**LAMPIRAN**

**Lampiran 1 Kuesioner Penelitian**

*Assalamu'alaikum wr.wb.*

Kepada Yth. Bapak/Ibu/Saudara/i

Konsumen Mie Gacoan Solo Baru

Di Tempat

Dengan Hormat,

Saya Dinda Siona Eksuberanti, mahasiswi Fakultas Ekonomi Manajemen Universitas Islam Batik Surakarta sedang melakukan penelitian dalam rangka penyusunan skripsi yang berjudul "Kepuasan Konsumen Ditinjau Dari Kualitas Makanan, Pelayanan, Suasana Cafe dan Nilai Pelanggan (Studi Pada Mie Gacoan Solo Baru)".

Saya mengharapkan kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuesioner penelitian ini dengan memberikan jawaban atas pertanyaan yang diajukan. Seluruh jawaban akan dijaga kerahasiaan identitasnya sesuai dengan standar profesionalitas dan etika penelitian. Atas partisipasinya saya ucapkan terima kasih telah mengisi kuesioner ini.

*Wassalamu'alaikum wr.wb*

Hormat Saya

Penulis

Dinda Siona Eksuberanti

1. **PETUNJUK UMUM**
2. Bacalah pertanyaan dengan baik dan benar.
3. Isilah identitas Bapak/Ibu/Saudara/I dengan benar.
4. Pilih salah satu jawaban yang menurut Bapak/Ibu/Saudara/I anggap paling tepat dengan cara memberikan tanda (●) pada angka yang benar dari setiap pertanyaan.
5. **IDENTITAS RESPONDEN**
6. Nama Responden :
7. Jenis Kelamin :

Laki-laki Perempuan

1. Usia :

< 20 tahun 26 tahun – 30 tahun

20 tahun – 25 tahun > 30 tahun

1. Pekerjaan :

PNS Mahasiswa/Pelajar Lain-lain

Pegawai Swasta Wiraswasta

1. Pendapatan :

< Rp.500.000 Rp.2.000.000 – Rp. 3.000.000

Rp.1.000.000 – Rp. 1.500.000 > Rp.3.000.000

1. Sudah berapa kali mengunjungi Mie Gacoan Solo Baru

Dua Kali

Tiga Kali/lebih

1. **PETUNJUK PENGISIAN KUESIONER**
2. Bacalah dengan seksama setiap pertanyaan sebelum memberikan jawaban.
3. Berikan penilaian angka 1 sampai 5 pada kolom yang tersedia.

Nilai 1 = SANGAT TIDAK SETUJU (STS)

Nilai 2 = TIDAK SETUJU (TS)

Nilai 3 = NETRAL (N)

Nilai 4 = SETUJU (S)

Nilai 5 = SANGAT SETUJU (SS)

1. **Kepuasan Konsumen (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban** | | | | |
| **SS**  **5** | **S**  **4** | **N**  **3** | **TS**  **2** | **STS**  **1** |
| 1. | Saya puas dengan kualitas produk mie gacoan sesuai dengan harapan konsumen |  |  |  |  |  |
| 2. | Saya berminat untuk berkunjung kembali ke mie gacoan |  |  |  |  |  |
| 3. | Saya bersedia merekomendasikan produk ini kepada orang lain |  |  |  |  |  |
| 4. | Saya puas dengan kinerja karyawan dalam melayani konsumen |  |  |  |  |  |
| 5. | Saya puas terhadap reputasi perusahaan yang baik |  |  |  |  |  |
| 6. | Saya puas dengan lokasi yang mudah dijangkau oleh banyak orang |  |  |  |  |  |

1. **Kualitas Makanan (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS**  **5** | **S**  **4** | **N**  **3** | **TS**  **2** | **STS1** |
| 1. | Menu produk pada mie gacoan beranekaragam |  |  |  |  |  |
| 2. | Penampilan pada makanan sesuai dengan harga dan porsi |  |  |  |  |  |
| 3. | Cita rasa pada makanan mie gacoan memiliki rasa yang lezat |  |  |  |  |  |
| 4. | Kandungan gizi yang baik pada makanannya |  |  |  |  |  |
| 5. | Kesegaran makanan yang menggugah selera |  |  |  |  |  |

1. **Pelayanan (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban** | | | | |
| **SS**  **5** | **S**  **4** | **N**  **3** | **TS**  **2** | **STS**  **1** |
| 1. | Penampilan dari karyawan mie gacoan berseragam yang rapi |  |  |  |  |  |
| 2. | Pelayanan sudah sesuai dengan apa yang diharapkan |  |  |  |  |  |
| 3. | Karyawan mie gacoan tanggap dalam menangani kesulitan konsumen |  |  |  |  |  |
| 4. | Kecakapan karyawan dalam menawarkan promo-promo yang ada di mie gacoan |  |  |  |  |  |
| 5. | Karyawan memberikan perhatian individual kepada para konsumennya |  |  |  |  |  |

1. **Suasana Café (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban** | | | | |
| **SS**  **5** | **S**  **4** | **N**  **3** | **TS**  **2** | **STS**  **1** |
| 1. | Model bangunan menarik sehingga tertarik untuk memasuki mie gacoan |  |  |  |  |  |
| 2. | Rancangan desain di dalam ruangan resto sangat menarik |  |  |  |  |  |
| 3. | Kenyamanan suasana didalam cafe |  |  |  |  |  |
| 4. | Penampilan daftar menu membantu dalam pemilihan yang akan dibeli |  |  |  |  |  |
| 5. | Dekorasi dinding yang unik membuat saya ingin berlama – lama menikmati di dalam ruangan |  |  |  |  |  |

1. **Nilai Pelanggan (X4)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban** | | | | |
| **SS**  **5** | **S**  **4** | **N**  **3** | **TS**  **2** | **STS**  **1** |
| 1. | Saya senang berkunjung ke mie gacoan solo baru |  |  |  |  |  |
| 2. | Mie Gacoan merupakan café yang tepat untuk dikunjungi |  |  |  |  |  |
| 3. | Produk mie gacoan berkualitas sesuai dengan kebutuhan konsumen |  |  |  |  |  |
| 4. | Saya puas dengan promosi yang menarik minat konsumen |  |  |  |  |  |
| 5. | Saya puas pelayanan yang diberikan pihak mie gacoan sangat memuaskan |  |  |  |  |  |

