

Lampiran 1 Kuesioner Pra-Survey

KUESIONER PRA-SURVEY

Responden yang terhormat,

Bersama dengan ini, saya mengajukan pertanyaan pra-survey dengan bertujuan sebagai penelitian mengenai : “**Pengaruh Suasana Cafe (Atmosphere) Dan Kualitas Produk Terhadap Kepuasan Pelanggan di Wood Stairs Café di Bandar Lampung.** Atas Kesediaan saudara/I menjawab pertanyaan dengan sejujurnya dan sebaiknya, saya ucapkan terimakasih.

Nama :

Umur :

1. Apa yang membuat anda tertarik berkunjung di Wood stairs Café
Jawab :

2. Sudah Berapa kali anda datang ke Wood Stairs Café ?
Jawab :

3. Apa yang membuat anda merasa puas berkunjung di Wood Stairs Café ?
Jawab :

Lampiran 2

KUESIONER

I. PETUNJUK PENGISIAN

1. Daftar pernyataan ini merupakan sumber data bagi penulis dalam menyusun skripsi dan tidak akan berpengaruh secara langsung terhadap anda selaku responden.
2. Bacalah dengan teliti dan pahami terlebih dahulu pernyataan yang diajukan serta pilihan jawabannya.
3. Daftar pernyataan ini berguna dalam upaya meneliti “**Pengaruh Suasana Toko (Atmosphere) dan Kualitas Produk terhadap Kepuasan Pelanggan di Wood Stairs Café Bandar Lampung**”.
4. Terima kasih atas bantuan anda dalam pengisian angket ini.

II. IDENTITAS RESPONDEN

1. Nama responden :
2. Jenis Kelamin : a. Laki – laki b. Perempuan
3. Usia :
 a. 15 Tahun – 25 Tahun c. 36 Tahun – 45 Tahun
 b. 26 Tahun – 35 Tahun

Jawablah pernyataan di bawah ini dengan menggunakan tanda (√) pada jawaban yang telah disediakan.

- SS = SANGAT SETUJU : 5
S = SETUJU : 4
N = NETRAL : 3

TS = TIDAK SETUJU : 2
 STS = SANGAT TIDAK SETUJU : 1

Store Atmosphere (X1)

NO	PERNYATAAN	SS	S	N	TS	STS
		5	4	3	2	1
A	<i>Exterior (Bagian luar toko)</i>					
1	Bagian depan <i>Wood Stairs Café</i> terlihat menarik.					
2	Papan nama <i>Wood Stairs Cafeterlihat</i> jelas memiliki desain yang menarik.					
3	Pintu masuk <i>Wood Stairs Cafe</i> luas sehingga memudahkan akses keluaran masuk ke dalam cafe tersebut.					
4	Bangunan <i>Wood Stairs Café</i> tampak tinggi dan unik					
5	Area <i>Wood Stairs Café</i> luas dan nyaman					

6	Fasilitas Tempat Parkir <i>Wood Stairs Café</i> dijaga dengan baik dan terjamin					
B	<i>General Interior (Bagian dalam)</i>					
7	Penggunaan Jenis Lantai <i>Wood Stairs Café</i> sangat menarik					
8	Pencahayaan pada <i>Wood Stairs Café</i> mampu meningkatkan daya tarik cafe tersebut					
9	Aroma ruangan di <i>Wood Stairs Café</i> harum					
10	Musik yang dimainkan di <i>Wood Stairs Café</i> membuat saya merasa nyaman berlama - lama di dalamnya					
11	Perabot Toko di <i>Wood Stairs Café</i> terlihat klasik					
12	Suhu ruangan <i>Wood Stairs Café</i> membuat saya nyama					
13	Lebar Lorong <i>Wood Stairs Café</i> sangat luas					
14	Karyawan <i>Wood Stairs Café</i> sangat ramah					

15	Kebersihan interior <i>Wood Stairs Café</i> terlihat bersih					
C	<i>Store Layout</i>					
16	Saya dapat membedakan ruangan (penjualan, pegawai, pelanggan					
17	Klasifikasi penawaran <i>Wood Stairs Café</i> cukup menarik					
18	Pelanggan mudah untuk bergerak karena penentuan pola lalu lintas sudah sesuai					
19	Penempatan kebutuhan ruangan sudah baik					
20	Pemetaan lokasi di <i>Wood Stairs Café</i> sudah baik					
21	Penyusunan barang di <i>Wood Stairs Café</i> sudah tertata dengan baik					
D	<i>Interior Displays</i>					
22	Macam – macam barang terlihat rapih dan terlihat sesuai tema					
23	Pengaturan tema <i>Wood Stairs Café</i> sudah sesuai					

