

Lampiran 1. Kuesioner

Kuesioner Penelitian

Kepada Yth. Bapak / Ibu / Saudara
Pelanggan *Café* Ria Djenaka Shining Batu
Di
tempat,

Sehubungan dengan penelitian saya untuk membuat skripsi sebagai tugas akhir dalam meraih gelar Sarjana Fakultas Ilmu Administrasi Universitas Brawijaya Malang, saya mohon kesediaan bapak / ibu / saudara untuk menjawab pernyataan yang berhubungan dengan masalah yang saya teliti. Saya akan merahasiakan semua identitas yang bapak / ibu / saudara berikan sesuai kode etik penelitian ilmiah.

Atas kesediaan dan bantuan bapak / ibu / saudara, saya ucapkan terimakasih.

Malang, 7 Februari 2017

Dosen Pembimbing

Peneliti

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“Pengaruh *Food Quality*, *Dining Atmosphere* dan Kesesuaian Harga Terhadap Kepuasan Pelanggan *Café Ria Djenaka Shining Batu*”

Identitas Responden (isi dan beri tanda silang (X) pada jawaban yang sesuai dengan bapak / ibu / saudara)

1. Nama/No Responden :
2. Jenis Kelamin :
3. Usia : Tahun
4. Status
 - a. Pelajar/Mahasiswa
 - b. Pegawai
 - c. TNI
 - d. Wiraswasta
 - e. Lain-lain
5. Sudah berapa kali bapak / ibu / saudara mengunjungi *Café Ria Djenaka Shining Batu*?
 - a. 2 kali
 - b. 3 kali
 - c. 4 kali
 - d. 5 kali
 - e. ≥ 6 kali
6. Tujuan mengunjungi *Café Ria Djenaka Shining Batu*
 - a. Makan
 - b. Nongkrong
 - c. Urusan pekerjaan
 - d. keperluan keluarga
 - e. Lain-lain (sebutkan:_____)

Kuesinoer

Pilih salah satu jawaban paling sesuai dengan bapak / ibu / saudara dengan memberikan tanda *checklist* (√) pada opsi jawaban yang tersedia.

NO	Pernyataan	Sangat Setuju	Setuju	Ragu ragu	Tidak Setuju	Sangat Tidak Setuju
A.	Variabel <i>Food Quality</i>					
1.	Warna Makanan yang disajikan menarik					
2.	Kombinasi Warna makanan dapat menggugah selera					
3.	Cara penyajian makanan yang disajikan menarik					
4.	Rasa makanan yang disajikan lezat					
5.	Rsa makanan yang khas/unik					
6.	Variasi makanan yang ditawarkan banyak					
7.	Variasi minuman yang ditawarkan banyak					
8.	Makanan yang disajikan bergizi					
9.	Makanan yang disajikan higienis					
10.	Makanan disajikan pada saat selesai di masak					
11.	Makanan yang disajikan berbahan dari bahan-bahan yang segar					
12.	<i>Temperature</i> makanan disajikan sesuai dengan jenis makanan					
13.	<i>Temperature</i> minuman sesuai dengan selera					

NO	Pernyataan	Sangat Setuju	Setuju	Ragu ragu	Tidak Setuju	Sangat Tidak Setuju
B	Variabel <i>Dinning Atmosphere</i>					
1.	Merasakan kenyamanan saat berada di ruangan					
2.	Udara di ruangan terasa segar/bersih					
3.	Suasana <i>Café</i> Ria Djenaka Shining Batu terhindar dari kebisingan					
4.	Musik yang disajikan mendukung kenyamanan					
5.	<i>Café</i> terhindar dari aroma tidak sedap					
6.	<i>Café</i> Ria Djenaka Shining Batu memiliki layout/tata ruang yang menarik					
7.	<i>Café</i> Ria Djenaka Shining Batu memiliki keunikan <i>furniture</i>					
8.	Dekorasi ruangan mempunyai konsep yang menarik					
9.	Penanda <i>cafe</i> Ria Djenaka Shining Batu mudah dikenali					
10.	Simbol yang digunakan <i>cafe</i> Ria Djenaka Shining Batu unik					
11	Artefak yang digunakan <i>cafe</i> Ria Djenaka Shining Batu menarik/unik					
C	Variabel Harga					
1.	Harga <i>Café</i> Ria Djenaka Shining Batu sesuai dengan kualitas makanan yang disajikan					

