

## Lampiran 1

### KUESIONER PENELITIAN



Hal : Permohonan Bantuan Pengisian Kuesioner

Dengan Hormat,

Sehubung dilaksanakan penelitian yang berjudul “ ANALISIS *SERVICESC*AP<sub>E</sub> TERHADAP KEPUASAN KONSUMEN PADA WARUNK UPNORMAL DI BANDAR LAMPUNG”. Saya Bobi Ardiansyah selaku mahasiswa IBI darmajaya program studi Manajemen mengharap saudara/i untuk menjadi responden sebagai data yang digunakan dalam penelitian ini. Penelitian ini akan digunakan dalam penyusunan skripsi saya sebagai syarat mencapai S1. Beberapa persyaratan yang harus dipenuhi untuk mengisi kuesioner ini adalah :

- a. Usia 17 > 50 tahun
- b. Pernah melakukan transaksi pembelian minimal 2 kali.

Di mohon untuk mengisi kuesioner ini secara lengkap dan sebenar-benarnya. Infoermasi yang diberikan akan dijaga kerahasiaannya dan hanya dipergunakan untuk kepentingan penelitian. Atas kesediaan dan kerjasama nya dari saudara/i diucapkan terimakasih.

Hormat Saya

Bobi Ardiansyah  
NPM. 1512110106

## **I. PETUNJUK PENGISIAN:**

- 1) **Jawablah pertanyaan di bawah ini dengan benar dan jujur.**
- 2) **Berilah tanda ( √ ) pada salah satu jawaban yang anda anggap benar.**

**SS = Sangat Setuju**

**S = Setuju**

**KS = Kurang Setuju**

**TS = Tidak Setuju**

**STS = Sangat Tidak Setuju**

## **II. IDENTITAS RESPONDEN**

Mohon Bapak/Ibu/ Saudara/i memberi tanda ( √ ) pada jawaban berikut ini:

a. Jenis kelamin :

Laki-Laki

Perempuan

b. Usia

17 > 20 tahun

21 – 30 tahun

31 – 40 tahun

41 – 50 tahun

c. Pekerjaan :

Pegawai Negeri

Pelajar/ Mahasiswa

Pegawai Swasta

lainnya

Wiraswasta

**KUESIONER : AMBIENT CONDITION (X1)**

No.	PERTANYAAN	SS	S	KS	TS	STS
		5	4	3	2	1
1	Aroma makanan di Warunk Upnormal membangkitkan hasrat untuk makan.					
2	Cahaya lampu dalam Warunk Upnormal terang.					
3	Musik menciptakan rileksasi saat berada dalam Warunk Upnormal.					
4	Suhu udara di sekitar Warunk Upnormal terasa sejuk.					
5	Aroma ruangan Warunk Upnormal menimbulkan hasrat untuk tinggal lebih lama.					
6	Warna gerai Warunk Upnormal memberi kesan nyaman saat di lihat konsumen.					

**KUESIONER : SPATIAL LAYOUT AND FUNCTIONALITY (X2)**

No.	PERTANYAAN	SS	S	KS	TS	STS
		5	4	3	2	1
1	Tata letak furnitur tersusun rapih					
2	Tata letak peralatan mesin diatur menurut fungsinya					
3	Tata letak peralatan seperti permainan mudah dijangkau oleh konsumen untuk digunakan					
4	Tata letak meja dan kursi di ruangan tersusun dengan baik					
5	Tata letak peralatan makan tersusun rapih					
6	Peralatan terjamin kebersihannya					

**KUESIONER : SIGNS, SYMBOL AND ARTIFACT (X3)**

No.	PERTANYAAN	SS	S	KS	TS	STS
		5	4	3	2	1
1	Symbol “Dilarangan Merokok” disalah satu ruangan, dapat memudahkan mencari lokasi, merokok dan bebas asap merokok					
2	Tanda tempat toilet yang mudah dilihat, mempermudah untuk menemukannya					
3	Hiasan sepeda yang di pajang di ruangan di Warunk Upnormal menambahkan kesan yang menarik					
4	Lukisan yang dipasang di dinding Warunk Upnormal memberi kesan artistik.					
5	Tanaman hias di sekitar ruangan menimbulkan rasa nyaman untuk berada di Warunk Upnormal.					
6	Graffiti yang ada di dinding Warunk Upnormal memberi kesan indah.					

**KUESIONER : KEPUASAN KONSUMEN (Y)**

No.	PERNYATAAN	SS	S	KS	TS	STS
		5	4	3	2	1
1	Saya merasa puas dengan pelayanan Warunk Upnormal.					
2	Ekspektasi saya terpenuhi selama berkunjung ke Warunk Upnormal					
3	Saya merasa puas dengan harga yang ditawarkan oleh Warunk Upnormal					
4	Saya ingin berkunjung kembali ke Warunk Upnormal					
5	Saya merekomendasikan Warunk Upnormal kepada orang lain					
6	Saya akan memilih Warunk Upnormal meskipun ada tawaran gerai lain yang lebih murah					