24	Layar LED di live musik sudah tertata rapih					
25	Gambar dan poster <i>Wood Stairs Café</i> terlihat menarik dan sesuai tema					

Kualitas Produk (X2)

NO	PERNYATAAN	SS	S	N	TS	STS
		5	4	3	2	1
1	Kemudahan pelanggan dalam memilih makan dan minumn pada <i>Wood Stairs Café</i>					
2	Makanan dan minuman di <i>Wood Stairs Café</i> terlihat menarik					
3	Makanan dan minuman yang di pesan sesuai dengan harapan tanpa ada yang kurang					
4	Makanan dan minuman di <i>Wood Stairs Café</i> masih sangat fresh					
5	Makanan dan minuman di <i>Wood Stairs Café</i> sangat memuaskan					
6	Makanan dan minuman <i>Wood Stairs Café</i> memiliki aroma dan warna					

	menarik					
7	Karyawan <i>Wood Stairs Café</i> sangat membantu memilih makan dan minuman sesuai dengan lidah saya					
8	Cita rasa makanan dan minuman di <i>Wood Stairs Café</i> sangat cocok					
9	Menu makanan tertentu seperti (pizza, hotplate, aneka soup dan lain – lain) terjaga suhu atau tempraturnya					

Kepuasan Pelanggan(Y)

NO	PERNYATAAN	SS	S	N	TS	STS
		5	4	3	2	1
1	Saya akan kembali mengunjungi dan membeli produk di <i>Wood Stairs Café</i>					
2	Saya akan menceritakan ke hal yang positif tentang <i>Wood Stairs Café</i> kepada orang lain					
3	Saya akan menjadikan <i>Wood Stairs Café</i> Tempat favorite saya					
4	Saya akan merekomendasikan <i>Wood Stairs Café</i> kepada rekan saya					

Lampiran 3

JawabanHasilRespondenVariabel X1

NO	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	Total X1	
1	4	5	5	4	5	4	3	4	2	4	3	3	5	3	4	4	4	5	4	5	5	4	5	4	4	102	
2	3	5	4	5	5	3	4	3	3	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	5	98
3	5	3	5	3	4	5	4	3	4	4	4	3	5	3	5	3	4	5	3	3	3	3	5	4	4	97	
4	4	4	5	4	3	4	3	4	3	3	3	4	4	3	3	4	3	4	4	3	3	4	4	3	3	89	
5	3	4	4	3	4	5	5	3	2	4	3	4	5	5	4	4	4	5	5	5	5	5	5	4	4	104	
6	5	5	5	5	3	5	3	3	3	4	4	4	5	3	5	4	4	5	3	3	3	4	5	4	4	101	
7	4	3	3	3	4	4	3	2	2	3	3	4	4	3	4	3	3	4	4	3	3	5	4	3	3	84	
8	4	5	4	4	5	4	4	3	4	4	4	3	4	4	5	4	4	5	5	4	4	3	5	4	4	103	
9	5	4	5	3	4	5	5	3	3	4	4	3	5	5	5	4	4	5	5	5	5	4	5	4	3	107	
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19	5	5	5	5	5	3	2	4	5	4	3	3	3	2	4	3	4	4	3	2	2	3	4	4	3	90	

46	5	4	4	4	3	4	3	4	3	5	5	5	4	3	5	4	4	5	3	3	3	5	5	4	5	102	
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HASIL JAWABAN RESPONDEN VARIABEL X2

NO	X1	X2	X3	X4	X5	X6	X7	X8	X9	Total X2
1	4	3	3	5	3	4	4	4	5	35
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5	4	3	4	5	5	4	4	4	5	38
6	4	4	4	5	3	5	4	4	5	38
7	3	3	4	4	3	4	3	3	4	31
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80	5	4	3	4	4	3	3	4	3	33
81	3	3	3	4	3	4	3	4	4	31
82	5	5	3	4	4	4	3	3	4	35
83	3	4	4	3	3	3	3	3	3	29
84	4	4	3	4	3	4	4	4	4	34
85	3	3	3	5	3	4	4	5	5	35
86	4	3	4	4	4	4	3	4	4	34
87	3	4	3	3	3	3	4	3	3	29
88	5	5	4	4	5	5	4	4	5	41

