

ANGKET PENELITIAN

Hal : Permohonan bantuan pengisian kuesioner

Kepada Yth.

Bapak/Ibu/Saudara/Saudari

Dengan hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Sarjana S1 di Fakultas Ekonomi dan Bisnis UNISNU JEPARA, peneliti berusaha untuk mengumpulkan data dan informasi mengenai "**PENGARUH KERAGAMAN MENU, KUALITAS PELAYANAN, DAN WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN DI ANGKRINGAN MUROKABI**".

Oleh karena itu, saya ingin mengajak Bapak/Ibu/Saudari untuk ikut berpartisipasi dalam pengisian kuesioner ini agar hasil penelitian ini dapat memiliki kredibilitas yang tinggi. Saya sangat berterimakasih atas kesediaan dan partisipasi Bapak/Ibu/Saudari dalam meluangkan waktu untuk mengisi kuesioner ini.

Atas perhatian dan kerjasamanya, saya ucapkan terimakasih.

Hormat saya,

Ahmad Ulul Fadli

Petunjuk Pengisian :

1. Bacalah setiap pertanyaan dengan seksama sebelum menjawab.
2. Anda hanya dapat memberikan satu jawaban di setiap pertanyaan.
3. Isilah kuesioner dengan member tanda (√) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

Keterangan :

STS : sangat tidak setuju

TS : tidak setuju

KS : kurang setuju

S : setuju
 SS : sangat setuju

Data responden:

1. Usia anda saat ini :
 - a. 20 - 25 tahun
 - b. 26 - 30 tahun
 - c. 31 - 35 tahun
 - d. > 36 tahun

2. Jenis Kelamin :
 - a. Laki-laki
 - b. Perempuan

3. Pendidikan Terakhir :
 - a. SD
 - b. SMP
 - c. SMA
 - d. Sarjana

4. Penghasilan :
 - a. ≤ 1 Juta
 - b. 2 – 5 Juta
 - c. 6 – 10 Juta
 - d. > 11 Juta

1. Keragaman Menu

| No | Pernyataan | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1. | Daftar menu yang ditawarkan angkringan Murokabi cukup lengkap. | | | | | |
| 2. | Kualitas menu yang di sajikan sudah sesuai dengan keinginan. | | | | | |
| 3. | Variant rasa dalam menu yang di tawarkan angkringan Murokabi sesuai yang diharapkan. | | | | | |

2. Kualitas Pelayanan

| No | Pernyataan | SS | S | KS | TS | STS |
|----|---|----|---|----|----|-----|
| 1. | Angkringan Murokabi memiliki fasilitas lengkap dan suasana yang nyaman. | | | | | |
| 2. | Angkringan Murokabi memberikan pelayanan sesuai yang di harapkan. | | | | | |

| No | Pernyataan | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| | Pelayanan di angkringan Murokabi dalam melayani konsumen cukup handal | | | | | |
| 3. | Angkringan Murokabi memiliki karyawan yang sudah berpengalaman. | | | | | |
| 4. | Angkringan Murokabi memberikan pelayanan dengan responsif. | | | | | |
| 5. | Angkringan Murokabi sangat berempati terhadap konsumen dalam memberikan pelayanan. | | | | | |

3. *Word of Mouth*

| No | Pernyataan | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1. | Saya datang ke angkringan Murokabi karena mendapat rekomendasi dari orang lain. | | | | | |
| 2. | Menurut banyak orang, bahwa angkringan Murokabi pelayanannya baik dan positif. | | | | | |
| 3. | Karena dorongan dari teman atau relasi, saya akan memilih angkringan Murokabi apabila membeli makanan. | | | | | |

4. **Keputusan Pembelian**

| No | Pernyataan | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1. | Sajian menu pada angkringan Murokabi mendorong kita dapat dengan cepat memutuskan untuk membeli. | | | | | |
| 2. | Lokasi angkringan Murokabi strategis mudah dijangkau. | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 3. | Saya datang ke angkringan Murokabi berdasarkan saat <i>weekend</i> . | | | | | |
| 4 | Angkringan Murokabi memiliki nama cukup terkenal. | | | | | |

DESKRIPSI RESPONDEN

| No | Keterangan | Jumlah | Persentasi |
|--------|----------------------|--------|------------|
| 1. | Jenis Kelamin: | | |
| | c. Laki-laki | 31 | 31% |
| | d. Perempuan | 69 | 69% |
| Jumlah | | 100 | 100% |
| 2. | Pendidikan Terakhir: | | |
| | e. SD | 2 | 2% |
| | f. SMP | 17 | 17% |
| | g. SMA | 47 | 47% |
| | h. Sarjana | 34 | 34% |
| Jumlah | | 100 | 100% |
| 3. | Usia: | | |
| | e. 20 – 25 Tahun | 34 | 34% |
| | f. 26 – 30 Tahun | | |
| | g. 31 – 35 Tahun | | |
| | h. > 36 Tahun | | |

| No | Keterangan | Jumlah | Persentasi |
|--------|-----------------------|--------|------------|
| | | 38 | 38% |
| | | 22 | 22% |
| | | 6 | 6% |
| Jumlah | | 100 | 100% |
| 4. | Penghasilan Perbulan: | 2 | 2% |
| | e. \leq 1 Juta | 24 | 24% |
| | f. 1.1 Juta – 2 Juta | 41 | 41% |
| | g. 2.1 Juta – 3 Juta | 33 | 33% |
| | h. $>$ 3.1 Juta | | |
| Jumlah | | 100 | 100% |

