

# LAMPIRAN

## Lampiran 1

Dalam rangka untuk menyelesaikan sebuah penelitian untuk memenuhi tugas akhir SKRIPSI yang berjudul “Pengaruh *Store Atmosphere*, Kualitas Produk, dan Kualitas Pelayanan terhadap Minat Berkunjung Pada Starbucks Indonesia di Era *New Normal*”.

Bersama ini saya,

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Memohon bantuan kepada Bapak/Ibu/Saudara/I untuk mengisi kuesioner penelitian yang terlampir. Jawaban yang objek sangat membantu dalam penelitian ini. Semua jawaban akan di jaga kerahasiaannya dan hanya dipergunakan untuk kepentingan penelitian.

Atas perhatian dan bantuanya saya ucapkan terima kasih.

## A. IDENTITAS RESPONDEN

Pilihlah salah satu jawaban dengan memberikan tanda (X) pada kotak yang disediakan.

1. Nama :

.....

2. Jenis Kelamin :

Laki-Laki

Perempuan

3. Usia :

17 - 23

24 - 30

31 - 37

38 - 45

4. Pekerjaan :

Pelajar

PNS

Mahasiswa

Pegawai Swasta

Wiraswasta

Lain-lain.....

5. Rata-rata Pengeluaran Per Bulan :

Rp. 1.000.000 – Rp. 2.000.000

Rp. 2.000.000 – Rp. 3.000.000

Rp. 3.000.000 – Rp. 4.000.000

Rp. 4.000.000 – Rp. 5.000.000

> Rp. 5.000.000

6. Apakah Anda pernah berkunjung ke Starbucks di saat *new normal*?

Pernah

Tidak Pernah

7. Berapa kali Anda pernah berkunjung ke Starbucks di era *new normal* ini?

> 1 kali

> 5 kali

> 10 kali

8. Sebutkan alasan yang mendorong Anda untuk berkunjung ke Starbucks di era *new normal*?

**B. PETUNJUK PENGISIAN**

Berilah jawaban pada pertanyaan berikut ini sesuai dengan pendapat Saudara/i dengan cara memberi tanda (X) pada kolom yang tersedia. Dengan keterangan sebagai berikut:

- 1 = Sangat Tidak Setuju (STS)
- 2 = Tidak Setuju (TS)
- 3 = Netral / Ragu-Ragu / Kurang Setuju (N)
- 4 = Setuju (S)
- 5 = Sangat Setuju (SS)

NO	PERNYATAAN	PENILAIAN				
		1	2	3	4	5
<b>VARIABEL STORE ATMOSPHERE (X1)</b>						
1	Bangunan dan bagian depan gerai Starbucks terlihat menarik.					
2	Bagian dalam gerai Starbucks terlihat unik dan menarik.					
3	Tata letak ruangan gerai Starbucks tertata dengan rapi.					
4	Dekorasi gerai Starbucks menarik dan sesuai dengan tema.					
<b>KUALITAS PRODUK (X2)</b>						
1	Produk Starbucks memberikan manfaat atas kinerjanya berupa kepuasan bagi konsumen setelah mengkonsumsi.					
2	Produk Starbucks memiliki ciri khas tertentu yang dapat membedakan dengan kedai kopi lainnya.					
3	Produk Starbucks memiliki tingkat resiko kerusakan produk yang rendah.					
4	Produk Starbucks memiliki kesesuaian karakteristik dan kualitas dengan harapan pelanggan.					
5	Produk Starbucks disajikan dengan <i>fresh</i> , tanpa bahan pengawet.					