89	4	5	5	4	4	4	4	4	4	38
90	4	4	3	3	4	4	4	3	5	34
91	3	3	3	4	3	4	4	4	4	32
92	5	5	4	4	4	5	3	4	5	39
93	4	4	4	4	2	4	5	4	4	35
94	4	4	4	5	2	5	4	5	5	38
95	5	5	5	4	4	5	4	5	5	42
96	4	4	3	3	5	4	4	3	4	34
97	3	5	4	5	4	5	3	5	5	39
98	3	4	4	4	3	4	3	4	5	34
99	5	5	4	5	4	5	4	4	5	41
100	5	4	5	5	5	4	5	5	5	43

HASIL JAWABAN RESPONDEN VARIABEL Y

NO	Y1	Y2	Y3	Y4	Total Y
1	1	1	1	1	1
2	2	2	2	2	2
3	3	3	3	3	3
4	4	4	4	4	4
5	5	5	5	5	5
6	6	6	6	6	6
7	7	7	7	7	7
8	8	8	8	8	8
9	9	9	9	9	9
10	10	10	10	10	10
11	11	11	11	11	11
12	12	12	12	12	12
13	13	13	13	13	13
14	14	14	14	14	14
15	15	15	15	15	15
16	16	16	16	16	16
17	17	17	17	17	17
18	18	18	18	18	18
19	19	19	19	19	19
20	20	20	20	20	20

21	21	21	21	21	21
22	22	22	22	22	22
23	23	23	23	23	23
24	24	24	24	24	24
25	25	25	25	25	25
26	26	26	26	26	26
27	27	27	27	27	27
28	28	28	28	28	28
29	29	29	29	29	29
30	30	30	30	30	30
31	31	31	31	31	31
32	32	32	32	32	32
33	33	33	33	33	33
34	34	34	34	34	34
35	35	35	35	35	35
36	36	36	36	36	36
37	37	37	37	37	37
38	38	38	38	38	38
39	39	39	39	39	39
40	40	40	40	40	40
41	41	41	41	41	41
42	42	42	42	42	42
43	43	43	43	43	43

44	44	44	44	44	44
45	45	45	45	45	45
46	46	46	46	46	46
47	47	47	47	47	47
48	48	48	48	48	48
49	49	49	49	49	49
50	50	50	50	50	50
51	51	51	51	51	51
52	52	52	52	52	52
53	53	53	53	53	53
54	54	54	54	54	54
55	55	55	55	55	55
56	56	56	56	56	56
57	57	57	57	57	57
58	58	58	58	58	58
59	59	59	59	59	59
60	60	60	60	60	60
61	61	61	61	61	61
62	62	62	62	62	62
63	63	63	63	63	63
64	64	64	64	64	64
65	65	65	65	65	65
66	66	66	66	66	66

67	67	67	67	67	67
68	68	68	68	68	68
69	69	69	69	69	69
70	70	70	70	70	70
71	71	71	71	71	71
72	72	72	72	72	72
73	73	73	73	73	73
74	74	74	74	74	74
75	75	75	75	75	75
76	76	76	76	76	76
77	77	77	77	77	77
78	78	78	78	78	78
79	79	79	79	79	79
80	80	80	80	80	80
81	81	81	81	81	81
82	82	82	82	82	82
83	83	83	83	83	83
84	84	84	84	84	84
85	85	85	85	85	85
86	86	86	86	86	86
87	87	87	87	87	87
88	88	88	88	88	88
89	89	89	89	89	89
90	90	90	90	90	90

91	91	91	91	91	91
92	92	92	92	92	92
93	93	93	93	93	93
94	94	94	94	94	94
95	95	95	95	95	95
96	96	96	96	96	96
97	97	97	97	97	97
98	98	98	98	98	98
99	99	99	99	99	99
100	100	100	100	100	100

Lampiran 4

Hasil Jawaban Responden Berdasarkan Jenis Kelamin

		Jenis Kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	54	54.0	54.0	54.0
	Wanita	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

Hasil Jawaban Responden Berdasarkan Umur

Usia Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15– 25Tahun	42	42.0	42.0	100.0
	26 – 35Tahun	33	33.0	33.0	
	36 – 45Tahun	25	25.0	25.0	
	Total	100	100.0	100.0	

Lampiran 5

Deskripsi Jawaban Responden dari Store Atmosphere (X1)

X1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	23	23.0	23.0	27.0
Valid 4	38	38.0	38.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

X2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	21	21.0	21.0	22.0
Valid 4	45	45.0	45.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

X3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	20	20.0	20.0	25.0
Valid 4	46	46.0	46.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

X4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
3	30	30.0	30.0	33.0
4	46	46.0	46.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

X5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5.0	5.0	5.0
3	35	35.0	35.0	40.0
4	39	39.0	39.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