NO	Pernyataan	Sangat Setuju	Setuju	Ragu ragu	Tidak Setuju	Sangat Tidak Setuju
2.	Harga di <i>Café</i> Ria Djenaka Shining Batu sesuai dengan pelayanannya					
3.	Harga di <i>Café</i> Ria Djenaka Shining Batu sesuai dengan suasana yang ditawarkan					
D	Variabel Kepuasan					
1.	Merasa puas berada di <i>Café</i> Ria Djenaka Shining Batu					
2.	Merasa nyaman berada di <i>Café</i> RiaDjenaka Shining Batu					
3.	Merasa senang berada di <i>Café</i> Ria Djenakan Shining Batu					

Malang, _____ 2017

Responden,

Lampiran 2. Tabulasi Jawaban Responden

No	X ₁													X ₁	X ₂											X ₂	X ₃			X ₃	Y			Y
	1.1	1.2	1.3	2.1	2.2	3.1	3.2	4.1	4.2	5.1	5.2	6.1	6.2		1.1	1.2	1.3	1.4	1.5	2.1	2.2	2.3	3.1	3.2	3.3		1.1	1.2	1.3		1.1	1.2	1.3	
1.	5	4	5	4	4	4	4	5	4	5	4	4	4	52	5	5	4	5	5	5	4	4	4	4	50	4	4	5	13	4	5	4	13	
2.	4	5	4	5	4	5	5	5	4	4	4	5	4	54	4	4	5	4	5	5	3	4	4	4	5	47	5	4	5	14	5	5	5	15
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86.	4	4	4	4	4	4	4	4	3	3	3	3	4	48	4	3	4	4	4	4	4	4	4	4	2	47	2	3	4	9	4	4	4	12
87.	4	4	4	4	4	4	5	4	4	4	4	4	4	52	4	4	2	4	4	4	4	4	4	4	4	50	4	4	4	12	4	4	4	12
88.	3	3	3	4	2	2	3	4	3	4	3	4	3	48	3	3	1	3	2	3	3	3	3	3	3	40	4	4	4	12	4	4	4	12
89.	5	4	4	4	4	4	4	4	4	4	4	4	4	53	5	4	3	4	2	4	4	4	4	4	5	43	4	4	4	12	4	4	4	12
90.	4	5	5	4	4	4	4	5	5	5	4	4	4	57	5	5	4	4	4	4	4	4	4	4	5	47	5	5	5	15	5	5	5	15
91.	4	4	5	4	4	4	5	4	5	5	4	4	4	56	5	5	4	5	5	5	5	5	5	4	5	53	4	4	4	12	5	4	5	14
92.	4	4	4	5	5	4	4	5	3	5	4	5	3	56	5	4	3	4	4	5	3	4	5	4	4	45	5	4	5	14	4	4	4	12
93.	4	3	4	3	3	3	4	3	3	4	4	3	4	44	5	4	1	3	4	5	5	5	4	5	4	45	3	3	3	9	3	3	3	9
94.	4	4	4	3	3	2	3	3	3	3	3	3	3	41	5	4	3	4	4	4	4	4	4	4	4	44	3	3	4	10	3	4	3	10
95.	3	3	3	3	4	4	3	3	4	4	3	4	3	44	5	4	3	4	4	4	4	4	3	3	4	42	4	4	4	12	3	4	4	11
96.	4	4	4	3	2	3	4	3	3	4	3	3	3	45	5	5	3	5	4	5	5	5	5	5	5	52	3	4	4	11	4	4	4	12
97.	3	3	3	2	2	3	4	3	3	3	3	3	4	41	5	4	4	4	4	4	5	5	4	4	5	48	3	4	4	11	4	4	4	12
98.	4	4	4	3	4	3	4	4	4	3	4	3	3	47	5	4	3	3	4	4	4	4	3	3	4	41	3	3	4	10	3	4	3	10
99.	4	4	4	3	3	3	4	3	3	4	3	4	4	49	5	4	3	3	4	4	4	4	4	4	4	43	3	3	4	10	3	4	4	11
100.	3	3	3	3	3	3	5	3	3	3	3	3	4	43	5	5	5	5	5	5	5	5	5	5	5	55	3	4	4	11	4	4	4	12
101.	4	3	4	3	3	3	4	3	4	4	4	4	4	47	5	4	4	4	4	4	4	4	4	4	4	45	3	4	4	11	4	4	4	12
102.	4	3	2	4	3	4	4	3	3	4	2	3	4	46	5	3	2	4	4	5	5	4	5	5	5	47	2	4	4	10	5	4	4	13
103.	3	3	2	4	2	3	4	3	3	4	3	2	3	41	5	4	3	4	4	4	3	3	4	5	5	44	4	4	4	12	4	4	4	12
104.	4	4	4	4	3	4	4	3	4	4	4	4	4	50	5	4	4	4	4	3	4	3	4	4	4	43	3	4	4	11	4	4	4	12
105.	4	4	4	4	4	3	3	3	3	3	4	3	3	45	5	4	3	4	3	4	4	4	4	4	4	43	4	4	4	12	4	4	4	12