HASIL ANGGKET PENELITIAN

| No | Keragaman Menu | | | Jumlah | Kualitas Pelayanan | | | | | Word of Mouth | | | Jumlah | Keputusan Pembelian | | | | Jumlah | | | | |
|----|----------------|------|------|--------|--------------------|------|------|------|------|---------------|------|------|--------|---------------------|------|------|------|--------|---|---|---|----|
| | X1.1 | X1.2 | X1.3 | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X3.1 | X3.2 | X3.3 | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | | | | | |
| 1 | 2 | 4 | 4 | 10 | 5 | 5 | 5 | 5 | 5 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 10 | 2 | 4 | 4 | 4 | 14 |
| 2 | 4 | 4 | 4 | 12 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 6 | 3 | 3 | 2 | 2 | 10 |
| 3 | 3 | 4 | 5 | 12 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 5 | 12 | 3 | 4 | 5 | 5 | 17 |
| 4 | 3 | 2 | 4 | 9 | 5 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 2 | 4 | 4 | 9 | 3 | 2 | 4 | 4 | 13 |
| 5 | 4 | 3 | 2 | 9 | 3 | 4 | 5 | 5 | 5 | 4 | 3 | 2 | 4 | 3 | 2 | 9 | 4 | 4 | 3 | 2 | 2 | 11 |
| 6 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 3 | 12 |
| 7 | 3 | 2 | 3 | 8 | 4 | 5 | 4 | 4 | 5 | 3 | 2 | 3 | 3 | 2 | 2 | 8 | 3 | 2 | 2 | 3 | 3 | 10 |
| 8 | 5 | 5 | 5 | 15 | 3 | 4 | 4 | 3 | 5 | 2 | 3 | 3 | 2 | 3 | 3 | 8 | 2 | 3 | 3 | 3 | 3 | 11 |
| 9 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 5 | 5 | 18 |
| 10 | 3 | 4 | 4 | 11 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 11 | 3 | 4 | 4 | 4 | 4 | 15 |
| 11 | 3 | 3 | 4 | 10 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 10 | 3 | 3 | 4 | 4 | 4 | 14 |
| 12 | 5 | 5 | 3 | 13 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 3 | 13 | 5 | 5 | 3 | 3 | 3 | 16 |
| 13 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 11 | 3 | 4 | 4 | 4 | 4 | 15 |
| 14 | 4 | 4 | 3 | 11 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 3 | 3 | 14 |
| 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 11 | 3 | 4 | 4 | 4 | 4 | 15 |
| 16 | 3 | 2 | 1 | 6 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 12 | 3 | 3 | 4 | 4 | 4 | 14 |
| 17 | 5 | 4 | 3 | 12 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 13 | 5 | 4 | 3 | 3 | 3 | 15 |
| 18 | 3 | 4 | 4 | 11 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 4 | 4 | 15 |
| 19 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 9 | 2 | 3 | 3 | 3 | 3 | 3 | 11 |
| 20 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 3 | 4 | 10 | 3 | 4 | 5 | 5 | 5 | 5 | 17 |