6	Starbucks memberikan suatu kemudahan dalam memilih produk yang diinginkan, dengan pelayanan kasir yang baik mulai dari awal sampai dengan purna jual.					
7	Produk Starbucks memiliki tampilan menarik.					
8	Produk Starbucks memiliki keunggulan yang berbeda dengan kedai kopi lain.					
<b>KUALITAS PELAYANAN (X3)</b>						
1	Peralatan makanan dan minuman yang digunakan Starbucks memadai.					
2	Karyawan Starbucks memiliki sikap baik dalam mendengarkan persoalan pelanggan.					
3	Karyawan Starbucks mampu menangani dan memberikan solusi yang cepat terhadap keluhan pelanggan.					
4	Karyawan Starbucks mampu berkomunikasi dengan pelanggan terkait produk atau pelayanan yang diberikan.					
5	Karyawan Starbucks melayani pelanggan dengan sebaik-baiknya.					
<b>VARIABEL MINAT BERKUNJUNG (Y)</b>						
1	Berminat untuk mengunjungi Starbucks.					
2	Merekomendasikan Starbucks kepada orang lain.					
3	Menjadikan Starbucks sebagai kedai kopi favorit.					
4	Mencari informasi mengenai Starbucks.					

## Lampiran 2

### Data Hasil Pengumpulan Kuesioner Responden

#### 1. Data Kuesioner Variabel *Store Atmosphere* (X1)

No	Pertanyaan			
	1	2	3	4
1	5	5	4	4
2	5	5	5	4
3	5	5	5	5
4	5	5	5	5
5	5	5	5	4
6	5	5	4	4
7	5	5	4	4
8	5	5	4	4
9	5	5	5	5
10	5	4	4	4
11	5	5	4	4
12	5	4	4	5
13	5	5	5	4
14	5	5	5	4
15	5	5	4	4
16	5	5	5	4
17	5	5	5	5
18	5	4	4	4
19	5	4	4	4
20	5	4	4	4
21	5	5	5	4
22	5	4	4	4
23	5	4	4	4
24	5	4	4	5
25	5	4	4	5
26	5	5	5	4
27	5	4	4	5
28	4	4	5	5
29	5	4	4	4
30	4	4	4	4
31	4	4	4	4
32	5	4	4	4
33	4	4	5	5
34	4	5	5	5
35	5	5	4	4
36	5	5	5	4

37	5	4	4	4
38	5	5	4	5
39	5	5	4	4
40	5	4	4	4
41	5	5	4	4
42	5	5	4	4
43	5	4	4	4
44	5	4	4	5
45	5	4	4	4
46	5	4	4	4
47	5	4	4	4
48	5	4	4	4
49	5	4	4	4
50	5	4	4	4
51	5	4	5	4
52	5	5	4	4
53	5	4	5	3
54	5	4	4	4
55	5	4	4	4
56	5	4	4	4
57	5	5	4	4
58	5	4	4	4
59	5	4	4	5
60	5	4	4	4
61	5	5	4	4
62	5	4	4	4
63	5	4	4	5
64	5	4	4	4
65	4	4	4	5
66	4	5	4	4
67	4	4	4	5
68	4	4	5	4
69	5	4	4	4
70	5	5	4	4
71	5	5	5	4
72	5	4	4	4
73	5	4	4	4
74	5	5	4	4
75	4	5	4	4
76	5	5	3	4
77	5	5	5	5
78	5	4	4	4
79	5	4	4	4
80	5	4	4	4

81	5	4	4	4
82	5	4	4	4
83	4	4	4	5
84	4	5	4	4
85	4	4	4	5
86	4	4	4	5
87	5	4	4	4
88	5	4	4	4
89	5	4	4	4
90	4	4	5	5
91	5	5	4	4
92	5	5	5	5
93	4	4	5	4
94	5	4	4	4
95	5	4	5	4
96	5	4	4	4
97	4	4	5	4
98	5	4	4	5
99	5	4	4	4
100	5	4	5	4
<b>TOTAL</b>	<b>483</b>	<b>437</b>	<b>425</b>	<b>423</b>

## 2. Data Kuesioner Variabel Kualitas Produk (X2)

No	Pertanyaan							
	1	2	3	4	5	6	7	8
1	5	4	5	5	5	5	3	4
2	5	5	5	5	4	4	4	4
3	4	4	4	4	4	4	4	4
4	5	5	5	4	4	4	4	5
5	5	5	5	5	5	5	5	5
6	4	4	5	5	4	3	4	4
7	5	5	5	4	4	4	5	4
8	4	5	5	4	4	4	4	5
9	5	5	5	5	4	5	4	5
10	4	4	4	5	5	5	4	4
11	5	5	3	4	4	5	4	5
12	5	5	4	4	5	5	5	4
13	5	5	4	4	4	4	4	4
14	4	5	4	4	4	4	5	5
15	4	4	4	4	5	4	5	4
16	4	4	4	5	5	5	5	3
17	5	5	4	4	4	4	5	4



