

Lampiran 1. Kuesioner Penelitian

ANALISIS PENGARUH *STORE ATMOSPHERE*, *CUSTOMER VALUE*, DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN

(Studi pada Yam-Yam Restaurant Jepara)

Identitas responden:

Nama :

Jenis kelamin : A Laki-Laki B Perempuan

Usia : A 17-20 Tahun D 29-32 Tahun

B 21-24 Tahun E >32 Tahun

C 25-28 Tahun

Status : A Pelajar/Mahasiswa D Wiraswasta

B PNS E Karyawan swasta

C Ibu Rumah Tangga

Pendidikan terakhir : A SD D Diploma/Sarjana

B SMP E Pasca Sarjana

C SMA

Saudara diminta untuk mengisi jawaban atas pertanyaan berikut dengan memberi tanda ceklis (√) pada salah satu dari jawaban yang saudara/i pilih.

Sumber informasi yang didapatkan :

- A** Pengalaman pribadi
- B** Keluarga/teman
- C** Social media
- D** Sumber lain

Frekuensi berkunjung (Dalam Tahun 2019 Terakhir) :

- A** 2 Kali
- B** 3-5 Kali
- C** >5 Kali

Saudara/i diminta mengisi Kuesioner untuk mengetahui pendapat anda mengenai *Store Atmosphere, Customer Value, dan kualitas pelayanan terhadap kepuasan pelanggan (Studi Pada Yam-Yam Restaurant Jepara)* . Dengan memberi tanda ceklis (√) pada salah satu jawaban untuk mengetahui seberapa setuju saudara/i berkenaan dengan hal-hal tersebut :

Keterangan :

- SS : Sangat Setuju
- S : Setuju
- CS : Cukup Setuju/Netral
- TS : Tidak Setuju
- STS : Sangat Tidak Setuju

| No. | Pernyataan | SS | S | CS | TS | STS |
|--------------------------------|---|----|---|----|----|-----|
| Store Atmosphere (X1) | | | | | | |
| 1. | <i>Exterior</i> (bagian luar) dari yam-yam resto cukup menarik | | | | | |
| 2. | <i>Interior</i> (bagian dalam) Yam-Yam Resto nyaman | | | | | |
| 3. | Penataan ruangan dalam restoran terlihat rapi | | | | | |
| 4. | Dekorasi yang indah dan sesuai dengan tema | | | | | |
| Customer value (X2) | | | | | | |
| 1. | Pelanggan merasa ingin datang kembali setelah ke resto ini | | | | | |
| 2. | Resto ini merupakan tempat kuliner yang tepat untuk dikunjungi | | | | | |
| 3. | Pelayanan yang diberikan oleh pihak Yam-yam resto baik | | | | | |
| 4. | Harga yang ditetapkan sesuai dengan quality yang diberikan | | | | | |
| Kualitas Pelayanan (X3) | | | | | | |
| 1. | Kerapian penampilan karyawan | | | | | |
| 2. | Pelayanan sesuai dengan yang dijanjikan | | | | | |
| 3. | Kemampuan pelayanan dalam mengatasi keluhan pelanggan | | | | | |
| 4. | Yam-yam resto tidak menggunakan bahan makanan berbahaya bagi kesehatan para pelanggan | | | | | |
| 5. | Pelayanan yang diberikan kepada semua pelanggan tanpa memandang Status Sosial | | | | | |
| Kepuasan pelanggan (Y) | | | | | | |
| 1. | Konsumen merasa puas dan bersedia untuk terus datang di Yam-Yam Resto | | | | | |
| 2. | Konsumen bersedia untuk melakukan pembelian ulang di Yam-Yam Resto | | | | | |
| 3. | Konsumen bersedia untuk merekomendasikan restoran ini kepada orang lain. | | | | | |
| 4. | Konsumen bersedia untuk datang kembali dengan membawa teman. | | | | | |

Lampiran 2. Tabulasi Data

| NO RSP | INISIAL | VARIABEL | | | | | | | | | | | | | | | | | | | | |
|--------|---------|-----------------------|---|---|---|-----|---------------------|---|---|---|-----|-------------------------|---|---|---|-----|-----------------------|---|---|---|-----|----|
| | | STORE ATMOSPHERE (X1) | | | | JML | CUSTOMER VALUE (X2) | | | | JML | KUALITAS PELAYANAN (X3) | | | | JML | KEPUASAN PELANGAN (Y) | | | | JML | |
| 1 | G | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 20 |
| 2 | F | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 5 | 17 |
| 3 | B | 4 | 5 | 4 | 4 | 17 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | N | 5 | 5 | 4 | 4 | 18 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 5 | A | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 6 | H | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 4 | 5 | 5 | 19 |
| 7 | O | 5 | 5 | 4 | 5 | 19 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 5 | 5 | 20 |
| 8 | A | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 5 | 5 | 19 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 4 | 5 | 17 |
| 9 | D | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 4 | 5 | 4 | 17 |
| 10 | Y | 5 | 5 | 5 | 3 | 18 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 11 | T | 4 | 4 | 5 | 3 | 16 | 5 | 5 | 5 | 3 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 4 | 4 | 17 |
| 12 | T | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 13 | A | 2 | 4 | 2 | 3 | 11 | 3 | 5 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 3 | 3 | 3 | 13 |
| 14 | C | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 15 | A | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 5 | 4 | 17 | 4 | 5 | 4 | 3 | 5 | 21 | 4 | 4 | 3 | 3 | 14 |
| 16 | M | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 17 | D | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 18 | O | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 20 |
| 19 | N | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 5 | 5 | 4 | 18 |
| 20 | A | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 5 | 5 | 20 |
| 21 | I | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 4 | 19 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 5 | 18 |
| 22 | N | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 20 |
| 23 | K | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 24 | D | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 25 | S | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 4 | 4 | 17 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 20 |
| 26 | G | 5 | 5 | 4 | 4 | 18 | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 5 | 5 | 20 |
| 27 | M | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 4 | 4 | 17 | 5 | 3 | 5 | 5 | 4 | 22 | 5 | 4 | 5 | 4 | 18 |
| 28 | S | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 4 | 4 | 16 |
| 29 | F | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 30 | H | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 31 | A | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 4 | 5 | 4 | 17 |
| 32 | A | 4 | 4 | 3 | 3 | 14 | 4 | 3 | 3 | 3 | 13 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 4 | 15 |

| | | | | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|----|
| 33 | T | 3 | 3 | 4 | 3 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 4 | 19 | 3 | 4 | 4 | 4 | 15 |
| 34 | N | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 4 | 4 | 16 |
| 35 | M | 3 | 4 | 5 | 5 | 17 | 3 | 4 | 3 | 4 | 14 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 3 | 4 | 4 | 15 |
| 36 | R | 5 | 5 | 5 | 3 | 18 | 4 | 4 | 5 | 4 | 17 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 5 | 20 |
| 37 | E | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 38 | H | 5 | 5 | 5 | 3 | 18 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 39 | A | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 4 | 18 | 5 | 4 | 4 | 4 | 5 | 22 | 4 | 4 | 4 | 4 | 16 |
| 40 | D | 5 | 5 | 4 | 3 | 17 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 5 | 4 | 5 | 18 |
| 41 | R | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 42 | F | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 43 | Y | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 44 | L | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 45 | S | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 5 | 5 | 18 |
| 46 | R | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 20 |
| 47 | S | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 48 | T | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 49 | T | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 50 | S | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 5 | 4 | 17 |
| 51 | V | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 4 | 5 | 22 | 5 | 5 | 5 | 5 | 20 |
| 52 | B | 3 | 5 | 4 | 5 | 17 | 5 | 5 | 5 | 3 | 18 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 5 | 5 | 5 | 19 |
| 53 | K | 5 | 5 | 4 | 5 | 19 | 4 | 4 | 4 | 5 | 17 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 5 | 17 |
| 54 | K | 4 | 5 | 3 | 5 | 17 | 4 | 5 | 3 | 4 | 16 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 4 | 5 | 5 | 18 |
| 55 | R | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 5 | 5 | 18 |
| 56 | F | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 4 | 4 | 5 | 17 |
| 57 | P | 3 | 4 | 3 | 4 | 14 | 3 | 4 | 5 | 3 | 15 | 3 | 4 | 4 | 5 | 4 | 20 | 3 | 4 | 3 | 3 | 13 |
| 58 | I | 3 | 3 | 5 | 4 | 15 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 5 | 5 | 21 | 3 | 4 | 4 | 4 | 15 |
| 59 | L | 4 | 4 | 5 | 3 | 16 | 4 | 4 | 5 | 4 | 17 | 3 | 4 | 3 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 |
| 60 | A | 3 | 4 | 4 | 3 | 14 | 3 | 4 | 4 | 3 | 14 | 4 | 3 | 4 | 5 | 5 | 21 | 3 | 5 | 4 | 4 | 16 |
| 61 | M | 4 | 5 | 4 | 4 | 17 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 4 | 5 | 19 |
| 62 | I | 3 | 3 | 4 | 4 | 14 | 3 | 4 | 4 | 4 | 15 | 3 | 4 | 4 | 5 | 5 | 21 | 4 | 4 | 4 | 4 | 16 |
| 63 | P | 3 | 4 | 5 | 5 | 17 | 4 | 5 | 4 | 4 | 17 | 3 | 4 | 4 | 5 | 4 | 20 | 5 | 3 | 4 | 4 | 16 |
| 64 | A | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 65 | S | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 16 |
| 66 | A | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 67 | N | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 68 | H | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |

| | | | | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|----|
| 69 | R | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 70 | A | 5 | 5 | 4 | 3 | 17 | 4 | 4 | 5 | 4 | 17 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 71 | H | 5 | 5 | 4 | 5 | 19 | 4 | 4 | 5 | 5 | 18 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 5 | 4 | 4 | 17 |
| 72 | V | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 4 | 4 | 17 |
| 73 | M | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 74 | S | 5 | 5 | 4 | 3 | 17 | 4 | 5 | 5 | 4 | 18 | 5 | 4 | 5 | 5 | 4 | 23 | 4 | 4 | 5 | 5 | 18 |
| 75 | I | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 4 | 18 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 5 | 4 | 5 | 19 |
| 76 | M | 5 | 5 | 4 | 3 | 17 | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 4 | 5 | 5 | 18 |
| 77 | B | 5 | 5 | 5 | 4 | 19 | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 5 | 4 | 4 | 21 | 5 | 5 | 5 | 5 | 20 |
| 78 | R | 5 | 5 | 4 | 4 | 18 | 4 | 5 | 4 | 5 | 18 | 4 | 4 | 5 | 4 | 5 | 22 | 5 | 4 | 5 | 4 | 18 |
| 79 | D | 5 | 5 | 4 | 5 | 19 | 4 | 5 | 4 | 5 | 18 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 5 | 4 | 5 | 19 |
| 80 | H | 5 | 5 | 4 | 5 | 19 | 4 | 5 | 4 | 5 | 18 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 5 | 5 | 4 | 19 |
| 81 | A | 5 | 5 | 4 | 5 | 19 | 5 | 4 | 5 | 5 | 19 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 5 | 5 | 5 | 19 |
| 82 | F | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 5 | 5 | 4 | 18 |
| 83 | W | 5 | 4 | 4 | 3 | 16 | 5 | 5 | 3 | 4 | 17 | 4 | 3 | 3 | 4 | 5 | 19 | 5 | 4 | 4 | 3 | 16 |
| 84 | R | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 3 | 5 | 16 | 4 | 4 | 3 | 4 | 5 | 20 | 5 | 4 | 4 | 4 | 17 |
| 85 | A | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 5 | 5 | 5 | 20 |
| 86 | A | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 3 | 4 | 4 | 15 |
| 87 | L | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 4 | 3 | 19 | 5 | 4 | 4 | 5 | 18 |
| 88 | N | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 4 | 17 | 5 | 4 | 4 | 4 | 3 | 20 | 4 | 4 | 5 | 5 | 18 |
| 89 | P | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 5 | 4 | 17 |
| 90 | H | 5 | 5 | 4 | 5 | 19 | 4 | 4 | 5 | 4 | 17 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 5 | 5 | 4 | 18 |
| 91 | M | 5 | 5 | 5 | 4 | 19 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 5 | 5 | 4 | 18 |
| 92 | N | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 4 | 5 | 19 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 4 | 5 | 4 | 17 |
| 93 | T | 4 | 5 | 4 | 3 | 16 | 5 | 4 | 5 | 3 | 17 | 5 | 4 | 5 | 5 | 4 | 23 | 4 | 4 | 5 | 5 | 18 |
| 94 | I | 4 | 3 | 4 | 4 | 15 | 3 | 4 | 4 | 4 | 15 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 4 | 5 | 4 | 17 |
| 95 | K | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 3 | 3 | 12 | 4 | 3 | 3 | 3 | 3 | 16 | 3 | 3 | 3 | 3 | 12 |
| 96 | G | 5 | 5 | 4 | 5 | 19 | 5 | 4 | 4 | 4 | 17 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 4 | 19 |

Lampiran 3. Deskripsi Responden

Statistics

| | | JK | Umur | Status | Pend.Terakhir | Sumber Informasi | Frekuensi Berkunjung |
|---|---------|----|------|--------|---------------|------------------|----------------------|
| N | Valid | 96 | 96 | 96 | 96 | 96 | 96 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |

Jenis_kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-Laki | 47 | 49,0 | 49,0 | 49,0 |
| | Perempuan | 49 | 51,0 | 51,0 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

Umur

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 17-20 | 12 | 12,5 | 12,5 | 12,5 |
| | 21-24 | 34 | 35,4 | 35,4 | 47,9 |
| | 25-28 | 20 | 20,8 | 20,8 | 68,8 |
| | 29-32 | 18 | 18,8 | 18,8 | 87,5 |
| | >32 | 12 | 12,5 | 12,5 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

Status

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | Mahasiswa | 31 | 32,3 | 32,3 | 32,3 |
| | PNS | 3 | 3,1 | 3,1 | 35,4 |
| | IRT | 10 | 10,4 | 10,4 | 45,8 |
| | Wiraswasta | 22 | 22,9 | 22,9 | 68,8 |
| | Karyawan | 30 | 31,3 | 31,3 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

Pendidikan_Terakhir

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | SD | 1 | 1,0 | 1,0 | 1,0 |
| | SMP | 11 | 11,5 | 11,5 | 12,5 |
| | SMA | 55 | 57,3 | 57,3 | 69,8 |
| | Sarjana | 23 | 24,0 | 24,0 | 93,8 |
| | Pasca Sarjana | 6 | 6,3 | 6,3 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

Sumber_Informasi

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | Pengalaman Pribadi | 18 | 18,8 | 18,8 | 18,8 |
| | Keluarga/Teman | 46 | 47,9 | 47,9 | 66,7 |
| | Social Media | 32 | 33,3 | 33,3 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

Frekuensi Berkunjung

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
| Valid | 2 kali | 44 | 45,8 | 45,8 | 45,8 |
| | 3_5 kali | 33 | 34,4 | 34,4 | 80,2 |
| | >5 kali | 19 | 19,8 | 19,8 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

Lampiran 4. Deskripsi Responden

Statistics

| | X1.1 | X1.2 | X1.3 | X1.4 | X2.1 | X2.2 | X2.3 | X2.4 | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | Y1.1 | Y1.2 | Y1.3 | Y1.4 |
|---------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Valid N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | 4,49 | 4,51 | 4,40 | 4,25 | 4,33 | 4,47 | 4,52 | 4,26 | 4,48 | 4,43 | 4,35 | 4,60 | 4,60 | 4,42 | 4,45 | 4,56 | 4,50 |

a. Deskripsi Variabel Store Atmosphere (X1)

X1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS | 1 | 1,0 | 1,0 | 1,0 |
| | CS | 8 | 8,3 | 8,3 | 9,4 |
| | S | 30 | 31,3 | 31,3 | 40,6 |
| | SS | 57 | 59,4 | 59,4 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

X1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 5 | 5,2 | 5,2 | 5,2 |
| | S | 37 | 38,5 | 38,5 | 43,8 |
| | SS | 54 | 56,3 | 56,3 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

X1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS | 1 | 1,0 | 1,0 | 1,0 |
| | CS | 3 | 3,1 | 3,1 | 4,2 |
| | S | 49 | 51,0 | 51,0 | 55,2 |
| | SS | 43 | 44,8 | 44,8 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

X1.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 16 | 16,7 | 16,7 | 16,7 |
| | S | 40 | 41,7 | 41,7 | 58,3 |
| | SS | 40 | 41,7 | 41,7 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

b. Deskripsi Variabel Customer Value (X2)