**Lampiran 2 Tabulasi Data Uji Instrumen 20 Responden**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **KUALITAS MAKANAN (X1)** | | | | | | **PELAYANAN (X2)** | | | | | |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | ∑ | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | ∑ |
| 1 | 3 | 4 | 5 | 5 | 4 | **21** | 4 | 4 | 5 | 5 | 4 | **22** |
| 2 | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** |
| 3 | 2 | 3 | 3 | 4 | 3 | **15** | 2 | 3 | 3 | 4 | 3 | **15** |
| 4 | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** |
| 5 | 5 | 4 | 5 | 4 | 5 | **23** | 5 | 4 | 5 | 4 | 5 | **23** |
| 6 | 4 | 4 | 5 | 5 | 5 | **23** | 4 | 4 | 4 | 4 | 4 | **20** |
| 7 | 5 | 5 | 3 | 5 | 5 | **23** | 5 | 5 | 5 | 5 | 5 | **25** |
| 8 | 4 | 5 | 4 | 5 | 5 | **23** | 4 | 5 | 4 | 5 | 5 | **23** |
| 9 | 4 | 4 | 3 | 4 | 4 | **19** | 4 | 4 | 4 | 4 | 4 | **20** |
| 10 | 4 | 4 | 5 | 5 | 5 | **23** | 5 | 4 | 5 | 5 | 5 | **24** |
| 11 | 5 | 5 | 5 | 4 | 5 | **24** | 5 | 5 | 5 | 4 | 5 | **24** |
| 12 | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 4 | 5 | **24** |
| 13 | 5 | 4 | 5 | 4 | 4 | **22** | 5 | 4 | 5 | 4 | 4 | **22** |
| 14 | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 4 | 4 | **20** |
| 15 | 4 | 5 | 4 | 5 | 4 | **22** | 4 | 5 | 4 | 4 | 4 | **21** |
| 16 | 5 | 5 | 5 | 5 | 4 | **24** | 5 | 4 | 5 | 4 | 4 | **22** |
| 17 | 4 | 4 | 5 | 5 | 5 | **23** | 4 | 4 | 5 | 5 | 4 | **22** |
| 18 | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** |
| 19 | 5 | 4 | 4 | 4 | 4 | **21** | 5 | 5 | 5 | 5 | 5 | **25** |
| 20 | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **SUASANA CAFE (X3)** | | | | | | **NILAI PELANGGAN (X4)** | | | | | |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | ∑ | X4.1 | X4.2 | X4.3 | X4.4 | X4.5 | ∑ |
| 1 | 4 | 4 | 5 | 5 | 4 | **22** | 4 | 4 | 5 | 5 | 4 | **22** |
| 2 | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** |
| 3 | 5 | 5 | 5 | 4 | 5 | **24** | 4 | 4 | 4 | 4 | 4 | **20** |
| 4 | 5 | 3 | 5 | 5 | 5 | **23** | 5 | 5 | 5 | 5 | 5 | **25** |
| 5 | 5 | 4 | 3 | 4 | 5 | **21** | 5 | 4 | 5 | 4 | 5 | **23** |
| 6 | 4 | 4 | 3 | 3 | 4 | **18** | 4 | 4 | 3 | 3 | 4 | **18** |
| 7 | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** |
| 8 | 5 | 5 | 4 | 5 | 5 | **24** | 4 | 5 | 4 | 5 | 5 | **23** |
| 9 | 3 | 4 | 4 | 4 | 4 | **19** | 4 | 4 | 4 | 4 | 4 | **20** |
| 10 | 4 | 4 | 5 | 5 | 5 | **23** | 4 | 4 | 3 | 5 | 3 | **19** |
| 11 | 5 | 5 | 5 | 4 | 5 | **24** | 5 | 5 | 5 | 4 | 5 | **24** |
| 12 | 5 | 5 | 5 | 4 | 5 | **24** | 5 | 5 | 5 | 4 | 5 | **24** |
| 13 | 5 | 4 | 5 | 3 | 4 | **21** | 5 | 4 | 5 | 4 | 4 | **22** |
| 14 | 4 | 4 | 4 | 3 | 4 | **19** | 4 | 4 | 4 | 3 | 4 | **19** |
| 15 | 4 | 5 | 4 | 3 | 3 | **19** | 4 | 5 | 4 | 3 | 3 | **19** |
| 16 | 5 | 5 | 5 | 3 | 4 | **22** | 5 | 5 | 5 | 3 | 4 | **22** |
| 17 | 4 | 4 | 5 | 5 | 4 | **22** | 4 | 4 | 5 | 5 | 4 | **22** |
| 18 | 5 | 5 | 3 | 5 | 5 | **23** | 5 | 5 | 3 | 5 | 5 | **23** |
| 19 | 2 | 3 | 3 | 2 | 3 | **13** | 2 | 3 | 3 | 2 | 3 | **13** |
| 20 | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **KEPUASAN KONSUMEN (Y)** | | | | | | |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | ∑ |
| 1 | 4 | 4 | 5 | 5 | 5 | 4 | **27** |
| 2 | 4 | 5 | 5 | 4 | 5 | 4 | **27** |
| 3 | 5 | 5 | 5 | 5 | 4 | 4 | **28** |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | **29** |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | **30** |
| 6 | 4 | 5 | 4 | 5 | 4 | 5 | **27** |
| 7 | 4 | 5 | 5 | 4 | 4 | 5 | **27** |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | **30** |
| 9 | 5 | 4 | 5 | 5 | 4 | 5 | **28** |
| 10 | 4 | 3 | 4 | 4 | 4 | 5 | **24** |
| 11 | 3 | 3 | 3 | 3 | 3 | 3 | **18** |
| 12 | 5 | 5 | 4 | 5 | 4 | 5 | **28** |
| 13 | 4 | 4 | 4 | 5 | 5 | 5 | **27** |
| 14 | 3 | 5 | 5 | 4 | 4 | 5 | **26** |
| 15 | 5 | 4 | 4 | 4 | 4 | 4 | **25** |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | **30** |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | **30** |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | **24** |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | **30** |
| 20 | 4 | 5 | 5 | 5 | 5 | 5 | **29** |

