**SERVICE QUALITY MY INDIHOME**

|  |  |  |  |
| --- | --- | --- | --- |
| Jenis Kelamin | | HARAPAN | |
| P | Pria | 1 | Sangat Tidak Penting |
| W | Wanita | 2 | Kurang Penting |
|  |  | 3 | Penting |
| Paket Yang digunakan | | 4 | Sangat Penting |
| A | 10 Mbps + Useetv + telefon ( Rp 460.000 ) |  |  |
| B | 10 Mbps + Useetv ( Rp 315.000 ) | Realita | |
| C | 10 Mbps + Telefon ( Rp 285.000 ) | 1 | Sangat Tidak Puas |
| D | 20 Mbps + Useetv + telefon ( Rp 630.000 ) | 2 | Kurang Puas |
| E | 20 Mbps + Useetv ( Rp 415.000 ) | 3 | Puas |
| F | 20 Mbps + Telefon ( Rp 385.000 ) | 4 | Sangat Puas |
|  |  |  |  |
| Status | |  |  |
| A | Mahasiswa |  |  |
| B | Pelajar |  |  |
| C | PNS/TNI/POLRI |  |  |
| D | Wiraswasta |  |  |

|  |  |  |
| --- | --- | --- |
| Variabel | Kriteria |  |
|  |  |  |
| X1.1 | Penyajian Menu pada aplikasi memudahkan user | X1 TANGIBLE (BUKTI FISIK) |
| X1.2 | Info Paket dan Promo Tarif Indihome dapat dipahami |
| X1.3 | Kemudahan akses aplikasi (Semua menu bisa diakses dengan baik dan lancar) |
| X1.4 | Ketersediaan Fasilitas pendukung (Kontak, FAQ, Chat,Lapor) |
| X1.5 | Tempat Pembayaran (Bukan Melalui fasilitas Tagihan) Mudah diakses |
|  |  |  |
| X2.1 | Kesesuaian Menu dengan informasi yang diberikan | X2 REALIABILITY (KEHANDALAN) |
| X2.2 | Kecepatan Loading Aplikasi dan menu di dalamnya |
| X2.3 | Kesesuaian antara harga paket internet dan kecepatan akses internet yang diberikan |
| X2.4 | Kesesuaian antara harga paket internet yang dipilih dan tagihan yang dibebakan |
| X2.5 | Ketersediaan paket indihome, promo dan event |
| X2.6 | Kesesuaian kecepatan fitur tambahan my indihome (UseeTV dan Telepon) |
| X2.7 | Kemudahan pembayaran tagihan di aplikasi My Indihome |
| X2.8 | Kemudahan Pelaporan Gangguan internet melalui aplikasi atau CS |
|  |  |  |
| X3.1 | Customer Service cepat dalam menanggapi laporan dari customer pada fitur Lapor dan chat | X3 RESPONSIVENESS (DAYA TANGGAP) |
| X3.2 | Customer Service cepat tanggap dalam melayani konsumen via chat |
| X3.3 | Customer Service cepat tanggap dalam melayani konsumen via telefon |
| X3.4 | Customer Service responsive dengan permintaan konsumen |
| X3.5 | Customer Service cepat dalam melayani permintaan customer dalam pemindahan paket internet |
|  |  |  |
| X4.1 | Kemampuan aplikasi menyajikan paket internet yang sesuai secara up to date | X4 ASSURANCE (JAMINAN) |
| X4.2 | Keamanan data user yang ada di dalam aplikasi |
| X4.3 | Adanya jaminan ganti rugi dari Customer service dalam hal penggantian hardware (Router dan kabel) jika terdapat masalah |
| X4.4 | Customer service ramah dan sopan dalam hal memberikan pelayanan |
| X4.5 | Tidak adanya kekeliruan pada proses pembayaran |
|  |  |  |
| X5.1 | Customer Service memberikan rasa adil kepada setiap pelanggan | X5 EMPHATY (PERHATIAN) |
| X5.2 | Customer Service Bersikap penuh perhatian dalam memberikan pelayanan |
| X5.3 | Tersedianya tempat kritik dan saran |
| X5.4 | Customer Service mendengarkan dan menerima keluhan konsumen |

|  |
| --- |
| dasar pengambilan keputusannya adalah sebagai berikut : |
| 1. Jika nilai rhitung lebih besar dari nilai rtabel, maka angket tersebut dinyatakan valid |
| 2. Jika nilai rhitung lebih kecil dari nilai rtabel, maka angket tersebut dinyatakan tidak valid |