X6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	26	26.0	26.0	26.0
4	55	55.0	55.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

X7

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	7	7.0	7.0	8.0
3	37	37.0	37.0	45.0
4	46	46.0	46.0	91.0
5	9	9.0	9.0	100.0
Total	100	100.0	100.0	

X8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	15	15.0	15.0	15.0
3	36	36.0	36.0	51.0
Valid 4	37	37.0	37.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

X9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10.0	10.0	10.0
3	40	40.0	40.0	50.0
Valid 4	38	38.0	38.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

X10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	30	30.0	30.0	34.0
Valid 4	45	45.0	45.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

X11

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	34	34.0	34.0	35.0
Valid 4	41	41.0	41.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

X12

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	3	3.0	3.0	5.0
Valid 3	32	32.0	32.0	37.0
4	52	52.0	52.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

X13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	26	26.0	26.0	26.0
4	55	55.0	55.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

X14

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	11	11.0	11.0	12.0
3	39	39.0	39.0	51.0
4	40	40.0	40.0	91.0
5	9	9.0	9.0	100.0
Total	100	100.0	100.0	

X15

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	22	22.0	22.0	24.0
4	54	54.0	54.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

X16

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
Valid 3	48	48.0	48.0	51.0
4	41	41.0	41.0	92.0
5	8	8.0	8.0	100.0
Total	100	100.0	100.0	

X17

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	29	29.0	29.0	30.0
Valid 4	56	56.0	56.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

X18

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	19	19.0	19.0	21.0
Valid 4	44	44.0	44.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

X19

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	7	7.0	7.0	8.0
3	34	34.0	34.0	42.0
Valid 4	41	41.0	41.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

X20

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	8	8.0	8.0	9.0
Valid 3	33	33.0	33.0	42.0
4	40	40.0	40.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

X21

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	8	8.0	8.0	9.0
Valid 3	33	33.0	33.0	42.0
4	40	40.0	40.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

X22

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	28	28.0	28.0	32.0
Valid 4	49	49.0	49.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

X23

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	19	19.0	19.0	21.0
Valid 4	45	45.0	45.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

X24

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	28	28.0	28.0	29.0
Valid 4	56	56.0	56.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

X25

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	31	31.0	31.0	32.0
Valid 4	55	55.0	55.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

Deskripsi Jawaban Responden dari Kualitas Produk (X2)**X26**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	29	29.0	29.0	33.0
Valid 4	44	44.0	44.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

X27

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	33	33.0	33.0	34.0
Valid 4	41	41.0	41.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

X28

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	3	3.0	3.0	5.0
3	31	31.0	31.0	36.0
Valid 4	52	52.0	52.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

X29

	Frequency	Percent	Valid Percent	Cumulative Percent
3	25	25.0	25.0	25.0
Valid 4	54	54.0	54.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

X30

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	10	10.0	10.0	11.0
3	38	38.0	38.0	49.0
Valid 4	41	41.0	41.0	90.0
5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

X31

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	22	22.0	22.0	24.0
Valid 4	53	53.0	53.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

X32

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
Valid 3	47	47.0	47.0	49.0
4	42	42.0	42.0	91.0
5	9	9.0	9.0	100.0
Total	100	100.0	100.0	

X33

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	28	28.0	28.0	29.0
Valid 4	56	56.0	56.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

X34

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	19	19.0	19.0	21.0
Valid 4	43	43.0	43.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

Deskripsi Jawaban Responden dari Kepuasan Pelanggan (Y)**Y1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	19	19.0	19.0	21.0
Valid 4	44	44.0	44.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

Y2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	8	8.0	8.0	9.0
3	33	33.0	33.0	42.0
Valid 4	40	40.0	40.0	82.0
5	118	18.0	18.0	100.0
Total	100	100.0	100.0	

Y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	19	19.0	19.0	21.0
4	45	45.0	45.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

Y4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	31	31.0	31.0	32.0
4	55	55.0	55.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