## Lampiran 2

### **PRA SURVEI ANALISIS *SERVICESCAPE* TERHADAP KEPUASAN KONSUMEN PADA WARUNK UPNORMAL DI BANDAR LAMPUNG**

#### **I. IDENTITAS RESPONDEN**

Mohon memberi jawaban yang sebenarnya pada pertanyaan berikut ini:

**Nama :**

**Usia :**

**Jenis kelamin :**

**Pria**

**Wanita**

#### **II. PRA SURVEI**

NO	Pertanyaan	Jawaban Responden
1.	Bagaimana pendapat anda tentang suhu ruangan di Warunk Upnormal?	
2.	Bagaimana pendapat anda tentang aroma makanan yang ada di Warunk Upnormal?	
3.	Bagaimana pendapat anda tentang kerapian peralatan yang ada di Warunk Upnormal?	
4.	Bagaimana pendapat anda tentang penetapan meja dan kursi di dalam ruangan?	
5.	Apakah symbol atau tanda yang ada di Warunk Upnormal mempermudah mengetahui lokasi?	
6.	Apakah Tampilan Desain interior di Warunk Upnormal sudah baik.?	
7.	Bagaimana pendapat anda tentang harga produk yang di tawarkan Warunk Upnormal?	

8.	Apakah anda puas dengan pelayanan yang diberikan Warunk Upnormal?	
9	Apakah anda berminat untuk datang kembali ke Warunk Upnormal?	

### Lampiran 3

#### Hasil Jawaban Kuesioner Responden

- Hasil Jawaban Variabel *Ambient Condition* (X1)

No Responden	Butir Pernyataan						Total
	p1	p2	p3	p4	p5	p6	
1	5	5	4	5	5	5	29
2	4	4	4	4	4	4	24
3	3	4	5	4	4	4	24
4	4	5	5	5	5	5	29
5	4	5	3	5	5	5	27
6	4	4	3	4	3	3	21
7	5	4	4	5	3	3	24
8	5	5	3	5	4	4	26
9	3	4	4	4	3	3	21
10	4	5	5	4	4	4	26
11	5	5	5	5	5	5	30
12	4	5	3	4	5	5	26
13	4	5	4	4	3	3	23
14	5	3	4	5	4	4	25
15	4	4	4	5	4	4	25
16	4	5	4	5	4	4	26
17	5	5	5	5	4	4	28
18	5	5	4	4	5	5	28
19	4	4	4	4	4	4	24
20	4	4	5	5	4	4	26
21	4	5	5	5	5	3	27
22	5	4	3	5	5	4	26
23	5	4	3	4	3	3	22
24	4	4	4	5	3	4	24
25	4	5	5	4	4	5	27
26	4	5	5	3	5	5	27
27	4	4	3	4	5	3	23
28	4	4	4	4	3	4	23
29	5	4	4	4	4	4	25
30	4	4	4	5	4	4	25
31	3	4	4	5	3	3	22
32	4	4	5	4	4	5	26

33	4	5	5	4	5	4	27
34	3	4	3	4	5	4	23
35	3	4	4	4	3	3	21
36	4	4	4	4	4	4	24
37	3	4	4	5	4	4	24
38	5	4	4	4	4	4	25
39	4	4	5	5	4	4	26
40	4	3	4	5	5	5	26
41	3	4	4	4	4	3	22
42	4	3	3	5	4	4	23
43	5	5	4	5	3	4	26
44	4	4	4	4	4	4	24
45	3	4	4	4	3	3	21
46	5	3	3	5	3	4	23
47	4	5	3	4	4	3	23
48	4	3	4	4	5	4	24
49	4	4	5	5	5	3	26
50	5	4	4	5	5	3	26
51	4	3	4	3	4	4	22
52	5	4	4	5	5	4	27
53	4	4	5	5	5	4	27
54	4	4	4	4	4	3	23
55	4	4	3	5	4	4	24
56	4	3	4	4	4	4	23
57	4	5	3	4	4	3	23
58	4	5	5	4	4	3	25
59	5	3	3	4	4	4	23
60	4	4	4	4	3	4	23
61	5	4	5	5	4	4	27
62	5	5	3	5	4	4	26
63	5	4	5	5	4	4	27
64	4	4	4	4	5	3	24
65	5	5	3	5	5	4	27
66	5	5	5	5	4	5	29
67	4	4	3	4	4	4	23
68	4	5	4	4	3	3	23
69	5	5	5	5	4	4	28
70	4	4	4	4	5	3	24



71	4	4	5	4	4	4	25
72	4	4	4	4	4	4	24
73	4	4	4	5	5	3	25
74	5	4	5	4	5	4	27
75	4	3	4	5	4	3	23
76	4	4	4	4	5	4	25
77	4	3	4	4	5	3	23
78	4	4	4	4	4	4	24
79	5	4	4	4	4	4	25
80	4	4	4	4	4	4	24
81	4	3	3	5	4	3	22
82	4	3	3	4	4	3	21
83	4	4	4	4	3	4	23
84	5	5	5	5	4	5	29
85	5	5	5	5	4	5	29
86	4	4	4	5	4	4	25
87	4	4	4	4	5	4	25
88	5	5	5	5	5	5	30
89	5	5	5	5	4	5	29
90	4	4	4	5	4	4	25
91	4	4	4	4	3	4	23
92	5	5	5	5	4	5	29
93	5	4	4	4	5	4	26
94	4	4	4	4	4	4	24
95	4	4	4	4	4	4	24
96	4	4	4	5	5	4	26
97	4	4	4	4	5	4	25
98	4	3	3	4	4	3	21
99	4	4	4	4	5	4	25
100	5	3	4	3	5	3	23