**TABEL HARAPAN**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 |  | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 |  | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 |  | X4.1 | X4.2 | X4.3 | X4.4 | X4.5 |  | X5.1 | X5.2 | X5.3 | X5.4 | TOTAL |
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| 28 | 27 | 32 | 30 | 36 |  | 28 | 33 | 39 | 35 | 29 | 25 | 26 | 34 |  | 36 | 27 | 30 | 30 | 28 |  | 26 | 31 | 33 | 30 | 28 |  | 29 | 33 | 35 | 35 | Sangat Puas |
| 25 | 25 | 21 | 21 | 19 |  | 25 | 21 | 14 | 17 | 24 | 21 | 23 | 20 |  | 17 | 27 | 22 | 22 | 26 |  | 26 | 21 | 17 | 22 | 25 |  | 24 | 19 | 18 | 18 | Puas |
| 1 | 2 | 2 | 4 | 0 |  | 2 | 1 | 2 | 3 | 2 | 6 | 4 | 1 |  | 2 | 1 | 3 | 3 | 1 |  | 3 | 3 | 5 | 2 | 2 |  | 2 | 2 | 2 | 2 | kurang Puas |
| 1 | 1 | 0 | 0 | 0 |  | 0 | 0 | 0 | 0 | 0 | 3 | 2 | 0 |  | 0 | 0 | 0 | 0 | 0 |  | 0 | 0 | 0 | 1 | 0 |  | 0 | 1 | 0 | 0 | Sangat tidak Puas |

**TABEL REALITA**

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| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X4.1 | X4.2 | X4.3 | X4.4 | X4.5 | X5.1 | X5.2 | X5.3 | X5.4 |  |  |
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| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 82 |  |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 86 |  |
| 4 | 3 | 3 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 84 |  |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 81 |  |
| 3 | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 81 |  |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 77 |  |
| 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 73 |  |
| 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 74 |  |
| 2 | 2 | 3 | 3 | 1 | 2 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 2 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 74 |  |
| 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 60 |  |
| 2 | 3 | 3 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 73 |  |
| 2 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 64 |  |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 79 |  |
| 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 1 | 1 | 2 | 3 | 2 | 2 | 2 | 55 |  |
| 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 65 |  |
| 2 | 3 | 2 | 4 | 3 | 4 | 4 | 2 | 2 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 81 |  |
| 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 1 | 3 | 4 | 4 | 4 | 4 | 4 | 97 |  |
| 3 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 82 |  |
| 3 | 3 | 2 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 86 |  |
| 4 | 4 | 3 | 3 | 4 | 3 | 4 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 1 | 1 | 1 | 3 | 4 | 4 | 4 | 1 | 1 | 2 | 2 | 73 |  |
| 6 | 9 | 9 | 12 | 16 | 7 | 6 | 5 | 4 | 3 | 3 | 3 | 7 | 8 | 11 | 10 | 6 | 7 | 10 | 7 | 8 | 13 | 11 | 9 | 11 | 6 | 9 |  |  |
| 35 | 26 | 30 | 31 | 30 | 35 | 32 | 32 | 26 | 35 | 39 | 40 | 35 | 27 | 27 | 34 | 30 | 33 | 31 | 41 | 30 | 31 | 37 | 33 | 29 | 32 | 29 |  |  |
| 13 | 16 | 16 | 10 | 8 | 13 | 16 | 15 | 20 | 15 | 10 | 11 | 12 | 19 | 15 | 11 | 18 | 13 | 11 | 7 | 11 | 10 | 7 | 11 | 11 | 15 | 14 |  |  |
| 1 | 4 | 0 | 2 | 1 | 0 | 1 | 3 | 5 | 2 | 3 | 1 | 1 | 1 | 2 | 0 | 1 | 2 | 3 | 0 | 6 | 1 | 0 | 2 | 4 | 2 | 3 |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| UJI VALIDITAS TABEL HARAPAN | | | |
| MEMAKAI LEVEL OF SIGNIFICANCE 5% | | | |
| No Item | R (x,y) | rtabel | Keterangan |
| X1.1 | 0.575 | 0.266 | VALID |
| X1.2 | 0.597 | 0.266 | VALID |
| X1.3 | 0.651 | 0.266 | VALID |
| X1.4 | 0.633 | 0.266 | VALID |
| X1.5 | 0.658 | 0.266 | VALID |
| X2.1 | 0.738 | 0.266 | VALID |
| X2.2 | 0.732 | 0.266 | VALID |
| X2.3 | 0.734 | 0.266 | VALID |
| X2.4 | 0.761 | 0.266 | VALID |
| X2.5 | 0.566 | 0.266 | VALID |
| X2.6 | 0.448 | 0.266 | VALID |
| X2.7 | 0.537 | 0.266 | VALID |
| X2.8 | 0.781 | 0.266 | VALID |
| X3.1 | 0.664 | 0.266 | VALID |
| X3.2 | 0.575 | 0.266 | VALID |
| X3.3 | 0.711 | 0.266 | VALID |
| X3.4 | 0.720 | 0.266 | VALID |
| X3.5 | 0.631 | 0.266 | VALID |
| X4.1 | 0.670 | 0.266 | VALID |
| X4.2 | 0.727 | 0.266 | VALID |
| X4.3 | 0.636 | 0.266 | VALID |
| X4.4 | 0.608 | 0.266 | VALID |
| X4.5 | 0.587 | 0.266 | VALID |
| X5.1 | 0.741 | 0.266 | VALID |
| X5.2 | 0.659 | 0.266 | VALID |
| X5.3 | 0.619 | 0.266 | VALID |
| X5.4 | 0.687 | 0.266 | VALID |
|  |  |  |  |
| UJI RELIABILITAS TABEL HARAPAN | | | |
| MEMAKAI LEVEL OF SIGNIFICANCE 5% | | | |
| **Reliability Statistics** |  | KESIMPULAN | |
| Cronbach's Alpha | N of Items | Karena 0.945 Lebih besar dari 0,266 | |
| 0,945 | 27 | Maka Kuesioner dinyatakan Reliable | |