18	5	5	5	4	4	4	4	5
19	5	5	4	4	4	4	4	4
20	5	5	4	5	5	5	4	4
21	5	4	4	5	4	5	4	5
22	4	4	5	5	4	4	4	4
23	5	5	5	4	4	4	4	4
24	5	5	4	5	4	5	4	4
25	5	4	4	4	4	5	4	4
26	4	4	5	4	4	5	4	4
27	5	5	4	4	5	5	4	4
28	5	5	4	4	4	4	4	4
29	5	5	4	4	4	4	5	5
30	5	4	4	4	4	4	5	4
31	5	5	5	4	4	4	3	4
32	4	4	5	4	5	4	4	5
33	4	4	5	4	4	5	4	4
34	4	5	5	5	5	5	5	4
35	5	4	4	4	4	4	5	5
36	4	4	4	5	4	4	4	4
37	4	5	5	4	4	4	5	4
38	5	4	4	5	5	4	4	4
39	4	5	5	4	4	4	5	4
40	5	4	4	5	4	5	4	4
41	5	4	4	4	5	5	4	4
42	5	5	4	4	4	5	5	4
43	5	5	4	4	5	4	4	4
44	5	4	3	4	4	3	4	5
45	5	5	5	4	4	4	5	5
46	5	4	4	5	4	4	4	5
47	5	5	4	5	5	5	4	4
48	5	4	4	4	5	4	4	4
49	5	4	5	4	4	4	4	5
50	5	4	4	4	4	5	4	4
51	5	5	4	5	5	4	4	4
52	4	4	4	4	5	4	4	5
53	5	4	4	4	4	5	5	5
54	4	4	5	5	5	4	4	4
55	4	4	5	4	4	4	4	4
56	4	4	4	5	4	5	4	4
57	5	4	4	4	5	4	5	4
58	4	4	4	5	4	4	4	5
59	5	4	4	4	5	4	4	5
60	4	4	5	4	5	4	4	5
61	4	4	4	5	5	4	4	4

62	5	4	4	4	5	5	4	4
63	5	4	4	4	5	5	4	4
64	5	5	4	4	4	5	4	5
65	5	4	4	4	4	4	4	5
66	4	4	4	5	4	4	4	4
67	5	4	4	4	5	4	4	4
68	4	4	4	4	5	4	4	4
69	5	4	4	4	4	4	4	4
70	5	4	4	4	4	5	4	4
71	5	4	4	4	4	5	5	5
72	4	4	4	4	5	4	4	4
73	3	4	4	5	4	4	4	4
74	5	4	5	4	4	4	4	4
75	5	4	5	5	5	4	4	4
76	4	4	4	4	5	5	4	4
77	4	5	5	4	4	4	4	5
78	4	5	4	4	4	4	5	5
79	5	4	4	4	5	5	4	4
80	5	5	4	4	4	5	4	4
81	4	4	5	4	4	4	4	5
82	4	4	5	5	4	4	4	4
83	5	4	4	4	5	4	4	4
84	5	4	4	4	5	4	4	5
85	5	4	4	4	4	4	4	4
86	5	5	5	4	4	5	4	4
87	5	5	4	4	4	4	4	5
88	5	5	5	4	4	4	4	4
89	5	5	4	4	4	4	4	5
90	5	4	4	4	4	4	5	4
91	4	4	5	4	4	4	4	5
92	4	4	5	4	4	4	5	4
93	5	4	4	4	4	5	4	4
94	5	5	4	4	4	4	4	5
95	5	4	4	4	4	5	4	4
96	5	4	4	4	5	4	4	5
97	4	5	5	5	4	4	4	5
98	5	4	4	5	4	4	4	4
99	5	5	5	5	4	4	4	4
100	5	4	4	5	5	3	4	5
<b>TOTAL</b>	<b>465</b>	<b>439</b>	<b>432</b>	<b>430</b>	<b>434</b>	<b>430</b>	<b>419</b>	<b>433</b>

