6   | 3   | 6   | 3   | 3   | 3   | 5   | 3   | 5   | 5   | 5   | 2   | 6   | 3   | 6   | 3   | 4   | 6   | 7   | 4   | 7   | 2   | 3   | 5   | 7   |
| 79                    | 6          | 6   | 4   | 6   | 3   | 5   | 2   | 4   | 2   | 4   | 4   | 5   | 3   | 4   | 4   | 6   | 5   | 6   | 5   | 6   | 6   | 6   | 5   | 7   | 2   | 4   | 6   | 6   |
| 80                    | 5          | 7   | 3   | 5   | 3   | 5   | 3   | 5   | 3   | 5   | 5   | 5   | 4   | 5   | 2   | 5   | 5   | 5   | 7   | 7   | 5   | 7   | 4   | 7   | 2   | 5   | 4   | 7   |
| 81                    | 6          | 6   | 2   | 6   | 2   | 4   | 2   | 4   | 2   | 4   | 4   | 6   | 3   | 6   | 3   | 6   | 3   | 6   | 6   | 6   | 4   | 6   | 4   | 6   | 4   | 7   | 5   | 7   |
| 82                    | 4          | 6   | 4   | 5   | 4   | 5   | 1   | 4   | 1   | 3   | 5   | 6   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 2   | 6   | 5   | 6   | 3   | 4   | 6   | 6   |
| 83                    | 5          | 7   | 4   | 7   | 4   | 7   | 3   | 4   | 3   | 4   | 6   | 7   | 5   | 7   | 3   | 4   | 5   | 7   | 5   | 7   | 5   | 7   | 4   | 7   | 2   | 2   | 5   | 6   |
| 84                    | 6          | 6   | 6   | 6   | 5   | 5   | 4   | 5   | 4   | 4   | 4   | 5   | 4   | 5   | 3   | 3   | 3   | 5   | 3   | 4   | 5   | 5   | 5   | 6   | 3   | 4   | 4   | 7   |
| 85                    | 4          | 5   | 4   | 5   | 4   | 5   | 2   | 5   | 2   | 4   | 5   | 7   | 5   | 5   | 3   | 5   | 6   | 6   | 4   | 6   | 4   | 6   | 4   | 7   | 3   | 4   | 4   | 5   |
| 86                    | 4          | 6   | 3   | 6   | 3   | 6   | 4   | 4   | 3   | 4   | 3   | 6   | 3   | 5   | 2   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 2   | 5   | 4   | 5   |
| 87                    | 7          | 7   | 5   | 5   | 4   | 5   | 2   | 3   | 2   | 3   | 2   | 4   | 2   | 4   | 2   | 4   | 4   | 4   | 5   | 6   | 5   | 6   | 5   | 6   | 1   | 3   | 5   | 7   |
| 88                    | 4          | 5   | 2   | 6   | 2   | 4   | 1   | 1   | 1   | 2   | 4   | 5   | 4   | 4   | 5   | 3   | 5   | 6   | 4   | 6   | 6   | 6   | 3   | 5   | 5   | 3   | 5   | 6   |
| 89                    | 6          | 7   | 4   | 5   | 4   | 5   | 2   | 5   | 2   | 4   | 2   | 4   | 3   | 4   | 4   | 7   | 5   | 7   | 5   | 7   | 5   | 7   | 6   | 7   | 2   | 4   | 5   | 5   |
| 90                    | 5          | 7   | 3   | 7   | 3   | 7   | 1   | 2   | 2   | 3   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 5   | 6   | 6   | 3   | 5   | 3   | 5   | 6   | 6   |
| 91                    | 5          | 6   | 3   | 6   | 3   | 6   | 2   | 4   | 2   | 4   | 2   | 5   | 4   | 5   | 2   | 5   | 7   | 7   | 4   | 7   | 4   | 5   | 5   | 7   | 3   | 4   | 7   | 7   |
| 92                    | 4          | 5   | 4   | 5   | 4   | 5   | 3   | 5   | 3   | 5   | 3   | 4   | 3   | 5   | 5   | 6   | 6   | 6   | 4   | 6   | 5   | 7   | 4   | 5   | 3   | 5   | 4   | 7   |
| 93                    | 7          | 7   | 3   | 4   | 4   | 4   | 1   | 4   | 3   | 4   | 2   | 3   | 3   | 5   | 2   | 5   | 6   | 6   | 3   | 5   | 6   | 6   | 6   | 6   | 5   | 5   | 5   | 7   |
| 94                    | 4          | 6   | 4   | 5   | 5   | 5   | 3   | 5   | 3   | 5   | 3   | 4   | 4   | 7   | 4   | 7   | 5   | 7   | 6   | 7   | 5   | 7   | 4   | 6   | 4   | 7   | 5   | 6   |
| 95                    | 6          | 6   | 4   | 6   | 4   | 6   | 1   | 6   | 3   | 6   | 3   | 5   | 5   | 5   | 5   | 5   | 7   | 7   | 5   | 7   | 6   | 7   | 2   | 5   | 3   | 5   | 5   | 6   |
| 96                    | 5          | 5   | 3   | 5   | 4   | 5   | 2   | 3   | 4   | 5   | 4   | 6   | 4   | 6   | 3   | 4   | 5   | 7   | 5   | 6   | 6   | 6   | 4   | 6   | 4   | 6   | 5   | 7   |
| 97                    | 4          | 6   | 2   | 6   | 4   | 6   | 2   | 4   | 4   | 4   | 3   | 5   | 3   | 5   | 3   | 5   | 6   | 7   | 3   | 5   | 4   | 7   | 4   | 7   | 3   | 5   | 4   | 7   |
| 98                    | 5          | 7   | 3   | 4   | 4   | 4   | 2   | 3   | 2   | 5   | 3   | 5   | 5   | 5   | 5   | 5   | 5   | 6   | 5   | 6   | 6   | 6   | 3   | 5   | 4   | 5   | 5   | 5   |
| 99                    | 6          | 6   | 3   | 4   | 3   | 4   | 3   | 4   | 3   | 4   | 3   | 4   | 3   | 5   | 3   | 4   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 4   | 5   | 5   | 4   | 5   |
| 100                   | 4          | 4   | 4   | 4   | 4   | 4   | 1   | 3   | 3   | 3   | 3   | 3   | 2   | 4   | 4   | 4   | 4   | 7   | 4   | 7   | 5   | 7   | 5   | 6   | 2   | 4   | 5   | 7   |

## Lampiran 9: Perhitungan Gap 5 Tabloid X-File

| No.<br>Kue-<br>sioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|                       | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 1                     | 0          | -1 | -1 | -2 | -3 | -2 | -1 | -1 | -3 | -2 | -2 | -2 | -1 | -2 | -3 | 0  | -2 | -1 | -2 | -1 | -1 | -1 | 0  | -2 | -3 | -2 | -1 | -2 | 0  |
| 2                     | 0          | -1 | -2 | -1 | -1 | -1 | -2 | 0  | -2 | -1 | 0  | 0  | 0  | 0  | -3 | 0  | 0  | -1 | -2 | -4 | 0  | -1 | -1 | 0  | -2 | -2 | -1 | 0  | -1 |
| 3                     | -2         | -1 | -2 | 2  | -1 | -2 | -2 | -2 | 0  | -3 | -2 | -2 | 0  | 0  | -1 | -1 | -1 | -4 | 0  | -1 | -2 | -1 | -1 | -2 | -1 | 0  | 0  | -2 | 0  |
| 4                     | -1         | 0  | -1 | -2 | -2 | 1  | -1 | -1 | -1 | -2 | -3 | -2 | -1 | -2 | -1 | -1 | 0  | -2 | -2 | 0  | -2 | 0  | -1 | -2 | -2 | -1 | 0  | -2 | -1 |
| 5                     | -1         | 0  | -1 | -1 | -2 | 0  | -1 | -1 | -2 | -1 | -2 | -1 | -1 | -3 | -2 | -1 | -3 | -3 | -4 | -1 | -2 | -2 | -1 | -1 | -2 | -3 | 0  | -1 | -1 |
| 6                     | -3         | 0  | -1 | 0  | -2 | -1 | -1 | -2 | 0  | -2 | -2 | -2 | 0  | -2 | -2 | -1 | -2 | -3 | -2 | -4 | -3 | -1 | -2 | 0  | -1 | -4 | -1 | -1 | 0  |
| 7                     | -1         | 0  | 0  | -1 | -1 | -3 | 0  | 0  | -1 | -1 | -1 | -1 | -1 | -4 | -2 | -3 | -3 | -5 | 0  | -2 | -2 | 0  | -1 | 0  | -1 | -1 | -2 | -1 | 1  |
| 8                     | -1         | -1 | -2 | -2 | -3 | 1  | -1 | 0  | -1 | -2 | -2 | -2 | 0  | 0  | -1 | -1 | 0  | -2 | -1 | 0  | -2 | -2 | -1 | -1 | -1 | -3 | -1 | -1 | -3 |
| 9                     | -2         | -2 | -2 | -3 | -2 | -1 | -2 | 0  | -1 | -3 | -1 | -3 | -2 | -1 | -5 | 0  | -2 | -2 | -2 | -2 | -1 | -3 | -2 | 0  | -2 | -2 | -1 | -2 | -1 |
| 10                    | 0          | -2 | -1 | -2 | -1 | -1 | -1 | 0  | -2 | -2 | 0  | -2 | 0  | -1 | 0  | -2 | -2 | -2 | -2 | -2 | -2 | -3 | 0  | -1 | -1 | -2 | -1 | 0  | -2 |
| 11                    | -3         | -1 | -2 | 0  | -2 | -1 | -1 | -2 | -1 | -3 | -1 | 0  | -1 | -2 | -3 | 0  | -1 | -3 | 0  | 0  | -1 | -2 | 0  | -1 | -1 | -3 | -2 | -2 | 0  |
| 12                    | 0          | -1 | -2 | -1 | -1 | -2 | -2 | 0  | -4 | -2 | -1 | -2 | 0  | -1 | -1 | 0  | -2 | 0  | -1 | 1  | -1 | -2 | -1 | -2 | -2 | -1 | 0  | -2 | -2 |
| 13                    | -1         | 0  | 1  | -1 | -2 | -2 | -2 | -1 | -2 | -4 | -1 | -3 | 1  | 0  | -2 | -1 | -2 | -2 | -1 | -1 | -3 | -1 | -2 | 0  | -2 | 0  | -1 | -2 | -1 |
| 14                    | 0          | -1 | -1 | -1 | -3 | -1 | 0  | 0  | 0  | -1 | -4 | -1 | -1 | -2 | 0  | 0  | -2 | -1 | -2 | -1 | -2 | 0  | 0  | -1 | -1 | -1 | -1 | 0  | 0  |
| 15                    | 0          | -1 | -1 | -2 | -2 | -1 | 1  | 0  | -2 | -1 | -3 | 0  | 1  | -1 | -2 | -1 | -1 | -4 | -2 | 0  | 0  | 0  | -2 | -1 | 0  | -1 | 0  | 0  | 0  |
| 16                    | -1         | -1 | -1 | -2 | -1 | -1 | 0  | -1 | -2 | -1 | -1 | 0  | -2 | -1 | -3 | -2 | -2 | -1 | 0  | -2 | 0  | 0  | -1 | 0  | -1 | 0  | -3 | -2 | 0  |
| 17                    | -1         | -2 | -3 | 0  | -3 | -1 | -3 | 0  | -2 | -3 | -2 | 0  | -1 | -1 | 0  | -2 | -2 | -3 | -1 | -1 | -2 | -2 | 0  | -2 | 0  | -1 | 0  | 0  | -1 |
| 18                    | -1         | 1  | -2 | -1 | -5 | -1 | -4 | 0  | -3 | -1 | -4 | -2 | -1 | -2 | -3 | 0  | -1 | -1 | -1 | -1 | -2 | -1 | -1 | -1 | -2 | 0  | -2 | -1 | -2 |
| 19                    | -1         | -1 | -3 | -3 | -2 | -2 | -2 | -2 | -4 | -2 | -2 | -3 | -1 | -1 | -2 | -3 | -2 | -2 | -2 | -3 | -1 | -2 | -2 | -2 | -4 | 0  | -1 | -3 | -2 |
| 20                    | 0          | 0  | 0  | -3 | -3 | -2 | -2 | -1 | -3 | -3 | 0  | -2 | -2 | -3 | -3 | -2 | -1 | -3 | -1 | -3 | 0  | -2 | -2 | -1 | -3 | -2 | -1 | -1 | -2 |
| 21                    | -1         | 0  | -1 | -1 | -4 | -1 | -2 | -1 | -2 | -2 | 0  | -2 | -2 | -2 | -1 | 0  | -3 | -2 | -3 | -2 | -1 | 0  | -2 | -3 | -1 | 0  | 0  | -2 | 0  |
| 22                    | 0          | -3 | 0  | -2 | -3 | -2 | -2 | -1 | 0  | -1 | -1 | -1 | -1 | -1 | 0  | -2 | -1 | -1 | -2 | -2 | 0  | 0  | 0  | -2 | -1 | -2 | -1 | -1 | -1 |
| 23                    | -2         | -2 | 0  | -2 | -4 | -4 | -1 | -4 | 0  | -2 | -1 | -3 | -1 | 0  | -1 | -2 | -2 | 0  | -1 | 0  | -2 | -2 | 0  | -1 | -2 | -1 | -2 | 0  | -1 |
| 24                    | 0          | -3 | -1 | 0  | -4 | 0  | 0  | -2 | -2 | -3 | -2 | 0  | 0  | -2 | -1 | -2 | -3 | -1 | -2 | -1 | -1 | -1 | -1 | -3 | -2 | 0  | -2 | -2 | -3 |
| 25                    | 0          | -1 | -2 | -2 | -3 | -1 | -2 | -2 | -2 | -3 | -1 | -1 | 0  | -1 | -3 | -2 | -3 | -1 | -2 | -1 | 0  | 0  | 0  | -1 | -1 | -2 | 0  | -1 | -1 |