|  |  |  |  |
| --- | --- | --- | --- |
| UJI VALIDITAS TABEL REALITA | | | |
| MEMAKAI LEVEL OF SIGNIFICANCE 5% | | | |
| No Item | R (x,y) | rtabel | Keterangan |
| X1.1 | 0.434 | 0.266 | VALID |
| X1.2 | 0.499 | 0.266 | VALID |
| X1.3 | 0.420 | 0.266 | VALID |
| X1.4 | 0.590 | 0.266 | VALID |
| X1.5 | 0.392 | 0.266 | VALID |
| X2.1 | 0.626 | 0.266 | VALID |
| X2.2 | 0.377 | 0.266 | VALID |
| X2.3 | 0.560 | 0.266 | VALID |
| X2.4 | 0.477 | 0.266 | VALID |
| X2.5 | 0.504 | 0.266 | VALID |
| X2.6 | 0.302 | 0.266 | VALID |
| X2.7 | 0.406 | 0.266 | VALID |
| X2.8 | 0.555 | 0.266 | VALID |
| X3.1 | 0.649 | 0.266 | VALID |
| X3.2 | 0.504 | 0.266 | VALID |
| X3.3 | 0.531 | 0.266 | VALID |
| X3.4 | 0.625 | 0.266 | VALID |
| X3.5 | 0.566 | 0.266 | VALID |
| X4.1 | 0.661 | 0.266 | VALID |
| X4.2 | 0.314 | 0.266 | VALID |
| X4.3 | 0.538 | 0.266 | VALID |
| X4.4 | 0.624 | 0.266 | VALID |
| X4.5 | 0.423 | 0.266 | VALID |
| X5.1 | 0.596 | 0.266 | VALID |
| X5.2 | 0.647 | 0.266 | VALID |
| X5.3 | 0.445 | 0.266 | VALID |
| X5.4 | 0.634 | 0.266 | VALID |
|  |  |  |  |
| UJI RELIABILITAS TABEL REALITA | | | |
| MEMAKAI LEVEL OF SIGNIFICANCE 5% | | | |
| **Reliability Statistics** |  | KESIMPULAN | |
| Cronbach's Alpha | N of Items | Karena 0.945 Lebih besar dari 0,266 | |
| 0,895 | 27 | Maka Kuesioner dinyatakan Reliable | |