**Lampiran 3 Hasil Uji Validitas dan Reliabilitas 20 Responden**

1. **Kepuasan Konsumen (Y)**

| **Correlations** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 |
| Y.1 | Pearson Correlation | 1 | .406 | .332 | .672\*\* | .435 | .369 |
| Sig. (2-tailed) |  | .076 | .152 | .001 | .055 | .110 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y.2 | Pearson Correlation | .406 | 1 | .628\*\* | .564\*\* | .514\* | .503\* |
| Sig. (2-tailed) | .076 |  | .003 | .010 | .021 | .024 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y.3 | Pearson Correlation | .332 | .628\*\* | 1 | .495\* | .583\*\* | .422 |
| Sig. (2-tailed) | .152 | .003 |  | .027 | .007 | .064 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y.4 | Pearson Correlation | .672\*\* | .564\*\* | .495\* | 1 | .669\*\* | .629\*\* |
| Sig. (2-tailed) | .001 | .010 | .027 |  | .001 | .003 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y.5 | Pearson Correlation | .435 | .514\* | .583\*\* | .669\*\* | 1 | .467\* |
| Sig. (2-tailed) | .055 | .021 | .007 | .001 |  | .038 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y.6 | Pearson Correlation | .369 | .503\* | .422 | .629\*\* | .467\* | 1 |
| Sig. (2-tailed) | .110 | .024 | .064 | .003 | .038 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed).  \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

| **Descriptive Statistics** | | | |
| --- | --- | --- | --- |
|  | Mean | Std. Deviation | N |
| Y.1 | 4.40 | .681 | 20 |
| Y.2 | 4.55 | .686 | 20 |
| Y.3 | 4.55 | .605 | 20 |
| Y.4 | 4.60 | .598 | 20 |
| Y.5 | 4.45 | .605 | 20 |
| Y.6 | 4.65 | .587 | 20 |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .861 | 6 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Y.1 | 22.80 | 6.063 | .553 | .857 |
| Y.2 | 22.65 | 5.713 | .669 | .835 |
| Y.3 | 22.65 | 6.134 | .627 | .842 |
| Y.4 | 22.60 | 5.726 | .801 | .811 |
| Y.5 | 22.75 | 5.987 | .685 | .832 |
| Y.6 | 22.55 | 6.261 | .604 | .846 |

| **Scale Statistics** | | | |
| --- | --- | --- | --- |
| Mean | Variance | Std. Deviation | N of Items |
| 27.20 | 8.379 | 2.895 | 6 |

1. **Kualitas Makanan (X1)**

| **Correlations** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 |
| X1.1 | Pearson Correlation | 1 | .679\*\* | .421 | .105 | .594\*\* |
| Sig. (2-tailed) |  | .001 | .064 | .660 | .006 |
| N | 20 | 20 | 20 | 20 | 20 |
| X1.2 | Pearson Correlation | .679\*\* | 1 | .286 | .560\* | .583\*\* |
| Sig. (2-tailed) | .001 |  | .222 | .010 | .007 |
| N | 20 | 20 | 20 | 20 | 20 |
| X1.3 | Pearson Correlation | .421 | .286 | 1 | .353 | .515\* |
| Sig. (2-tailed) | .064 | .222 |  | .126 | .020 |
| N | 20 | 20 | 20 | 20 | 20 |
| X1.4 | Pearson Correlation | .105 | .560\* | .353 | 1 | .507\* |
| Sig. (2-tailed) | .660 | .010 | .126 |  | .023 |
| N | 20 | 20 | 20 | 20 | 20 |
| X1.5 | Pearson Correlation | .594\*\* | .583\*\* | .515\* | .507\* | 1 |
| Sig. (2-tailed) | .006 | .007 | .020 | .023 |  |
| N | 20 | 20 | 20 | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed).  \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | |

| **Descriptive Statistics** | | | |
| --- | --- | --- | --- |
|  | Mean | Std. Deviation | N |
| X1.1 | 4.40 | .821 | 20 |
| X1.2 | 4.45 | .605 | 20 |
| X1.3 | 4.50 | .761 | 20 |
| X1.4 | 4.65 | .489 | 20 |
| X1.5 | 4.55 | .605 | 20 |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .798 | 5 |

| **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 | 18.15 | 3.608 | .601 | .761 |
| X1.2 | 18.10 | 4.095 | .692 | .728 |
| X1.3 | 18.05 | 4.050 | .498 | .792 |
| X1.4 | 17.90 | 4.937 | .450 | .797 |
| X1.5 | 18.00 | 4.000 | .740 | .714 |

| **Scale Statistics** | | | |
| --- | --- | --- | --- |
| Mean | Variance | Std. Deviation | N of Items |
| 22.55 | 6.155 | 2.481 | 5 |

1. **Pelayanan (X2)**

| **Correlations** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 |
| X2.1 | Pearson Correlation | 1 | .629\*\* | .884\*\* | .270 | .798\*\* |
| Sig. (2-tailed) |  | .003 | .000 | .250 | .000 |
| N | 20 | 20 | 20 | 20 | 20 |
| X2.2 | Pearson Correlation | .629\*\* | 1 | .467\* | .424 | .789\*\* |
| Sig. (2-tailed) | .003 |  | .038 | .062 | .000 |
| N | 20 | 20 | 20 | 20 | 20 |
| X2.3 | Pearson Correlation | .884\*\* | .467\* | 1 | .437 | .665\*\* |
| Sig. (2-tailed) | .000 | .038 |  | .054 | .001 |
| N | 20 | 20 | 20 | 20 | 20 |
| X2.4 | Pearson Correlation | .270 | .424 | .437 | 1 | .507\* |
| Sig. (2-tailed) | .250 | .062 | .054 |  | .022 |
| N | 20 | 20 | 20 | 20 | 20 |
| X2.5 | Pearson Correlation | .798\*\* | .789\*\* | .665\*\* | .507\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .001 | .022 |  |
| N | 20 | 20 | 20 | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed).  \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | |

| **Descriptive Statistics** | | | |
| --- | --- | --- | --- |
|  | Mean | Std. Deviation | N |
| X2.1 | 4.50 | .761 | 20 |
| X2.2 | 4.45 | .605 | 20 |
| X2.3 | 4.65 | .587 | 20 |
| X2.4 | 4.50 | .513 | 20 |
| X2.5 | 4.50 | .607 | 20 |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .878 | 5 |

| **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 | 18.10 | 3.568 | .806 | .832 |
| X2.2 | 18.15 | 4.345 | .695 | .856 |
| X2.3 | 17.95 | 4.261 | .767 | .840 |
| X2.4 | 18.10 | 5.147 | .452 | .904 |
| X2.5 | 18.10 | 3.989 | .868 | .814 |

| **Scale Statistics** | | | |
| --- | --- | --- | --- |
| Mean | Variance | Std. Deviation | N of Items |
| 22.60 | 6.463 | 2.542 | 5 |