106.	4	3	2	4	3	3	4	3	4	4	4	4	4	45	5	4	2	4	4	4	2	4	4	4	3	40	4	4	4	12	4	4	4	12
107.	4	3	3	4	3	4	4	3	3	3	3	3	4	44	5	4	4	4	4	4	2	2	4	4	4	41	4	4	4	12	4	4	4	12
108.	4	4	4	4	4	3	4	3	4	4	3	4	4	49	5	4	3	4	4	4	3	4	4	4	4	43	3	3	3	9	4	4	4	12
109.	3	3	3	4	3	4	4	3	3	4	3	4	4	45	5	4	3	3	3	4	4	4	4	4	4	42	4	4	4	12	4	4	4	12
110.	3	4	4	4	4	4	3	3	4	3	4	4	4	48	5	4	4	4	4	4	4	4	4	4	4	45	3	4	4	11	4	4	4	12
111.	4	3	4	4	3	4	5	4	4	5	3	4	4	51	5	3	4	4	5	5	4	4	5	4	4	47	4	4	3	11	4	4	4	12
112.	3	4	3	4	3	4	4	3	2	3	3	3	3	44	5	2	2	3	4	2	3	2	3	3	3	32	4	4	3	11	3	4	4	11
113.	3	3	3	4	3	4	4	3	4	4	3	3	4	45	5	4	3	4	3	4	4	3	4	3	3	40	3	4	4	11	3	4	4	11
114.	3	4	3	3	3	4	4	3	3	3	3	3	4	43	5	4	4	4	4	4	4	4	4	3	3	43	4	3	4	11	4	4	4	12
115.	4	4	4	5	4	4	5	3	4	4	3	4	4	52	5	5	3	4	4	5	5	5	4	4	3	47	4	4	5	13	4	4	4	12
116.	4	5	4	5	4	4	4	4	3	5	3	4	4	54	5	5	3	4	5	4	3	4	5	4	3	45	5	4	5	14	4	4	5	13
117.	4	4	4	4	3	4	4	3	3	4	3	3	3	46	5	4	3	4	4	4	4	4	4	4	4	44	4	4	4	12	4	4	4	12

Lampiran 3. Hasil Uji Validitas dan Reliabilitas

Uji Validitas *Food Quality* (X1)

Correlation

		Correlations													
		X1.1.1	X1.1.2	X1.1.3	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	X1.5.1	X1.5.2	X1.6.1	X1.6.2	X1
X1.1.1	Pearson Correlation	1	.395**	.516**	.318**	.479**	.200*	.261**	.447**	.411**	.319**	.414**	.232*	.264**	.522**
	Sig. (2-tailed)		.000	.000	.000	.000	.030	.004	.000	.000	.000	.000	.012	.004	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117
X1.1.2	Pearson Correlation	.395**	1	.575**	.397**	.468**	.391**	.267**	.471**	.346**	.267**	.373**	.359**	.277**	.605**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.004	.000	.000	.004	.000	.000	.003	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117
X1.1.3	Pearson Correlation	.516**	.575**	1	.255**	.532**	.289**	.244**	.542**	.528**	.397**	.427**	.385**	.306**	.685**
	Sig. (2-tailed)	.000	.000		.005	.000	.002	.008	.000	.000	.000	.000	.000	.001	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117
X1.2.1	Pearson Correlation	.318**	.397**	.255**	1	.507**	.431**	.263**	.454**	.325**	.391**	.186*	.445**	.294**	.634**
	Sig. (2-tailed)	.000	.000	.005		.000	.000	.004	.000	.000	.000	.044	.000	.001	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117
X1.2.2	Pearson Correlation	.479**	.468**	.532**	.507**	1	.430**	.259**	.578**	.477**	.270**	.374**	.433**	.300**	.635**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.005	.000	.000	.003	.000	.000	.001	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117