- Hasil Jawaban Variabel *Spatial Layout and Functionality* (X2)

No Responden	Butir Pernyataan						Total
	P1	P2	P3	P4	P5	P6	
1	5	5	5	5	5	5	30
2	4	4	4	4	4	4	24
3	4	4	4	4	4	4	24
4	5	5	5	5	5	5	30

5	5	5	5	5	5	5	30
6	4	4	3	3	4	3	21
7	4	4	3	3	4	3	21
8	5	5	4	4	5	4	27
9	4	4	3	3	4	3	21
10	5	5	4	4	5	4	27
11	5	5	5	5	5	5	30
12	5	5	5	5	5	5	30
13	5	5	3	3	5	3	24
14	3	3	4	4	3	4	21
15	4	4	4	4	4	4	24
16	5	5	4	4	5	4	27
17	5	5	4	4	5	4	27
18	5	5	5	5	5	5	30
19	4	4	4	4	4	4	24
20	4	4	4	4	4	4	24
21	5	5	5	3	3	5	26
22	4	4	5	4	4	5	26
23	4	4	3	3	4	3	21
24	4	4	3	4	4	3	22
25	5	5	4	5	5	4	28
26	5	5	5	5	5	5	30
27	4	4	5	3	5	5	26
28	4	4	3	4	4	3	22
29	4	4	4	4	4	4	24
30	4	4	4	4	4	4	24
31	4	5	4	4	4	5	26
32	5	4	3	4	5	4	25
33	4	4	5	4	4	4	25
34	5	5	5	5	4	5	29
35	5	5	3	4	5	5	27
36	4	3	4	4	5	3	23
37	5	4	5	5	3	5	27
38	5	5	5	5	5	4	29
39	4	4	4	3	4	4	23
40	4	4	5	4	4	4	25
41	5	5	5	5	4	5	29
42	4	5	4	4	4	5	26
43	4	3	5	4	4	5	25
44	5	3	4	5	3	4	24
45	5	4	5	5	3	4	26

46	4	5	4	3	4	4	24
47	5	5	5	5	5	4	29
48	4	3	4	4	5	5	25
49	5	4	3	4	4	4	24
50	5	4	5	5	4	4	27
51	5	3	5	5	5	4	27
52	4	4	4	3	5	4	24
53	4	3	5	4	4	3	23
54	5	4	4	5	4	4	26
55	4	5	5	4	5	5	28
56	3	5	5	3	4	5	25
57	4	3	4	3	4	4	22
58	4	4	5	4	4	4	25
59	4	4	5	4	4	4	25
60	4	4	4	4	4	5	25
61	4	4	4	4	3	4	23
62	5	5	5	5	4	5	29
63	4	4	4	4	3	5	24
64	5	4	4	4	4	4	25
65	5	3	4	5	4	4	25
66	5	4	5	5	3	4	26
67	4	4	5	3	4	5	25
68	4	4	4	4	3	4	23
69	5	3	4	5	3	3	23
70	4	3	5	4	4	4	24
71	4	4	5	4	5	4	26
72	5	5	5	5	5	5	30
73	5	5	5	5	5	5	30
74	4	4	5	3	4	4	24
75	5	4	5	5	5	5	29
76	4	4	4	4	5	5	26
77	4	4	4	4	4	4	24
78	5	4	4	4	4	5	26
79	4	4	5	4	4	4	25
80	4	4	5	4	4	4	25
81	4	3	5	3	4	4	23
82	4	3	4	3	4	5	23
83	4	4	4	4	3	4	23
84	5	5	4	5	4	5	28
85	5	5	4	5	4	5	28
86	4	4	5	4	4	4	25

87	5	4	5	4	5	5	28
88	5	5	4	5	5	5	29
89	5	5	4	5	4	5	28
90	4	4	4	4	4	4	24
91	4	4	4	4	3	5	24
92	5	5	5	5	4	5	29
93	4	4	4	4	5	4	25
94	4	4	5	4	4	4	25
95	4	4	5	4	4	5	26
96	5	4	5	4	5	4	27
97	4	4	4	4	5	4	25
98	4	3	5	3	4	5	24
99	4	4	5	4	5	4	26
100	5	3	4	3	5	4	24

- Hasil Jawaban Variabel *Signs, Symbol, and Artifact (X3)*

No Responden	Butir Pernyataan						Total
	P1	P2	P3	P4	P5	P6	
1	3	5	4	4	4	4	24
2	5	5	5	5	4	4	28
3	5	5	4	4	5	4	27
4	4	4	4	5	4	4	25
5	5	5	4	5	4	3	26
6	5	4	4	5	4	4	26
7	4	4	4	5	4	4	25
8	4	4	3	4	3	4	22
9	5	4	4	5	5	3	26
10	4	4	5	4	4	3	24
11	5	4	4	4	5	4	26
12	5	5	5	5	5	5	30
13	4	5	5	5	5	5	29
14	5	4	4	4	4	4	25
15	5	4	4	5	5	4	27
16	4	4	4	4	5	4	25
17	5	4	3	3	3	4	22
18	4	4	4	5	4	4	25
19	5	4	4	4	4	4	25
20	4	5	4	4	4	4	25