### 3. Data Kuesioner Variabel Kualitas Pelayanan (X3)

No	Pertanyaan				
	1	2	3	4	5
1	5	5	5	4	4
2	4	4	5	5	5
3	5	5	5	4	4
4	5	5	5	5	4
5	4	4	4	5	4
6	5	4	4	4	5
7	5	4	4	5	5
8	5	4	4	4	4
9	5	5	4	4	5
10	5	5	4	4	4
11	5	4	2	4	4
12	5	5	5	4	4
13	5	5	5	5	4
14	5	4	4	4	5
15	5	4	4	5	4
16	5	5	4	4	5
17	5	4	4	5	5
18	5	4	4	5	4
19	5	5	4	5	4
20	5	5	5	4	4
21	5	4	5	5	5
22	5	5	5	5	4
23	5	4	4	4	4
24	5	4	4	4	4
25	5	4	4	4	4
26	5	5	4	4	4
27	5	4	4	4	5
28	5	4	4	5	4
29	4	4	5	5	5
30	5	4	4	5	4
31	5	5	5	4	4
32	5	4	4	5	4
33	4	4	5	4	4
34	5	5	4	4	5
35	5	5	5	4	4
36	5	4	4	5	5
37	5	4	4	4	4
38	5	4	4	5	4
39	5	4	4	5	4
40	4	4	4	5	5

41	5	5	4	4	4
42	5	4	4	4	4
43	5	4	4	5	5
44	4	4	4	5	4
45	4	4	4	5	4
46	5	4	4	4	4
47	5	4	4	4	5
48	4	5	4	4	4
49	5	4	4	4	4
50	5	4	4	4	4
51	5	4	4	4	5
52	5	5	4	4	4
53	5	4	4	4	5
54	5	4	4	4	4
55	5	4	4	4	5
56	5	4	4	4	4
57	5	5	4	4	4
58	4	4	4	5	4
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63	5	4	4	4	5
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65	4	5	4	4	4
66	4	4	5	4	4
67	5	4	5	5	4
68	4	4	4	5	4
69	5	4	4	4	3
70	5	4	4	4	4
71	5	5	4	4	4
72	5	4	4	4	4
73	4	4	4	5	5
74	5	4	4	4	4
75	4	4	4	4	5
76	4	4	5	5	4
77	5	5	4	4	4
78	5	4	4	4	4
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81	5	5	4	4	4
82	4	4	4	5	4
83	5	4	4	4	4
84	4	4	5	4	4

85	4	5	5	4	4
86	5	5	4	4	4
87	5	4	4	4	4
88	4	5	4	4	4
89	5	4	4	4	5
90	4	5	4	4	4
91	5	5	4	4	4
92	4	4	5	4	4
93	5	4	4	4	4
94	5	4	4	4	5
95	5	4	5	5	4
96	5	4	4	5	4
97	4	5	4	4	5
98	5	4	4	4	4
99	5	4	5	5	4
100	5	5	5	3	4
<b>TOTAL</b>	<b>476</b>	<b>431</b>	<b>421</b>	<b>431</b>	<b>425</b>

#### 4. Data Kuesioner Variabel Minat Berkunjung (Y)

No	Pertanyaan			
	1	2	3	4
1	4	4	4	5
2	5	5	5	5
3	5	5	4	4
4	5	5	5	5
5	5	5	5	5
6	5	4	4	4
7	4	4	4	4
8	5	4	4	5
9	5	5	5	5
10	5	4	4	4
11	5	4	3	3
12	5	5	5	5
13	5	4	5	4
14	4	4	5	5
15	5	5	5	4
16	4	4	4	5
17	4	4	5	4
18	4	4	5	4
19	5	4	4	4
20	5	5	4	4
21	5	5	4	4

