



Jurusan Teknik Arsitektur
Fakultas Teknik
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Kepada Yth,

Dengan hormat, kuisioner ini disusun dalam rangka Penelitian Tugas Akhir dengan judul **Pengaruh Store Atmosfer Terhadap Perilaku Pengunjung Pada Kafe La Aquanos Malang** untuk itu, dimohon bagi saudara untuk mengisi kuisioner ini.

A. Data Responden

Usia :
Jenis Kelamin :
Waktu datang :

B. Kuisioner variable penelitian

1. Sangat tidak setuju
5. sangat sesuai

No	Variable	Nilai				
		1	2	3	4	5
1	Perilaku pengunjung					
	-saya suka dengan suasana kafe pada siang/malam hari					
	-saya merasa betah berada didalam kafe (>1 jam)					
	-saya sering datang ke kafe la aquanos					
2	Pencahayaan					
	-saya merasa pencahayaan sudah baik					
	-saya merasa pencahayaan alami dan buatan didalam kafe sudah terang					
	Warna pencahayaan sudah baik					
3	Tata letak					
	-saya merasa jalur sirkulasi didalam kafe luas					
	-saya merasa perletakan meja dan kursi sudah sesuai					
	-saya merasa ukuran meja dan kursi sudah sesuai					
4	Suara					
	-saya merasa suara didalam kafe bising					
	-saya merasa suara / musik di dalam kafe sudah sesuai dengan aktifitas					
	Saya merasa tata suara didalam kafe baik					
5	warna					
	-saya merasa warna lapisan dinding kafe sudah bagus					
	-saya merasa warna meja dan kursi sudah bagus					
	-saya merasa warna plafond sudah bagus					
6	Suhu udara					
	-saya merasa panas/dingin pada siang/malam hari selama berada di dalam kafe					
	-saya merasa suhu udara sesuai dengan aktifitas					
	-saya merasa angin di dalam kafe sesuai dengan kebutuhan					

TERIMA KASIH

Tabel hasil analisis statistik

usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-18 tahun	23	32.9	32.9	32.9
	19-22 tahun	37	52.9	52.9	85.7
	23-25 tahun	10	14.3	14.3	100.0
	Total	70	100.0	100.0	

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	37	52.9	52.9	52.9
	perempuan	33	47.1	47.1	100.0
	Total	70	100.0	100.0	

Waktu datang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	siang	35	50.0	50.0	50.0
	malam	35	50.0	50.0	100.0
	Total	70	100.0	100.0	

Persepsi pengunjung

Perilaku Pengunjung 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	3	3.0	4.3	4.3
	S	45	45.0	64.3	68.6
	SS	22	22.0	31.4	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Perilaku Pengunjung 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	5	5.0	7.1	7.1
	S	47	47.0	67.1	74.3
	SS	18	18.0	25.7	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Perilaku Pengunjung 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	5	5.0	7.1	7.1
	S	59	59.0	84.3	91.4
	SS	6	6.0	8.6	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Perilaku Pengunjung

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	2	2.0	2.9	2.9
	11	6	6.0	8.6	11.4
	12	29	29.0	41.4	52.9
	13	24	24.0	34.3	87.1
	14	8	8.0	11.4	98.6
	15	1	1.0	1.4	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Pencahayaan 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	8	8.0	11.4	11.4
	S	48	48.0	68.6	80.0
	SS	14	14.0	20.0	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Pencahayaan 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	13	13.0	18.6	18.6
	S	47	47.0	67.1	85.7
	SS	10	10.0	14.3	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Pencahayaan 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	15	15.0	21.4	21.4
	S	42	42.0	60.0	81.4
	SS	13	13.0	18.6	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Pencahayaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	3	3.0	4.3	4.3
	10	10	10.0	14.3	18.6
	11	3	3.0	4.3	22.9
	12	38	38.0	54.3	77.1
	13	7	7.0	10.0	87.1
	14	1	1.0	1.4	88.6
	15	8	8.0	11.4	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Tata Letak 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	6	6.0	8.6	8.6
	S	48	48.0	68.6	77.1
	SS	16	16.0	22.9	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Tata Letak 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	5	5.0	7.1	7.1
	S	47	47.0	67.1	74.3
	SS	18	18.0	25.7	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Tata Letak 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	5	5.0	7.1	7.1
	S	59	59.0	84.3	91.4
	SS	6	6.0	8.6	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Tata Letak