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|----|---|---|---|---|----|---|---|---|---|----|---|----|---|---|---|---|---|----|
| 21 | 5 | 5 | 5 | 5 | 15 | 3 | 4 | 4 | 4 | 4 | 3 | 11 | 3 | 4 | 4 | 4 | 4 | 15 |
| 22 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 4 | 16 |
| 23 | 3 | 3 | 2 | 3 | 8 | 4 | 4 | 4 | 3 | 19 | 3 | 8 | 3 | 3 | 2 | 2 | 2 | 10 |
| 24 | 3 | 4 | 4 | 4 | 11 | 5 | 5 | 4 | 4 | 23 | 3 | 11 | 3 | 4 | 3 | 3 | 3 | 13 |
| 25 | 4 | 3 | 3 | 3 | 10 | 3 | 3 | 4 | 4 | 18 | 4 | 12 | 4 | 3 | 3 | 3 | 3 | 13 |
| 26 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 21 | 4 | 12 | 4 | 3 | 3 | 3 | 3 | 13 |
| 27 | 3 | 3 | 4 | 4 | 10 | 4 | 4 | 4 | 5 | 20 | 5 | 15 | 3 | 3 | 4 | 4 | 4 | 14 |
| 28 | 3 | 4 | 4 | 4 | 11 | 5 | 5 | 3 | 3 | 24 | 3 | 9 | 3 | 4 | 4 | 4 | 4 | 15 |
| 29 | 3 | 4 | 4 | 5 | 12 | 5 | 4 | 4 | 5 | 22 | 4 | 13 | 3 | 4 | 5 | 5 | 5 | 17 |
| 30 | 3 | 4 | 4 | 4 | 11 | 3 | 4 | 4 | 4 | 19 | 4 | 12 | 3 | 4 | 4 | 4 | 4 | 15 |
| 31 | 5 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 25 | 5 | 15 | 4 | 4 | 4 | 4 | 4 | 16 |
| 32 | 4 | 4 | 5 | 5 | 13 | 4 | 4 | 5 | 4 | 22 | 5 | 13 | 4 | 4 | 5 | 5 | 5 | 18 |
| 33 | 3 | 4 | 5 | 5 | 12 | 2 | 2 | 4 | 4 | 17 | 3 | 11 | 3 | 4 | 5 | 5 | 5 | 17 |
| 34 | 3 | 3 | 4 | 4 | 10 | 3 | 3 | 3 | 3 | 15 | 5 | 14 | 3 | 3 | 4 | 4 | 4 | 14 |
| 35 | 4 | 3 | 4 | 4 | 11 | 2 | 4 | 4 | 4 | 18 | 4 | 12 | 4 | 3 | 4 | 4 | 4 | 15 |
| 36 | 3 | 3 | 4 | 4 | 10 | 4 | 4 | 4 | 4 | 20 | 3 | 9 | 3 | 3 | 4 | 4 | 4 | 14 |
| 37 | 4 | 3 | 4 | 4 | 11 | 4 | 5 | 4 | 4 | 21 | 4 | 11 | 4 | 3 | 4 | 4 | 4 | 15 |
| 38 | 2 | 3 | 2 | 3 | 7 | 3 | 4 | 4 | 4 | 17 | 2 | 8 | 2 | 3 | 2 | 2 | 2 | 9 |
| 39 | 3 | 2 | 3 | 3 | 8 | 3 | 4 | 4 | 4 | 19 | 4 | 9 | 3 | 2 | 3 | 5 | 5 | 13 |
| 40 | 2 | 3 | 3 | 3 | 8 | 4 | 4 | 4 | 4 | 19 | 4 | 11 | 2 | 3 | 3 | 4 | 4 | 12 |
| 41 | 3 | 4 | 3 | 3 | 10 | 4 | 4 | 4 | 4 | 20 | 3 | 10 | 3 | 4 | 3 | 2 | 2 | 12 |
| 42 | 3 | 4 | 3 | 4 | 10 | 4 | 4 | 4 | 4 | 20 | 3 | 10 | 3 | 4 | 3 | 3 | 3 | 13 |
| 43 | 4 | 4 | 5 | 4 | 13 | 5 | 5 | 5 | 5 | 25 | 4 | 13 | 4 | 4 | 5 | 3 | 3 | 16 |
| 44 | 4 | 4 | 4 | 3 | 11 | 4 | 3 | 5 | 5 | 19 | 4 | 11 | 4 | 4 | 3 | 3 | 3 | 14 |
| 45 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 20 | 4 | 12 | 4 | 4 | 4 | 4 | 5 | 17 |
| 46 | 4 | 4 | 3 | 3 | 11 | 4 | 4 | 4 | 5 | 20 | 5 | 15 | 4 | 4 | 3 | 4 | 4 | 15 |
| 47 | 4 | 3 | 4 | 4 | 11 | 4 | 5 | 4 | 4 | 22 | 4 | 11 | 4 | 3 | 4 | 4 | 4 | 15 |