## Lampiran 9: Perhitungan Gap 5 Tabloid X-File (lanjutan)

| No.<br>Kuesioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|                  | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 26               | -2         | -1 | -1 | -3 | -2 | -2 | 0  | -2 | -1 | -2 | -2 | -2 | -1 | -1 | 0  | -1 | 0  | 0  | 0  | -1 | -1 | -1 | -1 | -2 | -2 | -1 | -1 | 0  | -2 |
| 27               | 0          | -2 | -2 | -2 | -5 | -4 | -2 | -1 | -4 | -2 | -3 | -3 | -2 | -2 | -3 | 0  | -2 | -2 | 0  | -2 | -1 | -1 | -1 | 0  | 0  | -2 | -3 | -2 | -3 |
| 28               | -3         | -1 | -1 | -2 | -3 | -2 | -4 | -2 | -2 | -2 | -2 | -1 | -2 | -1 | -2 | -2 | -3 | -2 | -1 | -3 | -1 | -1 | -1 | -3 | -2 | -1 | 0  | -3 | -2 |
| 29               | -2         | -2 | -2 | -2 | -2 | -2 | -4 | -3 | -3 | -1 | -3 | -3 | 0  | 0  | -1 | -3 | -1 | -3 | 0  | -1 | -2 | -2 | -1 | -2 | -1 | -3 | 0  | -4 | -2 |
| 30               | -2         | -2 | -2 | -1 | -1 | -3 | -2 | -2 | -6 | -3 | -2 | -2 | -2 | -1 | -3 | -2 | -3 | -2 | -2 | -1 | 0  | -2 | -2 | -2 | -2 | -2 | -3 | -2 | -2 |
| 31               | -2         | -2 | 0  | -1 | -1 | -3 | -3 | -2 | -3 | -1 | -2 | -2 | -1 | -2 | -1 | -1 | -2 | -2 | -2 | -2 | -1 | -2 | 0  | -1 | -1 | -1 | -1 | -1 | -1 |
| 32               | -2         | -1 | -1 | -3 | -1 | -2 | -2 | -2 | -1 | -1 | -2 | -2 | -1 | -4 | -1 | -1 | -2 | -4 | -2 | -1 | 0  | -2 | 0  | 0  | 0  | -3 | -1 | 0  | -1 |
| 33               | -1         | -2 | 0  | -3 | -3 | -2 | -2 | -1 | -4 | -2 | -1 | -2 | 0  | -2 | -2 | -1 | 0  | -2 | -1 | -1 | -2 | -2 | -3 | -2 | -2 | -1 | -2 | 0  | -2 |
| 34               | 0          | 0  | 0  | -3 | -2 | 0  | 0  | -1 | -1 | -1 | -2 | -2 | -2 | -1 | -2 | 0  | -2 | -2 | -2 | -2 | -2 | -1 | 0  | -2 | -1 | 0  | -2 | -1 | 0  |
| 35               | -1         | -3 | -2 | -2 | -2 | 0  | 0  | -1 | -2 | -1 | -1 | -3 | -2 | -1 | -2 | -1 | -2 | 0  | 0  | -1 | -1 | -3 | 0  | -2 | -2 | -2 | -2 | 0  | -1 |
| 36               | -2         | -1 | -1 | 0  | -1 | -1 | -1 | 0  | -2 | 0  | -1 | -1 | -1 | 0  | 0  | -1 | -1 | -2 | -2 | -2 | -1 | -1 | -1 | 0  | -1 | -1 | 0  | -1 | 0  |
| 37               | -2         | -2 | -1 | -1 | -2 | -2 | -1 | 1  | -3 | -4 | -1 | -1 | -1 | -1 | -1 | -1 | 0  | 0  | -2 | 0  | -1 | -1 | -1 | -1 | -3 | 0  | 0  | 0  | -1 |
| 38               | -1         | -2 | -3 | -3 | -1 | -1 | -1 | -1 | -1 | -2 | 0  | 0  | 0  | 0  | -1 | 0  | 0  | -1 | -1 | -2 | -1 | 0  | 0  | -1 | -1 | -1 | -1 | 0  | -2 |
| 39               | 0          | -1 | -1 | -2 | -2 | -2 | -1 | -1 | -3 | -1 | -1 | -2 | -1 | -1 | -4 | -2 | -2 | -1 | 0  | -1 | -1 | -2 | 0  | -1 | 0  | -1 | -1 | -1 | -2 |
| 40               | -1         | -2 | -1 | -1 | -4 | -4 | -2 | 0  | -1 | -1 | -1 | -1 | -2 | -2 | -2 | -2 | -2 | -1 | -1 | -3 | -2 | -1 | -1 | -1 | 0  | -2 | -2 | 0  | 0  |
| 41               | -2         | 0  | -1 | -3 | -3 | -3 | -1 | -1 | 0  | -1 | -1 | -1 | -1 | -1 | -1 | -1 | 2  | 0  | 0  | -1 | -2 | -2 | -2 | -1 | -3 | -1 | 0  | 0  | 0  |
| 42               | -2         | -3 | -2 | -4 | -5 | -5 | -4 | -4 | -5 | -3 | -4 | -4 | -4 | -1 | -2 | -4 | -3 | -4 | -2 | -2 | -1 | -1 | -2 | -5 | -1 | -4 | -4 | -2 | -4 |
| 43               | -1         | -2 | -2 | -4 | -5 | -4 | -3 | -2 | -3 | -2 | -2 | -1 | 0  | -2 | -2 | -3 | -1 | -2 | -1 | -2 | -4 | -4 | -3 | -1 | -2 | -3 | -3 | -3 | -3 |
| 44               | 0          | -2 | -1 | 0  | -2 | -3 | -1 | 0  | -3 | -1 | -2 | -1 | -1 | -2 | -1 | -1 | -2 | -3 | -3 | -2 | -1 | 1  | -2 | 0  | -3 | -1 | -2 | -1 | 0  |
| 45               | -2         | -3 | -1 | -3 | -3 | -3 | -2 | -2 | -2 | 0  | -1 | -1 | -1 | -1 | -2 | -2 | -2 | -3 | -2 | -3 | -3 | -1 | -2 | -2 | 0  | 0  | -2 | -2 | -3 |
| 46               | -2         | 0  | 0  | 0  | -2 | -3 | -4 | -3 | -5 | -2 | -3 | -2 | -1 | -1 | -1 | -1 | 0  | -2 | 0  | -1 | -1 | -3 | -4 | -2 | 1  | 1  | 3  | 1  | -2 |
| 47               | 0          | 0  | 0  | -1 | -1 | -1 | -1 | -1 | 1  | 1  | -1 | -2 | -1 | -1 | 1  | -1 | 0  | 0  | -2 | -2 | -2 | -1 | -4 | 0  | -1 | -3 | -2 | -3 | -1 |
| 48               | -2         | -2 | 1  | 2  | 0  | 0  | 0  | -2 | -1 | 1  | 0  | 0  | -1 | -1 | -1 | -2 | -1 | 0  | -1 | -1 | -2 | -2 | -4 | -2 | -3 | -2 | -2 | -5 | -2 |
| 49               | -3         | -3 | 0  | 0  | 1  | -2 | -1 | -2 | 0  | -2 | -2 | 1  | 0  | 0  | -1 | 2  | 2  | -4 | -1 | 0  | -1 | -3 | -2 | 0  | -1 | 0  | -2 | -5 | 0  |
| 50               | 0          | -1 | -2 | -3 | -3 | -3 | 0  | -1 | -3 | -2 | -2 | 0  | -2 | -2 | -1 | -3 | -2 | -2 | -3 | -3 | -1 | -1 | 0  | -1 | -2 | -2 | 0  | -4 | -4 |