X1.3.1	Pearson Correlation	.200*	.391**	.289**	.431**	.430**	1	.529**	.437**	.420**	.354**	.300**	.419**	.499**	.592**
	Sig. (2-tailed)	.030	.000	.002	.000	.000		.000	.000	.000	.000	.001	.000	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117
X1.3.2	Pearson Correlation	.261**	.267**	.244**	.263**	.259**	.529**	1	.368**	.382**	.374**	.204*	.326**	.434**	.527**
	Sig. (2-tailed)	.004	.004	.008	.004	.005	.000		.000	.000	.000	.027	.000	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117
X1.4.1	Pearson Correlation	.447**	.471**	.542**	.454**	.578**	.437**	.368**	1	.465**	.490**	.483**	.562**	.337**	.741**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117
X1.4.2	Pearson Correlation	.411**	.346**	.528**	.325**	.477**	.420**	.382**	.465**	1	.434**	.512**	.442**	.440**	.683**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117
X1.5.1	Pearson Correlation	.319**	.267**	.397**	.391**	.270**	.354**	.374**	.490**	.434**	1	.384**	.506**	.335**	.684**
	Sig. (2-tailed)	.000	.004	.000	.000	.003	.000	.000	.000	.000		.000	.000	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117
X1.5.2	Pearson Correlation	.414**	.373**	.427**	.186*	.374**	.300**	.204*	.483**	.512**	.384**	1	.471**	.365**	.565**
	Sig. (2-tailed)	.000	.000	.000	.044	.000	.001	.027	.000	.000	.000		.000	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117

X1.6.1	Pearson Correlation	.232*	.359**	.385**	.445**	.433**	.419**	.326**	.562**	.442**	.506**	.471**	1	.415**	.696**
	Sig. (2-tailed)	.012	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117
X1.6.2	Pearson Correlation	.264**	.277**	.306**	.294**	.300**	.499**	.434**	.337**	.440**	.335**	.365**	.415**	1	.554**
	Sig. (2-tailed)	.004	.003	.001	.001	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117
X1	Pearson Correlation	.522**	.605**	.685**	.634**	.635**	.592**	.527**	.741**	.683**	.684**	.565**	.696**	.554**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117

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

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

Uji Reliabilitas *Food Quality* (X1)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	117	100.0
	Excluded ^a	0	.0
	Total	117	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.893	13

Uji Validitas *Dining Atmosphere* (X2)

Correlations

Correlations

	X2.1.1	X2.1.2	X2.1.3	X2.1.4	X2.1.5	X2.2.1	X2.2.2	X2.2.3	X2.3.1	X2.3.2	X2.3.3	X2
X2.1.1 Pearson Correlation	1	.349**	.362**	.443**	.386**	.345**	.299**	.328**	.397**	.310**	.301**	.244**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.001	.000	.000	.001	.001	.008
N	117	117	117	117	117	117	117	117	117	117	117	117
X2.1.2 Pearson Correlation	.349**	1	.295**	.393**	.350**	.528**	.392**	.468**	.360**	.256**	.320**	.569**
Sig. (2-tailed)	.000		.001	.000	.000	.000	.000	.000	.000	.005	.000	.000
N	117	117	117	117	117	117	117	117	117	117	117	117
X2.1.3 Pearson Correlation	.362**	.295**	1	.610**	.495**	.229*	.216*	.259**	.286**	.253**	.309**	.513**
Sig. (2-tailed)	.000	.001		.000	.000	.013	.020	.005	.002	.006	.001	.000
N	117	117	117	117	117	117	117	117	117	117	117	117
X2.1.4 Pearson Correlation	.443**	.393**	.610**	1	.493**	.369**	.327**	.390**	.398**	.437**	.307**	.664**
Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.001	.000
N	117	117	117	117	117	117	117	117	117	117	117	117