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|----|---|---|---|----|---|---|---|---|---|---|---|----|---|---|---|----|----|---|---|---|----|
| 48 | 4 | 4 | 3 | 11 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 22 | 4 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 14 |
| 49 | 4 | 4 | 3 | 11 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 25 | 4 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 15 |
| 50 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 22 | 4 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 14 |
| 51 | 3 | 3 | 4 | 10 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 20 | 5 | 5 | 4 | 4 | 14 | 3 | 4 | 4 | 14 |
| 52 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 19 |
| 53 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 14 |
| 54 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 24 | 4 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 16 |
| 55 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 15 |
| 56 | 4 | 4 | 5 | 14 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 5 | 5 | 14 | 4 | 5 | 5 | 5 | 19 |
| 57 | 3 | 3 | 4 | 10 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 19 | 5 | 5 | 5 | 15 | 3 | 3 | 4 | 4 | 14 |
| 58 | 3 | 4 | 4 | 11 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 24 | 4 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 15 |
| 59 | 3 | 4 | 3 | 10 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 22 | 3 | 4 | 4 | 4 | 11 | 3 | 4 | 2 | 12 |
| 60 | 5 | 4 | 4 | 13 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 22 | 5 | 4 | 4 | 4 | 13 | 5 | 4 | 3 | 16 |
| 61 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 21 | 5 | 5 | 4 | 4 | 14 | 5 | 4 | 3 | 16 |
| 62 | 2 | 2 | 3 | 7 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 23 | 5 | 5 | 5 | 5 | 15 | 2 | 2 | 3 | 10 |
| 63 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 22 | 5 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 19 |
| 64 | 3 | 3 | 3 | 9 | 4 | 4 | 5 | 3 | 5 | 3 | 3 | 20 | 4 | 4 | 4 | 3 | 11 | 3 | 3 | 4 | 13 |
| 65 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 17 | 5 | 5 | 5 | 5 | 15 | 4 | 4 | 5 | 17 |
| 66 | 4 | 5 | 5 | 14 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 21 | 4 | 5 | 5 | 5 | 14 | 4 | 5 | 4 | 18 |
| 67 | 4 | 5 | 4 | 13 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 5 | 4 | 4 | 13 | 4 | 5 | 4 | 17 |
| 68 | 4 | 3 | 2 | 9 | 4 | 2 | 4 | 4 | 5 | 5 | 5 | 20 | 4 | 3 | 3 | 9 | 9 | 4 | 3 | 2 | 14 |
| 69 | 3 | 4 | 4 | 11 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 20 | 3 | 4 | 4 | 4 | 11 | 3 | 4 | 5 | 16 |
| 70 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 24 | 4 | 5 | 5 | 3 | 12 | 5 | 5 | 4 | 19 |
| 71 | 5 | 5 | 4 | 14 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 24 | 4 | 2 | 5 | 5 | 11 | 5 | 5 | 4 | 18 |
| 72 | 3 | 2 | 3 | 8 | 3 | 5 | 3 | 5 | 5 | 3 | 5 | 21 | 3 | 4 | 4 | 5 | 12 | 3 | 2 | 3 | 12 |
| 73 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 3 | 13 | 5 | 5 | 4 | 19 |
| 74 | 2 | 2 | 2 | 6 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 15 | 2 | 2 | 2 | 8 |

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|-----|---|---|---|----|---|---|---|---|---|----|---|---|---|---|----|---|---|---|----|----|---|---|---|----|----|
| 75 | 2 | 2 | 2 | 2 | 6 | 2 | 2 | 2 | 2 | 4 | 5 | 4 | 4 | 4 | 19 | 3 | 2 | 2 | 2 | 7 | 2 | 2 | 2 | 5 | 11 |
| 76 | 3 | 4 | 3 | 10 | 5 | 5 | 4 | 5 | 3 | 22 | 5 | 4 | 5 | 3 | 22 | 5 | 5 | 2 | 3 | 12 | 3 | 4 | 3 | 4 | 14 |
| 77 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 4 | 3 | 17 | 2 | 4 | 4 | 3 | 17 | 2 | 2 | 3 | 7 | 3 | 3 | 3 | 2 | 11 | |
| 78 | 3 | 4 | 4 | 11 | 5 | 4 | 4 | 4 | 4 | 21 | 2 | 4 | 4 | 4 | 21 | 2 | 2 | 3 | 7 | 3 | 4 | 4 | 3 | 14 | |
| 79 | 3 | 4 | 3 | 10 | 3 | 4 | 5 | 4 | 3 | 19 | 3 | 4 | 4 | 3 | 19 | 3 | 4 | 3 | 10 | 3 | 4 | 3 | 3 | 13 | |
| 80 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 5 | 5 | 22 | 3 | 4 | 5 | 3 | 22 | 3 | 3 | 4 | 9 | 4 | 4 | 3 | 3 | 14 | |
| 81 | 3 | 4 | 3 | 10 | 3 | 4 | 4 | 4 | 3 | 18 | 3 | 4 | 4 | 3 | 18 | 3 | 4 | 4 | 11 | 3 | 4 | 3 | 5 | 15 | |
| 82 | 3 | 3 | 4 | 10 | 4 | 4 | 5 | 5 | 4 | 22 | 3 | 4 | 4 | 3 | 22 | 3 | 4 | 3 | 10 | 3 | 3 | 4 | 4 | 14 | |
| 83 | 3 | 4 | 2 | 9 | 3 | 4 | 4 | 5 | 2 | 18 | 4 | 4 | 5 | 2 | 18 | 4 | 4 | 3 | 11 | 3 | 4 | 4 | 4 | 13 | |
| 84 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 3 | 10 | 3 | 3 | 4 | 3 | 13 | |
| 85 | 3 | 3 | 4 | 10 | 5 | 5 | 5 | 5 | 5 | 25 | 3 | 5 | 5 | 3 | 25 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 4 | 14 | |
| 86 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 5 | 5 | 23 | 3 | 5 | 5 | 3 | 23 | 3 | 4 | 3 | 10 | 4 | 4 | 5 | 3 | 16 | |
| 87 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 4 | 4 | 19 | 3 | 4 | 4 | 4 | 19 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 4 | 16 | |
| 88 | 4 | 3 | 4 | 11 | 3 | 3 | 3 | 3 | 3 | 16 | 3 | 3 | 3 | 3 | 16 | 3 | 3 | 4 | 10 | 4 | 3 | 4 | 4 | 15 | |
| 89 | 5 | 4 | 4 | 13 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 5 | 4 | 4 | 22 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 3 | 16 | |
| 90 | 3 | 4 | 4 | 11 | 1 | 1 | 1 | 1 | 1 | 5 | 4 | 1 | 1 | 1 | 5 | 4 | 4 | 5 | 13 | 3 | 4 | 4 | 4 | 15 | |
| 91 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 3 | 14 | |
| 92 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 4 | 20 | 5 | 4 | 3 | 12 | 4 | 4 | 4 | 5 | 17 | |
| 93 | 5 | 5 | 5 | 15 | 2 | 2 | 2 | 2 | 2 | 10 | 4 | 2 | 2 | 2 | 10 | 4 | 2 | 4 | 10 | 3 | 3 | 4 | 4 | 14 | |
| 94 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 4 | 4 | 19 | 3 | 4 | 4 | 3 | 19 | 3 | 4 | 5 | 12 | 3 | 3 | 3 | 4 | 13 | |
| 95 | 3 | 4 | 4 | 11 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 3 | 3 | 3 | 15 | 4 | 4 | 3 | 11 | 3 | 3 | 2 | 2 | 10 | |
| 96 | 4 | 4 | 5 | 13 | 4 | 4 | 3 | 4 | 5 | 20 | 3 | 4 | 4 | 5 | 20 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 3 | 15 | |
| 97 | 5 | 4 | 5 | 14 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 4 | 5 | 22 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 3 | 15 | |
| 98 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | |
| 99 | 4 | 3 | 3 | 10 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 4 | 4 | 5 | 21 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 16 | |
| 100 | 5 | 5 | 5 | 15 | 4 | 4 | 3 | 4 | 3 | 18 | 4 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | |

*Lampiran 4***STATISTIK ANKET PENELITIAN****1. Keragaman Menu****Descriptive Statistics**

| | Mean | Std. Deviation | N |
|----------------|---------|----------------|-----|
| X1.1 | 3,64 | ,823 | 100 |
| X1.2 | 3,7400 | ,79924 | 100 |
| X1.3 | 3,8000 | ,88763 | 100 |
| Keragaman Menu | 11,1800 | 2,10041 | 100 |

X1.1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 6 | 6,0 | 6,0 | 6,0 |
| 3 | 40 | 40,0 | 40,0 | 46,0 |
| Valid 4 | 38 | 38,0 | 38,0 | 84,0 |
| 5 | 16 | 16,0 | 16,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

X1.2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| 2,00 | 8 | 8,0 | 8,0 | 8,0 |
| 3,00 | 24 | 24,0 | 24,0 | 32,0 |
| Valid 4,00 | 54 | 54,0 | 54,0 | 86,0 |
| 5,00 | 14 | 14,0 | 14,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

X1.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1,00 | 1 | 1,0 | 1,0 | 1,0 |
| 2,00 | 7 | 7,0 | 7,0 | 8,0 |
| 3,00 | 24 | 24,0 | 24,0 | 32,0 |
| 4,00 | 47 | 47,0 | 47,0 | 79,0 |
| 5,00 | 21 | 21,0 | 21,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

X1.1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| 2 | 6 | 6,0 | 6,0 | 6,0 |
| 3 | 40 | 40,0 | 40,0 | 46,0 |
| Valid 4 | 38 | 38,0 | 38,0 | 84,0 |
| 5 | 16 | 16,0 | 16,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

X1.2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|-----------------------|
| 2,00 | 8 | 8,0 | 8,0 | 8,0 |
| 3,00 | 24 | 24,0 | 24,0 | 32,0 |
| Valid 4,00 | 54 | 54,0 | 54,0 | 86,0 |
| 5,00 | 14 | 14,0 | 14,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

X1.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|-----------------------|
| 1,00 | 1 | 1,0 | 1,0 | 1,0 |
| 2,00 | 7 | 7,0 | 7,0 | 8,0 |
| Valid 3,00 | 24 | 24,0 | 24,0 | 32,0 |
| 4,00 | 47 | 47,0 | 47,0 | 79,0 |
| 5,00 | 21 | 21,0 | 21,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

2. Kualitas Pelayanan

Descriptive Statistics

| | Mean | Std. Deviation | N |
|--------------------|---------|----------------|-----|
| X2.1 | 3,8700 | ,88369 | 100 |
| X2.2 | 4,0600 | ,82658 | 100 |
| X2.3 | 4,1500 | ,78335 | 100 |
| X2.4 | 4,1800 | ,74373 | 100 |
| X2.5 | 4,0200 | ,87594 | 100 |
| Kualitas Pelayanan | 20,2800 | 3,17528 | 100 |

X2.1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| 1,00 | 1 | 1,0 | 1,0 | 1,0 |
| 2,00 | 6 | 6,0 | 6,0 | 7,0 |
| Val 3,00 | 22 | 22,0 | 22,0 | 29,0 |
| id 4,00 | 47 | 47,0 | 47,0 | 76,0 |
| 5,00 | 24 | 24,0 | 24,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