1. **Suasana Café (X3)**

| **Correlations** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 |
| X3.1 | Pearson Correlation | 1 | .600\*\* | .419 | .468\* | .738\*\* |
| Sig. (2-tailed) |  | .005 | .066 | .038 | .000 |
| N | 20 | 20 | 20 | 20 | 20 |
| X3.2 | Pearson Correlation | .600\*\* | 1 | .264 | .256 | .383 |
| Sig. (2-tailed) | .005 |  | .261 | .277 | .095 |
| N | 20 | 20 | 20 | 20 | 20 |
| X3.3 | Pearson Correlation | .419 | .264 | 1 | .411 | .318 |
| Sig. (2-tailed) | .066 | .261 |  | .072 | .172 |
| N | 20 | 20 | 20 | 20 | 20 |
| X3.4 | Pearson Correlation | .468\* | .256 | .411 | 1 | .721\*\* |
| Sig. (2-tailed) | .038 | .277 | .072 |  | .000 |
| N | 20 | 20 | 20 | 20 | 20 |
| X3.5 | Pearson Correlation | .738\*\* | .383 | .318 | .721\*\* | 1 |
| Sig. (2-tailed) | .000 | .095 | .172 | .000 |  |
| N | 20 | 20 | 20 | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed).  \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | |

| **Descriptive Statistics** | | | |
| --- | --- | --- | --- |
|  | Mean | Std. Deviation | N |
| X3.1 | 4.45 | .826 | 20 |
| X3.2 | 4.40 | .681 | 20 |
| X3.3 | 4.40 | .821 | 20 |
| X3.4 | 4.10 | .968 | 20 |
| X3.5 | 4.45 | .686 | 20 |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .802 | 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 | 17.35 | 5.503 | .730 | .717 |
| X3.2 | 17.40 | 6.884 | .466 | .798 |
| X3.3 | 17.40 | 6.463 | .449 | .807 |
| X3.4 | 17.70 | 5.379 | .600 | .766 |
| X3.5 | 17.35 | 6.029 | .745 | .724 |

| **Scale Statistics** | | | |
| --- | --- | --- | --- |
| Mean | Variance | Std. Deviation | N of Items |
| 21.80 | 9.011 | 3.002 | 5 |

1. **Nilai Pelanggan (X4)**

| **Correlations** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  | | X4.1 | X4.2 | X4.3 | X4.4 | X4.5 |
| X4.1 | Pearson Correlation | 1 | .739\*\* | .618\*\* | .509\* | .724\*\* |
| Sig. (2-tailed) |  | .000 | .004 | .022 | .000 |
| N | 20 | 20 | 20 | 20 | 20 |
| X4.2 | Pearson Correlation | .739\*\* | 1 | .412 | .434 | .629\*\* |
| Sig. (2-tailed) | .000 |  | .071 | .056 | .003 |
| N | 20 | 20 | 20 | 20 | 20 |
| X4.3 | Pearson Correlation | .618\*\* | .412 | 1 | .343 | .521\* |
| Sig. (2-tailed) | .004 | .071 |  | .138 | .018 |
| N | 20 | 20 | 20 | 20 | 20 |
| X4.4 | Pearson Correlation | .509\* | .434 | .343 | 1 | .546\* |
| Sig. (2-tailed) | .022 | .056 | .138 |  | .013 |
| N | 20 | 20 | 20 | 20 | 20 |
| X4.5 | Pearson Correlation | .724\*\* | .629\*\* | .521\* | .546\* | 1 |
| Sig. (2-tailed) | .000 | .003 | .018 | .013 |  |
| N | 20 | 20 | 20 | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed).  \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | |

| **Descriptive Statistics** | | | |
| --- | --- | --- | --- |
|  | Mean | Std. Deviation | N |
| X4.1 | 4.40 | .754 | 20 |
| X4.2 | 4.45 | .605 | 20 |
| X4.3 | 4.35 | .813 | 20 |
| X4.4 | 4.15 | .933 | 20 |
| X4.5 | 4.30 | .733 | 20 |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .846 | 5 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X4.1 | 17.25 | 5.776 | .813 | .771 |
| X4.2 | 17.20 | 6.800 | .674 | .816 |
| X4.3 | 17.30 | 6.326 | .564 | .840 |
| X4.4 | 17.50 | 5.947 | .543 | .855 |
| X4.5 | 17.35 | 6.029 | .758 | .788 |

| **Scale Statistics** | | | |
| --- | --- | --- | --- |
| Mean | Variance | Std. Deviation | N of Items |
| 21.65 | 9.292 | 3.048 | 5 |