## Lampiran 9: Perhitungan Gap 5 Tabloid X-File (lanjutan)

| No.<br>Kue-<br>sioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|                       | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 51                    | -3         | -3 | -1 | -5 | -5 | -5 | -3 | -2 | -5 | -2 | -3 | -3 | -2 | -2 | -3 | -3 | -1 | -5 | -1 | -4 | -1 | -1 | -1 | -3 | -3 | -3 | -2 | -2 | -4 |
| 52                    | -1         | -3 | -1 | -4 | -4 | -4 | -4 | -4 | -4 | -2 | -1 | -2 | -3 | -2 | -1 | -2 | -2 | -4 | -1 | -5 | -3 | -2 | -2 | 0  | -2 | -2 | -2 | -3 | -2 |
| 53                    | -1         | -2 | -1 | -3 | -4 | -2 | -2 | -3 | -3 | -1 | -1 | -1 | 0  | 0  | -4 | -1 | -1 | -2 | -1 | 0  | -1 | -2 | -2 | 0  | -3 | 0  | -1 | -2 | -1 |
| 54                    | -1         | -1 | 0  | -2 | -1 | -2 | -1 | -3 | -1 | -1 | 0  | 0  | -2 | 0  | -1 | 0  | -3 | -1 | -2 | -1 | 0  | -2 | 0  | -1 | -1 | -1 | -3 | -2 | -4 |
| 55                    | -2         | -3 | 0  | -3 | -1 | 0  | 0  | 1  | -3 | -3 | 0  | -2 | -1 | -3 | -1 | -1 | -1 | -2 | -1 | -2 | 0  | 0  | -1 | -2 | 0  | -3 | 0  | -3 | -1 |
| 56                    | -1         | -3 | -1 | -1 | -1 | -1 | -2 | 0  | -3 | -2 | -2 | 0  | 0  | -2 | -1 | -1 | -2 | -4 | -1 | -2 | -1 | -1 | -1 | 0  | -2 | 0  | 0  | -2 | -3 |
| 57                    | -1         | -1 | 2  | -2 | -3 | -2 | 0  | -1 | -1 | -1 | -2 | -1 | -3 | -2 | 0  | -1 | -1 | -5 | 0  | -2 | -1 | -1 | -3 | -1 | -2 | -2 | -1 | -2 | -2 |
| 58                    | -1         | -2 | -1 | -3 | -2 | -3 | -1 | -1 | -3 | 0  | -1 | 1  | -1 | -3 | -1 | -1 | -1 | -2 | 0  | -2 | -1 | -2 | -1 | 0  | -3 | -2 | -2 | -1 | -2 |
| 59                    | -2         | -2 | -2 | -3 | -3 | -2 | -2 | -3 | -3 | 0  | -2 | -1 | -1 | -3 | -2 | -2 | -2 | -2 | -2 | -1 | -1 | -1 | 0  | -2 | -3 | -1 | -3 | -1 | -3 |
| 60                    | -1         | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -2 | -1 | -2 | -2 | 0  | 0  | -1 | -1 | -1 | 0  | -1 | -1 | 0  | -1 | -1 | -1 | -1 | -1 |
| 61                    | -1         | -1 | -3 | -2 | -1 | -2 | 0  | 0  | -2 | -1 | -1 | -1 | -2 | -1 | -2 | -1 | -3 | -3 | -2 | -3 | -3 | -2 | -3 | -1 | -3 | -2 | 0  | -2 | -2 |
| 62                    | -2         | 0  | -1 | -2 | -3 | -2 | 0  | -2 | -1 | -1 | 0  | 0  | 0  | -3 | -2 | 0  | 0  | -1 | -3 | -2 | -1 | -2 | -1 | -3 | -2 | -3 | -2 | -4 | -3 |
| 63                    | -1         | -3 | -2 | -3 | -3 | -1 | -1 | -1 | -3 | -2 | -1 | -1 | -1 | -1 | -2 | -2 | -1 | -2 | -2 | -2 | -2 | 0  | -4 | 0  | -1 | -1 | 0  | -1 | -1 |
| 64                    | -3         | 0  | -1 | 0  | -1 | -2 | 0  | -2 | -2 | -2 | -1 | -1 | -1 | -1 | -1 | 0  | -1 | -3 | -1 | -1 | -1 | -2 | -1 | -1 | -2 | -2 | -1 | -2 | 0  |
| 65                    | -1         | -1 | 0  | -2 | -2 | -2 | -2 | 0  | -1 | -1 | -1 | -2 | 0  | -2 | -1 | -2 | -1 | -2 | -1 | -3 | -2 | -2 | -2 | -1 | 0  | -2 | -2 | 0  | -1 |
| 66                    | -3         | -2 | -3 | -3 | -4 | -3 | -3 | -3 | -4 | -1 | -2 | -2 | -3 | -3 | -4 | -4 | -2 | -3 | -2 | 0  | 0  | 0  | -1 | -1 | -3 | -3 | -2 | 0  | -1 |
| 67                    | -1         | -2 | -2 | 0  | -1 | -2 | 0  | 0  | -1 | -2 | -1 | 0  | 0  | -2 | -1 | 0  | -1 | -3 | -2 | -3 | -1 | -4 | -4 | -1 | 0  | -2 | -1 | -2 | -1 |
| 68                    | -1         | -1 | -1 | -2 | -2 | -2 | 0  | -1 | -2 | -2 | -1 | 0  | -1 | -2 | -2 | -1 | -1 | -1 | -2 | -1 | -2 | -1 | 0  | -2 | -2 | -1 | -1 | -2 | -3 |
| 69                    | 0          | -1 | 0  | -2 | -2 | -2 | -1 | -1 | -1 | -2 | 0  | -1 | -1 | -3 | -2 | -1 | -2 | -1 | -1 | -3 | -1 | -2 | -1 | -1 | -2 | -1 | 0  | -3 | -1 |
| 70                    | 0          | -2 | -1 | -2 | -2 | -1 | 0  | -1 | -1 | 0  | -1 | 0  | -2 | -1 | 0  | -2 | -2 | -2 | -1 | -2 | 0  | -1 | -1 | -1 | -1 | 0  | -1 | -2 | -1 |
| 71                    | -2         | -3 | -1 | -1 | -1 | -1 | 0  | 0  | -3 | -2 | 0  | -1 | -1 | -1 | -3 | -2 | -2 | 0  | -1 | -1 | -2 | -2 | -4 | -1 | 0  | -1 | 0  | -2 | 0  |
| 72                    | -2         | 0  | 0  | -3 | -4 | 0  | 0  | -2 | -2 | -2 | -1 | -3 | -1 | -2 | -2 | 0  | -1 | 0  | -2 | -1 | -1 | 0  | 0  | -2 | -1 | 0  | -2 | -1 | -2 |
| 73                    | -2         | -2 | -2 | -2 | -3 | -3 | -3 | -2 | -3 | -2 | -2 | -2 | -1 | -3 | -2 | -2 | -2 | -2 | 0  | -3 | -1 | -1 | -1 | -1 | -2 | -3 | -3 | -1 | -2 |
| 74                    | -3         | -1 | -1 | -2 | -2 | -4 | -2 | -2 | -4 | -2 | -3 | -1 | -2 | -3 | -3 | -4 | -2 | -4 | 5  | -1 | 0  | -2 | -3 | 0  | -1 | -2 | -2 | -2 | -2 |
| 75                    | -1         | -3 | -2 | -3 | -3 | -4 | -4 | -4 | -3 | -3 | -2 | -2 | 0  | -1 | -2 | -3 | -4 | -4 | -1 | -3 | -2 | -2 | -3 | -2 | -3 | -2 | -1 | -2 | -2 |

## Lampiran 9: Perhitungan Gap 5 Tabloid X-File (lanjutan)

| No.<br>Kue-<br>sioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|                       | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 76                    | -2         | -2 | 0  | -2 | -3 | -2 | -1 | -2 | -3 | -2 | -1 | -1 | -1 | -3 | -2 | -4 | -2 | -2 | -2 | -2 | -1 | -2 | -1 | -2 | -1 | -1 | -1 | -2 | 0  |
| 77                    | -2         | -1 | -1 | -2 | -2 | -1 | -1 | -1 | -2 | -1 | -2 | -2 | -2 | -2 | -2 | -1 | 0  | -2 | 0  | -1 | 0  | -2 | -1 | -1 | -1 | -1 | -1 | -1 | -2 |
| 78                    | 0          | -1 | 0  | 0  | -1 | -3 | 0  | -1 | -2 | -2 | -1 | -1 | -2 | -2 | -2 | -1 | -1 | 0  | 0  | 0  | -1 | 0  | -1 | -1 | -1 | -2 | 0  | -1 | -1 |
| 79                    | 0          | -1 | -2 | -1 | -1 | -1 | 0  | -2 | -2 | -1 | -2 | -1 | -1 | -2 | -3 | -3 | -2 | -2 | -2 | 0  | -1 | -1 | 0  | -1 | -3 | -2 | -2 | -3 | -1 |
| 80                    | -2         | -2 | -2 | -3 | -3 | -4 | -3 | -3 | -3 | -2 | -3 | 0  | -2 | -3 | -3 | -2 | -1 | -4 | -3 | -2 | -3 | -2 | -2 | 0  | -3 | -2 | 0  | -1 | -1 |
| 81                    | -3         | -1 | -2 | -2 | -3 | -4 | -3 | -1 | -3 | -2 | -2 | -2 | -1 | -3 | -2 | -3 | -4 | -3 | -2 | -2 | -3 | -1 | -3 | -2 | 0  | -2 | 0  | -1 | 1  |
| 82                    | -1         | -2 | -1 | -3 | -2 | 0  | -2 | -2 | -4 | -1 | -2 | -1 | -2 | -3 | -2 | -2 | 0  | -1 | -2 | -3 | -1 | 0  | 0  | -2 | -1 | -2 | -2 | -1 | -2 |
| 83                    | 0          | -2 | -1 | -4 | -3 | -3 | -1 | -2 | -1 | 0  | -2 | -1 | 0  | -2 | -2 | -1 | -1 | -3 | -2 | -2 | 0  | -1 | 0  | 0  | -3 | -1 | -2 | -1 | -3 |
| 84                    | -1         | -1 | -1 | -1 | -3 | -1 | 0  | -1 | -3 | -2 | -1 | -1 | -3 | -3 | -2 | -2 | -3 | -1 | -2 | 0  | 0  | -1 | -2 | -3 | -1 | -4 | -1 | -1 | -1 |
| 85                    | -2         | -2 | -2 | -3 | -3 | -3 | -2 | -1 | -2 | -2 | -3 | -2 | -2 | -2 | -3 | -4 | -3 | -3 | -1 | -4 | -2 | -2 | -2 | 0  | -2 | -2 | -1 | -3 | -1 |
| 86                    | -2         | -1 | 0  | 0  | -2 | -3 | 0  | 0  | -1 | -1 | -1 | -2 | 0  | -1 | -3 | -1 | -1 | -2 | -2 | -2 | -1 | -1 | -1 | -2 | -2 | -2 | -1 | -1 | -1 |
| 87                    | -2         | -1 | 0  | -1 | -2 | -2 | 0  | -1 | -3 | -2 | -3 | -3 | -2 | -1 | -2 | -1 | -1 | -1 | -2 | -2 | -1 | -1 | -2 | -2 | 0  | -1 | -1 | -3 | -1 |
| 88                    | -1         | -1 | -2 | -2 | -2 | -2 | -2 | -1 | -1 | -2 | -2 | -2 | -1 | -1 | 0  | 0  | 0  | -1 | -2 | -2 | -1 | -1 | -1 | -1 | -1 | 0  | 0  | -1 | -1 |
| 89                    | -2         | -3 | -2 | -4 | -4 | -3 | -2 | -2 | 0  | -2 | -3 | -2 | -1 | -4 | -4 | -1 | 0  | -2 | -1 | -1 | 0  | -2 | -2 | -1 | -2 | 0  | 0  | -3 | -2 |
| 90                    | -2         | -3 | -3 | -3 | -3 | -3 | 0  | 0  | -1 | -2 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -3 | -3 | -2 | -2 | 0  | -1 | -2 | -1 | -1 | -1 | -3 | -2 |
| 91                    | -1         | -2 | -1 | -1 | -1 | -1 | 0  | 0  | 0  | -1 | 0  | -4 | -1 | -1 | -1 | -1 | -1 | -3 | 0  | -1 | 0  | -2 | -2 | -1 | -1 | -2 | -3 | -2 | 0  |
| 92                    | -2         | -2 | 0  | -1 | -1 | -2 | -1 | -1 | -2 | -2 | -2 | -1 | -1 | -1 | -1 | 0  | -1 | -1 | -2 | -1 | -2 | -1 | -1 | -1 | -3 | -1 | -1 | -2 | -1 |
| 93                    | -3         | -3 | -3 | -4 | -3 | -2 | 0  | -1 | 0  | -3 | -2 | -1 | 0  | 0  | -1 | 0  | -1 | -1 | -1 | -1 | 0  | -2 | -2 | -1 | -1 | -1 | -2 | -4 | -1 |
| 94                    | -1         | 0  | -1 | -1 | -2 | -3 | -2 | -2 | -1 | -1 | 0  | -2 | -1 | 0  | -1 | 0  | 0  | -1 | -2 | -2 | -1 | -1 | -2 | -1 | -1 | -1 | -2 | -3 | -2 |
| 95                    | -1         | 0  | 0  | 0  | -1 | -1 | 0  | 0  | -1 | -2 | 0  | -1 | -1 | -1 | -1 | -1 | -2 | 0  | -2 | -3 | -1 | -1 | -1 | -2 | -3 | -2 | -1 | -2 | -2 |
| 96                    | -2         | -2 | -3 | -2 | -2 | -1 | -1 | -2 | 0  | -2 | -1 | -3 | -1 | -1 | -1 | -1 | -2 | -2 | -1 | -1 | -1 | 0  | -1 | -1 | -1 | -1 | -1 | -2 | -1 |
| 97                    | 0          | 0  | 0  | 0  | 0  | -1 | 0  | 0  | -4 | -1 | -1 | -2 | -1 | -1 | -2 | -3 | 0  | -2 | -2 | -2 | -2 | -2 | -2 | -1 | -1 | -1 | -2 | -2 | -2 |
| 98                    | -2         | -2 | 0  | -3 | -3 | -3 | -1 | -1 | -1 | -2 | -1 | -1 | -1 | -1 | -1 | 0  | -3 | 0  | -1 | -1 | -2 | -2 | 0  | -1 | -1 | -2 | -1 | -2 | 0  |
| 99                    | -2         | -3 | -3 | -3 | -3 | -3 | 0  | 0  | -1 | -3 | -1 | -3 | -1 | -1 | 0  | -1 | -1 | -2 | -2 | -2 | 0  | 0  | -3 | -3 | -2 | -2 | 0  | -1 | -1 |
| 100                   | -1         | -1 | -2 | -2 | -2 | -2 | 0  | 0  | -1 | -1 | 0  | -1 | -1 | -1 | -1 | -1 | -2 | -2 | -1 | -2 | -1 | -1 | -1 | -2 | -2 | -2 | -2 | -1 | 0  |