X2.2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| 1,00 | 1 | 1,0 | 1,0 | 1,0 |
| 2,00 | 5 | 5,0 | 5,0 | 6,0 |
| Val 3,00 | 10 | 10,0 | 10,0 | 16,0 |
| id 4,00 | 55 | 55,0 | 55,0 | 71,0 |
| 5,00 | 29 | 29,0 | 29,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

X2.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| 1,00 | 1 | 1,0 | 1,0 | 1,0 |
| 2,00 | 2 | 2,0 | 2,0 | 3,0 |
| Val 3,00 | 12 | 12,0 | 12,0 | 15,0 |
| id 4,00 | 51 | 51,0 | 51,0 | 66,0 |
| 5,00 | 34 | 34,0 | 34,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

X2.4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| 1,00 | 1 | 1,0 | 1,0 | 1,0 |
| 2,00 | 2 | 2,0 | 2,0 | 3,0 |
| Val 3,00 | 8 | 8,0 | 8,0 | 11,0 |
| id 4,00 | 56 | 56,0 | 56,0 | 67,0 |
| 5,00 | 33 | 33,0 | 33,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

X2.5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| 1,00 | 1 | 1,0 | 1,0 | 1,0 |
| 2,00 | 4 | 4,0 | 4,0 | 5,0 |
| Val 3,00 | 19 | 19,0 | 19,0 | 24,0 |
| id 4,00 | 44 | 44,0 | 44,0 | 68,0 |
| 5,00 | 32 | 32,0 | 32,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

3. *Word of outh*4. **Descriptive Statistics**

| | Mean | Std. Deviation | N |
|---------------|---------|----------------|-----|
| X3.1 | 3,7700 | ,85108 | 100 |
| X3.2 | 3,8100 | ,86100 | 100 |
| X3.3 | 3,7500 | ,88048 | 100 |
| Word of Mouth | 11,3300 | 2,05998 | 100 |

X3.1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 2,00 | 7 | 7,0 | 7,0 | 7,0 |
| 3,00 | 29 | 29,0 | 29,0 | 36,0 |
| 4,00 | 44 | 44,0 | 44,0 | 80,0 |
| 5,00 | 20 | 20,0 | 20,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

X3.2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 2,00 | 10 | 10,0 | 10,0 | 10,0 |
| 3,00 | 18 | 18,0 | 18,0 | 28,0 |
| 4,00 | 53 | 53,0 | 53,0 | 81,0 |
| 5,00 | 19 | 19,0 | 19,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

X3.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 2,00 | 8 | 8,0 | 8,0 | 8,0 |
| 3,00 | 30 | 30,0 | 30,0 | 38,0 |
| 4,00 | 41 | 41,0 | 41,0 | 79,0 |
| 5,00 | 21 | 21,0 | 21,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

5. Keputusan Pembelian

Descriptive Statistics

| | N | Minimum | Maximum | Sum | Mean | Std. Deviation |
|--------------------|----|---------|---------|-----|------|----------------|
| Y1 | 96 | 2 | 5 | 400 | 4.17 | .706 |
| Y2 | 96 | 2 | 5 | 398 | 4.15 | .781 |
| Y3 | 96 | 2 | 5 | 383 | 3.99 | .900 |
| Y4 | 96 | 2 | 5 | 385 | 4.01 | .888 |
| Valid N (listwise) | 96 | | | | | |

Y1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 4 | 4.2 | 4.2 | 4.2 |
| 3 | 5 | 5.2 | 5.2 | 9.4 |
| 4 | 58 | 60.4 | 60.4 | 69.8 |
| 5 | 29 | 30.2 | 30.2 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

Y2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 1 | 1.0 | 1.0 | 1.0 |
| 3 | 20 | 20.8 | 20.8 | 21.9 |
| 4 | 39 | 40.6 | 40.6 | 62.5 |
| 5 | 36 | 37.5 | 37.5 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

Y3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 7 | 7.3 | 7.3 | 7.3 |
| 3 | 18 | 18.8 | 18.8 | 26.0 |
| 4 | 40 | 41.7 | 41.7 | 67.7 |
| 5 | 31 | 32.3 | 32.3 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

Y4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 5 | 5.2 | 5.2 | 5.2 |
| 3 | 22 | 22.9 | 22.9 | 28.1 |
| 4 | 36 | 37.5 | 37.5 | 65.6 |
| 5 | 33 | 34.4 | 34.4 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

*Lampiran 5***UJI VALIDITAS DAN RELIABILITAS****1. Kualitas Layanan****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 | 16.68 | 7.589 | .737 | .572 | .873 |
| X1.2 | 16.4 7 | 8.210 | .788 | .643 | .859 |
| X1.3 | 16.55 | 7.976 | .808 | .676 | .854 |
| X1.4 | 16.61 | 8.387 | .680 | .466 | .883 |
| X1.5 | 16.48 | 9.073 | .710 | .544 | .878 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---------------------|---|---------------|
| .893 | .896 | 5 |

2. Citra**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 | 8.36 | 1.666 | .819 | .689 | .728 |
| X2.2 | 8.28 | 2.457 | .651 | .435 | .878 |
| X2.3 | 8.29 | 2.125 | .767 | .637 | .775 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---------------------|---|---------------|
| .860 | .861 | 3 |