X2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 8 | 8,3 | 8,3 | 8,3 |
| | S | 48 | 50,0 | 50,0 | 58,3 |
| | SS | 40 | 41,7 | 41,7 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

X2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 2 | 2,1 | 2,1 | 2,1 |
| | S | 47 | 49,0 | 49,0 | 51,0 |
| | SS | 47 | 49,0 | 49,0 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

X2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 6 | 6,3 | 6,3 | 6,3 |
| | S | 34 | 35,4 | 35,4 | 41,7 |
| | SS | 56 | 58,3 | 58,3 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

X2.4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 7 | 7,3 | 7,3 |
| | S | 57 | 59,4 | 66,7 |
| | SS | 32 | 33,3 | 100,0 |
| | Total | 96 | 100,0 | |

c. Deskripsi Variabel Kualitas Pelayanan (X3)

X3.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 4 | 4,2 | 4,2 | 4,2 |
| | S | 42 | 43,8 | 43,8 | 47,9 |
| | SS | 50 | 52,1 | 52,1 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

X3.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 4 | 4,2 | 4,2 | 4,2 |
| | S | 47 | 49,0 | 49,0 | 53,1 |
| | SS | 45 | 46,9 | 46,9 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

X3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 7 | 7,3 | 7,3 | 7,3 |
| | S | 48 | 50,0 | 50,0 | 57,3 |
| | SS | 41 | 42,7 | 42,7 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

X3.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 4 | 4,2 | 4,2 | 4,2 |
| | S | 30 | 31,3 | 31,3 | 35,4 |
| | SS | 62 | 64,6 | 64,6 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

X3.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 3 | 3,1 | 3,1 | 3,1 |
| | S | 32 | 33,3 | 33,3 | 36,5 |
| | SS | 61 | 63,5 | 63,5 | 100,0 |
| | Total | 96 | 100,0 | 100,0 | |

d. Deskripsi Variabel Kepuasan Pelanggan (Y)

Y1.1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid CS | 6 | 6,3 | 6,3 | 6,3 |
| S | 44 | 45,8 | 45,8 | 52,1 |
| SS | 46 | 47,9 | 47,9 | 100,0 |
| Total | 96 | 100,0 | 100,0 | |

Y1.2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid CS | 5 | 5,2 | 5,2 | 5,2 |
| S | 43 | 44,8 | 44,8 | 50,0 |
| SS | 48 | 50,0 | 50,0 | 100,0 |
| Total | 96 | 100,0 | 100,0 | |

Y1.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid CS | 4 | 4,2 | 4,2 | 4,2 |
| S | 34 | 35,4 | 35,4 | 39,6 |
| SS | 58 | 60,4 | 60,4 | 100,0 |
| Total | 96 | 100,0 | 100,0 | |

Y1.4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid CS | 5 | 5,2 | 5,2 | 5,2 |
| S | 38 | 39,6 | 39,6 | 44,8 |
| SS | 53 | 55,2 | 55,2 | 100,0 |
| Total | 96 | 100,0 | 100,0 | |

Uji Validitas

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | Total_X1 |
|----------|---------------------|--------|--------|--------|--------|----------|
| X1.1 | Pearson Correlation | 1 | ,582** | ,309** | ,214* | ,770** |
| | Sig. (2-tailed) | | ,000 | ,002 | ,037 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| X1.2 | Pearson Correlation | ,582** | 1 | ,192 | ,188 | ,697** |
| | Sig. (2-tailed) | ,000 | | ,061 | ,067 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| X1.3 | Pearson Correlation | ,309** | ,192 | 1 | ,275** | ,631** |
| | Sig. (2-tailed) | ,002 | ,061 | | ,007 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| X1.4 | Pearson Correlation | ,214* | ,188 | ,275** | 1 | ,641** |
| | Sig. (2-tailed) | ,037 | ,067 | ,007 | | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| Total_X1 | Pearson Correlation | ,770** | ,697** | ,631** | ,641** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | |
| | N | 96 | 96 | 96 | 96 | 96 |

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

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

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | Total_X2 |
|----------|---------------------|--------|--------|--------|--------|----------|
| X2.1 | Pearson Correlation | 1 | ,496** | ,500** | ,364** | ,809** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| X2.2 | Pearson Correlation | ,496** | 1 | ,428** | ,375** | ,762** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| X2.3 | Pearson Correlation | ,500** | ,428** | 1 | ,204* | ,731** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,046 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| X2.4 | Pearson Correlation | ,364** | ,375** | ,204* | 1 | ,652** |
| | Sig. (2-tailed) | ,000 | ,000 | ,046 | | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| Total_X2 | Pearson Correlation | ,809** | ,762** | ,731** | ,652** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | |
| | N | 96 | 96 | 96 | 96 | 96 |

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

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

Correlations

| | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | Total_X3 |
|----------|---------------------|--------|--------|--------|--------|--------|----------|
| X3.1 | Pearson Correlation | 1 | ,516** | ,581** | ,388** | ,303** | ,767** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,003 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| X3.2 | Pearson Correlation | ,516** | 1 | ,430** | ,392** | ,438** | ,758** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| X3.3 | Pearson Correlation | ,581** | ,430** | 1 | ,433** | ,293** | ,760** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,004 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| X3.4 | Pearson Correlation | ,388** | ,392** | ,433** | 1 | ,399** | ,712** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| X3.5 | Pearson Correlation | ,303** | ,438** | ,293** | ,399** | 1 | ,656** |
| | Sig. (2-tailed) | ,003 | ,000 | ,004 | ,000 | | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| Total_X3 | Pearson Correlation | ,767** | ,758** | ,760** | ,712** | ,656** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |

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

Correlations

| | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Total_Y |
|---------|---------------------|--------|--------|--------|--------|---------|
| Y1.1 | Pearson Correlation | 1 | ,553** | ,524** | ,548** | ,801** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| Y1.2 | Pearson Correlation | ,553** | 1 | ,576** | ,576** | ,822** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| Y1.3 | Pearson Correlation | ,524** | ,576** | 1 | ,640** | ,828** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| Y1.4 | Pearson Correlation | ,548** | ,576** | ,640** | 1 | ,840** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| Total_Y | Pearson Correlation | ,801** | ,822** | ,828** | ,840** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | |
| | N | 96 | 96 | 96 | 96 | 96 |

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

Uji reliabilitas

a. Variabel store atmosphere

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,619 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1.1 | 13,16 | 1,796 | ,515 | ,454 |
| X1.2 | 13,14 | 2,097 | ,454 | ,514 |
| X1.3 | 13,25 | 2,232 | ,354 | ,580 |
| X1.4 | 13,40 | 2,094 | ,296 | ,633 |

b. Customer value

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,721 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X2.1 | 13,25 | 1,684 | ,608 | ,597 |
| X2.2 | 13,11 | 1,913 | ,574 | ,627 |
| X2.3 | 13,06 | 1,870 | ,486 | ,675 |
| X2.4 | 13,32 | 2,074 | ,387 | ,729 |

c. Kualitas pelayanan

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,782 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X3.1 | 17,99 | 2,937 | ,609 | ,725 |
| X3.2 | 18,04 | 2,967 | ,598 | ,729 |
| X3.3 | 18,11 | 2,881 | ,586 | ,732 |
| X3.4 | 17,86 | 3,087 | ,534 | ,750 |
| X3.5 | 17,86 | 3,255 | ,463 | ,771 |

d. Kepuasan pelanggan

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,841 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y1.1 | 13,51 | 2,295 | ,633 | ,816 |
| Y1.2 | 13,48 | 2,273 | ,672 | ,799 |
| Y1.3 | 13,36 | 2,297 | ,690 | ,792 |
| Y1.4 | 13,43 | 2,226 | ,702 | ,786 |

Correlations

| | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | Total_X3 |
|----------|---------------------|--------|--------|--------|--------|--------|----------|
| X3.1 | Pearson Correlation | 1 | ,516** | ,581** | ,388** | ,303** | ,767** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,003 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| X3.2 | Pearson Correlation | ,516** | 1 | ,430** | ,392** | ,438** | ,758** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| X3.3 | Pearson Correlation | ,581** | ,430** | 1 | ,433** | ,293** | ,760** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,004 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| X3.4 | Pearson Correlation | ,388** | ,392** | ,433** | 1 | ,399** | ,712** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| X3.5 | Pearson Correlation | ,303** | ,438** | ,293** | ,399** | 1 | ,656** |
| | Sig. (2-tailed) | ,003 | ,000 | ,004 | ,000 | | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| Total_X3 | Pearson Correlation | ,767** | ,758** | ,760** | ,712** | ,656** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |

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

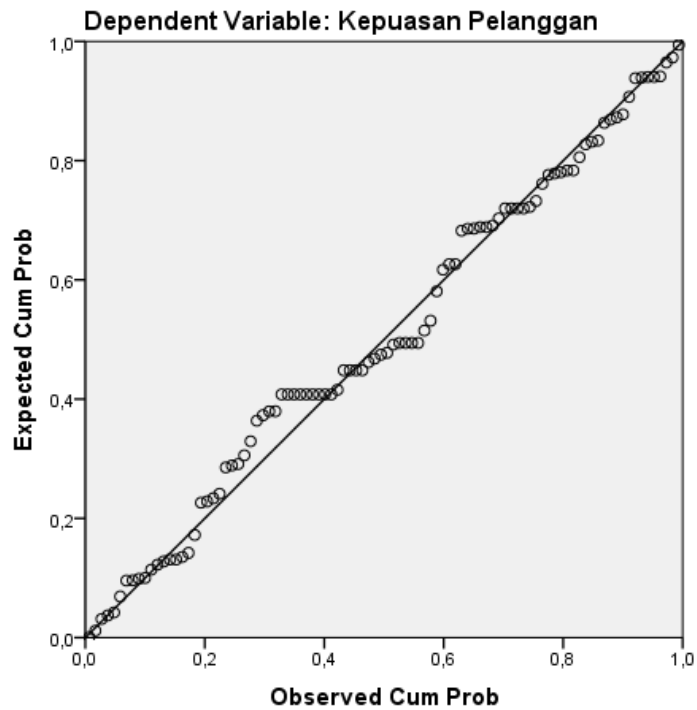
Correlations

| | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Total_Y |
|---------|---------------------|--------|--------|--------|--------|---------|
| Y1.1 | Pearson Correlation | 1 | ,553** | ,524** | ,548** | ,801** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| Y1.2 | Pearson Correlation | ,553** | 1 | ,576** | ,576** | ,822** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| Y1.3 | Pearson Correlation | ,524** | ,576** | 1 | ,640** | ,828** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| Y1.4 | Pearson Correlation | ,548** | ,576** | ,640** | 1 | ,840** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| Total_Y | Pearson Correlation | ,801** | ,822** | ,828** | ,840** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | |
| | N | 96 | 96 | 96 | 96 | 96 |

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

Lampiran 6. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



Lampiran 7. Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 96 |
| Normal Parameters ^{a,b} | Mean | 0E-7 |
| | Std. Deviation | 1,19573835 |
| Most Extreme Differences | Absolute | ,083 |
| | Positive | ,068 |
| | Negative | -,083 |
| Kolmogorov-Smirnov Z | | ,818 |
| Asymp. Sig. (2-tailed) | | ,516 |