X2.1.5	Pearson Correlation	.386**	.350**	.495**	.493**	1	.426**	.266**	.367**	.393**	.361**	.228*	.546**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.004	.000	.000	.000	.013	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117
X2.2.1	Pearson Correlation	.345**	.528**	.229*	.369**	.426**	1	.591**	.696**	.496**	.408**	.427**	.709**
	Sig. (2-tailed)	.000	.000	.013	.000	.000		.000	.000	.000	.000	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117
X2.2.2	Pearson Correlation	.299**	.392**	.216*	.327**	.266**	.591**	1	.707**	.280**	.329**	.378**	.670**
	Sig. (2-tailed)	.001	.000	.020	.000	.004	.000		.000	.002	.000	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117
X2.2.3	Pearson Correlation	.328**	.468**	.259**	.390**	.367**	.696**	.707**	1	.440**	.416**	.392**	.744**
	Sig. (2-tailed)	.000	.000	.005	.000	.000	.000	.000		.000	.000	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117
X2.3.1	Pearson Correlation	.397**	.360**	.286**	.398**	.393**	.496**	.280**	.440**	1	.668**	.402**	.641**
	Sig. (2-tailed)	.000	.000	.002	.000	.000	.000	.002	.000		.000	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117
X2.3.2	Pearson Correlation	.310**	.256**	.253**	.437**	.361**	.408**	.329**	.416**	.668**	1	.578**	.670**
	Sig. (2-tailed)	.001	.005	.006	.000	.000	.000	.000	.000	.000		.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117

X2.3.3	Pearson Correlation	.301**	.320**	.309**	.307**	.228*	.427**	.378**	.392**	.402**	.578**	1	.566**
	Sig. (2-tailed)	.001	.000	.001	.001	.013	.000	.000	.000	.000	.000		.000
	N	117	117	117	117	117	117	117	117	117	117	117	117
X2	Pearson Correlation	.244**	.569**	.513**	.664**	.546**	.709**	.670**	.744**	.641**	.670**	.566**	1
	Sig. (2-tailed)	.008	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	117	117	117	117	117	117	117	117	117	117	117	117

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

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

Uji Reliabilitas *Dining Atmosphere* (X2)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	117	100.0
	Excluded ^a	0	.0
	Total	117	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.871	11

Uji Validitas Kesesuaian Harga (X3)

Correlations

Correlations

		X3.1.1	X3.1.2	X3.1.3	X3
X3.1.1	Pearson Correlation	1	.448**	.540**	.881**
	Sig. (2-tailed)		.000	.000	.000
	N	117	117	117	117
X3.1.2	Pearson Correlation	.448**	1	.312**	.693**
	Sig. (2-tailed)	.000		.001	.000
	N	117	117	117	117
X3.1.3	Pearson Correlation	.540**	.312**	1	.783**
	Sig. (2-tailed)	.000	.001		.000
	N	117	117	117	117
X3	Pearson Correlation	.881**	.693**	.783**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	117	117	117	117

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

Uji Reliabilitas Kesesuaian Harga (X3)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	117	100.0
	Excluded ^a	0	.0
	Total	117	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.693	3

Uji Validitas Kepuasan Pelanggan (Y)

Correlations

Correlations

		Y1.1	Y1.2	Y1.3	Y1
Y1.1	Pearson Correlation	1	.545**	.654**	.874**
	Sig. (2-tailed)		.000	.000	.000
	N	117	117	117	117
Y1.2	Pearson Correlation	.545**	1	.563**	.801**
	Sig. (2-tailed)	.000		.000	.000
	N	117	117	117	117

Y1.3	Pearson Correlation	.654**	.563**	1	.877**
	Sig. (2-tailed)	.000	.000		.000
	N	117	117	117	117
Y1	Pearson Correlation	.874**	.801**	.877**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	117	117	117	117

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

Uji Reliabilitas Kepuasan Pelanggan (Y)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	117	100.0
	Excluded ^a	0	.0
	Total	117	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.809	3

Lampiran 4. Deskripsi Responden

usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-17 tahun	2	1.7	1.7	1.7
	18-20 tahun	26	21.7	22.2	23.9
	21-23 tahun	68	56.7	58.1	82.1
	24-26 tahun	16	13.3	13.7	95.7
	27-29 tahun	5	4.2	4.3	100.0
	Total	117	97.5	100.0	
Missing	System	3	2.5		
Total		120	100.0		

Jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	63	52.5	53.8	53.8
	Perempuan	54	45.0	46.2	100.0
	Total	117	97.5	100.0	
Missing	System	3	2.5		
Total		120	100.0		

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	102	85.0	87.2	87.2
	Pegawai	8	6.7	6.8	94.0
	Wiraswasta	6	5.0	5.1	99.1
	Lain-lain	1	.8	.9	100.0
	Total	117	97.5	100.0	
Missing	System	3	2.5		
Total		120	100.0		