21	5	4	5	4	4	3	25
22	3	4	4	4	4	3	22
23	5	4	4	4	3	4	24
24	5	5	5	5	4	5	29
25	5	5	5	5	4	5	29
26	4	4	4	4	4	4	24
27	5	4	4	5	5	4	27
28	5	5	5	5	5	4	29
29	5	5	5	5	4	5	29
30	4	4	4	5	4	4	25
31	4	5	5	4	5	5	28
32	4	5	4	4	4	4	25
33	4	4	5	4	4	4	25
34	5	5	5	5	5	5	30
35	4	5	4	4	5	5	27
36	4	4	4	4	4	3	23
37	5	4	5	5	5	3	27
38	5	5	4	5	4	4	27
39	4	4	4	3	4	3	22
40	4	4	5	4	4	4	25
41	5	5	5	5	5	5	30
42	4	5	4	4	5	5	27
43	4	5	4	4	5	3	25
44	5	4	5	5	5	4	28
45	5	4	4	5	4	4	26
46	4	5	4	3	4	4	24
47	5	5	5	5	4	4	28
48	4	4	5	4	5	5	27
49	4	4	4	4	4	4	24
50	5	4	5	5	4	4	27
51	5	5	5	5	5	3	28
52	3	4	4	3	5	4	23
53	4	4	4	4	4	3	23
54	5	4	4	5	3	4	25
55	4	5	5	4	4	5	27
56	5	5	5	3	5	5	28
57	4	5	5	3	5	3	25
58	4	4	5	4	3	4	24
59	4	4	4	4	4	4	24
60	5	4	4	4	4	4	25
61	4	4	4	4	4	4	24

62	5	5	5	5	4	5	29
63	4	4	4	4	5	4	25
64	4	4	4	4	4	4	24
65	5	5	4	5	4	3	26
66	5	4	4	5	3	4	25
67	5	4	3	3	4	4	23
68	4	4	4	4	3	4	23
69	5	4	4	5	3	3	24
70	4	5	5	4	4	3	25
71	4	4	5	4	5	4	26
72	5	5	5	5	5	5	30
73	5	5	5	5	5	5	30
74	5	5	5	3	4	4	26
75	5	4	5	5	5	4	28
76	4	5	4	4	5	4	26
77	4	4	4	4	4	4	24
78	4	5	4	4	4	4	25
79	4	4	4	4	4	4	24
80	4	4	4	4	4	4	24
81	4	5	4	3	4	3	23
82	3	4	4	3	4	3	21
83	4	4	5	4	3	4	24
84	5	5	4	5	4	5	28
85	5	5	5	5	4	5	29
86	4	4	5	4	4	4	25
87	4	5	5	4	5	4	27
88	5	5	4	5	5	5	29
89	5	5	4	5	4	5	28
90	4	4	3	4	4	4	23
91	5	5	4	4	3	4	25
92	5	5	5	5	4	5	29
93	4	4	4	4	5	4	25
94	4	4	4	4	4	4	24
95	4	4	5	4	4	4	25
96	4	4	5	4	5	4	26
97	4	4	4	4	5	4	25
98	3	5	5	3	4	3	23
99	4	4	5	4	5	4	26
100	3	4	4	3	5	3	22

- Hasil Jawaban Variabel Kepuasan Konsumen

No Responden	Butir Pernyataan						Total
	Y1	Y2	Y3	Y4	Y5	Y6	
1	4	5	4	5	5	5	28
2	4	4	4	4	4	4	24
3	4	4	5	4	4	4	25
4	5	5	5	5	5	5	30
5	4	5	3	5	5	5	27
6	4	4	3	4	3	3	21
7	5	4	4	5	3	3	24
8	5	5	3	5	4	4	26
9	3	4	4	4	3	3	21
10	4	5	5	4	4	4	26
11	5	5	5	5	5	5	30
12	4	5	3	4	5	5	26
13	4	5	4	4	3	3	23
14	5	3	4	5	4	4	25
15	5	4	4	5	4	4	26
16	3	5	4	5	4	4	25
17	5	5	5	5	4	4	28
18	4	5	4	4	5	5	27
19	4	4	4	4	4	4	24
20	5	4	5	5	4	4	27
21	5	5	5	5	5	3	28
22	3	4	3	5	5	4	24
23	4	4	3	4	3	3	21
24	5	4	4	5	3	4	25
25	4	5	5	4	4	5	27
26	3	5	5	3	5	5	26
27	3	4	3	4	5	3	22
28	4	4	4	4	3	4	23
29	4	4	4	4	4	4	24
30	4	4	4	5	4	4	25
31	4	5	4	5	5	5	28
32	4	4	4	4	4	4	24
33	4	4	5	4	4	4	25
34	3	5	5	5	5	5	28
35	4	5	3	5	5	5	27
36	4	4	3	4	3	3	21
37	5	4	4	5	3	3	24