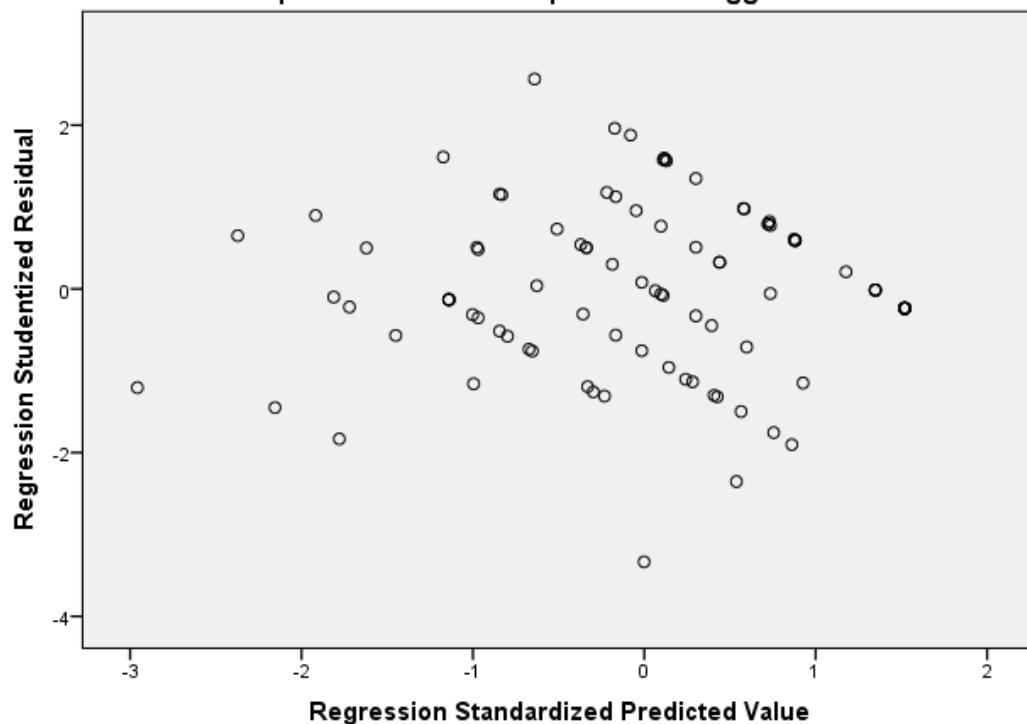
a. Test distribution is Normal.

b. Calculated from data.

Lampiran 8. Uji Heterokedastisitas

Scatterplot

Dependent Variable: Kepuasan Pelanggan



| Coefficients ^a | | | | | | |
|---|--------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,247 | ,932 | | 2,410 | ,018 |
| | Store Atmosphere | ,019 | ,056 | ,045 | ,335 | ,739 |
| | Customer Value | -,033 | ,064 | -,076 | -,510 | ,611 |
| | Kualitas Pelayanan | -,048 | ,048 | -,135 | -,995 | ,322 |
| a. Dependent Variable: Kualitas Pelayanan | | | | | | |

Lampiran 9. Uji Multikolonieritas

| Coefficients ^a | | | | | | | | |
|---|--------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -,346 | 1,499 | | -,231 | ,818 | | |
| | Store Atmosphere | ,266 | ,090 | ,244 | 2,953 | ,004 | ,592 | 1,688 |
| | Customer Value | ,460 | ,103 | ,411 | 4,464 | ,000 | ,478 | 2,092 |
| | Kualitas Pelayanan | ,245 | ,078 | ,265 | 3,152 | ,002 | ,574 | 1,741 |
| a. Dependent Variable: Kepuasan Pelanggan | | | | | | | | |

Lampiran 10. Analisis linier berganda

| Coefficients ^a | | | | | | |
|---|-------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -,346 | 1,499 | | -,231 | ,818 |
| | Store Atmosphere (X1) | ,266 | ,090 | ,244 | 2,953 | ,004 |
| | Customer Value (X2) | ,460 | ,103 | ,411 | 4,464 | ,000 |
| | Kualitas Pelayanan (X3) | ,245 | ,078 | ,265 | 3,152 | ,002 |
| a. Dependent Variable: Kepuasan Pelanggan (Y) | | | | | | |

Lampiran 11. Koefisien Determinasi

| Model Summary | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,792 ^a | ,627 | ,615 | 1,21508 |
| a. Predictors: (Constant), Store Atmosphere (X1), Customer Value (X2), dan Kualitas Pelayanan | | | | |
| b. Dependent Variable: Kepuasan Pelanggan | | | | |

lampiran 12. Uji F

| ANOVA ^a | | | | | | |
|---|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 228,660 | 3 | 76,220 | 51,625 | ,000 ^b |
| | Residual | 135,830 | 92 | 1,476 | | |
| | Total | 364,490 | 95 | | | |
| a. Dependent Variable: Kepuasan Pelanggan (Y) | | | | | | |
| b. Predictors: (Constant),Store Atmosphere (X1), Customer Value (X2), Kualitas Pelayanan (X3) | | | | | | |

Lampiran 13. Uji T

| Coefficients ^a | | | | | | |
|---------------------------|-------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -,346 | 1,499 | | -,231 | ,818 |
| | Store Atmosphere (X1) | ,266 | ,090 | ,244 | 2,953 | ,004 |
| | Customer Value (X2) | ,460 | ,103 | ,411 | 4,464 | ,000 |
| | Kualitas Pelayanan (X3) | ,245 | ,078 | ,265 | 3,152 | ,002 |

a. Dependent Variable: Kepuasan Pelanggan (Y)