Intensitas Berkunjung

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Kali	41	34.2	35.0	35.0
	3 Kali	25	20.8	21.4	56.4
	4 Kali	31	25.8	26.5	82.9
	5 Kali	9	7.5	7.7	90.6
	6 Kali/Lebih	11	9.2	9.4	100.0
	Total	117	97.5	100.0	
Missing	System	3	2.5		
Total		120	100.0		

Tujuan Berkunjung

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Makan	22	18.3	18.8	18.8
	Nongkrong	81	67.5	69.2	88.0
	Urusan Pekerjaan	3	2.5	2.6	90.6
	Keperluan Keluarga	3	2.5	2.6	93.2
	Lain-lain	8	6.7	6.8	100.0
	Total	117	97.5	100.0	
	Missing	System	3	2.5	
Total		120	100.0		

Lampiran 5. Frekuensi Jawaban Responden

Frequency Table

X1.1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.6	2.6	2.6
	3	28	23.9	23.9	26.5
	4	76	65.0	65.0	91.5
	5	10	8.5	8.5	100.0
	Total	117	100.0	100.0	

X1.1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	35	29.9	29.9	29.9
	4	70	59.8	59.8	89.7
	5	12	10.3	10.3	100.0
	Total	117	100.0	100.0	

X1.1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	5.1	5.1	5.1
	3	27	23.1	23.1	28.2
	4	69	59.0	59.0	87.2
	5	15	12.8	12.8	100.0
	Total	117	100.0	100.0	

X1.2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.7	1.7	1.7
	3	30	25.6	25.6	27.4
	4	70	59.8	59.8	87.2
	5	15	12.8	12.8	100.0
	Total	117	100.0	100.0	

X1.2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	16	13.7	13.7	13.7
	3	46	39.3	39.3	53.0
	4	49	41.9	41.9	94.9
	5	6	5.1	5.1	100.0
	Total	117	100.0	100.0	

X1.3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.4	3.4	3.4
	3	31	26.5	26.5	29.9
	4	66	56.4	56.4	86.3
	5	16	13.7	13.7	100.0
	Total	117	100.0	100.0	

X1.3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	15.4	15.4	15.4
	4	74	63.2	63.2	78.6
	5	25	21.4	21.4	100.0
	Total	117	100.0	100.0	

X1.4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.9	.9	.9
	3	68	58.1	58.1	59.0
	4	37	31.6	31.6	90.6
	5	11	9.4	9.4	100.0
	Total	117	100.0	100.0	

X1.4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.7	1.7	1.7
	3	46	39.3	39.3	41.0
	4	57	48.7	48.7	89.7
	5	12	10.3	10.3	100.0
	Total	117	100.0	100.0	

X1.5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.9	.9	.9
	3	30	25.6	25.6	26.5
	4	66	56.4	56.4	82.9
	5	20	17.1	17.1	100.0
	Total	117	100.0	100.0	

X1.5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.4	3.4	3.4
	3	58	49.6	49.6	53.0
	4	48	41.0	41.0	94.0
	5	7	6.0	6.0	100.0
	Total	117	100.0	100.0	

X1.6.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.6	2.6	2.6
	3	46	39.3	39.3	41.9
	4	61	52.1	52.1	94.0
	5	7	6.0	6.0	100.0
	Total	117	100.0	100.0	

X1.6.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.9	.9	.9
	3	31	26.5	26.5	27.4
	4	74	63.2	63.2	90.6
	5	11	9.4	9.4	100.0
	Total	117	100.0	100.0	

X2.1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	3.4	3.4	3.4
	4	17	14.5	14.5	17.9
	5	96	82.1	82.1	100.0
	Total	117	100.0	100.0	

X2.1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.7	1.7	1.7
	3	12	10.3	10.3	12.0
	4	75	64.1	64.1	76.1
	5	28	23.9	23.9	100.0
	Total	117	100.0	100.0	

X2.1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	4.3	4.3	4.3
	2	16	13.7	13.7	17.9
	3	50	42.7	42.7	60.7
	4	38	32.5	32.5	93.2
	5	8	6.8	6.8	100.0
	Total	117	100.0	100.0	

X2.1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.9	.9	.9
	2	2	1.7	1.7	2.6
	3	17	14.5	14.5	17.1
	4	78	66.7	66.7	83.8
	5	19	16.2	16.2	100.0
	Total	117	100.0	100.0	