38	3	5	3	5	4	4	24
39	4	4	4	4	3	3	22
40	4	5	5	4	4	4	26
41	4	5	5	5	5	5	29
42	4	5	3	4	5	5	26
43	4	5	4	4	3	3	23
44	5	3	4	5	4	4	25
45	4	4	4	5	4	4	25
46	3	5	4	5	4	4	25
47	4	5	5	5	4	4	27
48	5	5	4	4	5	5	28
49	3	4	4	4	4	4	23
50	4	4	5	5	4	4	26
51	4	5	5	5	5	3	27
52	3	4	3	5	5	4	24
53	4	4	3	4	3	3	21
54	4	4	4	5	3	4	24
55	5	5	5	4	4	5	28
56	3	5	5	3	5	5	26
57	4	4	3	4	5	3	23
58	4	4	4	4	3	4	23
59	4	4	4	4	4	4	24
60	4	4	4	5	4	4	25
61	3	5	4	4	4	4	24
62	5	5	5	5	4	5	29
63	5	5	4	4	5	4	27
64	4	4	4	5	4	4	25
65	5	5	3	5	4	3	25
66	3	4	4	5	3	4	23
67	4	4	3	5	4	4	24
68	4	4	3	4	3	4	22
69	5	4	4	5	3	3	24
70	4	4	5	4	4	3	24
71	5	4	5	4	5	4	27
72	5	5	5	5	5	5	30
73	4	5	4	5	5	5	28
74	5	4	5	4	4	4	26
75	5	4	5	5	5	4	28
76	4	4	4	4	5	4	25
77	5	4	4	4	4	4	25
78	4	4	4	5	4	4	25



79	5	4	4	4	4	4	25
80	4	5	4	4	4	4	25
81	5	4	4	4	4	3	24
82	3	4	3	4	4	3	21
83	5	4	4	4	3	4	24
84	5	5	4	5	4	5	28
85	5	5	4	5	4	5	28
86	4	4	5	4	4	4	25
87	5	4	5	5	5	4	28
88	5	5	4	5	5	5	29
89	5	5	4	5	4	5	28
90	4	4	3	4	4	4	23
91	4	4	4	4	3	4	23
92	5	5	5	5	4	5	29
93	4	4	4	4	5	4	25
94	4	4	4	4	4	4	24
95	4	4	5	4	4	4	25
96	4	4	5	5	5	4	27
97	4	4	4	4	5	4	25
98	5	3	5	4	4	3	24
99	4	4	5	4	5	4	26
100	3	3	4	4	5	4	23

## Lampiran 4

### Hasil Uji Frekuensi Karakteristik Responden

#### 1. Karakteristik Responden Berdasarkan Jenis Kelamin

		Jenis Kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	59	57,8	59,0	59,0
	Perempuan	41	40,2	41,0	100,0
	Total	100	98,0	100,0	

#### 2. Karakteristik Responden Berdasarkan Usia

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 > 20	26	25,5	26,0	26,0
	21 > 30	45	44,1	45,0	71,0
	31 > 40	23	22,5	23,0	94,0
	41 > 50	6	5,9	6,0	100,0
	Total	100	98,0	100,0	

#### 3. Karakteristik Responden Berdasarkan Pekerjaan

		Pekerjaan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Negeri	16	16,0	16,0	16,0
	Pegawai Swasta	18	18,0	18,0	34,0
	Wiraswasta	9	9,0	9,0	43,0
	Pelajar/Mahasiswa	52	52,0	52,0	95,0
	lainnya	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

## Lampiran 5

### Hasil Uji Frekuensi Jawaban Responden

#### 1. Variabel *Ambient Conditions* (X1)

**Pernyataan 1 (X1)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	8	7,8	8,0	8,0
4	61	59,8	61,0	69,0
5	31	30,4	31,0	100,0
Total	100	98,0	100,0	

**Pernyataan 2 (X1)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	14	13,7	14,0	14,0
4	57	55,9	57,0	71,0
5	29	28,4	29,0	100,0
Total	100	98,0	100,0	

**Pernyataan 3 (X1)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	20	19,6	20,0	20,0
4	54	52,9	54,0	74,0
5	26	25,5	26,0	100,0
Total	100	98,0	100,0	

**Pernyataan 4 (X1)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	3	2,9	3,0	3,0
4	53	52,0	53,0	56,0
5	44	43,1	44,0	100,0
Total	100	98,0	100,0	

**p5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	16	16,0	16,0	16,0
4	52	52,0	52,0	68,0
5	32	32,0	32,0	100,0
Total	100	100,0	100,0	

**Pernyataan 6 (X1)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	27	26,5	27,0	27,0
4	57	55,9	57,0	84,0
5	16	15,7	16,0	100,0
Total	100	98,0	100,0	

**2. Variabel *Spatial Layout and Functionality* (X2)**

**Pernyataan 1 (X2)**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 3	2	2,0	2,0	2,0
Valid 4	54	52,9	54,0	56,0
Valid 5	44	43,1	44,0	100,0
Total	100	98,0	100,0	