22	5	4	4	4
23	5	5	4	4
24	5	4	4	4
25	4	4	4	5
26	5	4	4	4
27	5	4	4	4
28	5	4	5	4
29	5	5	4	4
30	5	4	4	4
31	5	4	5	4
32	5	4	5	4
33	4	5	4	4
34	4	4	4	4
35	4	5	5	5
36	5	5	4	4
37	5	4	4	4
38	5	4	4	4
39	5	4	4	4
40	4	4	4	4
41	5	4	4	4
42	5	5	5	5
43	4	5	3	4
44	5	4	4	5
45	5	4	4	4
46	5	4	4	4
47	5	4	4	4
48	5	5	4	4
49	5	5	4	4
50	5	4	4	4
51	5	4	4	4
52	5	5	5	4
53	5	5	4	4
54	5	4	4	4
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58	5	4	4	4
59	5	4	4	4
60	5	4	4	4
61	5	5	4	4
62	5	4	4	4
63	5	4	4	4
64	5	4	4	4
65	5	5	4	4

66	5	4	4	3
67	4	4	4	5
68	5	4	4	4
69	4	4	5	4
70	5	4	4	4
71	5	4	4	4
72	5	4	4	5
73	5	4	4	4
74	5	4	4	4
75	5	4	4	4
76	5	5	3	4
77	5	5	5	4
78	5	4	4	4
79	5	4	4	4
80	4	4	4	4
81	4	5	5	3
82	4	4	5	4
83	4	4	4	4
84	5	4	4	4
85	4	4	5	4
86	5	5	4	4
87	4	4	5	4
88	4	4	4	5
89	5	5	4	4
90	5	4	4	4
91	5	5	4	4
92	5	4	4	4
93	4	4	5	4
94	4	4	4	5
95	4	4	4	5
96	4	4	4	4
97	5	5	5	4
98	4	4	5	5
99	5	4	5	4
100	5	4	4	4
<b>TOTAL</b>	<b>474</b>	<b>430</b>	<b>423</b>	<b>417</b>

### Lampiran 3

#### Data Output Hasil Uji Frekuensi Karakteristik Responden

<b>Jenis Kelamin</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	30	30.0	30.0	30.0
	Perempuan	70	70.0	70.0	100.0
	Total	100	100.0	100.0	

<b>Usia</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-23	22	22.0	22.0	22.0
	24-30	26	26.0	26.0	48.0
	31-37	25	25.0	25.0	73.0
	38-45	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

<b>Pekerjaan</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar	11	11.0	11.0	11.0
	Mahasiswa	11	11.0	11.0	22.0
	Wiraswasta	24	24.0	24.0	46.0
	PNS	23	23.0	23.0	69.0
	Pegawai Swasta	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

<b>Rata-Rata Pengeluaran Per Bulan</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp. 1.000.000 - 2.000.000	17	17.0	17.0	17.0



Rp. 2.000.000 - 3.000.000	34	34.0	34.0	51.0
Rp. 3.000.000 - 4.000.000	30	30.0	30.0	81.0
Rp. 4.000.000 - 5.000.000	10	10.0	10.0	91.0
> Rp. 5.000.000	9	9.0	9.0	100.0
Total	100	100.0	100.0	

#### Lampiran 4

#### Hasil Jawaban Responden Berdasarkan Perilaku Pembelian

##### Frekuensi Kunjungan Konsumen Starbucks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 1 kali	28	28.0	28.0	28.0
	> 5 kali	40	40.0	40.0	68.0
	> 10 kali	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

#### Lampiran 5

#### 1. Deskripsi Jawaban Responden Variabel *Store Atmosphere* (X1)

##### X1\_P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	17	17.0	17.0	17.0
	Sangat Setuju	83	83.0	83.0	100.0
	Total	100	100.0	100.0	

##### X1\_P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	63	63.0	63.0	63.0

	Sangat Setuju	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

### X1\_P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	1	1.0	1.0	1.0
	Setuju	73	73.0	73.0	74.0
	Sangat Setuju	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