Lampiran 14. Tabel r

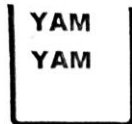
| Tabel r untuk df = 51 - 100 | | | | | |
|-----------------------------|--|--------|--------|--------|--------|
| df = (N-2) | Tingkat signifikansi untuk uji satu arah | | | | |
| | 0.05 | 0.025 | 0.01 | 0.005 | 0.0005 |
| | Tingkat signifikansi untuk uji dua arah | | | | |
| | 0.1 | 0.05 | 0.02 | 0.01 | 0.001 |
| 51 | 0.2284 | 0.2706 | 0.3188 | 0.3509 | 0.4393 |
| 52 | 0.2262 | 0.2681 | 0.3158 | 0.3477 | 0.4354 |
| 53 | 0.2241 | 0.2656 | 0.3129 | 0.3445 | 0.4317 |
| 54 | 0.2221 | 0.2632 | 0.3102 | 0.3415 | 0.4280 |
| 55 | 0.2201 | 0.2609 | 0.3074 | 0.3385 | 0.4244 |
| 56 | 0.2181 | 0.2586 | 0.3048 | 0.3357 | 0.4210 |
| 57 | 0.2162 | 0.2564 | 0.3022 | 0.3328 | 0.4176 |
| 58 | 0.2144 | 0.2542 | 0.2997 | 0.3301 | 0.4143 |
| 59 | 0.2126 | 0.2521 | 0.2972 | 0.3274 | 0.4110 |
| 60 | 0.2108 | 0.2500 | 0.2948 | 0.3248 | 0.4079 |
| 61 | 0.2091 | 0.2480 | 0.2925 | 0.3223 | 0.4048 |
| 62 | 0.2075 | 0.2461 | 0.2902 | 0.3198 | 0.4018 |
| 63 | 0.2058 | 0.2441 | 0.2880 | 0.3173 | 0.3988 |
| 64 | 0.2042 | 0.2423 | 0.2858 | 0.3150 | 0.3959 |
| 65 | 0.2027 | 0.2404 | 0.2837 | 0.3126 | 0.3931 |
| 66 | 0.2012 | 0.2387 | 0.2816 | 0.3104 | 0.3903 |
| 67 | 0.1997 | 0.2369 | 0.2796 | 0.3081 | 0.3876 |
| 68 | 0.1982 | 0.2352 | 0.2776 | 0.3060 | 0.3850 |
| 69 | 0.1968 | 0.2335 | 0.2756 | 0.3038 | 0.3823 |
| 70 | 0.1954 | 0.2319 | 0.2737 | 0.3017 | 0.3798 |
| 71 | 0.1940 | 0.2303 | 0.2718 | 0.2997 | 0.3773 |
| 72 | 0.1927 | 0.2287 | 0.2700 | 0.2977 | 0.3748 |
| 73 | 0.1914 | 0.2272 | 0.2682 | 0.2957 | 0.3724 |
| 74 | 0.1901 | 0.2257 | 0.2664 | 0.2938 | 0.3701 |
| 75 | 0.1888 | 0.2242 | 0.2647 | 0.2919 | 0.3678 |
| 76 | 0.1876 | 0.2227 | 0.2630 | 0.2900 | 0.3655 |
| 77 | 0.1864 | 0.2213 | 0.2613 | 0.2882 | 0.3633 |
| 78 | 0.1852 | 0.2199 | 0.2597 | 0.2864 | 0.3611 |
| 79 | 0.1841 | 0.2185 | 0.2581 | 0.2847 | 0.3589 |
| 80 | 0.1829 | 0.2172 | 0.2565 | 0.2830 | 0.3568 |
| 81 | 0.1818 | 0.2159 | 0.2550 | 0.2813 | 0.3547 |
| 82 | 0.1807 | 0.2146 | 0.2535 | 0.2796 | 0.3527 |
| 83 | 0.1796 | 0.2133 | 0.2520 | 0.2780 | 0.3507 |
| 84 | 0.1786 | 0.2120 | 0.2505 | 0.2764 | 0.3487 |
| 85 | 0.1775 | 0.2108 | 0.2491 | 0.2748 | 0.3468 |
| 86 | 0.1765 | 0.2096 | 0.2477 | 0.2732 | 0.3449 |
| 87 | 0.1755 | 0.2084 | 0.2463 | 0.2717 | 0.3430 |
| 88 | 0.1745 | 0.2072 | 0.2449 | 0.2702 | 0.3412 |
| 89 | 0.1735 | 0.2061 | 0.2435 | 0.2687 | 0.3393 |
| 90 | 0.1726 | 0.2050 | 0.2422 | 0.2673 | 0.3375 |
| 91 | 0.1716 | 0.2039 | 0.2409 | 0.2659 | 0.3358 |
| 92 | 0.1707 | 0.2028 | 0.2396 | 0.2645 | 0.3341 |
| 93 | 0.1698 | 0.2017 | 0.2384 | 0.2631 | 0.3323 |
| 94 | 0.1689 | 0.2006 | 0.2371 | 0.2617 | 0.3307 |
| 95 | 0.1680 | 0.1996 | 0.2359 | 0.2604 | 0.3290 |
| 96 | 0.1671 | 0.1986 | 0.2347 | 0.2591 | 0.3274 |
| 97 | 0.1663 | 0.1975 | 0.2335 | 0.2578 | 0.3258 |
| 98 | 0.1654 | 0.1966 | 0.2324 | 0.2565 | 0.3242 |