3. Lokasi

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 | 16.94 | 3.217 | .370 | .403 | .567 |
| X3.2 | 16.93 | 2.742 | .600 | .544 | .457 |
| X3.3 | 16.82 | 2.568 | .667 | .494 | .414 |
| X3.4 | 16.85 | 3.684 | .324 | .337 | .764 |
| X3.5 | 16.96 | 2.356 | .451 | .375 | .517 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---------------------|---|---------------|
| .615 | .657 | 5 |

4. Kepuasan Konsumen

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 |
|----|----------------------------------|--------------------------------------|--|------------------------------------|--|
| Y1 | 0020A12.15 | 5.221 | .559 | .338 | .865 |
| Y2 | 12.17 | 4.330 | .794 | .647 | .773 |
| Y3 | 12.32 | 4.010 | .749 | .614 | .790 |
| Y4 | 12.30 | 4.192 | .698 | .499 | .813 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---------------------|---|---------------|
| .853 | .854 | 4 |

*Lampiran 6***UJI ASUMSI KLASIK****1. Uji Normalitas****One-Sample Kolmogorov-Smirnov Test**

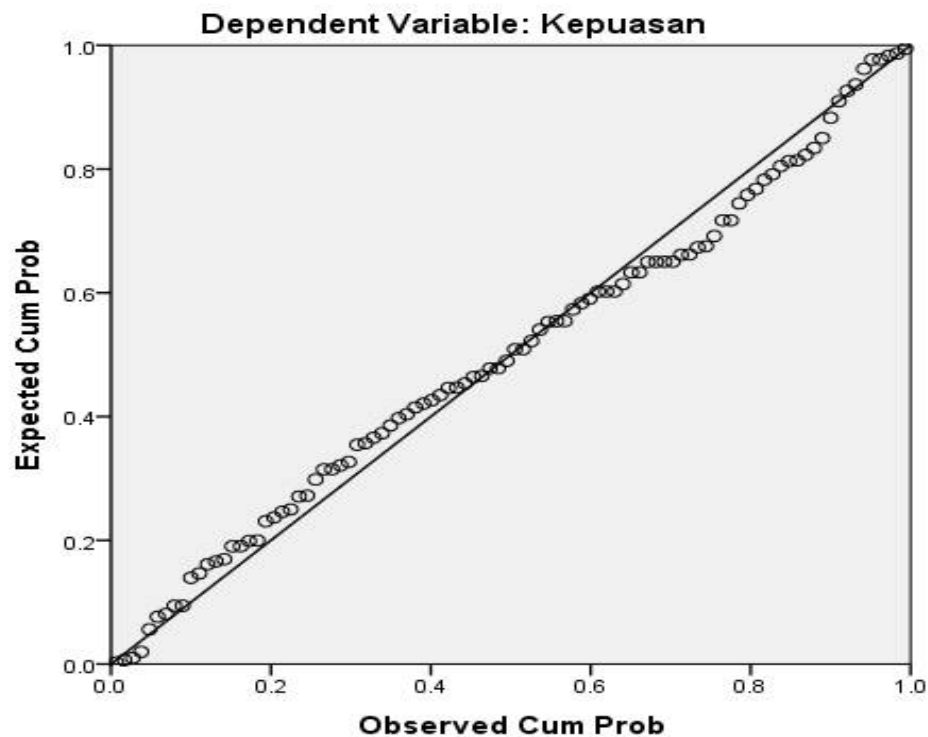
| | | Unstandardized Residual |
|----------------------------------|-----------------------------------|-------------------------|
| N | | 96 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.03871618 |
| | Most Extreme Absolute Differences | .072 |
| | Positive | .072 |
| | Negative | -.052 |
| Test Statistic | | .072 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Normal P-P Plot of Regression Standardized Residual

2. Uji Linieritas

ANOVA Table

| | Sum of Squares | df | Mean Square | F | Sig. | |
|--------------------|---------------------------|---------|-------------|---------|---------|------|
| Kepuasan * Layanan | Between Groups (Combined) | 577.051 | 13 | 44.389 | 26.457 | .000 |
| | Linearity | 550.394 | 1 | 550.394 | 328.058 | .000 |
| | Deviation from Linearity | 26.657 | 12 | 2.221 | 1.324 | .221 |
| Within Groups | 137.574 | 82 | 1.678 | | | |
| Total | 714.625 | 95 | | | | |

ANOVA Table

| | Sum of Squares | df | Mean Square | F | Sig. | |
|------------------|---------------------------|---------|-------------|---------|---------|------|
| Kepuasan * Citra | Between Groups (Combined) | 529.192 | 7 | 75.599 | 35.876 | .000 |
| | Linearity | 502.017 | 1 | 502.017 | 238.239 | .000 |
| | Deviation from Linearity | 27.175 | 6 | 4.529 | 2.149 | .056 |
| Within Groups | 185.433 | 88 | 2.107 | | | |
| Total | 714.625 | 95 | | | | |