### X1\_P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	1	1.0	1.0	1.0
	Setuju	75	75.0	75.0	76.0
	Sangat Setuju	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

## 2. Deskripsi Jawaban Responden Variabel Kualitas Produk (X2)

### X2\_P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	1	1.0	1.0	1.0
	Setuju	33	33.0	33.0	34.0
	Sangat Setuju	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

### X2\_P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	61	61.0	61.0	61.0
	Sangat Setuju	39	39.0	39.0	100.0

	Total	100	100.0	100.0
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**X2\_P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	2	2.0	2.0	2.0
	Setuju	64	64.0	64.0	66.0
	Sangat Setuju	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

**X2\_P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	70	70.0	70.0	70.0
	Sangat Setuju	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

**X2\_P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	66	66.0	66.0	66.0
	Sangat Setuju	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

**X2\_P6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	3	3.0	3.0	3.0
	Setuju	64	64.0	64.0	67.0
	Sangat Setuju	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

**X2\_P7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	2	2.0	2.0	2.0
	Setuju	77	77.0	77.0	79.0

	Sangat Setuju	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

### X2\_P8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	1	1.0	1.0	1.0
	Setuju	65	65.0	65.0	66.0
	Sangat Setuju	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

### 3. Deskripsi Jawaban Responden Variabel Kualitas Pelayanan (X3)

#### X3\_P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	24	24.0	24.0	24.0
	Tidak Setuju	76	76.0	76.0	100.0
	Total	100	100.0	100.0	

#### X3\_P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	69	69.0	69.0	69.0
	Sangat Setuju	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

#### X3\_P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1.0	1.0	1.0
	Setuju	76	76.0	76.0	77.0
	Sangat Setuju	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

**X3\_P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	1	1.0	1.0	1.0
	Setuju	67	67.0	67.0	68.0
	Sangat Setuju	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

**X3\_P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	1	1.0	1.0	1.0
	Setuju	73	73.0	73.0	74.0
	Sangat Setuju	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

**4. Deskripsi Jawaban Responden Variabel Minat Berkunjung (Y)****Y\_P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	26	26.0	26.0	26.0
	Sangat Setuju	74	74.0	74.0	100.0
	Total	100	100.0	100.0	

**Y\_P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	70	70.0	70.0	70.0
	Sangat Setuju	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

**Y\_P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	3	3.0	3.0	3.0

	Setuju	71	71.0	71.0	74.0
	Sangat Setuju	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

#### Y\_P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	3	3.0	3.0	3.0
	Setuju	77	77.0	77.0	80.0
	Sangat Setuju	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

### Lampiran 6

#### Hasil Uji Validitas

##### 1. Hasil Uji Validitas *Store Atmosphere* (X1)

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	13.57	1.495	.410	.247	.724
X1.2	13.77	1.220	.599	.455	.616
X1.3	13.77	1.151	.680	.511	.563
X1.4	13.80	1.407	.400	.290	.735

##### 2. Hasil Uji Validitas *Kualitas Produk* (X2)

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	30.73	7.926	.766	.639	.879
X2.2	30.83	7.937	.756	.649	.880

X2.3	30.90	8.645	.421	.414	.911
X2.4	30.97	8.309	.657	.610	.889
X2.5	30.80	7.752	.828	.903	.873
X2.6	30.87	7.706	.737	.850	.881
X2.7	31.03	8.240	.617	.684	.892
X2.8	30.97	7.826	.729	.783	.882

### 3. Hasil Uji Validitas Kualitas Pelayanan (X3)

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	18.17	3.109	.508	.608	.813
X3.2	18.40	2.731	.642	.668	.777
X3.3	18.50	2.190	.704	.756	.763
X3.4	18.30	2.907	.549	.549	.802
X3.5	18.37	2.654	.704	.555	.759

### 4. Hasil Uji Validitas Minat Berkunjung (Y)

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach' s Alpha if Item Deleted
Y.1	13.13	1.844	.491	.358	.795
Y.2	13.40	1.628	.695	.503	.701
Y.3	13.37	1.482	.684	.491	.701
Y.4	13.40	1.628	.564	.422	.765