Lampiran 10: Perhitungan Gap 5 Tabloid Gugat

| No.<br>Kue-<br>sioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|                       | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 1                     | -1         | -1 | 0  | -1 | -2 | -2 | -2 | -2 | -1 | -2 | -1 | -3 | -1 | -2 | -3 | -1 | -4 | -3 | -2 | -3 | 0  | 0  | -2 | -2 | -1 | -1 | -1 | -2 | -2 |
| 2                     | -1         | 0  | -3 | -4 | -4 | -2 | -4 | -4 | -2 | -2 | -4 | -4 | -1 | -1 | -1 | -4 | -2 | -1 | -3 | -2 | -2 | -3 | -3 | -2 | -1 | 0  | -2 | 0  | -2 |
| 3                     | -2         | -2 | 0  | -1 | -1 | -2 | -3 | -2 | -1 | 0  | -4 | -2 | -2 | -2 | -3 | -2 | -5 | -4 | -2 | -2 | -2 | 0  | -4 | 0  | -1 | -2 | -2 | -2 | -1 |
| 4                     | -1         | 0  | 0  | -2 | -2 | 0  | -4 | -3 | 1  | -4 | -2 | 0  | -2 | -3 | -2 | 0  | -2 | 0  | 0  | -2 | -1 | -1 | -2 | -5 | -1 | -2 | -1 | -1 | -1 |
| 5                     | -2         | -1 | -3 | -5 | -4 | -3 | -1 | -3 | -1 | -4 | -2 | -3 | -2 | -2 | -2 | -1 | -2 | -4 | -1 | -3 | 0  | -1 | -3 | -1 | -3 | -1 | -2 | -1 | -1 |
| 6                     | -2         | -1 | -1 | 0  | -3 | -3 | -5 | -3 | 0  | -3 | 0  | -3 | -3 | -2 | -1 | -1 | -1 | -2 | 0  | -2 | -2 | -3 | -3 | 0  | -2 | -2 | 0  | -1 | 0  |
| 7                     | -3         | -2 | -2 | -2 | -3 | -1 | -3 | -1 | -1 | -3 | 0  | -3 | -2 | -3 | -3 | -1 | -1 | -1 | 0  | -1 | -1 | -1 | -1 | 0  | 0  | 1  | -1 | 0  | -2 |
| 8                     | -2         | -4 | 0  | -1 | -3 | -2 | -4 | 0  | -1 | 0  | -3 | -2 | -3 | -2 | -1 | -2 | -3 | 0  | -1 | -2 | -1 | -2 | -1 | -2 | -1 | -2 | -3 | -1 | -1 |
| 9                     | -2         | -3 | 1  | 0  | -3 | -3 | -3 | 0  | -1 | -4 | -2 | -4 | -1 | -1 | -1 | 0  | -2 | -2 | -3 | -2 | -1 | -1 | 0  | -1 | -1 | -1 | 0  | 0  | 1  |
| 10                    | -3         | -4 | -3 | -2 | -3 | -3 | -3 | -4 | -2 | -4 | -2 | -4 | -1 | -3 | -3 | -1 | -2 | 0  | -4 | -3 | -2 | 0  | -2 | -1 | -2 | 0  | -2 | -2 | 0  |
| 11                    | -1         | -1 | -1 | -2 | -3 | -5 | 0  | -2 | 0  | -3 | -1 | -2 | -3 | -3 | -5 | -2 | -1 | -3 | -1 | -2 | -3 | -2 | -3 | -2 | 0  | -1 | -1 | -1 | -2 |
| 12                    | -1         | -1 | 0  | -2 | -3 | -1 | -2 | -1 | -1 | -3 | -1 | -1 | -4 | -4 | -2 | 1  | -2 | -2 | -1 | -1 | -2 | -2 | -2 | -3 | -1 | -2 | 0  | 0  | -1 |
| 13                    | -3         | -1 | -2 | -1 | -4 | -2 | -2 | -1 | -1 | -1 | -1 | -1 | -3 | -2 | -3 | -1 | -3 | -2 | -3 | -3 | -1 | 0  | 2  | -3 | -1 | -1 | -1 | -1 | -2 |
| 14                    | -1         | -2 | 0  | -2 | -2 | 0  | 0  | -1 | -1 | -1 | -1 | -2 | -3 | -3 | -3 | -1 | -1 | 0  | -1 | -1 | -2 | -1 | -3 | 0  | -2 | -2 | -1 | -1 | -1 |
| 15                    | 0          | 0  | -1 | -1 | -1 | -2 | -1 | -1 | -1 | -2 | -1 | 1  | 0  | -2 | -2 | -2 | -1 | 0  | 0  | 0  | -2 | -2 | -2 | -2 | -1 | -1 | -1 | -1 | -2 |
| 16                    | -2         | -2 | -2 | -4 | -2 | 0  | 0  | 0  | -1 | -3 | -1 | -3 | -2 | -2 | 0  | 0  | -1 | -1 | -1 | -2 | -3 | -1 | -3 | -1 | -1 | 0  | 0  | 0  | -1 |
| 17                    | -2         | -1 | 0  | -1 | -1 | -1 | -1 | -1 | 0  | -2 | -1 | -2 | -2 | -2 | -2 | -1 | -1 | -1 | -1 | -2 | -1 | -2 | -1 | 0  | 0  | 0  | -1 | -1 | -2 |
| 18                    | -1         | -3 | 0  | 0  | 0  | -1 | -1 | -2 | -1 | -2 | 0  | 0  | -1 | -1 | -2 | -2 | -2 | -2 | 0  | -1 | -1 | -2 | -3 | -1 | -1 | -3 | -2 | -2 | -1 |
| 19                    | -3         | 0  | 0  | -2 | -1 | -1 | -1 | 0  | -1 | 0  | 0  | -1 | -1 | -1 | -1 | -1 | -2 | -2 | -1 | 0  | -1 | -3 | -3 | -1 | -1 | -1 | -1 | -1 | 0  |
| 20                    | -1         | -1 | -1 | -1 | -5 | -2 | -2 | -2 | -1 | 0  | 0  | 0  | -2 | -1 | 0  | 0  | 0  | -1 | -4 | 0  | -2 | 0  | 0  | -2 | -1 | 0  | 0  | -2 | 0  |
| 21                    | 0          | -1 | -1 | -1 | -1 | 0  | 0  | -1 | 0  | 0  | -2 | -2 | -2 | 0  | 0  | 0  | -3 | -2 | -2 | -2 | -2 | -2 | -1 | 0  | -2 | -2 | -2 | 0  | -2 |
| 22                    | -2         | -2 | -2 | -2 | -2 | -1 | -1 | -1 | 0  | -2 | -2 | -1 | 0  | -1 | -1 | 0  | 0  | 0  | -1 | -1 | -2 | -2 | -2 | -1 | 0  | -1 | -2 | 0  | -2 |
| 23                    | -2         | -2 | -1 | -4 | -4 | -1 | -1 | -4 | -1 | -2 | -1 | -3 | -2 | -3 | -3 | -3 | -3 | -3 | -2 | -3 | -2 | 0  | 0  | -1 | -1 | -2 | -1 | -1 | 0  |
| 24                    | 0          | 0  | 0  | 0  | 0  | -1 | -1 | -1 | -2 | -1 | 0  | -2 | 0  | -2 | -3 | -2 | 0  | 0  | 0  | -1 | -1 | -2 | -1 | -1 | -1 | -3 | -1 | 0  | 0  |
| 25                    | -1         | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -2 | -2 | -2 | 0  | 0  | -2 | 0  | -2 | -2 | -2 | -2 | 0  | -2 | 0  | -3 | -1 | -1 | 0  | -2 | -1 |