Lampiran 6

Uji Validitas Varibael Store Atmosphere

Correlations

		A1	A2	A3	A4	a5	a6	a7	a8	a9	a10	a11	a12	a13	a14	a15	a16	a17	a18	a19	a20	a21	a22	a23	a24	a25	total X1	
A1	Pearson Correlation	1	-.125	.683**	.185	.122	.037	.221	.311	.390*	1.000*	.470**	.475**	.054	.185	.390*	-.125	.891**	.385*	.185	.168	.168	.300	.385*	.891**	.108	.590*	
	Sig. (2-tailed)		.509	.000	.327	.519	.848	.240	.095	.033	.000	.000	.000	.779	.327	.033	.509	.000	.036	.329	.374	.374	.107	.036	.000	.569	.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
A2	Pearson Correlation	-.125	1	.223	.364*	.432*	.456*	.233	.363*	.333	-.125	.248	.134	.481**	.364*	.333	1.000*	-.060	.432*	.223	.421*	.421*	.151	.432*	-.060	.396*	.511*	
	Sig. (2-tailed)	.509		.236	.048	.017	.011	.215	.048	.072	.509	.187	.482	.000	.048	.072	.000	.753	.017	.236	.021	.021	.426	.017	.753	.030	.004	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
A3	Pearson Correlation	.683**	.223	1	.132	.405*	.381*	.286	.535**	.597**	.683**	.425*	.347	.365*	.132	.597**	.223	.605**	.513**	.198	.101	.101	.199	.513**	.605**	.224	.662*	
	Sig. (2-tailed)	.000	.236		.486	.026	.038	.126	.000	.000	.000	.019	.060	.047	.486	.000	.236	.000	.000	.293	.595	.595	.291	.000	.000	.230	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
A4	Pearson Correlation	.185	.364*	.132	1	.323	.324	.861**	.195	.232	.185	.527**	.083	.298	1.000*	.232	.364*	.270	.274	.446*	.903**	.903**	.310	.274	.270	.286	.691*	

		5	8	2	1	3	8	9		0	5	0	6	8	1	0	8	3	0	7	9	9	9	0	3	2	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
a9	Pearson Correlation	.39	.33	.59	.23	.25	.26	.08	.97		.39	.37	.33	.26	.23	1.0	.33	.30	.93	.15	.20	.20	.20	.93	.30	.15	.694*
		0*	3	7**	2	3	8	2	6**	1	0*	9*	8	0	2	00*	3	4	0**	7	6	6	1	0**	4	1	*
	Sig. (2-tailed)	.03	.07	.00	.21	.17	.15	.66	.00		.03	.03	.06	.16	.21	.00	.07	.10	.00	.40	.27	.27	.28	.00	.10	.42	.000
		3	2	0	7	7	2	5	0		3	9	8	5	7	0	2	3	0	6	4	4	8	0	3	7	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
a10	Pearson Correlation	1.0	-	.68	.18	.12	.03	.22	.31	.39		.47	.47	.05	.18	.39	-	.89	.38	.18	.16	.16	.30	.38	.89	.10	.590*
		00*	.12	3**	5	2	7	1	1	0*	1	0**	5**	4	5	0*	.12	1**	5*	5	8	8	0	5*	1**	8	*
	Sig. (2-tailed)	.00	.50	.00	.32	.51	.84	.24	.09	.03		.00	.00	.77	.32	.03	.50	.00	.03	.32	.37	.37	.10	.03	.00	.56	.001
		0	9	0	7	9	8	0	5	3		9	8	9	7	3	9	0	6	9	4	4	7	6	0	9	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
a11	Pearson Correlation	.47	.24	.42	.52	.17	.24	.51	.39	.37	.47		.31	.20	.52	.37	.24	.44	.28	.30	.45	.45	.15	.28	.44	.21	.636*
		0**	8	5*	7**	3	0	6**	8*	9*	0**	1	8	6	7**	9*	8	6*	8	4	3*	3*	6	8	6*	4	*
	Sig. (2-tailed)	.00	.18	.01	.00	.36	.20	.00	.03	.03	.00		.08	.27	.00	.03	.18	.01	.12	.10	.01	.01	.41	.12	.01	.25	.000
		9	7	9	3	1	1	4	0	9	9		7	6	3	9	7	3	3	3	2	2	0	3	3	6	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
a12	Pearson Correlation	.47	.13	.34	.08	.24	.24	-	.30	.33	.47	.31		.21	.08	.33	.13	.28	.37	.25	.07	.07	.82	.37	.28	-	.496*
		5**	4	7	3	2	0	.02	1	8	5**	8	1	8	3	8	4	7	2*	5	1	1	5**	2*	7	.01	*
	Sig. (2-tailed)	.00	.48	.06	.66	.19	.20	.90	.10	.06	.00	.08		.24	.66	.06	.48	.12	.04	.17	.70	.70	.00	.04	.12	.92	.005