**Pernyataan 2 (X2)**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 3	15	14,7	15,0	15,0
Valid 4	53	52,0	53,0	68,0
Valid 5	32	31,4	32,0	100,0
Total	100	98,0	100,0	

**Pernyataan 3 (X2)**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 3	10	9,8	10,0	10,0
Valid 4	44	43,1	44,0	54,0
Valid 5	46	45,1	46,0	100,0
Total	100	98,0	100,0	

**Pernyataan 4 (X2)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	18	17,6	18,0	18,0
Valid 4	52	51,0	52,0	70,0
Valid 5	30	29,4	30,0	100,0
Total	100	98,0	100,0	

**Pernyataan 5 (X2)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	12	12,0	12,0	12,0
Valid 4	53	53,0	53,0	65,0
Valid 5	35	35,0	35,0	100,0
Total	100	100,0	100,0	

**Pernyataan 6 (X2)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	10	9,8	10,0	10,0
Valid 4	51	50,0	51,0	61,0
Valid 5	39	38,2	39,0	100,0
Total	100	98,0	100,0	

### 3. Variabel Signs, Symbol and Artifact (X3)

**Pernyataan 1 (X3)**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 3	6	5,9	6,0	6,0
4	49	48,0	49,0	55,0
5	45	44,1	45,0	100,0
Total	100	98,0	100,0	

**Pernyataan 2 (X3)**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 4	58	56,9	58,0	58,0
5	42	41,2	42,0	100,0
Total	100	98,0	100,0	

**Pernyataan 3 (X3)**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 3	4	3,9	4,0	4,0
4	56	54,9	56,0	60,0
5	40	39,2	40,0	100,0
Total	100	98,0	100,0	

**Pernyataan 4 (X3)**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 3	12	11,8	12,0	12,0
Valid 4	50	49,0	50,0	62,0
Valid 5	38	37,3	38,0	100,0
Total	100	98,0	100,0	

**Pernyataan 5 (X3)**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 3	10	9,8	10,0	10,0
Valid 4	55	53,9	55,0	65,0
Valid 5	35	34,3	35,0	100,0
Total	100	98,0	100,0	

**Pernyataan 6 (X3)**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 3	19	18,6	19,0	19,0
Valid 4	60	58,8	60,0	79,0
Valid 5	21	20,6	21,0	100,0
Total	100	98,0	100,0	



#### 4. Variabel Kepuasan Konsumen (Y)

**Pernyataan 1 (Y)**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 3	15	14,7	15,0	15,0
Valid 4	52	51,0	52,0	67,0
Valid 5	33	32,4	33,0	100,0
Total	100	98,0	100,0	

**Pernyataan 2 (Y)**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 3	4	3,9	4,0	4,0
Valid 4	56	54,9	56,0	60,0
Valid 5	40	39,2	40,0	100,0
Total	100	98,0	100,0	

**Pernyataan 3 (Y)**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 3	19	18,6	19,0	19,0
Valid 4	50	49,0	50,0	69,0
Valid 5	31	30,4	31,0	100,0
Total	100	98,0	100,0	

**Pernyataan 4 (Y)**

	Frekuensi	Percent	Valid Percent	Cumulative Percent
Valid 3	2	2,0	2,0	2,0
4	51	50,0	51,0	53,0
5	47	46,1	47,0	100,0
Total	100	98,0	100,0	

**Pernyataan 5 (Y)**

	Frekuensi	Percent	Valid Percent	Cumulative Percent
Valid 3	19	18,6	19,0	19,0
4	48	47,1	48,0	67,0
5	33	32,4	33,0	100,0
Total	100	98,0	100,0	

**Pernyataan 6 (Y)**

	Frekuensi	Percent	Valid Percent	Cumulative Percent
Valid 3	20	19,6	20,0	20,0
4	56	54,9	56,0	76,0
5	24	23,5	24,0	100,0
Total	100	98,0	100,0	

## Lampiran 6

### Hasil Uji Persyaratan Instrumen

#### 1. Hasil Uji Validitas

		<i>Ambient Condition (X1)</i>						Total
		P1	P2	P3	P4	P5	P6	
P1	Pearson Correlation	1	,055	-,202	,338	,171	,143	,390*
	Sig. (2-tailed)		,771	,283	,068	,365	,452	,033
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	,055	1	,257	-,007	,456*	,470**	,644**
	Sig. (2-tailed)	,771		,170	,970	,011	,009	,000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	-,202	,257	1	,005	,111	,255	,455*
	Sig. (2-tailed)	,283	,170		,977	,561	,173	,012
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	,338	-,007	,005	1	,127	,045	,393*
	Sig. (2-tailed)	,068	,970	,977		,503	,814	,032
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	,171	,456*	,111	,127	1	,626**	,755**
	Sig. (2-tailed)	,365	,011	,561	,503		,000	,000
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	,143	,470**	,255	,045	,626**	1	,771**
	Sig. (2-tailed)	,452	,009	,173	,814	,000		,000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	,390*	,644**	,455*	,393*	,755**	,771**	
	Sig. (2-tailed)	,033	,000	,012	,032	,000	,000	
	N	30	30	30	30	30	30	30

\*. Correlation is significant at the 0.05 level (2-tailed).