Lampiran 15. t Tabel

Titik Persentase Distribusi t (df = 81 -120)

| df \ Pr | 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 |
| 89 | 0.67726 | 1.29114 | 1.66216 | 1.98698 | 2.36898 | 2.63220 | 3.18434 |
| 90 | 0.67723 | 1.29103 | 1.66196 | 1.98667 | 2.36850 | 2.63157 | 3.18327 |
| 91 | 0.67720 | 1.29092 | 1.66177 | 1.98638 | 2.36803 | 2.63094 | 3.18222 |
| 92 | 0.67717 | 1.29082 | 1.66159 | 1.98609 | 2.36757 | 2.63033 | 3.18119 |
| 93 | 0.67714 | 1.29072 | 1.66140 | 1.98580 | 2.36712 | 2.62973 | 3.18019 |
| 94 | 0.67711 | 1.29062 | 1.66123 | 1.98552 | 2.36667 | 2.62915 | 3.17921 |
| 95 | 0.67708 | 1.29053 | 1.66105 | 1.98525 | 2.36624 | 2.62858 | 3.17825 |
| 96 | 0.67705 | 1.29043 | 1.66088 | 1.98498 | 2.36582 | 2.62802 | 3.17731 |
| 97 | 0.67703 | 1.29034 | 1.66071 | 1.98472 | 2.36541 | 2.62747 | 3.17639 |
| 98 | 0.67700 | 1.29025 | 1.66055 | 1.98447 | 2.36500 | 2.62693 | 3.17549 |
| 99 | 0.67698 | 1.29016 | 1.66039 | 1.98422 | 2.36461 | 2.62641 | 3.17460 |
| 100 | 0.67695 | 1.29007 | 1.66023 | 1.98397 | 2.36422 | 2.62589 | 3.17374 |
| 101 | 0.67693 | 1.28999 | 1.66008 | 1.98373 | 2.36384 | 2.62539 | 3.17289 |
| 102 | 0.67690 | 1.28991 | 1.65993 | 1.98350 | 2.36346 | 2.62489 | 3.17206 |
| 103 | 0.67688 | 1.28982 | 1.65978 | 1.98326 | 2.36310 | 2.62441 | 3.17125 |
| 104 | 0.67686 | 1.28974 | 1.65964 | 1.98304 | 2.36274 | 2.62393 | 3.17045 |
| 105 | 0.67683 | 1.28967 | 1.65950 | 1.98282 | 2.36239 | 2.62347 | 3.16967 |
| 106 | 0.67681 | 1.28959 | 1.65936 | 1.98260 | 2.36204 | 2.62301 | 3.16890 |
| 107 | 0.67679 | 1.28951 | 1.65922 | 1.98238 | 2.36170 | 2.62256 | 3.16815 |
| 108 | 0.67677 | 1.28944 | 1.65909 | 1.98217 | 2.36137 | 2.62212 | 3.16741 |
| 109 | 0.67675 | 1.28937 | 1.65895 | 1.98197 | 2.36105 | 2.62169 | 3.16669 |
| 110 | 0.67673 | 1.28930 | 1.65882 | 1.98177 | 2.36073 | 2.62126 | 3.16598 |
| 111 | 0.67671 | 1.28922 | 1.65870 | 1.98157 | 2.36041 | 2.62085 | 3.16528 |
| 112 | 0.67669 | 1.28916 | 1.65857 | 1.98137 | 2.36010 | 2.62044 | 3.16460 |
| 113 | 0.67667 | 1.28909 | 1.65845 | 1.98118 | 2.35980 | 2.62004 | 3.16392 |
| 114 | 0.67665 | 1.28902 | 1.65833 | 1.98099 | 2.35950 | 2.61964 | 3.16326 |
| 115 | 0.67663 | 1.28896 | 1.65821 | 1.98081 | 2.35921 | 2.61926 | 3.16262 |
| 116 | 0.67661 | 1.28889 | 1.65810 | 1.98063 | 2.35892 | 2.61888 | 3.16198 |
| 117 | 0.67659 | 1.28883 | 1.65798 | 1.98045 | 2.35864 | 2.61850 | 3.16135 |
| 118 | 0.67657 | 1.28877 | 1.65787 | 1.98027 | 2.35837 | 2.61814 | 3.16074 |
| 119 | 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 |

Lampiran 17. Surat Balasan Riset



Thai
& Western
Restaurant

YAM – YAM THAI & WESTERN RESTAURANT

Jl. Pantai Karang Kebagusan KM 5, Karangkebagusan, Jepara,
Karangkebagusan IV, Karangkebagusan, Kec. Jepara, Kabupaten Jepara
Jawa Tengah 59419

Contact Person (Wa. 08989514333 0291 598755)

E-Mail : yamyamrestaurant@hotmail.com

SURAT KETERANGAN

NO : 01/I/III/2020

Assalamu'alaikum Wr. Wb

Yang bertandatangan di bawah ini.

Nama : Poniati

Jabatan : Owner Yam-Yam Restaurant Jepara

Dengan diterbitkannya surat ini kami pengelola Yam – Yam Thai & Western Restaurant Jepara menyatakan bahwa,

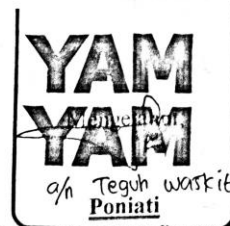
Nama : Mochamad Dhiki Ristiyantoro

NIM : 151110001556

Saudara yang bersangkutan telah melaksanakan observasi dan penelitian skripsi guna memperoleh gelar Sarjana (S1). Demikian surat yang kami sampaikan kurang lebihnya mohon maaf yang sebesar-besarnya.

Wassalamu'alaikum Wr.Wb

Jepara, 8 Maret 2020



Owner Yam-Yam Restaurant

Thai
& Western
Restaurant