		8	2	0	4	9	2	4	6	8	8	7		7	4	8	2	4	3	4	8	8	0	3	4	5	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
a13	Pearson Correlation	.05	.48	.36	.29	.97	.97	.30	.25	.26	.05	.20	.21		.29	.26	.48	.04	.34	.36	.30	.30	.27	.34	.04	.26	.577*
	Sig. (2-tailed)	.77	.00	.04	.11	.00	.00	.10	.16	.16	.77	.27	.24		.11	.16	.00	.80	.06	.04	.10	.10	.14	.06	.80	.16	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
a14	Pearson Correlation	.18	.36	.13	1.0	.32	.32	.86	.19	.23	.18	.52	.08	.29		.23	.36	.27	.27	.44	.90	.90	.31	.27	.27	.28	.691*
	Sig. (2-tailed)	.32	.04	.48	.00	.08	.08	.00	.30	.21	.32	.00	.66	.11		.21	.04	.14	.14	.01	.00	.00	.09	.14	.14	.12	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
a15	Pearson Correlation	.39	.33	.59	.23	.25	.26	.08	.97	1.0	.39	.37	.33	.26	.23		.33	.30	.93	.15	.20	.20	.20	.93	.30	.15	.694*
	Sig. (2-tailed)	.03	.07	.00	.21	.17	.15	.66	.00	.00	.03	.03	.06	.16	.21		.07	.10	.00	.40	.27	.27	.28	.00	.10	.42	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
a16	Pearson Correlation	-.12	1.0	.22	.36	.43	.45	.23	.36	.33	-.12	.24	.13	.48	.36	.33		-.43	.22	.42	.42	.15	.43	-.06	.39	.511*	
	Sig. (2-tailed)	.50	.00	.23	.04	.01	.01	.21	.04	.07	.50	.18	.48	.00	.04	.07		.75	.01	.23	.02	.02	.42	.01	.75	.03	.004

		4	1	5	0	4	6	0	9	4	4	2	8	4	0	4	1	0	4	5		0	1	4	0	9	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
a21	Pearson Correlation	.16	.42	.10	.90	.32	.23	.75	.17	.20	.16	.45	.07	.30	.90	.20	.42	.23	.32	.38	1.0		.31	.32	.23	.31	.671*
		8	1*	1	3**	0	8	8**	7	6	8	3*	1	2	3**	6	1*	5	0	6*	00*	1	4	0	5	6	*
	Sig. (2-tailed)	.37	.02	.59	.00	.08	.20	.00	.34	.27	.37	.01	.70	.10	.00	.27	.02	.21	.08	.03	.00		.09	.08	.21	.08	.000
		4	1	5	0	4	6	0	9	4	4	2	8	4	0	4	1	0	4	5	0		1	4	0	9	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
a22	Pearson Correlation	.30	.15	.19	.31	.32	.26	.14	.13	.20	.30	.15	.82	.27	.31	.20	.15	.14	.28	.34	.31	.31		.28	.14	.07	.498*
		0	1	9	0	8	8	7	7	1	0	6	5**	5	0	1	1	7	1	6	4	4	1	1	7	7	*
	Sig. (2-tailed)	.10	.42	.29	.09	.07	.15	.43	.46	.28	.10	.41	.00	.14	.09	.28	.42	.43	.13	.06	.09	.09		.13	.43	.68	.005
		7	6	1	6	7	2	9	9	8	7	0	0	2	6	8	6	7	2	1	1	1		2	7	7	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
a23	Pearson Correlation	.38	.43	.51	.27	.33	.30	.10	.91	.93	.38	.28	.37	.34	.27	.93	.43	.28	1.0	.18	.32	.32	.28		.28	.14	.736*
		5*	2*	3**	4	2	7	8	2**	0**	5*	8	2*	6	4	0**	2*	8	00*	8	0	0	1	1	8	9	*
	Sig. (2-tailed)	.03	.01	.00	.14	.07	.09	.56	.00	.00	.03	.12	.04	.06	.14	.00	.01	.12	.00	.32	.08	.08	.13		.12	.43	.000
		6	7	4	3	3	8	9	0	0	6	3	3	1	3	0	7	2	0	0	4	4	2		2	3	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
a24	Pearson Correlation	.89	-	.60	.27	.11	.03	.30	.22	.30	.89	.44	.28	.04	.27	.30	-	1.0	.28	.06	.23	.23	.14	.28		.16	.553*
		1**	.06	5**	0	8	2	0	5	4	1**	6*	7	6	0	4	.06	00*	8	4	5	5	7	8	1	5	*
	Sig. (2-tailed)	.00	.75	.00	.14	.53	.86	.10	.23	.10	.00	.01	.12	.80	.14	.10	.75	.00	.12	.73	.21	.21	.43	.12		.38	.002