## Lampiran 10: Perhitungan Gap 5 Tabloid Gugat (lanjutan)

| No.<br>Kue-<br>sioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|                       | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 26                    | -2         | -1 | -2 | -1 | -1 | 0  | -1 | -1 | -1 | -1 | -1 | -1 | -1 | 0  | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -2 | 0  | -3 | -3 | -1 | -2 |
| 27                    | 0          | -2 | 0  | -2 | -3 | 0  | 0  | -1 | -2 | -1 | -1 | 0  | -1 | -1 | -3 | -3 | -3 | -2 | 0  | -1 | -1 | -1 | -2 | -2 | -3 | -2 | -2 | -1 | -2 |
| 28                    | -1         | -1 | -2 | -2 | -1 | 0  | 0  | -1 | -3 | -2 | -2 | -2 | -1 | 0  | -1 | -1 | -1 | 0  | -1 | -1 | -1 | -1 | -1 | -1 | -2 | -2 | -1 | 0  | -2 |
| 29                    | 0          | -1 | -1 | -3 | -4 | 0  | -1 | 0  | -1 | -1 | -1 | -3 | 0  | 0  | -1 | -2 | -1 | -4 | 1  | 0  | -2 | -2 | -1 | -2 | -2 | -2 | -2 | -4 | -1 |
| 30                    | -1         | -2 | 0  | -1 | -3 | 0  | -1 | -2 | -4 | -1 | 0  | -1 | -1 | -1 | -2 | -3 | -2 | -1 | -2 | -1 | 0  | -2 | -2 | 0  | -1 | -2 | -2 | -1 | -1 |
| 31                    | -1         | -1 | -2 | -1 | -1 | 0  | -1 | 0  | -1 | -1 | -3 | 0  | -1 | 0  | -2 | -1 | -1 | 0  | -2 | -3 | -1 | -2 | 0  | -2 | 0  | 0  | -1 | 0  | -1 |
| 32                    | 1          | 0  | -2 | -3 | -2 | 0  | -1 | -1 | -1 | -2 | -3 | -2 | 0  | 0  | -2 | -2 | -2 | -4 | -1 | -1 | 0  | -2 | 0  | -2 | -1 | -1 | 0  | -1 | -2 |
| 33                    | -5         | -5 | -5 | -5 | -5 | -4 | -4 | -2 | -4 | -3 | -1 | -2 | -6 | -2 | -2 | -2 | -3 | -2 | -4 | -1 | -2 | -2 | -3 | -2 | -2 | -3 | -3 | -1 | -4 |
| 34                    | -1         | -1 | -2 | -1 | -3 | 0  | 0  | -2 | 0  | -1 | -2 | -1 | -1 | 0  | -1 | -1 | -1 | -2 | -1 | -1 | -2 | -1 | 0  | -1 | -3 | 0  | -1 | -1 | 0  |
| 35                    | -1         | 0  | -3 | -3 | -4 | 0  | -1 | -1 | 0  | 0  | 0  | 0  | -2 | 0  | -3 | -2 | -2 | -1 | 0  | 0  | -1 | -3 | 0  | 0  | 0  | -2 | -1 | 0  | -1 |
| 36                    | 0          | -2 | -2 | -2 | -1 | 0  | 0  | -1 | -1 | -2 | -1 | -1 | -2 | 0  | -4 | -2 | -5 | -2 | 0  | -1 | -1 | -1 | -1 | -1 | -2 | -1 | -2 | 0  | -1 |
| 37                    | 0          | -2 | 0  | -2 | -2 | 0  | -1 | -2 | 0  | 0  | -2 | -1 | -1 | 0  | -1 | -3 | 0  | -1 | -1 | -1 | -1 | -1 | -1 | 0  | 0  | -2 | -2 | -3 | -1 |
| 38                    | -1         | -2 | -1 | -2 | -1 | 0  | -1 | 0  | -1 | 1  | 0  | 0  | 0  | 0  | -1 | -2 | -1 | -1 | 0  | -2 | -1 | 0  | 0  | 0  | 0  | -2 | -2 | -2 | -1 |
| 39                    | -1         | -2 | -2 | -1 | 1  | 0  | -1 | -2 | -2 | -1 | -1 | 0  | -1 | 0  | -1 | 0  | -1 | 0  | -1 | -2 | -1 | -2 | 0  | -2 | -2 | -2 | -3 | -1 | -1 |
| 40                    | -2         | -2 | -1 | -3 | -1 | 0  | -1 | -2 | -1 | -1 | -4 | 0  | 0  | 0  | -3 | -1 | 0  | -1 | -1 | -2 | -2 | -1 | -1 | -2 | -1 | 0  | -1 | 0  | -2 |
| 41                    | -2         | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 |
| 42                    | -1         | -2 | -2 | -5 | -5 | 0  | -2 | -1 | -1 | -2 | -3 | -3 | 0  | 0  | -3 | 0  | -1 | 0  | 0  | 0  | -1 | -1 | -2 | -1 | -1 | 0  | -3 | -1 | 0  |
| 43                    | -3         | -5 | -5 | -4 | -4 | -4 | -4 | -5 | -2 | -1 | -2 | -3 | -4 | -3 | -1 | -4 | -5 | -3 | -2 | -3 | -4 | -4 | -3 | -1 | -2 | 0  | 0  | -1 | -5 |
| 44                    | -2         | -1 | -2 | -4 | -3 | -3 | 0  | -2 | -2 | -4 | -4 | -2 | 0  | -2 | -3 | -1 | 0  | -1 | -2 | -2 | -1 | 1  | -2 | -2 | -2 | -3 | -1 | -2 | 0  |
| 45                    | -2         | -3 | -2 | -3 | -4 | -3 | -4 | -1 | -2 | -2 | -2 | -2 | 0  | -3 | -2 | -1 | -2 | 0  | -2 | -1 | -3 | -1 | -2 | -2 | -1 | -3 | -1 | -2 | -1 |
| 46                    | 0          | -4 | -1 | -2 | -4 | -2 | -1 | -4 | -3 | -2 | -2 | -2 | -2 | -3 | -2 | -2 | -1 | -2 | -1 | 0  | -1 | -3 | -4 | -1 | -3 | 0  | -2 | -2 | 0  |
| 47                    | 0          | -1 | -1 | -2 | -2 | -2 | -1 | -2 | -1 | -3 | -2 | 0  | -1 | -1 | -2 | 0  | -2 | -1 | -2 | -2 | -2 | -1 | -4 | -2 | -2 | -4 | 0  | -1 | -2 |
| 48                    | -1         | -4 | -3 | -5 | -4 | -4 | -4 | -3 | -3 | 1  | -4 | -1 | -4 | -1 | 1  | -3 | -3 | -3 | -2 | -3 | -2 | -2 | -4 | -1 | -4 | -2 | -2 | -3 | -4 |
| 49                    | -2         | -3 | 0  | -2 | -2 | -3 | -3 | -2 | -4 | -1 | -1 | -1 | -2 | -2 | -2 | -2 | -2 | -3 | -3 | -1 | -1 | -3 | -2 | -2 | -3 | -3 | 0  | 0  | 0  |
| 50                    | -1         | -1 | -3 | -3 | -2 | -2 | -1 | 0  | -2 | -1 | 2  | -1 | -1 | -3 | -3 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | 0  | 0  | -1 | -1 | -1 | -1 | -1 |

## Lampiran 10: Perhitungan Gap 5 Tabloid Gugat (lanjutan)

| No.<br>Kue-<br>sioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|                       | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 51                    | -3         | -1 | -1 | -1 | -2 | -1 | 0  | 0  | -2 | 0  | -1 | -1 | 0  | -1 | -1 | -1 | -1 | -2 | 0  | 0  | -1 | -1 | -1 | -1 | -1 | -1 | -1 | 0  | -1 |
| 52                    | -2         | -2 | -1 | -1 | -2 | -2 | -2 | -3 | -2 | -1 | -1 | -2 | -2 | -2 | -3 | 0  | -1 | -4 | -3 | -3 | -3 | -2 | -6 | -2 | -2 | -2 | -2 | -2 | -3 |
| 53                    | -2         | -2 | -2 | -1 | -1 | -1 | -1 | -1 | -4 | -1 | -2 | -2 | -2 | -2 | -1 | -1 | -1 | -2 | -1 | -1 | -1 | -2 | -2 | -2 | 0  | -1 | -1 | -1 | -1 |
| 54                    | -1         | -1 | -1 | -1 | -1 | -1 | -1 | 0  | 0  | -1 | -1 | -3 | -2 | -2 | -2 | -2 | -2 | -1 | -1 | 0  | 0  | -2 | 0  | 0  | 0  | -1 | -2 | -2 | -1 |
| 55                    | 0          | 0  | -3 | -3 | -2 | -1 | -1 | -1 | -2 | 0  | 1  | -1 | -2 | -2 | -2 | -2 | -1 | -3 | -2 | 0  | 0  | 0  | -1 | 0  | -2 | -1 | 0  | -2 | 0  |
| 56                    | 0          | 0  | -1 | -1 | 0  | -1 | -1 | -1 | -2 | -1 | 0  | 0  | 0  | -1 | -1 | 0  | 0  | -2 | -2 | -2 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -1 |
| 57                    | 0          | -3 | -1 | -3 | -3 | -2 | 0  | -1 | 0  | -1 | -1 | -2 | -2 | -2 | -2 | 0  | 0  | 0  | -1 | 0  | -1 | -1 | -3 | -1 | -1 | -1 | -1 | -1 | -3 |
| 58                    | 0          | -2 | -1 | -2 | -2 | -3 | -3 | -1 | -1 | -1 | -2 | 0  | -1 | -3 | -1 | 0  | -2 | -1 | 0  | -1 | -1 | -2 | -1 | -1 | 0  | -1 | -1 | -1 | -1 |
| 59                    | -1         | -1 | 0  | -3 | -2 | -4 | -4 | 0  | -1 | -1 | -2 | -2 | -1 | -1 | -2 | 0  | 0  | 0  | 0  | -1 | -1 | -1 | 0  | -1 | -2 | -2 | -2 | -2 | -2 |
| 60                    | 0          | 0  | -2 | -2 | -1 | -1 | -1 | -2 | -1 | 0  | 0  | 0  | -1 | 0  | -1 | -1 | -1 | -1 | -1 | -1 | 0  | -1 | -1 | -1 | -1 | 0  | 0  | -1 | -2 |
| 61                    | -2         | -2 | -1 | -2 | -4 | -2 | -4 | -4 | -3 | -3 | -2 | -2 | -4 | -3 | -2 | -2 | -3 | -3 | -5 | -5 | -3 | -2 | -3 | -1 | -1 | -3 | -3 | -2 | -1 |
| 62                    | 1          | -1 | -4 | -2 | -4 | -3 | 0  | -1 | 0  | -2 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -2 | -1 | -1 | -1 | -2 | -1 | -1 | -2 | -1 | -1 | -1 | 0  |
| 63                    | -2         | -1 | 1  | -4 | -1 | -1 | -2 | -3 | -1 | -1 | -1 | -2 | 0  | -1 | -1 | 0  | -3 | -3 | 0  | 0  | -2 | 0  | -4 | -1 | 0  | -3 | -1 | 0  | -2 |
| 64                    | -1         | -1 | 0  | -2 | -2 | -2 | 0  | -2 | -2 | 0  | 0  | -4 | -2 | -1 | -2 | -1 | -3 | -1 | -1 | -2 | -1 | -2 | -1 | -1 | -1 | -1 | 0  | -3 | 0  |
| 65                    | -2         | -2 | -1 | -2 | 0  | -1 | -2 | -3 | 0  | -1 | -1 | 0  | 0  | -1 | -1 | 0  | -2 | 0  | -2 | -2 | -2 | -2 | -2 | -2 | 0  | -1 | 0  | -1 | -1 |
| 66                    | 0          | -2 | -1 | -3 | -1 | -1 | 0  | -2 | -2 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -3 | -3 | -1 | -2 | 0  | 0  | -1 | -1 | -1 | -1 | -2 | -2 | 0  |
| 67                    | 2          | -1 | -2 | -2 | -1 | 0  | 0  | -1 | -2 | -1 | -1 | -1 | -3 | 0  | -2 | 0  | -2 | -2 | -2 | -2 | -1 | -4 | -4 | -1 | -1 | -2 | -1 | -1 | -1 |
| 68                    | -2         | -5 | -2 | -3 | -3 | -1 | -2 | -1 | -1 | -2 | -2 | -2 | -2 | -1 | -2 | 0  | -3 | -4 | -1 | -1 | -2 | -1 | 0  | 1  | -3 | -1 | -1 | -3 | -2 |
| 69                    | 0          | -3 | -3 | -2 | -2 | -2 | 0  | -1 | -1 | -3 | 0  | -1 | -1 | 0  | 0  | 0  | -1 | -1 | -1 | -1 | -1 | -2 | -1 | -1 | -1 | -2 | 0  | -1 | -2 |
| 70                    | -1         | -2 | -2 | -4 | -2 | -2 | -2 | -2 | -1 | 0  | 1  | -2 | -2 | -2 | -1 | -3 | -2 | -1 | -1 | 0  | 0  | -1 | -1 | 0  | -3 | 0  | 0  | -3 | -2 |
| 71                    | -3         | -2 | 0  | -3 | -2 | -2 | -2 | -3 | -1 | -1 | -1 | 0  | -2 | -3 | -2 | 0  | -2 | -1 | -2 | 0  | -2 | -2 | -4 | -1 | -2 | -2 | -2 | -2 | -1 |
| 72                    | -2         | 0  | 0  | -3 | -2 | -1 | 0  | -2 | -1 | -2 | -1 | 0  | -2 | -2 | -1 | 0  | -2 | -1 | 0  | -2 | -1 | 0  | 0  | 0  | -2 | 0  | -2 | -1 | -2 |
| 73                    | -1         | -2 | -2 | -2 | -2 | -2 | -1 | -1 | -1 | -2 | -2 | -1 | 0  | -2 | -3 | 0  | -1 | -2 | -2 | -1 | -1 | -1 | -1 | -1 | -1 | -2 | -1 | -4 | -2 |
| 74                    | -2         | -2 | -2 | -1 | -2 | -2 | -4 | -3 | -3 | -1 | -3 | -2 | 0  | -2 | -3 | 0  | -2 | -1 | -2 | -3 | 0  | -2 | -3 | -1 | -1 | -2 | -2 | -3 | -2 |
| 75                    | 0          | -1 | -1 | -1 | -1 | -1 | 0  | 1  | -1 | -2 | -1 | -3 | 0  | -2 | -3 | 0  | -1 | 0  | -2 | 0  | -2 | -2 | -3 | -2 | -2 | -1 | 0  | -2 | -1 |