**SPSS RELIABLE HARAPAN**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Reliability Statistics** | |  |  |  |
| Cronbach's Alpha | N of Items |  |  |  |
| 0,945 | 27 |  |  |  |
|  |  |  |  |  |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X1.1 | 91,22 | 103,877 | 0,533 | 0,944 |
| X1.2 | 91,25 | 103,304 | 0,554 | 0,944 |
| X1.3 | 91,13 | 103,632 | 0,618 | 0,943 |
| X1.4 | 91,20 | 103,089 | 0,595 | 0,943 |
| X1.5 | 91,02 | 104,722 | 0,631 | 0,943 |
| X2.1 | 91,20 | 102,570 | 0,711 | 0,942 |
| X2.2 | 91,09 | 103,195 | 0,707 | 0,942 |
| X2.3 | 91,00 | 103,000 | 0,708 | 0,942 |
| X2.4 | 91,09 | 101,899 | 0,735 | 0,942 |
| X2.5 | 91,18 | 104,633 | 0,528 | 0,944 |
| X2.6 | 91,44 | 103,769 | 0,379 | 0,947 |
| X2.7 | 91,35 | 103,008 | 0,482 | 0,945 |
| X2.8 | 91,07 | 102,698 | 0,760 | 0,942 |
| X3.1 | 91,05 | 103,608 | 0,633 | 0,943 |
| X3.2 | 91,20 | 104,904 | 0,539 | 0,944 |
| X3.3 | 91,18 | 102,448 | 0,681 | 0,942 |
| X3.4 | 91,18 | 102,337 | 0,690 | 0,942 |
| X3.5 | 91,18 | 104,263 | 0,598 | 0,943 |
| X4.1 | 91,25 | 103,045 | 0,637 | 0,943 |
| X4.2 | 91,16 | 102,251 | 0,698 | 0,942 |
| X4.3 | 91,16 | 102,695 | 0,596 | 0,943 |
| X4.4 | 91,20 | 103,089 | 0,566 | 0,944 |
| X4.5 | 91,20 | 104,385 | 0,550 | 0,944 |
| X5.1 | 91,18 | 102,522 | 0,715 | 0,942 |
| X5.2 | 91,15 | 102,386 | 0,621 | 0,943 |
| X5.3 | 91,07 | 104,106 | 0,584 | 0,944 |
| X5.4 | 91,07 | 103,291 | 0,657 | 0,943 |



**SPSS RELIABLE REALITA**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Reliability Statistics** | | |  |  | |  |
| Cronbach's Alpha | N of Items | |  |  | |  |
| 0,895 | 27 | |  |  | |  |
|  | |  | | |
| **Item-Total Statistics** | | | | | | | |
|  | Scale Mean if Item Deleted | | Scale Variance if Item Deleted | Corrected Item-Total Correlation | | Cronbach's Alpha if Item Deleted |
| X1.1 | 73,91 | | 89,862 | 0,381 | | 0,893 |
| X1.2 | 74,02 | | 87,426 | 0,434 | | 0,892 |
| X1.3 | 73,87 | | 89,817 | 0,360 | | 0,893 |
| X1.4 | 73,78 | | 86,840 | 0,535 | | 0,890 |
| X1.5 | 73,64 | | 89,865 | 0,330 | | 0,894 |
| X2.1 | 73,85 | | 87,867 | 0,588 | | 0,889 |
| X2.2 | 73,96 | | 90,406 | 0,318 | | 0,894 |
| X2.3 | 74,04 | | 87,591 | 0,505 | | 0,890 |
| X2.4 | 74,22 | | 88,248 | 0,416 | | 0,892 |
| X2.5 | 74,04 | | 89,073 | 0,451 | | 0,892 |
| X2.6 | 73,98 | | 91,463 | 0,242 | | 0,896 |
| X2.7 | 73,93 | | 90,846 | 0,352 | | 0,893 |
| X2.8 | 73,87 | | 88,261 | 0,512 | | 0,890 |
| X3.1 | 73,98 | | 86,277 | 0,601 | | 0,888 |
| X3.2 | 73,89 | | 87,840 | 0,436 | | 0,892 |
| X3.3 | 73,76 | | 88,739 | 0,485 | | 0,891 |
| X3.4 | 74,00 | | 87,074 | 0,581 | | 0,889 |
| X3.5 | 73,93 | | 87,624 | 0,515 | | 0,890 |
| X4.1 | 73,87 | | 85,446 | 0,616 | | 0,888 |
| X4.2 | 73,75 | | 91,971 | 0,265 | | 0,895 |
| X4.3 | 74,02 | | 86,648 | 0,472 | | 0,891 |
| X4.4 | 73,73 | | 86,758 | 0,575 | | 0,889 |
| X4.5 | 73,67 | | 90,446 | 0,372 | | 0,893 |
| X5.1 | 73,85 | | 87,090 | 0,544 | | 0,889 |
| X5.2 | 73,89 | | 85,136 | 0,591 | | 0,888 |
| X5.3 | 73,98 | | 89,240 | 0,390 | | 0,893 |
| X5.4 | 73,95 | | 85,830 | 0,581 | | 0,888 |

**Analisa Tingkat Kepuasan**



Menentukan rata rata nilai harapan untuk setiap variable.