**Lampiran 4 Tabulasi Data Uji Instrumen 100 Responden**

**Kualitas Makanan (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **∑** | **No.** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **∑** |
| 1 | 5 | 5 | 5 | 5 | 5 | **25** | 51 | 4 | 3 | 4 | 3 | 4 | **18** |
| 2 | 4 | 4 | 4 | 5 | 5 | **22** | 52 | 4 | 3 | 4 | 4 | 3 | **18** |
| 3 | 4 | 4 | 3 | 3 | 5 | **19** | 53 | 4 | 4 | 3 | 4 | 3 | **18** |
| 4 | 5 | 5 | 5 | 5 | 5 | **25** | 54 | 4 | 3 | 3 | 3 | 5 | **18** |
| 5 | 5 | 4 | 5 | 4 | 4 | **22** | 55 | 3 | 5 | 4 | 4 | 3 | **19** |
| 6 | 4 | 3 | 5 | 3 | 4 | **19** | 56 | 3 | 4 | 4 | 3 | 4 | **18** |
| 7 | 5 | 5 | 5 | 5 | 5 | **25** | 57 | 3 | 5 | 4 | 3 | 5 | **20** |
| 8 | 2 | 5 | 4 | 4 | 5 | **20** | 58 | 4 | 4 | 4 | 4 | 4 | **20** |
| 9 | 3 | 4 | 4 | 2 | 5 | **18** | 59 | 3 | 4 | 3 | 4 | 5 | **19** |
| 10 | 5 | 3 | 5 | 3 | 4 | **20** | 60 | 3 | 4 | 5 | 3 | 5 | **20** |
| 11 | 5 | 5 | 5 | 5 | 4 | **24** | 61 | 4 | 5 | 5 | 5 | 3 | **22** |
| 12 | 5 | 5 | 4 | 5 | 5 | **24** | 62 | 3 | 4 | 4 | 3 | 4 | **18** |
| 13 | 5 | 5 | 5 | 4 | 5 | **24** | 63 | 4 | 4 | 3 | 5 | 3 | **19** |
| 14 | 4 | 4 | 4 | 4 | 4 | **20** | 64 | 4 | 2 | 3 | 4 | 5 | **18** |
| 15 | 4 | 4 | 4 | 4 | 4 | **20** | 65 | 4 | 5 | 4 | 3 | 4 | **20** |
| 16 | 3 | 4 | 5 | 4 | 5 | **21** | 66 | 4 | 3 | 4 | 3 | 5 | **19** |
| 17 | 4 | 4 | 3 | 2 | 5 | **18** | 67 | 4 | 3 | 5 | 3 | 4 | **19** |
| 18 | 5 | 4 | 4 | 3 | 5 | **21** | 68 | 5 | 5 | 4 | 3 | 4 | **21** |
| 19 | 5 | 3 | 4 | 4 | 3 | **19** | 69 | 3 | 4 | 4 | 3 | 5 | **19** |
| 20 | 3 | 3 | 3 | 5 | 5 | **19** | 70 | 4 | 3 | 3 | 4 | 5 | **19** |
| 21 | 3 | 4 | 3 | 4 | 4 | **18** | 71 | 4 | 5 | 4 | 3 | 4 | **20** |
| 22 | 3 | 4 | 4 | 3 | 4 | **18** | 72 | 5 | 5 | 5 | 4 | 4 | **23** |
| 23 | 5 | 5 | 4 | 4 | 3 | **21** | 73 | 4 | 5 | 4 | 4 | 3 | **20** |
| 24 | 4 | 3 | 3 | 3 | 4 | **17** | 74 | 4 | 4 | 2 | 4 | 4 | **18** |
| 25 | 4 | 3 | 4 | 3 | 4 | **18** | 75 | 4 | 3 | 5 | 5 | 4 | **21** |
| 26 | 3 | 3 | 4 | 4 | 5 | **19** | 76 | 4 | 3 | 4 | 3 | 4 | **18** |
| 27 | 5 | 3 | 4 | 4 | 4 | **20** | 77 | 5 | 3 | 4 | 3 | 5 | **20** |
| 28 | 4 | 3 | 5 | 3 | 4 | **19** | 78 | 4 | 3 | 5 | 4 | 3 | **19** |
| 29 | 4 | 3 | 4 | 4 | 3 | **18** | 79 | 3 | 4 | 4 | 3 | 4 | **18** |
| 30 | 4 | 3 | 5 | 4 | 4 | **20** | 80 | 5 | 4 | 5 | 3 | 4 | **21** |
| 31 | 5 | 3 | 5 | 3 | 4 | **20** | 81 | 3 | 3 | 5 | 3 | 5 | **19** |
| 32 | 4 | 4 | 3 | 3 | 4 | **18** | 82 | 4 | 5 | 4 | 4 | 3 | **20** |
| 33 | 4 | 5 | 5 | 4 | 3 | **21** | 83 | 3 | 3 | 3 | 4 | 3 | **16** |
| 34 | 3 | 4 | 3 | 4 | 3 | **17** | 84 | 4 | 4 | 4 | 5 | 5 | **22** |
| 35 | 4 | 3 | 4 | 3 | 5 | **19** | 85 | 3 | 4 | 3 | 4 | 4 | **18** |
| 36 | 4 | 3 | 5 | 4 | 4 | **20** | 86 | 5 | 5 | 4 | 5 | 4 | **23** |
| 37 | 4 | 3 | 4 | 3 | 5 | **19** | 87 | 3 | 4 | 5 | 5 | 5 | **22** |
| 38 | 3 | 4 | 5 | 3 | 5 | **20** | 88 | 4 | 4 | 3 | 4 | 5 | **20** |
| 39 | 4 | 4 | 4 | 3 | 4 | **19** | 89 | 3 | 5 | 4 | 3 | 3 | **18** |
| 40 | 4 | 3 | 5 | 4 | 4 | **20** | 90 | 5 | 4 | 4 | 3 | 3 | **19** |
| 41 | 4 | 5 | 4 | 4 | 3 | **20** | 91 | 4 | 3 | 5 | 3 | 4 | **19** |
| 42 | 3 | 4 | 4 | 3 | 3 | **17** | 92 | 3 | 4 | 3 | 4 | 5 | **19** |
| 43 | 3 | 4 | 3 | 4 | 4 | **18** | 93 | 5 | 4 | 4 | 3 | 4 | **20** |
| 44 | 5 | 4 | 4 | 3 | 4 | **20** | 94 | 4 | 5 | 3 | 5 | 5 | **22** |
| 45 | 3 | 4 | 3 | 4 | 3 | **17** | 95 | 4 | 5 | 4 | 3 | 4 | **20** |
| 46 | 4 | 3 | 5 | 4 | 4 | **20** | 96 | 4 | 4 | 3 | 4 | 5 | **20** |
| 47 | 3 | 3 | 3 | 5 | 4 | **18** | 97 | 5 | 5 | 5 | 4 | 4 | **23** |
| 48 | 3 | 4 | 3 | 4 | 3 | **17** | 98 | 3 | 5 | 4 | 3 | 4 | **19** |
| 49 | 5 | 4 | 4 | 4 | 3 | **20** | 99 | 4 | 3 | 5 | 4 | 3 | **19** |
| 50 | 5 | 3 | 4 | 3 | 4 | **19** | 100 | 3 | 4 | 5 | 4 | 3 | **19** |

