



ANEXO 6

TABLAS DE RESULTADOS DE LOS CLIENTES EXTERNOS DIVIDIDA POR VARIABLE (SERVQUAL)

	Variable	Pregunta	No contesto	Muy de acuerdo	De Acuerdo	Indeciso	Desacuerdo	Muy en desacuerdo
TANGIBILIDAD	Equipo	1	38.24%	14.71%	17.65%	8.82%	17.65%	2.94%
	Instalaciones	2	41.18%	8.82%	8.82%	11.76%	23.53%	5.88%
	Empleados	3	38.24%	11.76%	23.53%	8.82%	8.82%	8.82%
	Materiales	4	38.24%	8.82%	23.53%	17.65%	5.88%	5.88%
	Horarios	5	0.00%	35.29%	52.94%	2.94%	2.94%	5.88%
CONFIABILIDAD	Promesas	6	0.00%	29.41%	41.18%	23.53%	2.94%	2.94%
	Soluciones	7	0.00%	26.47%	55.88%	14.71%	0.00%	2.94%
	Servicios	8	0.00%	29.41%	55.88%	8.82%	5.88%	0.00%
	Tiempo	9	0.00%	20.59%	55.88%	17.65%	2.94%	2.94%
	Información	10	0.00%	8.82%	58.82%	20.59%	5.88%	5.88%
SEGURIDAD	Transacciones	11	0.00%	29.41%	50.00%	14.71%	2.94%	2.94%
	Amabilidad	12	0.00%	50.00%	35.29%	11.76%	2.94%	0.00%
	Conocimientos	13	0.00%	17.65%	47.06%	32.35%	2.94%	0.00%
	Confianza	14	0.00%	38.24%	44.12%	14.71%	2.94%	0.00%
EMPATIA	Individual	15	0.00%	26.47%	52.94%	8.82%	5.88%	5.88%
	Atencion	16	0.00%	29.41%	55.88%	5.88%	2.94%	5.88%
	Preocupación	17	2.94%	23.53%	55.88%	17.65%	0.00%	0.00%
	Comprensivos	18	0.00%	26.47%	47.06%	23.53%	2.94%	0.00%
RESPONSABILIDAD	Rapidez	19	0.00%	23.53%	44.12%	29.41%	2.94%	0.00%
	Disponibilidad	20	5.88%	35.29%	44.12%	11.76%	2.94%	0.00%
	Respuesta	21	0.00%	11.76%	61.76%	20.59%	0.00%	5.88%