X2.1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.9	.9	.9
	2	4	3.4	3.4	4.3
	3	16	13.7	13.7	17.9
	4	72	61.5	61.5	79.5
	5	24	20.5	20.5	100.0
	Total	117	100.0	100.0	

X2.2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.4	3.4	3.4
	3	7	6.0	6.0	9.4
	4	70	59.8	59.8	69.2
	5	36	30.8	30.8	100.0
	Total	117	100.0	100.0	

X2.2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	4.3	4.3	4.3
	3	22	18.8	18.8	23.1
	4	62	53.0	53.0	76.1
	5	28	23.9	23.9	100.0
	Total	117	100.0	100.0	

X2.2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	6.0	6.0	6.0
	3	12	10.3	10.3	16.2
	4	72	61.5	61.5	77.8
	5	26	22.2	22.2	100.0
	Total	117	100.0	100.0	

X2.3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.9	.9	.9
	2	1	.9	.9	1.7
	3	17	14.5	14.5	16.2
	4	75	64.1	64.1	80.3
	5	23	19.7	19.7	100.0
	Total	117	100.0	100.0	

X2.3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.7	1.7	1.7
	3	22	18.8	18.8	20.5
	4	76	65.0	65.0	85.5
	5	17	14.5	14.5	100.0
	Total	117	100.0	100.0	

X2.3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.7	1.7	1.7
	3	25	21.4	21.4	23.1
	4	66	56.4	56.4	79.5
	5	24	20.5	20.5	100.0
	Total	117	100.0	100.0	

X3.1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	6.8	6.8	6.8
	3	35	29.9	29.9	36.8
	4	57	48.7	48.7	85.5
	5	17	14.5	14.5	100.0
	Total	117	100.0	100.0	

X3.1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	24	20.5	20.5	20.5
	4	83	70.9	70.9	91.5
	5	10	8.5	8.5	100.0
	Total	117	100.0	100.0	

X3.1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.7	1.7	1.7
	3	13	11.1	11.1	12.8
	4	77	65.8	65.8	78.6
	5	25	21.4	21.4	100.0
	Total	117	100.0	100.0	

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	15.4	15.4	15.4
	4	81	69.2	69.2	84.6
	5	18	15.4	15.4	100.0
	Total	117	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	6.0	6.0	6.0
	4	92	78.6	78.6	84.6
	5	18	15.4	15.4	100.0
	Total	117	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	11.1	11.1	11.1
	4	82	70.1	70.1	81.2
	5	22	18.8	18.8	100.0
	Total	117	100.0	100.0	

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Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Y1	12.1709	1.32802	117
X1	48.9231	5.08743	117
X2	44.9060	4.31913	117
X3	11.6581	1.56008	117

Correlations

		Y1	X1	X2	X3
Pearson Correlation	Y1	1.000	.614	.490	.619
	X1	.614	1.000	.448	.601
	X2	.490	.448	1.000	.321
	X3	.619	.601	.321	1.000
Sig. (1-tailed)	Y1	.	.000	.000	.000
	X1	.000	.	.000	.000
	X2	.000	.000	.	.000
	X3	.000	.000	.000	.
N	Y1	117	117	117	117
	X1	117	117	117	117
	X2	117	117	117	117
	X3	117	117	117	117

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1 ^a		. Enter

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Y1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.723 ^a	.523	.510	.92949	1.903

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.954	3	35.651	41.265	.000 ^a
	Residual	97.627	113	.864		
	Total	204.581	116			

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.516	1.030		1.471	.144		
	X1	.074	.023	.282	3.264	.001	.567	1.765
	X2	.075	.022	.244	3.346	.001	.795	1.258
	X3	.316	.069	.372	4.560	.000	.636	1.573