**Pelayanan (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **X2.**  **1** | **X2.**  **2** | **X2.**  **3** | **X2.**  **4** | **X2.**  **5** | **∑** | **No.** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **∑** |
| 1 | 5 | 4 | 4 | 5 | 5 | **23** | 51 | 4 | 3 | 4 | 3 | 5 | **19** |
| 2 | 4 | 5 | 4 | 4 | 4 | **21** | 52 | 3 | 3 | 3 | 3 | 3 | **15** |
| 3 | 3 | 3 | 3 | 3 | 2 | **14** | 53 | 4 | 5 | 4 | 5 | 4 | **22** |
| 4 | 5 | 5 | 5 | 5 | 5 | **25** | 54 | 5 | 4 | 3 | 4 | 4 | **20** |
| 5 | 4 | 5 | 5 | 4 | 5 | **23** | 55 | 3 | 5 | 4 | 3 | 4 | **19** |
| 6 | 5 | 4 | 3 | 3 | 4 | **19** | 56 | 4 | 4 | 3 | 4 | 4 | **19** |
| 7 | 5 | 5 | 5 | 5 | 5 | **25** | 57 | 5 | 4 | 5 | 4 | 4 | **22** |
| 8 | 5 | 4 | 5 | 5 | 5 | **24** | 58 | 4 | 3 | 4 | 5 | 3 | **19** |
| 9 | 4 | 4 | 4 | 4 | 3 | **19** | 59 | 3 | 5 | 4 | 3 | 3 | **18** |
| 10 | 4 | 3 | 4 | 4 | 3 | **18** | 60 | 4 | 3 | 5 | 4 | 4 | **20** |
| 11 | 5 | 5 | 3 | 4 | 4 | **21** | 61 | 4 | 5 | 3 | 5 | 3 | **20** |
| 12 | 3 | 4 | 4 | 5 | 5 | **21** | 62 | 4 | 4 | 3 | 5 | 4 | **20** |
| 13 | 5 | 4 | 4 | 5 | 4 | **22** | 63 | 3 | 5 | 4 | 3 | 5 | **20** |
| 14 | 4 | 3 | 4 | 4 | 4 | **19** | 64 | 4 | 3 | 5 | 4 | 5 | **21** |
| 15 | 4 | 5 | 5 | 5 | 5 | **24** | 65 | 3 | 5 | 4 | 3 | 5 | **20** |
| 16 | 5 | 3 | 3 | 4 | 4 | **19** | 66 | 4 | 3 | 4 | 5 | 4 | **20** |
| 17 | 5 | 5 | 5 | 4 | 5 | **24** | 67 | 5 | 4 | 3 | 4 | 4 | **20** |
| 18 | 4 | 5 | 3 | 3 | 4 | **19** | 68 | 4 | 3 | 4 | 3 | 3 | **17** |
| 19 | 4 | 5 | 4 | 4 | 3 | **20** | 69 | 4 | 5 | 3 | 5 | 4 | **21** |
| 20 | 3 | 4 | 4 | 4 | 4 | **19** | 70 | 3 | 5 | 3 | 5 | 3 | **19** |
| 21 | 4 | 4 | 5 | 5 | 5 | **23** | 71 | 3 | 5 | 4 | 4 | 3 | **19** |
| 22 | 4 | 5 | 4 | 4 | 4 | **21** | 72 | 5 | 4 | 5 | 5 | 5 | **24** |
| 23 | 3 | 3 | 4 | 5 | 5 | **20** | 73 | 3 | 4 | 4 | 3 | 5 | **19** |
| 24 | 3 | 3 | 4 | 5 | 3 | **18** | 74 | 4 | 5 | 5 | 3 | 4 | **21** |
| 25 | 4 | 4 | 4 | 4 | 3 | **19** | 75 | 4 | 3 | 5 | 4 | 4 | **20** |
| 26 | 3 | 3 | 4 | 4 | 4 | **18** | 76 | 3 | 4 | 3 | 4 | 4 | **18** |
| 27 | 4 | 4 | 4 | 4 | 4 | **20** | 77 | 3 | 4 | 4 | 2 | 4 | **17** |
| 28 | 5 | 5 | 5 | 4 | 3 | **22** | 78 | 3 | 5 | 4 | 3 | 4 | **19** |
| 29 | 3 | 4 | 4 | 5 | 3 | **19** | 79 | 3 | 5 | 3 | 4 | 4 | **19** |
| 30 | 4 | 5 | 4 | 4 | 3 | **20** | 80 | 3 | 4 | 3 | 4 | 3 | **17** |
| 31 | 5 | 3 | 4 | 3 | 3 | **18** | 81 | 3 | 5 | 4 | 3 | 3 | **18** |
| 32 | 5 | 4 | 5 | 4 | 5 | **23** | 82 | 3 | 4 | 5 | 4 | 3 | **19** |
| 33 | 3 | 4 | 5 | 4 | 3 | **19** | 83 | 5 | 5 | 3 | 4 | 3 | **20** |
| 34 | 5 | 3 | 5 | 3 | 4 | **20** | 84 | 4 | 5 | 4 | 3 | 3 | **19** |
| 35 | 3 | 4 | 4 | 3 | 5 | **19** | 85 | 3 | 3 | 3 | 4 | 3 | **16** |
| 36 | 4 | 5 | 4 | 4 | 3 | **20** | 86 | 4 | 4 | 4 | 3 | 4 | **19** |
| 37 | 4 | 5 | 5 | 3 | 5 | **22** | 87 | 3 | 4 | 3 | 4 | 4 | **18** |
| 38 | 3 | 3 | 3 | 5 | 5 | **19** | 88 | 4 | 5 | 5 | 4 | 5 | **23** |
| 39 | 4 | 4 | 4 | 4 | 5 | **21** | 89 | 3 | 4 | 5 | 5 | 4 | **21** |
| 40 | 3 | 3 | 5 | 5 | 3 | **19** | 90 | 4 | 5 | 5 | 5 | 5 | **24** |
| 41 | 4 | 3 | 4 | 4 | 3 | **18** | 91 | 3 | 4 | 3 | 4 | 4 | **18** |
| 42 | 3 | 3 | 4 | 3 | 4 | **17** | 92 | 5 | 3 | 4 | 5 | 4 | **21** |
| 43 | 4 | 3 | 5 | 3 | 4 | **19** | 93 | 3 | 4 | 3 | 3 | 5 | **18** |
| 44 | 4 | 4 | 3 | 4 | 3 | **18** | 94 | 3 | 4 | 5 | 4 | 3 | **19** |
| 45 | 3 | 4 | 3 | 4 | 5 | **19** | 95 | 5 | 4 | 3 | 4 | 3 | **19** |
| 46 | 3 | 4 | 3 | 4 | 3 | **17** | 96 | 5 | 5 | 5 | 5 | 5 | **25** |
| 47 | 5 | 5 | 4 | 4 | 4 | **22** | 97 | 5 | 4 | 4 | 3 | 3 | **19** |
| 48 | 3 | 3 | 3 | 4 | 4 | **17** | 98 | 4 | 5 | 4 | 5 | 4 | **22** |
| 49 | 3 | 3 | 3 | 4 | 3 | **16** | 99 | 4 | 4 | 5 | 5 | 5 | **23** |
| 50 | 3 | 4 | 4 | 4 | 3 | **18** | 100 | 5 | 4 | 5 | 5 | 4 | **23** |