		0	3	0	8	6	8	7	3	3	0	3	4	7	8	3	3	0	2	7	0	0	7	2		5	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
a25	Pearson Correlation	.10	.39	.22	.28	.34	.24	.20	.06	.15	.10	.21	-	.26	.28	.15	.39	.16	.14	.15	.31	.31	.07	.14	.16		
		8	6*	4	6	0	4	1	3	1	8	4	.01	0	6	1	6*	5	9	7	6	6	7	9	5	1	.373*
	Sig. (2-tailed)	.56	.03	.23	.12	.06	.19	.28	.74	.42	.56	.25	.92	.16	.12	.42	.03	.38	.43	.40	.08	.08	.68	.43	.38		.042
		9	0	4	5	6	4	6	2	7	9	6	5	5	5	7	0	5	3	8	9	9	7	3	5		
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
total	Pearson Correlation	.59	.51	.66	.69	.59	.56	.58	.64	.69	.59	.63	.49	.57	.69	.69	.51	.55	.73	.48	.67	.67	.49	.73	.55	.37	
X1		0**	1**	2**	1**	9**	5**	0**	2**	4**	0**	6**	6**	7**	1**	4**	1**	3**	6**	1**	1**	1**	8**	6**	3**	3*	1
	Sig. (2-tailed)	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.04	
		1	4	0	0	0	1	1	0	0	1	0	5	1	0	0	4	2	0	7	0	0	5	0	2	2	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	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 Variabel Kualitas Produk

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	TOTALX2
KP1	Pearson Correlation	1	.470**	.475**	.054	.185	.390*	-.125	.891**	.385*	.677**
	Sig. (2-tailed)		.009	.008	.779	.327	.033	.509	.000	.036	.000
	N	30	30	30	30	30	30	30	30	30	30
KP2	Pearson Correlation	.470**	1	.318	.206	.527**	.379*	.248	.446*	.288	.682**
	Sig. (2-tailed)	.009		.087	.276	.003	.039	.187	.013	.123	.000
	N	30	30	30	30	30	30	30	30	30	30
KP3	Pearson Correlation	.475**	.318	1	.218	.083	.338	.134	.287	.372*	.603**
	Sig. (2-tailed)	.008	.087		.247	.664	.068	.482	.124	.043	.000
	N	30	30	30	30	30	30	30	30	30	30
KP4	Pearson Correlation	.054	.206	.218	1	.298	.260	.481**	.046	.346	.507**
	Sig. (2-tailed)	.779	.276	.247		.110	.165	.007	.807	.061	.004
	N	30	30	30	30	30	30	30	30	30	30
KP5	Pearson Correlation	.185	.527**	.083	.298	1	.232	.364*	.270	.274	.566**
	Sig. (2-tailed)	.327	.003	.664	.110		.217	.048	.148	.143	.001
	N	30	30	30	30	30	30	30	30	30	30
KP6	Pearson Correlation	.390*	.379*	.338	.260	.232	1	.333	.304	.930**	.741**
	Sig. (2-tailed)	.033	.039	.068	.165	.217		.072	.103	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
KP7	Pearson Correlation	-.125	.248	.134	.481**	.364*	.333	1	-.060	.432*	.461*
	Sig. (2-tailed)	.509	.187	.482	.007	.048	.072		.753	.017	.010

	N	30	30	30	30	30	30	30	30	30	30
KP8	Pearson Correlation	.891**	.446*	.287	.046	.270	.304	-.060	1	.288	.621**
	Sig. (2-tailed)	.000	.013	.124	.807	.148	.103	.753		.122	.000
	N	30	30	30	30	30	30	30	30	30	30
KP9	Pearson Correlation	.385*	.288	.372*	.346	.274	.930**	.432*	.288	1	.767**
	Sig. (2-tailed)	.036	.123	.043	.061	.143	.000	.017	.122		.000
	N	30	30	30	30	30	30	30	30	30	30
TOTALX2	Pearson Correlation	.677**	.682**	.603**	.507**	.566**	.741**	.461*	.621**	.767**	1
	Sig. (2-tailed)	.000	.000	.000	.004	.001	.000	.010	.000	.000	
	N	30	30	30	30	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 Variabel Kepuasan Pelanggan

Correlations

		Kplgn1	Kplgn2	Kplgn3	Kplgn4	TotalY
Kplgn1	Pearson Correlation	1	.320	1.000**	.149	.853**
	Sig. (2-tailed)		.084	.000	.433	.000
	N	30	30	30	30	30
Kplgn2	Pearson Correlation	.320	1	.320	.316	.700**
	Sig. (2-tailed)	.084		.084	.089	.000
	N	30	30	30	30	30
Kplgn3	Pearson Correlation	1.000**	.320	1	.149	.853**
	Sig. (2-tailed)	.000	.084		.433	.000
	N	30	30	30	30	30
Kplgn4	Pearson Correlation	.149	.316	.149	1	.503**
	Sig. (2-tailed)	.433	.089	.433		.005
	N	30	30	30	30	30
TotalY	Pearson Correlation	.853**	.700**	.853**	.503**	1
	Sig. (2-tailed)	.000	.000	.000	.005	
	N	30	30	30	30	30