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	2	2.0	2.9	2.9
	10	2	2.0	2.9	5.7
	11	6	6.0	8.6	14.3
	12	33	33.0	47.1	61.4
	13	16	16.0	22.9	84.3
	14	9	9.0	12.9	97.1
	15	2	2.0	2.9	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Suara 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	14	14.0	20.0	20.0
	S	41	41.0	58.6	78.6
	SS	15	15.0	21.4	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Suara 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.4	1.4
	N	11	11.0	15.7	17.1
	S	42	42.0	60.0	77.1
	SS	16	16.0	22.9	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Suara 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.0	4.3	4.3
	N	15	15.0	21.4	25.7
	S	40	40.0	57.1	82.9
	SS	12	12.0	17.1	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Suara

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	1	1.0	1.4	1.4
	9	5	5.0	7.1	8.6
	10	5	5.0	7.1	15.7
	11	12	12.0	17.1	32.9
	12	24	24.0	34.3	67.1
	13	12	12.0	17.1	84.3
	14	9	9.0	12.9	97.1
	15	2	2.0	2.9	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Warna 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	16	16.0	22.9	22.9
	S	39	39.0	55.7	78.6
	SS	15	15.0	21.4	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Warna 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	12	12.0	17.1	17.1
	S	52	52.0	74.3	91.4
	SS	6	6.0	8.6	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Warna 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	18	18.0	25.7	25.7
	S	42	42.0	60.0	85.7
	SS	10	10.0	14.3	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Warna

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	3	3.0	4.3	4.3
	10	6	6.0	8.6	12.9
	11	18	18.0	25.7	38.6
	12	29	29.0	41.4	80.0
	13	8	8.0	11.4	91.4
	14	2	2.0	2.9	94.3
	15	4	4.0	5.7	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Suhu Udara 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.4	1.4
	N	12	12.0	17.1	18.6
	S	45	45.0	64.3	82.9
	SS	12	12.0	17.1	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Suhu Udara 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	29	29.0	41.4	41.4
	S	31	31.0	44.3	85.7
	SS	10	10.0	14.3	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Suhu Udara 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	28	28.0	40.0	40.0
	S	37	37.0	52.9	92.9
	SS	5	5.0	7.1	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Suhu Udara

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	9	9.0	12.9	12.9
	10	10	10.0	14.3	27.1
	11	18	18.0	25.7	52.9
	12	20	20.0	28.6	81.4
	13	8	8.0	11.4	92.9
	14	2	2.0	2.9	95.7
	15	3	3.0	4.3	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Validitas dan reliabilitas

		Pencahaya-an 1	Pencahaya-an 2	Pencahaya-an 3	Pencahaya-an
Pencahaya-an 1	Pearson Correlation	1	.463**	.293*	.679**
	Sig. (2-tailed)		.000	.014	.000
	N	70	70	70	70
Pencahaya-an 2	Pearson Correlation	.463**	1	.906**	.947**
	Sig. (2-tailed)	.000		.000	.000
	N	70	70	70	70
Pencahaya-an 3	Pearson Correlation	.293*	.906**	1	.888**
	Sig. (2-tailed)	.014	.000		.000
	N	70	70	70	70
Pencahaya-an	Pearson Correlation	.679**	.947**	.888**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	70	70	70	70

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

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

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pencahayaan 1	19.94	6.924	.556	.860
Pencahayaan 2	20.07	5.951	.921	.761
Pencahayaan 3	20.06	5.910	.825	.774
Pencahayaan	12.01	2.217	1.000	.791

Correlations

		Tata Letak 1	Tata Letak 2	Tata Letak 3	Tata Letak
Tata Letak 1	Pearson Correlation	1	.493**	.323**	.810**
	Sig. (2-tailed)		.000	.006	.000
	N	70	70	70	70
Tata Letak 2	Pearson Correlation	.493**	1	.387**	.832**
	Sig. (2-tailed)	.000		.001	.000
	N	70	70	70	70
Tata Letak 3	Pearson Correlation	.323**	.387**	1	.675**
	Sig. (2-tailed)	.006	.001		.000
	N	70	70	70	70
Tata Letak	Pearson Correlation	.810**	.832**	.675**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	70	70	70	70

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Tata Letak 1	20.54	3.672	.700	.758
Tata Letak 2	20.50	3.616	.733	.747
Tata Letak 3	20.67	4.340	.564	.824
Tata Letak	12.34	1.359	1.000	.666

Correlations

		Suara 1	Suara 2	Suara 3	Suara
Suara 1	Pearson Correlation	1	.433**	.064	.650**
	Sig. (2-tailed)		.000	.597	.000
	N	70	70	70	70
Suara 2	Pearson Correlation	.433**	1	.450**	.846**
	Sig. (2-tailed)	.000		.000	.000
	N	70	70	70	70
Suara 3	Pearson Correlation	.064	.450**	1	.714**
	Sig. (2-tailed)	.597	.000		.000
	N	70	70	70	70
Suara	Pearson Correlation	.650**	.846**	.714**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	70	70	70	70