**Suasana Café (X3)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **X3.**  **1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **∑** | **No.** | **X3.**  **1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **∑** |
| 1 | 5 | 5 | 5 | 5 | 5 | **25** | 51 | 4 | 4 | 4 | 4 | 4 | **20** |
| 2 | 5 | 5 | 4 | 5 | 5 | **24** | 52 | 4 | 3 | 3 | 4 | 4 | **18** |
| 3 | 3 | 4 | 4 | 4 | 4 | **19** | 53 | 5 | 4 | 4 | 4 | 4 | **21** |
| 4 | 4 | 4 | 5 | 5 | 5 | **23** | 54 | 4 | 4 | 4 | 5 | 4 | **21** |
| 5 | 5 | 5 | 5 | 4 | 5 | **24** | 55 | 4 | 4 | 4 | 4 | 4 | **20** |
| 6 | 5 | 5 | 5 | 4 | 5 | **24** | 56 | 5 | 5 | 5 | 5 | 4 | **24** |
| 7 | 5 | 4 | 5 | 3 | 4 | **21** | 57 | 4 | 4 | 4 | 3 | 3 | **18** |
| 8 | 4 | 4 | 4 | 3 | 4 | **19** | 58 | 3 | 3 | 4 | 4 | 4 | **18** |
| 9 | 4 | 5 | 4 | 3 | 3 | **19** | 59 | 4 | 4 | 3 | 4 | 4 | **19** |
| 10 | 5 | 5 | 5 | 3 | 4 | **22** | 60 | 4 | 4 | 4 | 3 | 3 | **18** |
| 11 | 4 | 4 | 5 | 5 | 4 | **22** | 61 | 3 | 3 | 4 | 4 | 4 | **18** |
| 12 | 5 | 5 | 3 | 5 | 5 | **23** | 62 | 4 | 4 | 4 | 3 | 3 | **18** |
| 13 | 2 | 3 | 3 | 2 | 3 | **13** | 63 | 4 | 4 | 4 | 4 | 3 | **19** |
| 14 | 5 | 5 | 5 | 5 | 5 | **25** | 64 | 3 | 3 | 3 | 3 | 3 | **15** |
| 15 | 5 | 4 | 4 | 4 | 4 | **21** | 65 | 4 | 4 | 3 | 3 | 3 | **17** |
| 16 | 4 | 5 | 4 | 4 | 4 | **21** | 66 | 3 | 3 | 4 | 4 | 4 | **18** |
| 17 | 3 | 3 | 3 | 3 | 3 | **15** | 67 | 3 | 3 | 4 | 4 | 4 | **18** |
| 18 | 4 | 4 | 5 | 5 | 5 | **23** | 68 | 5 | 4 | 4 | 5 | 5 | **23** |
| 19 | 4 | 4 | 5 | 5 | 5 | **23** | 69 | 4 | 4 | 3 | 3 | 3 | **17** |
| 20 | 4 | 4 | 5 | 5 | 5 | **23** | 70 | 4 | 3 | 4 | 4 | 3 | **18** |
| 21 | 3 | 3 | 3 | 4 | 4 | **17** | 71 | 4 | 4 | 4 | 5 | 5 | **22** |
| 22 | 4 | 4 | 4 | 3 | 3 | **18** | 72 | 4 | 4 | 4 | 3 | 3 | **18** |
| 23 | 3 | 3 | 3 | 4 | 4 | **17** | 73 | 3 | 3 | 3 | 4 | 4 | **17** |
| 24 | 4 | 4 | 3 | 4 | 4 | **19** | 74 | 4 | 4 | 4 | 3 | 3 | **18** |
| 25 | 4 | 3 | 3 | 3 | 3 | **16** | 75 | 3 | 3 | 3 | 4 | 4 | **17** |
| 26 | 3 | 3 | 4 | 4 | 4 | **18** | 76 | 4 | 4 | 3 | 4 | 4 | **19** |
| 27 | 3 | 3 | 3 | 3 | 3 | **15** | 77 | 4 | 3 | 3 | 3 | 3 | **16** |
| 28 | 5 | 4 | 4 | 4 | 4 | **21** | 78 | 3 | 3 | 4 | 4 | 4 | **18** |
| 29 | 3 | 3 | 3 | 3 | 3 | **15** | 79 | 3 | 3 | 3 | 3 | 3 | **15** |
| 30 | 4 | 4 | 4 | 4 | 3 | **19** | 80 | 3 | 3 | 4 | 4 | 4 | **18** |
| 31 | 3 | 3 | 3 | 4 | 4 | **17** | 81 | 4 | 4 | 4 | 5 | 5 | **22** |
| 32 | 4 | 4 | 3 | 4 | 4 | **19** | 82 | 3 | 3 | 3 | 4 | 4 | **17** |
| 33 | 4 | 3 | 3 | 4 | 4 | **18** | 83 | 4 | 4 | 4 | 4 | 4 | **20** |
| 34 | 3 | 3 | 4 | 4 | 4 | **18** | 84 | 3 | 3 | 3 | 3 | 3 | **15** |
| 35 | 3 | 3 | 3 | 3 | 3 | **15** | 85 | 5 | 4 | 4 | 3 | 3 | **19** |
| 36 | 3 | 3 | 3 | 4 | 4 | **17** | 86 | 4 | 4 | 5 | 5 | 5 | **23** |
| 37 | 4 | 4 | 4 | 4 | 5 | **21** | 87 | 4 | 4 | 3 | 3 | 3 | **17** |
| 38 | 3 | 3 | 3 | 3 | 3 | **15** | 88 | 4 | 4 | 3 | 3 | 3 | **17** |
| 39 | 5 | 4 | 4 | 4 | 4 | **21** | 89 | 3 | 3 | 3 | 4 | 4 | **17** |
| 40 | 4 | 4 | 4 | 4 | 4 | **20** | 90 | 4 | 4 | 3 | 3 | 3 | **17** |
| 41 | 4 | 4 | 4 | 3 | 3 | **18** | 91 | 4 | 3 | 3 | 3 | 3 | **16** |
| 42 | 4 | 4 | 4 | 5 | 5 | **22** | 92 | 3 | 3 | 4 | 4 | 3 | **17** |
| 43 | 4 | 4 | 3 | 4 | 4 | **19** | 93 | 4 | 4 | 4 | 3 | 3 | **18** |
| 44 | 4 | 3 | 3 | 3 | 3 | **16** | 94 | 4 | 4 | 4 | 4 | 4 | **20** |
| 45 | 3 | 3 | 4 | 4 | 4 | **18** | 95 | 3 | 3 | 3 | 3 | 3 | **15** |
| 46 | 3 | 3 | 3 | 3 | 3 | **15** | 96 | 5 | 5 | 5 | 4 | 4 | **23** |
| 47 | 4 | 4 | 4 | 4 | 4 | **20** | 97 | 4 | 4 | 4 | 4 | 4 | **20** |
| 48 | 3 | 3 | 4 | 4 | 4 | **18** | 98 | 5 | 5 | 4 | 4 | 4 | **22** |
| 49 | 4 | 3 | 4 | 4 | 5 | **20** | 99 | 4 | 4 | 3 | 3 | 3 | **17** |
| 50 | 5 | 4 | 4 | 4 | 4 | **21** | 100 | 3 | 3 | 3 | 4 | 4 | **17** |