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

**Uji Validitas *Spatial Layout and Functionality***

***Spatial Layout and Functionality (X2)***

		P1	P2	P3	P4	P5	P6	Total
P1	Pearson Correlation	1	1,000**	,456*	,470**	,762**	,456*	,819**
	Sig. (2-tailed)		,000	,011	,009	,000	,011	,000
	N	30	30	30	30	30	30	
P2	Pearson Correlation	1,000**	1	,456*	,470**	,762**	,456*	,819**
	Sig. (2-tailed)	,000		,011	,009	,000	,011	,000
	N	30	30	30	30	30	30	
P3	Pearson Correlation	,456*	,456*	1	,626**	,351	1,000**	,839**
	Sig. (2-tailed)	,011	,011		,000	,057	,000	,011
	N	30	30	30	30	30	30	
P4	Pearson Correlation	,470**	,470**	,626**	1	,510**	,626**	,782**
	Sig. (2-tailed)	,009	,009	,000		,004	,000	,009
	N	30	30	30	30	30	30	
P5	Pearson Correlation	,762**	,762**	,351	,510**	1	,351	,740**
	Sig. (2-tailed)	,000	,000	,057	,004		,057	,000
	N	30	30	30	30	30	30	
P6	Pearson Correlation	,456*	,456*	1,000**	,626**	,351	1	,839**
	Sig. (2-tailed)	,011	,011	,000	,000	,057		,011
	N	30	30	30	30	30	30	
Total	Pearson Correlation	,819**	,819**	,839**	,782**	,740**	,839**	

Sig. (2-tailed)	,000	,000	,000	,000	,000	,000
N	30	30	30	30	30	30

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

\* . Correlation is significant at the 0.05 level (2-tailed).

### Uji Validitas Signs, Symbol, and Artifacts

#### Signs, Symbol, and Artifacts (X3)

		P1	P2	P3	P4	P5	P6	Total
P1	Pearson Correlation	1	,127	,219	,192	,162	,187	,51
	Sig. (2-tailed)		,504	,246	,310	,393	,323	,0
	N	30	30	30	30	30	30	
P2	Pearson Correlation	,127	1	,549**	,307	,208	,479**	,66
	Sig. (2-tailed)	,504		,002	,099	,271	,007	,0
	N	30	30	30	30	30	30	
P3	Pearson Correlation	,219	,549**	1	,477**	,358	,310	,75
	Sig. (2-tailed)	,246	,002		,008	,052	,096	,0
	N	30	30	30	30	30	30	
P4	Pearson Correlation	,192	,307	,477**	1	,395*	,308	,69
	Sig. (2-tailed)	,310	,099	,008		,031	,098	,0
	N	30	30	30	30	30	30	
P5	Pearson Correlation	,162	,208	,358	,395*	1	,096	,59

P6	Sig. (2-tailed)	,393	,271	,052	,031		,613	,0
	N	30	30	30	30	30	30	
	Pearson Correlation	,187	,479**	,310	,308	,096	1	,61
Total	Sig. (2-tailed)	,323	,007	,096	,098	,613		,0
	N	30	30	30	30	30	30	
	Pearson Correlation	,516**	,667**	,750**	,699**	,591**	,614**	
	Sig. (2-tailed)	,004	,000	,000	,000	,001	,000	
	N	30	30	30	30	30	30	

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

\* . Correlation is significant at the 0.05 level (2-tailed).

#### Kepuasan Konsumen (Y)

		Y1	Y2	Y3	Y4	Y5	Y6	Total
Y1	Pearson Correlation	1	-,014	,311	,576**	-,098	,057	,50
	Sig. (2-tailed)		,940	,094	,001	,608	,764	,0
	N	30	30	30	30	30	30	
Y2	Pearson Correlation	-,014	1	,257	-,007	,456*	,470**	,59
	Sig. (2-tailed)	,940		,170	,970	,011	,009	,0
	N	30	30	30	30	30	30	
Y3	Pearson Correlation	,311	,257	1	,005	,111	,255	,57
	Sig. (2-tailed)	,094	,170		,977	,561	,173	,0
	N	30	30	30	30	30	30	

Y4	Pearson Correlation	,576**	-,007	,005	1	,127	,045	,46
	Sig. (2-tailed)	,001	,970	,977		,503	,814	,0
	N	30	30	30	30	30	30	
Y5	Pearson Correlation	-,098	,456*	,111	,127	1	,626**	,65
	Sig. (2-tailed)	,608	,011	,561	,503		,000	,0
	N	30	30	30	30	30	30	
Y6	Pearson Correlation	,057	,470**	,255	,045	,626**	1	,71
	Sig. (2-tailed)	,764	,009	,173	,814	,000		,0
	N	30	30	30	30	30	30	
Total	Pearson Correlation	,509**	,597**	,574**	,461*	,650**	,717**	
	Sig. (2-tailed)	,004	,000	,001	,010	,000	,000	
	N	30	30	30	30	30	30	

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

\* . Correlation is significant at the 0.05 level (2-tailed).