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Suara 1	19.84	7.062	.498	.800
Suara 2	19.81	6.211	.761	.711
Suara 3	19.99	6.536	.558	.773
Suara	11.93	2.299	1.000	.576

Correlations

		Warna 1	Warna 2	Warna 3	Warna
Warna 1	Pearson Correlation	1	.211	.169	.675**
	Sig. (2-tailed)		.079	.163	.000
	N	70	70	70	70
Warna 2	Pearson Correlation	.211	1	.520**	.743**
	Sig. (2-tailed)	.079		.000	.000
	N	70	70	70	70
Warna 3	Pearson Correlation	.169	.520**	1	.766**
	Sig. (2-tailed)	.163	.000		.000
	N	70	70	70	70
Warna	Pearson Correlation	.675**	.743**	.766**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	70	70	70	70

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Warna 1	19.59	4.913	.494	.782
Warna 2	19.66	5.127	.635	.754
Warna 3	19.69	4.711	.634	.733
Warna	11.79	1.707	1.000	.538

Correlations

		Suhu Udara 1	Suhu Udara 2	Suhu Udara 3	Suhu Udara
Suhu Udara 1	Pearson Correlation	1	.665**	.200	.818**
	Sig. (2-tailed)		.000	.096	.000
	N	70	70	70	70
Suhu Udara 2	Pearson Correlation	.665**	1	.264*	.859**
	Sig. (2-tailed)	.000		.027	.000
	N	70	70	70	70
Suhu Udara 3	Pearson Correlation	.200	.264*	1	.615**
	Sig. (2-tailed)	.096	.027		.000
	N	70	70	70	70
Suhu Udara	Pearson Correlation	.818**	.859**	.615**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	70	70	70	70

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

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Suhu Udara 1	18.77	6.237	.725	.755
Suhu Udara 2	19.01	5.840	.773	.727
Suhu Udara 3	19.07	7.082	.463	.837
Suhu Udara	11.37	2.237	1.000	.652

Hasil regresi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 ^a	.645	.617	.593

a. Predictors: (Constant), Suhu Udara, Pencahayaan, Suara, Tata Letak, Warna

b. Dependent Variable: Perilaku Pengunjung

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.930	5	8.186	23.271	.000 ^a
	Residual	22.513	64	.352		
	Total	63.443	69			

a. Predictors: (Constant), Suhu Udara, Pencahayaan, Suara, Tata Letak, Warna

b. Dependent Variable: Perilaku Pengunjung

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.023	.827		4.863	.000		
	Pencahayaan	-.063	.072	-.097	-.863	.392	.438	2.285
	Tata Letak	.494	.085	.600	5.782	.000	.514	1.944
	Suara	.039	.064	.062	.604	.548	.533	1.875
	Warna	.084	.084	.115	1.004	.319	.422	2.371
	Suhu Udara	.145	.078	.226	1.860	.067	.377	2.653

a. Dependent Variable: Perilaku Pengunjung

Regresi linear siang hari

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733 ^a	.537	.457	.62111

a. Predictors: (Constant), suhu, warna, cahaya, suara, tataletak

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.984	5	2.597	6.731	.000 ^a
	Residual	11.187	29	.386		
	Total	24.171	34			

a. Predictors: (Constant), suhu, warna, cahaya, suara, tataletak

b. Dependent Variable: perilaku

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.814	1.672		2.879	.007
	cahaya	-.131	.120	-.172	-1.098	.281
	tataletak	.482	.130	.601	3.722	.001
	suara	.026	.106	.037	.246	.807
	warna	.039	.138	.041	.283	.779
	suhu	.207	.120	.286	1.729	.094

a. Dependent Variable: perilaku

Regresi linear malam hari

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 ^a	.727	.680	.57545

a. Predictors: (Constant), suhu, tataletak, cahaya, suara, warna

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.540	5	5.108	15.426	.000 ^a
	Residual	9.603	29	.331		
	Total	35.143	34			

a. Predictors: (Constant), suhu, tataletak, cahaya, suara, warna

b. Dependent Variable: perilaku

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.301	1.033		4.163	.000
	cahaya	-.018	.096	-.032	-.190	.851
	tataletak	.492	.117	.614	4.203	.000
	suara	.058	.085	.101	.679	.502
	warna	.027	.127	.041	.209	.836
	suhu	.129	.110	.224	1.165	.254

a. Dependent Variable: perilaku