## Lampiran 10: Perhitungan Gap 5 Tabloid Gugat (lanjutan)

| No.<br>Kue-<br>sioner | Pernyataan |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|                       | 1          | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 76                    | -3         | -1 | -1 | 0  | -1 | 0  | 0  | -1 | 0  | -2 | 0  | -1 | 0  | -1 | 0  | 0  | 0  | 0  | -2 | -2 | 0  | 0  | -2 | -2 | 0  | 0  | 0  | -2 | 0  |
| 77                    | -4         | -4 | -3 | -4 | -5 | -3 | -2 | -5 | -5 | 0  | -4 | -4 | -2 | -2 | -4 | -2 | -4 | -3 | -3 | -2 | -2 | -3 | -3 | -2 | -2 | -3 | -1 | -4 | -2 |
| 78                    | -3         | -3 | -1 | -3 | -5 | -5 | -5 | -2 | -2 | -2 | 0  | -1 | -2 | -2 | -2 | -3 | -3 | -3 | 0  | -2 | -2 | 0  | -4 | -3 | -1 | -1 | -3 | -1 | -2 |
| 79                    | -2         | -2 | -1 | -3 | -4 | -1 | 0  | -3 | -2 | -2 | -3 | 0  | -2 | -3 | -1 | 0  | -2 | -2 | -2 | -2 | -1 | -1 | -2 | -1 | -1 | 0  | -2 | -2 | 0  |
| 80                    | -2         | -4 | 0  | -1 | -1 | -1 | -1 | -2 | -2 | 0  | -3 | -3 | -1 | -1 | -1 | -2 | -2 | -2 | -2 | -2 | 0  | -1 | -3 | 0  | 0  | -2 | -3 | -3 | -3 |
| 81                    | -3         | -3 | -3 | -1 | -2 | -2 | 0  | 0  | -2 | -2 | 0  | 0  | 0  | 0  | -3 | 0  | -4 | -2 | -2 | -2 | -2 | -3 | -3 | -3 | 0  | -2 | -2 | -3 | -2 |
| 82                    | -2         | -2 | -1 | -4 | -4 | -2 | -3 | -3 | -2 | -1 | -2 | -3 | 0  | -2 | -2 | -2 | -1 | -1 | -3 | -2 | -1 | -1 | -1 | -1 | -1 | -4 | -1 | -1 | 0  |
| 83                    | -2         | -2 | -2 | -2 | -2 | -2 | -1 | -1 | -1 | -3 | -2 | -2 | 0  | -3 | -2 | -2 | -3 | -3 | -1 | -1 | -1 | -2 | -2 | -2 | -2 | -2 | -3 | 0  | -1 |
| 84                    | -2         | -2 | -1 | -2 | -2 | -1 | -1 | -1 | -2 | -2 | 0  | -1 | -2 | -3 | -3 | 0  | 0  | 0  | -1 | 0  | -1 | -1 | 0  | -2 | -1 | 0  | -1 | -1 | -3 |
| 85                    | -1         | -2 | -1 | -1 | -1 | -1 | -2 | -1 | -1 | -2 | -2 | -1 | -1 | 0  | -1 | -1 | -1 | -1 | -3 | -2 | -2 | 0  | -2 | 0  | -2 | -2 | -3 | -1 | -1 |
| 86                    | -3         | -2 | -2 | -3 | -3 | -1 | -2 | -2 | 0  | -1 | -1 | -1 | -1 | -1 | -1 | -2 | -3 | -3 | 0  | -1 | -3 | -2 | -3 | -1 | -1 | -1 | -1 | -3 | -1 |
| 87                    | -3         | -2 | -1 | -1 | -1 | -1 | -1 | -2 | -2 | -3 | -1 | -1 | -2 | -2 | 0  | 0  | 0  | -1 | -1 | -1 | -2 | -2 | -2 | 0  | -1 | -1 | -1 | -2 | -2 |
| 88                    | 0          | -2 | -2 | -2 | -1 | 0  | -1 | -4 | -1 | -1 | 0  | 0  | -2 | -2 | -1 | -1 | -4 | -2 | 0  | -1 | -1 | 0  | 2  | -1 | -2 | 0  | -2 | 2  | -1 |
| 89                    | -3         | -3 | -1 | -3 | -4 | 0  | -1 | -3 | -4 | -2 | -3 | 0  | -1 | 0  | -1 | -1 | -1 | -1 | -3 | -2 | -2 | -1 | -4 | -2 | -2 | -2 | -1 | -2 | 0  |
| 90                    | -2         | -4 | 0  | -2 | -3 | -1 | -2 | -2 | -1 | 0  | -1 | -2 | -1 | -1 | -2 | -2 | -4 | -4 | -1 | -1 | -2 | -2 | -2 | -2 | -1 | 0  | -2 | -2 | 0  |
| 91                    | -2         | -4 | -1 | -2 | -1 | 0  | -3 | -2 | -1 | -1 | -1 | -1 | -1 | -2 | 0  | -1 | -3 | -3 | -2 | -2 | -3 | -1 | -3 | 0  | -3 | -1 | -2 | -1 | 0  |
| 92                    | 1          | -2 | -2 | -2 | -3 | -1 | -2 | 0  | -2 | -2 | -3 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -2 | -2 | -1 | -2 | -5 | 0  | -2 | -2 | -1 | -2 | -3 |
| 93                    | -2         | 0  | -1 | -2 | -3 | -1 | -1 | -1 | -2 | -1 | -2 | -1 | -2 | -2 | 0  | 0  | -1 | 0  | -3 | -1 | -1 | -2 | -4 | 0  | -2 | 0  | 0  | 0  | -2 |
| 94                    | -1         | -1 | -1 | -3 | -1 | -1 | -3 | -3 | -1 | -2 | -4 | 0  | -1 | -1 | -1 | -2 | -1 | 0  | -2 | -2 | -1 | -3 | -3 | -2 | -1 | -2 | -2 | -3 | -1 |
| 95                    | -2         | -2 | -1 | -3 | -5 | -1 | -1 | -1 | -2 | -2 | 0  | -1 | -1 | -1 | -1 | 0  | -2 | -2 | -5 | -3 | -2 | 0  | 0  | 0  | -2 | -1 | -3 | -2 | -1 |
| 96                    | -1         | -3 | -1 | -1 | -4 | -1 | -1 | -1 | 0  | 0  | -1 | -4 | 0  | -2 | -1 | 0  | -2 | -1 | -1 | -1 | -2 | -2 | -3 | -2 | -1 | 0  | -2 | -2 | -2 |
| 97                    | -3         | -2 | -1 | -1 | -1 | -1 | -1 | -1 | -1 | -2 | -1 | 0  | -1 | 0  | 0  | -2 | -4 | -2 | -2 | 0  | -2 | -2 | -2 | -1 | -2 | -3 | -3 | -2 | -3 |
| 98                    | -2         | 1  | 0  | -1 | -1 | -1 | -1 | 0  | 0  | -1 | -2 | 0  | 0  | -1 | -2 | -2 | -1 | 0  | -1 | -3 | -2 | 0  | 0  | -1 | -1 | 0  | -2 | -1 | 0  |
| 99                    | 0          | 0  | -1 | 0  | -1 | -1 | -1 | -1 | -1 | 0  | 0  | -3 | -1 | -1 | 0  | 0  | -1 | -1 | -1 | -1 | -1 | -2 | -1 | -2 | -2 | -2 | 0  | 0  | -1 |
| 100                   | -2         | -1 | -1 | -3 | 0  | 0  | -1 | -2 | -2 | -2 | -2 | -1 | -2 | -1 | -2 | 0  | 0  | 0  | -2 | 0  | 0  | -2 | -2 | -3 | -3 | -2 | -1 | -2 | -2 |