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

Lampiran 7

HASIL UJI RELIABILITAS

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Variabel Store Atmosphere (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.926	25

Variabel Kualitas Produk (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.804	9

Variabel Kepuasan Pelanggan (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.711	4

Lampiran 8

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Total Store Atmosphere	Total Kualitas Produk	Total Kepuasan Pelanggan
N		100	100	100
Normal Parameters ^{a,b}	Mean	94,96	34,42	15,69
	Std. Deviation	9,575	4,021	2,407
Most Extreme Differences	Absolute	,059	,083	,127
	Positive	,038	,072	,088
	Negative	-,059	-,083	-,127
Kolmogorov-Smirnov Z		,589	,834	1,269
Asymp. Sig. (2-tailed)		,878	,490	,080

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 9

HASIL UJI LINIERITAS

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Kepuasan Pelanggan * Total Store Atmosphere	Between Groups	(Combined)	391,470	35	11,185	3,935	,000
		Linearity	284,102	1	284,102	99,948	,000
		Deviation from Linearity	107,368	34	3,158	1,111	,352
Within Groups			181,920	64	2,843		
Total			573,390	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Kepuasan Pelanggan * Total Kualitas Produk	Between Groups	(Combined)	350,663	18	19,481	7,085	,000
		Linearity	292,361	1	292,361	106,324	,000
		Deviation from Linearity	58,302	17	3,430	1,247	,249
Within Groups			222,727	81	2,750		
Total			573,390	99			

Lampiran 10

HASIL UJI MULTIKOLONIERITAS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1,580	1,632		-,968	,336		
Total Store Atmosphere	,091	,030	,363	3,090	,003	,334	2,996
Total Kualitas Produk	,250	,070	,418	3,561	,001	,334	2,996

a. Dependent Variable: Total Kepuasan Pelanggan

Lampiran 11

Uji Heteroskedastisitas

Correlations

			Suasana Cafe	Kualitas Produk	Unstandardized Residual
Spearman's rho	Suasana Cafe	Correlation Coefficient	1.000	.835**	-.035
		Sig. (2-tailed)	.	.000	.732
		N	100	100	100
	Kualitas Produk	Correlation Coefficient	.835**	1.000	.012
		Sig. (2-tailed)	.000	.	.908
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	-.035	.012	1.000
		Sig. (2-tailed)	.732	.908	.
		N	100	100	100

Lampiran 12

Hasil Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.744 ^a	.554	.545	1.624	2.014

a. Predictors: (Constant), Total Kualitas Produk, Total Atmosphere

b. Dependent Variable: Total Kepuasan Pelanggan

Lampiran 13

HASIL PENGOLAHAN DATA REGRESI LINIER BERGANDA

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,744 ^a	,554	,545	1,624

a. Predictors: (Constant), Total Kualitas Produk, Total Store Atmosphere

b. Dependent Variable: Total Kepuasan Pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,580	1,632		-,968	,336
	Total Store Atmosphere	,091	,030	,363	3,090	,003
	Total Kualitas Produk	,250	,070	,418	3,561	,001

a. Dependent Variable: Total Kepuasan Pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	317,543	2	158,772	60,196	,000 ^b
	Residual	255,847	97	2,638		
	Total	573,390	99			

a. Dependent Variable: Total Kepuasan Pelanggan

b. Predictors: (Constant), Total Kualitas Produk, Total Store Atmosphere

Lampiran 14

HASIL PENGOLAHAN DATA UJI T DAN UJI F

X1 TERHADAP Y DAN X2 TERHADAP Y UJI T

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1,580	1,632		-,968	,336
1 Total Store Atmosphere	,091	,030	,363	3,090	,003
Total Kualitas Produk	,250	,070	,418	3,561	,001

a. Dependent Variable: Total Kepuasan Pelanggan

X1,X2 TERHADAP Y UJI F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	317,543	2	158,772	60,196	,000 ^b
	Residual	255,847	97	2,638		
	Total	573,390	99			

a. Dependent Variable: Total Kepuasan Pelanggan

b. Predictors: (Constant), Total Kualitas Produk, Total Store Atmosphere