= Nilai rata – rata harapan. = Jumlah responden. = jumlah bobot Jawaban Responden.

Rumus :





Menentukan rata rata nilai harapan untuk setiap variable.

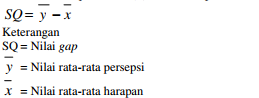
= Nilai rata – rata realita. = Jumlah responden. = jumlah bobot jawaban responden.

Rumus :





Menentukan Servqual Score (S) untuk setiap variable Pertanyaan.



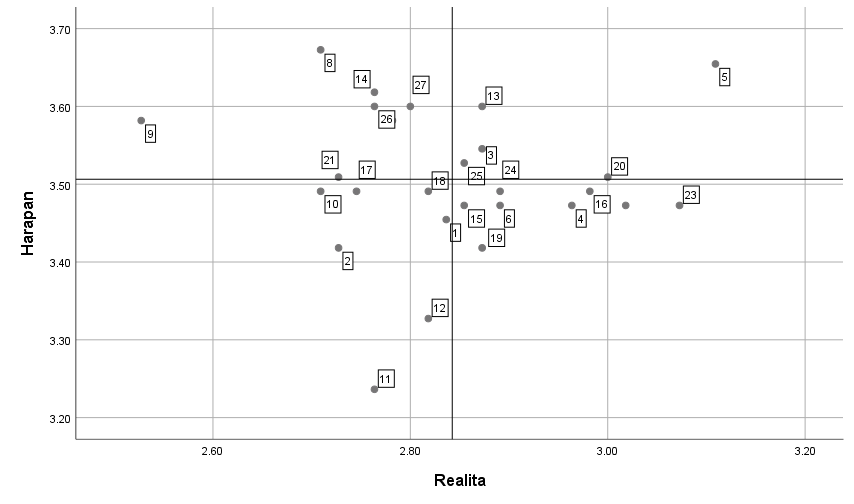


Perhitungan Servqual Score ditiap-tiap dimensi.



Perangkingan nilai GAP berdasarkan 5 dimensi. Semakin nilai GAPnya rendah maka semakin tinggi rankingnya. Perangkingan inilah yang akan digunakan untuk prioritas layanan yang harus ditingkatkan terlebih dahulu.

**KARTESIUS KUADRAN**



4

3

2

1

|  |  |
| --- | --- |
| KUADRAN 1 | Prioritas Utama |
| KUADRAN 2 | Pertahankan Prestasi |
| KUADRAN 3 | Prioritas Rendah |
| KUADRAN 4 | Berlebihan |

Penyusunan atribut pada diagram kartesius dapat diperoleh gambaran faktor-faktor atribut kualitas pelayanan yang menjadi prioritas untuk dilakukan perbaikan terhadap kualitas pelayanan agar diperoleh kepuasan pelanggan.

**Kuadran 1** : Atribut atribut yang ada pada kuadran 1 adalah prioritas utama yang harus di perbaiki, karena dianggap atribut atribut yang ada pada kuadran 1 ini tingkat kepuasan yang di rasakan pelanggan sangat kurang sekali. Dimensi inilah yang harus diprioritaskan untuk diperbaiki.

**Kuadran 2** : Atribut-atribut yang termasuk di kuadran 2 dianggap penting oleh konsumen dan atributatribut tersebut telah sesuai dengan yang dirasakan konsumen. Atribut-atribut yang termasuk dalam kuadran ini harus tetap dipertahankan, karena semua atribut ini menjadikan atribut tersebut unggul di mata konsumen.

**Kuadran 3** : Atribut yang termasuk kedalam kuadran 3 adalah yang dianggap kurang penting oleh konsumen dan pada kenyatannya kinerjanya tidak terlalu istimewa. Peningkatan atribut-atribut yang termasuk kuadran ini dapat dipertimbangkan kembali karena pengaruhnya terhadap manfaat yang dirasakan oleh konsumen kecil.

**Kuadran 4** : Atribut yang termasuk kedalam kuadran 4 adalah yang dianggap sangat tidak penting oleh konsumen dan dirasakan terlalu berlebihan. Mungkin pihak perusahaan dirasa perlu mengurangi tingkat kinerja dari atribut atribut yang termasuk kedalam kuadran ini.