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## Lampiran 11: Rekapitulasi Uji Hubungan dan Variabel Tabloid X-File

| No. | Varibel Yang Tidak Berhubungan                        |
|-----|-------------------------------------------------------|
| 1   | Gender dan umur                                       |
| 2   | Gender dan tingkat pendidikan                         |
| 3   | Gender dan wilayah tempat tinggal                     |
| 4   | Gender dan lama berlangganan                          |
| 5   | Gender dan frekwensi pembelian                        |
| 6   | Gender dan dimensi tangibles                          |
| 7   | Gender dan dimensi reliability (servqual)             |
| 8   | Gender dan dimensi responsiveness                     |
| 9   | Gender dan dimensi assurance                          |
| 10  | Gender dan dimensi empathy                            |
| 11  | Gender dan dimensi perceived quality                  |
| 12  | Gender dan dimensi aesthetics                         |
| 13  | Gender dan dimensi serviceability                     |
| 14  | Gender dan dimensi durability                         |
| 15  | Gender dan dimensi conformance                        |
| 16  | Gender dan dimensi reliability (prodqual)             |
| 17  | Gender dan dimensi features                           |
| 18  | Gender dan dimensi performance                        |
| 19  | Umur dan wilayah tempat tinggal                       |
| 20  | Umur dan lamanya berlangganan                         |
| 21  | Umur dan frekwensi pembelian tabloid                  |
| 22  | Umur dan dimensi tangibles                            |
| 23  | Umur dan dimensi reliability (servqual)               |
| 24  | Umur dan dimensi responsiveness                       |
| 25  | Umur dan dimensi assurance                            |
| 26  | Umur dan dimensi empathy                              |
| 27  | Umur dan dimensi perceived quality                    |
| 28  | Umur dan dimensi serviceability                       |
| 29  | Umur dan dimensi conformance                          |
| 30  | Umur dan dimensi reliability (prodqual)               |
| 31  | Umur dan dimensi features                             |
| 32  | Umur dan dimensi performance                          |
| 33  | Tingkat pendidikan dan wilayah tempat tinggal         |
| 34  | Tingkat pendidikan dan lamanya berlangganan           |
| 35  | Tingkat pendidikan dan frekwensi pembelian            |
| 36  | Tingkat pendidikan dan dimensi tangibles              |
| 37  | Tingkat pendidikan dan dimensi reliability (servqual) |
| 38  | Tingkat pendidikan dan dimensi responsiveness         |
| 39  | Tingkat pendidikan dan dimensi assurance              |
| 40  | Tingkat pendidikan dan dimensi empathy                |
| 41  | Tingkat pendidikan dan dimensi perceived quality      |
| 42  | Tingkat pendidikan dan dimensi serviceability         |
| 43  | Tingkat pendidikan dan dimensi durability             |
| 44  | Tingkat pendidikan dan dimensi conformance            |
| 45  | Tingkat pendidikan dan dimensi reliability (prodqual) |

Lampiran 11: Rekapitulasi Uji Hubungan dan Variabel Tabloid X-File  
(sambungan)

| No. | Varibel Yang Tidak Berhubungan                            |
|-----|-----------------------------------------------------------|
| 46  | Tingkat pendidikan dan dimensi features                   |
| 47  | Tingkat pendidikan dan dimensi performance                |
| 48  | Pekerjaan dan wilayah tempat tinggal                      |
| 49  | Pekerjaan dan lamanya berlangganan                        |
| 50  | Pekerjaan dan frekwensi pembelian                         |
| 51  | Pekerjaan dan dimensi tangibles                           |
| 52  | Pekerjaan dan dimensi reliability (servqual)              |
| 53  | Pekerjaan dan dimensi responsiveness                      |
| 54  | Pekerjaan dan dimensi assurance                           |
| 55  | Pekerjaan dan dimensi empathy                             |
| 56  | Pekerjaan dan dimensi perceived quality                   |
| 57  | Pekerjaan dan dimensi aesthetics                          |
| 58  | Pekerjaan dan dimensi serviceability                      |
| 59  | Pekerjaan dan dimensi conformance                         |
| 60  | Pekerjaan dan dimensi reliability (prodqual)              |
| 61  | Pekerjaan dan dimensi features                            |
| 62  | Pekerjaan dan dimensi performance                         |
| 63  | Wilayah tempat tinggal dan lama berlangganan              |
| 64  | Wilayah tempat tinggal dan frekwensi pembelian            |
| 65  | Wilayah tempat tinggal dan dimensi tangibles              |
| 66  | Wilayah tempat tinggal dan dimensi reliability (servqual) |
| 67  | Wilayah tempat tinggal dan dimensi responsiveness         |
| 68  | Wilayah tempat tinggal dan dimensi assurance              |
| 69  | Wilayah tempat tinggal dan dimensi empathy                |
| 70  | Wilayah tempat tinggal dan dimensi perceived quality      |
| 71  | Wilayah tempat tinggal dan dimensi aesthetics             |
| 72  | Wilayah tempat tinggal dan dimensi serviceability         |
| 73  | Wilayah tempat tinggal dan dimensi durability             |
| 74  | Wilayah tempat tinggal dan dimensi conformance            |
| 75  | Wilayah tempat tinggal dan dimensi reliability (prodqual) |
| 76  | Wilayah tempat tinggal dan dimensi features               |
| 77  | Wilayah tempat tinggal dan dimensi performance            |
| 78  | Lama berlangganan dan dimensi reliability (servqual)      |
| 79  | Lama berlangganan dan dimensi responsiveness              |
| 80  | Lama berlangganan dan dimensi assurance                   |
| 81  | Lama berlangganan dan dimensi empathy                     |
| 82  | Lama berlangganan dan dimensi perceived quality           |
| 83  | Lama berlangganan dan dimensi aesthetics                  |
| 84  | Lama berlangganan dan dimensi serviceability              |
| 85  | Lama berlangganan dan dimensi durability                  |
| 86  | Lama berlangganan dan dimensi conformance                 |
| 87  | Lama berlangganan dan dimensi reliability (prodqual)      |

Lampiran 11: Rekapitulasi Uji Hubungan dan Variabel Tabloid X-File  
(sambungan)

| No. | Varibel Yang Tidak Berhubungan                            |
|-----|-----------------------------------------------------------|
| 88  | Lama berlangganan dan dimensi features                    |
| 89  | Lama berlangganan dan dimensi performance                 |
| 90  | Frekwensi pembelian dan dimensi tangibles                 |
| 91  | Frekwensi pembelian dan dimensi reliability (servqual)    |
| 92  | Frekwensi pembelian dan dimensi responsiveness            |
| 93  | Frekwensi pembelian dan dimensi assurance                 |
| 94  | Frekwensi pembelian dan dimensi empathy                   |
| 95  | Frekwensi pembelian dan dimensi perceived quality         |
| 96  | Frekwensi pembelian dan dimensi aesthetics                |
| 97  | Frekwensi pembelian dan dimensi serviceability            |
| 98  | Frekwensi pembelian dan dimensi durability                |
| 99  | Frekwensi pembelian dan dimensi conformance               |
| 100 | Frekwensi pembelian dan dimensi reliability (prodqual)    |
| 101 | Frekwensi pembelian dan dimensi features                  |
| 102 | Frekwensi pembelian dan dimensi performance               |
| 103 | Dimensi tangibles dan dimensi reliability (servqual)      |
| 104 | Dimensi tangibles dan dimensi assurance                   |
| 105 | Dimensi tangibles dan dimensi empathy                     |
| 106 | Dimensi tangibles dan dimensi perceived quality           |
| 107 | Dimensi tangibles dan dimensi serviceability              |
| 108 | Dimensi tangibles dan dimensi durability                  |
| 109 | Dimensi tangibles dan dimensi conformance                 |
| 110 | Dimensi tangibles dan dimensi reliability (prodqual)      |
| 111 | Dimensi tangibles dan dimensi features                    |
| 112 | Dimensi tangibles dan dimensi performance                 |
| 113 | Dimensi reliability dan dimensi responsiveness            |
| 114 | Dimensi reliability dan dimensi assurance                 |
| 115 | Dimensi reliability dan dimensi empathy                   |
| 116 | Dimensi reliability dan dimensi perceived quality         |
| 117 | Dimensi reliability dan dimensi aesthetics                |
| 118 | Dimensi reliability dan dimensi serviceability            |
| 119 | Dimensi reliability dan dimensi durability                |
| 120 | Dimensi reliability dan dimensi conformance               |
| 121 | Dimensi reliability dan dimensi reliability (prodqual)    |
| 122 | Dimensi reliability dan dimensi conformance               |
| 123 | Dimensi reliability dan dimensi features                  |
| 124 | Dimensi reliability dan dimensi performance               |
| 125 | Dimensi responsiveness dan dimensi perceived quality      |
| 126 | Dimensi responsiveness dan dimensi assurance              |
| 127 | Dimensi responsiveness dan dimensi empathy                |
| 128 | Dimensi responsiveness dan dimensi reliability (prodqual) |
| 129 | Dimensi responsiveness dan dimensi serviceability         |
| 130 | Dimensi responsiveness dan dimensi durability             |
| 131 | Dimensi assurance dan dimensi empathy                     |

Lampiran 11: Rekapitulasi Uji Hubungan dan Variabel Tabloid X-File  
(sambungan)

| No. | Varibel Yang Tidak Berhubungan                        |
|-----|-------------------------------------------------------|
| 132 | Dimensi assurance dan dimensi perceived quality       |
| 133 | Dimensi assurance dan dimensi serviceability          |
| 134 | Dimensi assurance dan dimensi durability              |
| 135 | Dimensi assurance dan dimensi conformance             |
| 136 | Dimensi assurance dan dimensi reliability (prodqual)  |
| 137 | Dimensi assurance dan dimensi features                |
| 138 | Dimensi assurance dan dimensi performance             |
| 139 | Dimensi empathy dan dimensi aesthetics                |
| 140 | Dimensi empathy dan dimensi perceived quality         |
| 141 | Dimensi empathy dan dimensi serviceability            |
| 142 | Dimensi empathy dan dimensi reliability (prodqual)    |
| 143 | Dimensi empathy dan dimensi features                  |
| 144 | Dimensi empathy dan dimensi performance               |
| 145 | Dimensi perceived quality dan dimensi aesthetics      |
| 146 | Dimensi perceived quality dan dimensi serviceability  |
| 147 | Dimensi perceived quality dan dimensi durability      |
| 148 | Dimensi perceived quality dan dimensi performance     |
| 149 | Dimensi aesthetics dan dimensi serviceability         |
| 150 | Dimensi aesthetics dan dimensi durability             |
| 151 | Dimensi aesthetics dan dimensi conformance            |
| 152 | Dimensi aesthetics dan dimensi reliability (prodqual) |
| 153 | Dimensi aesthetics dan dimensi features               |
| 154 | Dimensi aesthetics dan dimensi performance            |
| 155 | Dimensi serviceability dan dimensi durability         |
| 156 | Dimensi serviceability dan dimensi conformance        |
| 157 | Dimensi serviceability dan dimensi reliability        |
| 158 | Dimensi serviceability dan dimensi performance        |
| 159 | Dimensi durability dan dimensi conformance            |
| 160 | Dimensi durability dan dimensi reliability (prodqual) |
| 161 | Dimensi durability dan dimensi features               |
| 162 | Dimensi conformance dan dimensi reliability           |
| 163 | Dimensi conformance dan dimensi features              |
| 164 | Dimensi reliability dan dimensi performance           |
| 165 | Dimensi features dan dimensi performance              |