### Hasil Uji Reliabilitas *Ambient Condition*

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

#### Reliability Statistics

Cronbach's Alpha	N of Items
,594	6

### Hasil Uji Realibilitas *Spatial Layout and Functionality*

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

#### Reliability Statistics

Cronbach's Alpha	N of Items
,888	6



### Hasil Uji Realibilitas *Signs, Symbol, and Artifacts*

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

#### Reliability Statistics

Cronbach's Alpha	N of Items
,703	6

### Hasil Uji Realibilitas *Kepuasan Konsumen*

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

#### Reliability Statistics

Cronbach's Alpha	N of Items
,617	6

## Lampiran 7

### Hasil Uji Persyaratan Analisis Data

#### 1. Uji Normalitas

##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Unstandardized Residual	Unstandardized Residual
N		100	100	100
Normal Parameters <sup>a,b</sup>	Mean	0E-7	0E-7	0E-7
	Std. Deviation	2,00171591	1,42613969	1,89074369
	Absolute	,061	,063	,088
Most Extreme Differences	Positive	,061	,043	,077
	Negative	-,044	-,063	-,088
	Kolmogorov-Smirnov Z	,607	,629	,877
Asymp. Sig. (2-tailed)		,855	,823	,426

a. Test distribution is Normal.

b. Calculated from data.

#### 2. Uji Heteroskedastisitas

##### Variables Entered/Removed<sup>a</sup>

Mode	Variables Entered	Variables Removed	Method
1	artifact, ambient, spartial <sup>b</sup>		Enter

a. Dependent Variable: RES2

b. All requested variables entered.

##### Model Summary

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,050 <sup>a</sup>	,002	-,029	,84084

a. Predictors: (Constant), artifact, ambient, spartial

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,167	3	,056	,079	,971 <sup>b</sup>
	Residual	67,874	96	,707		
	Total	68,040	99			

a. Dependent Variable: RES2

b. Predictors: (Constant), artifact, ambient, spartial

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,491	1,379		,356	,723
	ambient	,006	,043	,015	,131	,896
	spartial	-,006	,043	-,018	-,141	,888
	artifact	,021	,044	,054	,471	,639

a. Dependent Variable: RES2

**3. Uji Multikolinieritas**

**Variables Entered/Removed<sup>a</sup>**

Mode	Variables Entered	Variables Removed	Method
1	artifact, ambient, spartial <sup>b</sup>		Enter

a. Dependent Variable: kepuasan konsumen

b. All requested variables entered.

**Model Summary**

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,805 <sup>a</sup>	,647	,636	1,329

a. Predictors: (Constant), artifact, ambient, spartial

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	311,069	3	103,690	58,719	,000 <sup>b</sup>
	Residual	169,521	96	1,766		
	Total	480,590	99			

a. Dependent Variable: kepuasan konsumen

b. Predictors: (Constant), artifact, ambient, spartial

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,727	2,180		,333	,740		
	ambient	,171	,068	,171	2,509	,014	,790	1,266
	spartial	,524	,068	,577	7,656	,000	,646	1,548
	artifact	,269	,070	,264	3,859	,000	,784	1,275

a. Dependent Variable: kepuasan konsumen

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	ambient	spartial	artifact
1	1	3,986	1,000	,00	,00	,00	,00
	2	,007	23,454	,00	,44	,00	,35
	3	,005	29,232	,21	,03	,84	,03
	4	,002	41,803	,79	,52	,16	,61

a. Dependent Variable: kepuasan konsumen

#### 4. Uji Autokorelasi

**Variables Entered/Removed<sup>a</sup>**

Mode	Variables Entered	Variables Removed	Method
1	X3, X1, X2 <sup>b</sup>	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,805 <sup>a</sup>	,647	,636	1,329	1,768

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	311,069	3	103,690	58,719	,000 <sup>b</sup>
	Residual	169,521	96	1,766		
	Total	480,590	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,727	2,180		,333	,740
	X1	,171	,068	,171	2,509	,014
	X2	,524	,068	,577	7,656	,000
	X3	,269	,070	,264	3,859	,000

a. Dependent Variable: Y

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	21,93	28,94	25,29	1,773	100
Residual	-3,529	2,824	,000	1,309	100
Std. Predicted Value	-1,894	2,061	,000	1,000	100
Std. Residual	-2,656	2,125	,000	,985	100

a. Dependent Variable: Y

## Lampiran 8

### Hasil Uji Analisis Data

#### 1. Uji Analisis Regresi Linier Berganda

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Sign, Symbol, and artifact, Ambient Condition, Spatial Layout and Functionality <sup>b</sup>		Enter

a. Dependent Variable: Kepuasan Konsumen

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,805 <sup>a</sup>	,647	,636	1,329

a. Predictors: (Constant), Sign, Symbol, and artifact, Ambient Condition, Spatial Layout and Functionality

### ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	311,069	3	103,690	58,719	,000 <sup>b</sup>
	Residual	169,521	96	1,766		
	Total	480,590	99			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Sign, Symbol, and artifact, Ambient Condition, Spatial Layout and Functionality

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,727	2,180		,333	,740
	Ambient Condition	,171	,068	,171	2,509	,014
	Spatial Layout and Functionality	,524	,068	,577	7,656	,000
	Sign, Symbol, and artifact	,269	,070	,264	3,859	,000

a. Dependent Variable: Kepuasan Konsumen