## Lampiran 7

### Hasil Uji Reliabilitas

#### 1. Hasil Uji Reliabilitas *Store Atmosphere* (X1)

##### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.728	.725	4

#### 2. Hasil Uji Reliabilitas *Kualitas Produk* (X2)

##### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.899	.901	8

#### 3. Hasil Uji Reliabilitas *Kualitas Pelayanan* (X3)

##### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.820	.823	5

#### 4. Hasil Uji Reliabilitas *Minat Berkunjung* (Y)

##### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.795	4



## Lampiran 8

### Hasil Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		1.06588012
Most Extreme Differences	Absolute		.076
	Positive		.056
	Negative		-.076
Test Statistic			.076
Asymp. Sig. (2-tailed)			.169 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.		.585 <sup>d</sup>
	99% Confidence Interval	Lower Bound	.572
		Upper Bound	.598

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 926214481.

## Lampiran 9

### Hasil Uji Homogenitas

#### Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
X1	2.014	4	93	.099
X2	2.327	4	93	.062
X3	.900	4	93	.468

**Lampiran 10**  
**Hasil Uji Linearitas**

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Y * X1	Between Groups	(Combined)	24.250	4	6.063	4.742	.002
		Linearity	23.788	1	23.788	18.606	.000
		Deviation from Linearity	.462	3	.154	.120	.948
	Within Groups		121.460	95	1.279		
Total		145.710	99				

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	30.966	8	3.871	3.070	.004
		Linearity	21.010	1	21.010	16.662	.000
		Deviation from Linearity	9.957	7	1.422	1.128	.353
	Within Groups		114.744	91	1.261		
	Total		145.710	99			

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Y * X3	Between Groups	(Combined)	32.859	6	5.477	4.513	.000
		Linearity	19.376	1	19.376	15.967	.000
		Deviation from Linearity	13.483	5	2.697	2.222	.058
	Within Groups		112.851	93	1.213		

	Total	145.710	99			
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### Lampiran 11

#### Hasil Uji Multikolonieritas

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

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	3.572	2.516		1.420	.159		
	X1	.251	.087	.269	2.883	.005	.905	1.105
	X2	.143	.054	.239	2.661	.009	.977	1.023
	X3	.192	.080	.228	2.417	.018	.888	1.126

a. Dependent Variable: Y

### Lampiran 12

#### Hasil Uji Analisis Regresi Linier Berganda

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

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	3.572	2.516		1.420	.159
	X1	.251	.087	.269	2.883	.005
	X2	.143	.054	.239	2.661	.009
	X3	.192	.080	.228	2.417	.018

a. Dependent Variable: Y

**Lampiran 15**

**Koefisien Determinasi**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.493 <sup>a</sup>	.243	.219	1.082

**Lampiran 16**

**Hasil Uji t**

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.572	2.516		1.420	.159
	X1	.251	.087	.269	2.883	.005
	X2	.143	.054	.239	2.661	.009
	X3	.192	.080	.228	2.417	.018

a. Dependent Variable: Y

**Lampiran 17**

**R Tabel**

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983

8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	<b>0.3610</b>	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557

48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432

## Lampiran 18

### T Tabel

Titik Persemtase Distribusi t (df = 1 – 40)

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688

Titik Persentase Distribusi t (df = 41 – 80)

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
50	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
51	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
52	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
53	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
54	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
55	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
56	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
57	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
58	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
59	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
60	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
61	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
62	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
63	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
64	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
65	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
66	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
67	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
68	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
69	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
70	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
71	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
72	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
73	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
74	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
75	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
76	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
77	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
78	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
79	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
80	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526



Titik Persentase Distribusi t (df = 41 - 120)

Pr df	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
90	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
91	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
92	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
93	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
94	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
95	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
96	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
97	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
98	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
99	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
100	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
101	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
102	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
103	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
104	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
105	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
106	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
107	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
108	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
109	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
110	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
111	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
112	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
113	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
114	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
115	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
116	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
117	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
118	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
119	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
120	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954