## Lampiran 12: Rekapitulasi Uji Hubungan dan Variabel Tabloid Gugat

| No. | Varibel Yang Tidak Berhubungan                        |
|-----|-------------------------------------------------------|
| 1   | Gender dan umur                                       |
| 2   | Gender dan tingkat pendidikan                         |
| 3   | Gender dan wilayah tempat tinggal                     |
| 4   | Gender dan lama berlangganan                          |
| 5   | Gender dan frekwensi pembelian                        |
| 6   | Gender dan dimensi tangibles                          |
| 7   | Gender dan dimensi reliability (servqual)             |
| 8   | Gender dan dimensi responsiveness                     |
| 9   | Gender dan dimensi assurance                          |
| 10  | Gender dan dimensi empathy                            |
| 11  | Gender dan dimensi perceived quality                  |
| 12  | Gender dan dimensi aesthetics                         |
| 13  | Gender dan dimensi serviceability                     |
| 14  | Gender dan dimensi durability                         |
| 15  | Gender dan dimensi conformance                        |
| 16  | Gender dan dimensi reliability (prodqual)             |
| 17  | Gender dan dimensi features                           |
| 18  | Gender dan dimensi performance                        |
| 19  | Umur dan wilayah tempat tinggal                       |
| 20  | Umur dan lamanya berlangganan                         |
| 21  | Umur dan frekwensi pembelian tabloid                  |
| 22  | Umur dan dimensi tangibles                            |
| 23  | Umur dan dimensi reliability (servqual)               |
| 24  | Umur dan dimensi responsiveness                       |
| 25  | Umur dan dimensi empathy                              |
| 26  | Umur dan dimensi perceived quality                    |
| 27  | Umur dan dimensi aesthetics                           |
| 28  | Umur dan dimensi serviceability                       |
| 29  | Umur dan dimensi durability                           |
| 30  | Umur dan dimensi conformance                          |
| 31  | Umur dan dimensi reliability (prodqual)               |
| 32  | Umur dan dimensi features                             |
| 33  | Umur dan dimensi performance                          |
| 34  | Tingkat pendidikan dan pekerjaan                      |
| 35  | Tingkat pendidikan dan wilayah tempat tinggal         |
| 36  | Tingkat pendidikan dan lamanya berlangganan           |
| 37  | Tingkat pendidikan dan frekwensi pembelian            |
| 38  | Tingkat pendidikan dan dimensi tangibles              |
| 39  | Tingkat pendidikan dan dimensi reliability (servqual) |
| 40  | Tingkat pendidikan dan dimensi responsiveness         |
| 41  | Tingkat pendidikan dan dimensi assurance              |
| 42  | Tingkat pendidikan dan dimensi empathy                |
| 43  | Tingkat pendidikan dan dimensi perceived quality      |
| 44  | Tingkat pendidikan dan dimensi aesthetics             |
| 45  | Tingkat pendidikan dan dimensi serviceability         |

Lampiran 12: Rekapitulasi Uji Hubungan dan Variabel Tabloid Gugat  
(sambungan)

| No. | Varibel Yang Tidak Berhubungan                            |
|-----|-----------------------------------------------------------|
| 46  | Tingkat pendidikan dan dimensi durability                 |
| 47  | Tingkat pendidikan dan dimensi conformance                |
| 48  | Tingkat pendidikan dan dimensi reliability (prodqual)     |
| 49  | Tingkat pendidikan dan dimensi features                   |
| 50  | Tingkat pendidikan dan dimensi performance                |
| 51  | Pekerjaan dan wilayah tempat tinggal                      |
| 52  | Pekerjaan dan lamanya berlangganan                        |
| 53  | Pekerjaan dan frekwensi pembelian                         |
| 54  | Pekerjaan dan dimensi tangibles                           |
| 55  | Pekerjaan dan dimensi reliability (servqual)              |
| 56  | Pekerjaan dan dimensi responsiveness                      |
| 57  | Pekerjaan dan dimensi assurance                           |
| 58  | Pekerjaan dan dimensi empathy                             |
| 59  | Pekerjaan dan dimensi perceived quality                   |
| 60  | Pekerjaan dan dimensi aesthetics                          |
| 61  | Pekerjaan dan dimensi serviceability                      |
| 62  | Pekerjaan dan dimensi durability                          |
| 63  | Pekerjaan dan dimensi conformance                         |
| 64  | Pekerjaan dan dimensi reliability (prodqual)              |
| 65  | Pekerjaan dan dimensi features                            |
| 66  | Pekerjaan dan dimensi performance                         |
| 67  | Wilayah tempat tinggal dan lama berlangganan              |
| 68  | Wilayah tempat tinggal dan frekwensi pembelian            |
| 69  | Wilayah tempat tinggal dan dimensi tangibles              |
| 70  | Wilayah tempat tinggal dan dimensi reliability (servqual) |
| 71  | Wilayah tempat tinggal dan dimensi responsiveness         |
| 72  | Wilayah tempat tinggal dan dimensi assurance              |
| 73  | Wilayah tempat tinggal dan dimensi empathy                |
| 74  | Wilayah tempat tinggal dan dimensi perceived quality      |
| 75  | Wilayah tempat tinggal dan dimensi aesthetics             |
| 76  | Wilayah tempat tinggal dan dimensi serviceability         |
| 77  | Wilayah tempat tinggal dan dimensi durability             |
| 78  | Wilayah tempat tinggal dan dimensi conformance            |
| 79  | Wilayah tempat tinggal dan dimensi reliability (prodqual) |
| 80  | Wilayah tempat tinggal dan dimensi features               |
| 81  | Wilayah tempat tinggal dan dimensi performance            |
| 82  | Lama berlangganan dan dimensi tangibles                   |
| 83  | Lama berlangganan dan dimensi reliability (servqual)      |
| 84  | Lama berlangganan dan dimensi responsiveness              |
| 85  | Lama berlangganan dan dimensi assurance                   |
| 86  | Lama berlangganan dan dimensi empathy                     |
| 87  | Lama berlangganan dan dimensi perceived quality           |
| 88  | Lama berlangganan dan dimensi aesthetics                  |
| 89  | Lama berlangganan dan dimensi serviceability              |

Lampiran 12: Rekapitulasi Uji Hubungan dan Variabel Tabloid Gugat  
(sambungan)

| No. | Varibel Yang Tidak Berhubungan                            |
|-----|-----------------------------------------------------------|
| 90  | Lama berlangganan dan dimensi durability                  |
| 91  | Lama berlangganan dan dimensi conformance                 |
| 92  | Lama berlangganan dan dimensi reliability (prodqual)      |
| 93  | Lama berlangganan dan dimensi features                    |
| 94  | Lama berlangganan dan dimensi performance                 |
| 95  | Frekwensi pembelian dan dimensi tangibles                 |
| 96  | Frekwensi pembelian dan dimensi reliability (servqual)    |
| 97  | Frekwensi pembelian dan dimensi responsiveness            |
| 98  | Frekwensi pembelian dan dimensi assurance                 |
| 99  | Frekwensi pembelian dan dimensi empathy                   |
| 100 | Frekwensi pembelian dan dimensi perceived quality         |
| 101 | Frekwensi pembelian dan dimensi aesthetics                |
| 102 | Frekwensi pembelian dan dimensi serviceability            |
| 103 | Frekwensi pembelian dan dimensi durability                |
| 104 | Frekwensi pembelian dan dimensi conformance               |
| 105 | Frekwensi pembelian dan dimensi reliability (prodqual)    |
| 106 | Frekwensi pembelian dan dimensi features                  |
| 107 | Frekwensi pembelian dan dimensi performance               |
| 108 | Dimensi tangibles dan dimensi responsiveness              |
| 109 | Dimensi tangibles dan dimensi perceived quality           |
| 110 | Dimensi tangibles dan dimensi aesthetics                  |
| 111 | Dimensi tangibles dan dimensi reliability (prodqual)      |
| 112 | Dimensi tangibles dan dimensi features                    |
| 113 | Dimensi tangibles dan dimensi reliability (servqual)      |
| 114 | Dimensi tangibles dan dimensi assurance                   |
| 115 | Dimensi tangibles dan dimensi empathy                     |
| 116 | Dimensi tangibles dan dimensi serviceability              |
| 117 | Dimensi tangibles dan dimensi durability                  |
| 118 | Dimensi tangibles dan dimensi conformance                 |
| 119 | Dimensi tangibles dan dimensi performance                 |
| 120 | Dimensi reliability dan dimensi aesthetics                |
| 121 | Dimensi reliability dan dimensi serviceability            |
| 122 | Dimensi reliability dan dimensi durability                |
| 123 | Dimensi reliability dan dimensi conformance               |
| 124 | Dimensi reliability dan dimensi reliability (prodqual)    |
| 125 | Dimensi reliability dan dimensi conformance               |
| 126 | Dimensi reliability dan dimensi features                  |
| 127 | Dimensi responsiveness dan dimensi empathy                |
| 128 | Dimensi responsiveness dan dimensi durability             |
| 129 | Dimensi responsiveness dan dimensi serviceability         |
| 130 | Dimensi responsiveness dan dimensi conformance            |
| 131 | Dimensi responsiveness dan dimensi reliability (prodqual) |
| 132 | Dimensi responsiveness dan dimensi features               |
| 133 | Dimensi assurance dan dimensi perceived quality           |

Lampiran 12: Rekapitulasi Uji Hubungan dan Variabel Tabloid Gugat  
(sambungan)

| No. | Varibel Yang Tidak Berhubungan                               |
|-----|--------------------------------------------------------------|
| 134 | Dimensi assurance dan dimensi serviceability                 |
| 135 | Dimensi assurance dan dimensi durability                     |
| 136 | Dimensi assurance dan dimensi conformance                    |
| 137 | Dimensi assurance dan dimensi reliability (prodqual)         |
| 138 | Dimensi assurance dan dimensi features                       |
| 139 | Dimensi empathy dan dimensi perceived quality                |
| 140 | Dimensi empathy dan dimensi aesthetics                       |
| 141 | Dimensi empathy dan dimensi conformance                      |
| 142 | Dimensi empathy dan dimensi durability                       |
| 143 | Dimensi empathy dan dimensi performance                      |
| 144 | Dimensi empathy dan dimensi reliability (prodqual)           |
| 145 | Dimensi empathy dan dimensi features                         |
| 146 | Dimensi perceived quality dan dimensi aesthetics             |
| 147 | Dimensi perceived quality dan dimensi serviceability         |
| 148 | Dimensi perceived quality dan dimensi durability             |
| 149 | Dimensi perceived quality dan dimensi conformance            |
| 150 | Dimensi perceived quality dan dimensi reliability (prodqual) |
| 151 | Dimensi perceived quality dan dimensi features               |
| 152 | Dimensi perceived quality dan dimensi performance            |
| 153 | Dimensi aesthetics dan dimensi serviceability                |
| 154 | Dimensi aesthetics dan dimensi durability                    |
| 155 | Dimensi aesthetics dan dimensi conformance                   |
| 156 | Dimensi aesthetics dan dimensi reliability (prodqual)        |
| 157 | Dimensi aesthetics dan dimensi features                      |
| 158 | Dimensi serviceability dan dimensi durability                |
| 159 | Dimensi serviceability dan dimensi features                  |
| 160 | Dimensi serviceability dan dimensi conformance               |
| 161 | Dimensi serviceability dan dimensi reliability               |
| 162 | Dimensi serviceability dan dimensi performance               |
| 163 | Dimensi durability dan dimensi conformance                   |
| 164 | Dimensi durability dan dimensi performance                   |
| 165 | Dimensi durability dan dimensi reliability (prodqual)        |
| 166 | Dimensi durability dan dimensi features                      |
| 167 | Dimensi conformance dan dimensi reliability                  |
| 168 | Dimensi conformance dan dimensi features                     |
| 169 | Dimensi conformance dan dimensi performance                  |
| 170 | Dimensi reliability (prodqual) dan dimensi features          |
| 171 | Dimensi reliability (prodqual) dan dimensi performance       |
| 172 | Dimensi features dan dimensi performance                     |