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.516	1.030		1.471	.144		
	X1	.074	.023	.282	3.264	.001	.567	1.765
	X2	.075	.022	.244	3.346	.001	.795	1.258
	X3	.316	.069	.372	4.560	.000	.636	1.573

a. Dependent Variable: Y1

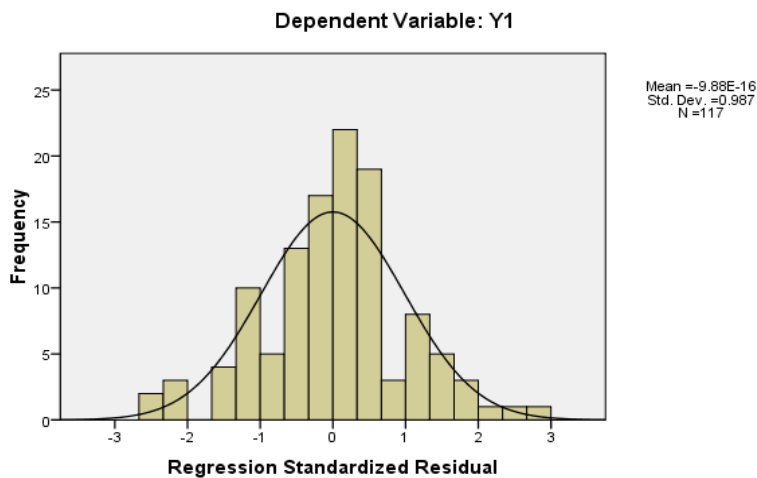
Collinearity Diagnostics^a

Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	X1	X2	X3
1	1	3.980	1.000	.00	.00	.00	.00
	2	.011	19.407	.11	.01	.15	.63
	3	.005	29.519	.87	.20	.40	.05
	4	.004	29.921	.02	.79	.45	.32

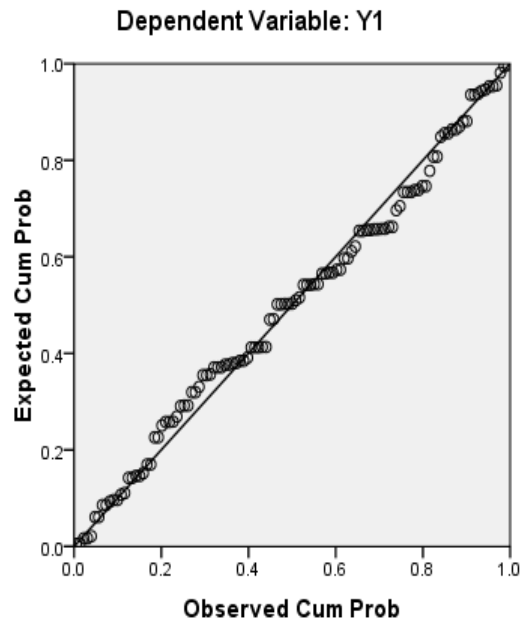
a. Dependent Variable: Y1

Charts

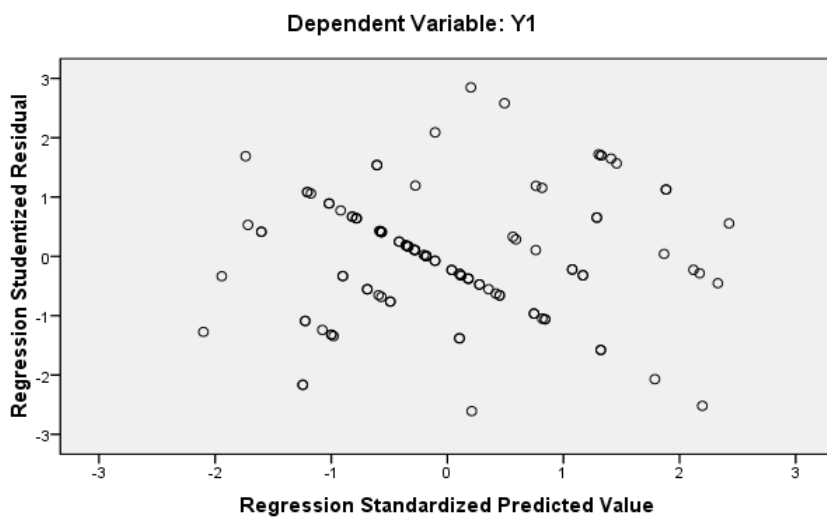
Histogram



Normal P-P Plot of Regression Standardized Residual



Scatterplot



Lampiran 7. Analisis Regresi Linier Berganda

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Y1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 ^a	.523	.510	.92949

a. Predictors: (Constant), X3, X2, X1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.954	3	35.651	41.265	.000 ^a
	Residual	97.627	113	.864		
	Total	204.581	116			

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.516	1.030		1.471	.144
	X1	.074	.023	.282	3.264	.001
	X2	.075	.022	.244	3.346	.001
	X3	.316	.069	.372	4.560	.000

a. Dependent Variable: Y1