ANOVA Table

| | Sum of Squares | df | Mean Square | F | Sig. | |
|-------------------|---------------------------|---------|-------------|---------|--------|------|
| Kepuasan * Lokasi | Between Groups (Combined) | 217.291 | 8 | 27.161 | 4.751 | .000 |
| | Linearity | 133.221 | 1 | 133.221 | 23.305 | .000 |
| | Deviation from Linearity | 84.071 | 7 | 12.010 | 2.101 | .052 |
| Within Groups | 497.334 | 87 | 5.716 | | | |
| Total | 714.625 | 95 | | | | |

3. Uji Multikolinieritas

Coefficients^a

| Model | | Collinearity Statistics | |
|-------|---------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | Layanan | .422 | 2.370 |
| | Citra | .431 | 2.322 |
| | Lokasi | .875 | 1.142 |

a. Dependent Variable: Kepuasan

4. Uji Heteroskedastisitas

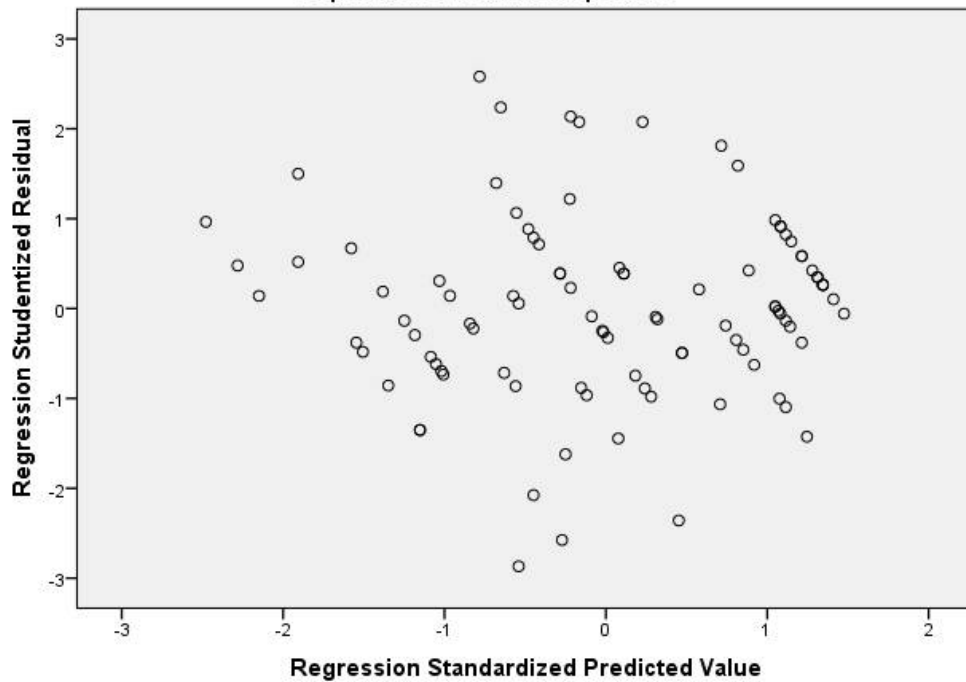
Correlations

| | | | Layanan | Citra | Lokasi | Abs Res |
|----------------|---------|-------------------------|---------|--------|--------|---------|
| Spearman's rho | Layanan | Correlation Coefficient | 1.000 | .757** | .351** | .197 |
| | | Sig. (2-tailed) | . | .000 | .000 | .054 |
| | | N | 96 | 96 | 96 | 96 |
| | Citra | Correlation Coefficient | .757** | 1.000 | .320** | .105 |
| | | Sig. (2-tailed) | .000 | . | .001 | .307 |
| | | N | 96 | 96 | 96 | 96 |
| | Lokasi | Correlation Coefficient | .351** | .320** | 1.000 | .156 |
| | | Sig. (2-tailed) | .000 | .001 | . | .128 |
| | | N | 96 | 96 | 96 | 96 |
| | Abs_Res | Correlation Coefficient | .197 | .105 | .156 | 1.000 |
| | | Sig. (2-tailed) | .054 | .307 | .128 | . |
| | | N | 96 | 96 | 96 | 96 |

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

Scatterplot

Dependent Variable: Kepuasan



*Lampiran 7***UJI HIPOTESIS****ANOVA^a**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 612.127 | 3 | 204.042 | 183.143 | .000 ^b |
| | Residual | 102.498 | 92 | 1.114 | | |
| | Total | 714.625 | 95 | | | |

a. Dependent Variable: Kepuasan

b. Predictors: (Constant), Lokasi, Citra, Layanan

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.275 | 1.171 | | 1.943 | .055 |
| | Layanan | .417 | .047 | .539 | 8.871 | .000 |
| | Citra | .516 | .079 | .394 | 6.545 | .000 |
| | Lokasi | .166 | .057 | .123 | 2.926 | .004 |

a. Dependent Variable: Kepuasan

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .926 ^a | .857 | .852 | 1.056 |

a. Predictors: (Constant), Lokasi, Citra, Layanan