**Nilai Pelanggan (X4)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **∑** | **No.** | **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **∑** |
| 1 | 5 | 5 | 5 | 5 | 4 | **24** | 51 | 5 | 4 | 5 | 5 | 5 | **24** |
| 2 | 5 | 4 | 5 | 5 | 5 | **24** | 52 | 4 | 3 | 4 | 3 | 3 | **17** |
| 3 | 4 | 3 | 4 | 3 | 3 | **17** | 53 | 5 | 5 | 5 | 5 | 5 | **25** |
| 4 | 5 | 5 | 5 | 5 | 5 | **25** | 54 | 5 | 4 | 4 | 4 | 4 | **21** |
| 5 | 5 | 4 | 4 | 4 | 4 | **21** | 55 | 3 | 4 | 5 | 4 | 4 | **20** |
| 6 | 5 | 5 | 5 | 5 | 4 | **24** | 56 | 5 | 5 | 5 | 5 | 5 | **25** |
| 7 | 5 | 4 | 5 | 5 | 5 | **24** | 57 | 4 | 5 | 4 | 5 | 5 | **23** |
| 8 | 4 | 3 | 4 | 3 | 3 | **17** | 58 | 4 | 4 | 4 | 4 | 4 | **20** |
| 9 | 5 | 5 | 5 | 5 | 5 | **25** | 59 | 3 | 4 | 4 | 4 | 3 | **18** |
| 10 | 5 | 4 | 4 | 4 | 4 | **21** | 60 | 5 | 4 | 4 | 4 | 4 | **21** |
| 11 | 3 | 4 | 5 | 4 | 4 | **20** | 61 | 5 | 5 | 5 | 5 | 5 | **25** |
| 12 | 5 | 5 | 5 | 5 | 5 | **25** | 62 | 5 | 5 | 5 | 4 | 5 | **24** |
| 13 | 4 | 5 | 4 | 5 | 5 | **23** | 63 | 4 | 4 | 4 | 4 | 4 | **20** |
| 14 | 4 | 4 | 4 | 4 | 4 | **20** | 64 | 4 | 5 | 5 | 4 | 5 | **23** |
| 15 | 3 | 4 | 4 | 4 | 3 | **18** | 65 | 4 | 5 | 5 | 4 | 5 | **23** |
| 16 | 5 | 4 | 4 | 4 | 4 | **21** | 66 | 4 | 5 | 3 | 4 | 3 | **19** |
| 17 | 5 | 5 | 5 | 5 | 5 | **25** | 67 | 3 | 4 | 3 | 4 | 4 | **18** |
| 18 | 5 | 5 | 5 | 4 | 5 | **24** | 68 | 5 | 4 | 4 | 5 | 3 | **21** |
| 19 | 4 | 4 | 4 | 4 | 4 | **20** | 69 | 3 | 4 | 5 | 4 | 3 | **19** |
| 20 | 4 | 5 | 5 | 4 | 5 | **23** | 70 | 3 | 4 | 3 | 4 | 4 | **18** |
| 21 | 4 | 5 | 5 | 4 | 5 | **23** | 71 | 4 | 3 | 4 | 4 | 3 | **18** |
| 22 | 4 | 5 | 3 | 4 | 3 | **19** | 72 | 3 | 3 | 4 | 5 | 4 | **19** |
| 23 | 3 | 4 | 3 | 4 | 4 | **18** | 73 | 4 | 3 | 4 | 3 | 4 | **18** |
| 24 | 5 | 4 | 4 | 5 | 3 | **21** | 74 | 5 | 4 | 5 | 5 | 4 | **23** |
| 25 | 3 | 4 | 5 | 4 | 3 | **19** | 75 | 3 | 4 | 3 | 5 | 3 | **18** |
| 26 | 3 | 4 | 3 | 4 | 4 | **18** | 76 | 3 | 4 | 3 | 5 | 5 | **20** |
| 27 | 4 | 3 | 4 | 4 | 3 | **18** | 77 | 3 | 5 | 4 | 5 | 3 | **20** |
| 28 | 3 | 3 | 4 | 5 | 4 | **19** | 78 | 4 | 4 | 5 | 4 | 4 | **21** |
| 29 | 4 | 3 | 4 | 3 | 4 | **18** | 79 | 3 | 5 | 4 | 3 | 4 | **19** |
| 30 | 5 | 4 | 5 | 5 | 4 | **23** | 80 | 3 | 4 | 3 | 4 | 3 | **17** |
| 31 | 3 | 4 | 3 | 5 | 3 | **18** | 81 | 3 | 4 | 3 | 4 | 3 | **17** |
| 32 | 3 | 4 | 3 | 5 | 5 | **20** | 82 | 5 | 4 | 4 | 3 | 5 | **21** |
| 33 | 3 | 5 | 4 | 5 | 3 | **20** | 83 | 5 | 4 | 4 | 3 | 4 | **20** |
| 34 | 4 | 4 | 5 | 4 | 4 | **21** | 84 | 3 | 4 | 4 | 3 | 5 | **19** |
| 35 | 3 | 5 | 4 | 3 | 4 | **19** | 85 | 3 | 5 | 5 | 3 | 3 | **19** |
| 36 | 3 | 4 | 3 | 4 | 3 | **17** | 86 | 4 | 5 | 5 | 4 | 5 | **23** |
| 37 | 3 | 4 | 3 | 4 | 3 | **17** | 87 | 4 | 4 | 3 | 4 | 5 | **20** |
| 38 | 4 | 3 | 4 | 5 | 5 | **21** | 88 | 4 | 3 | 4 | 3 | 3 | **17** |
| 39 | 5 | 3 | 4 | 3 | 4 | **19** | 89 | 3 | 4 | 5 | 5 | 4 | **21** |
| 40 | 4 | 4 | 3 | 4 | 5 | **20** | 90 | 4 | 5 | 4 | 3 | 4 | **20** |
| 41 | 4 | 5 | 3 | 5 | 5 | **22** | 91 | 5 | 3 | 4 | 5 | 4 | **21** |
| 42 | 4 | 3 | 4 | 4 | 3 | **18** | 92 | 5 | 4 | 4 | 3 | 3 | **19** |
| 43 | 3 | 4 | 3 | 5 | 4 | **19** | 93 | 3 | 4 | 5 | 4 | 3 | **19** |
| 44 | 2 | 3 | 4 | 3 | 4 | **16** | 94 | 5 | 3 | 4 | 4 | 3 | **19** |
| 45 | 4 | 5 | 3 | 4 | 3 | **19** | 95 | 5 | 4 | 3 | 3 | 4 | **19** |
| 46 | 4 | 3 | 5 | 3 | 5 | **20** | 96 | 3 | 3 | 5 | 4 | 4 | **19** |
| 47 | 4 | 4 | 5 | 4 | 3 | **20** | 97 | 4 | 5 | 4 | 4 | 3 | **20** |
| 48 | 4 | 3 | 4 | 5 | 3 | **19** | 98 | 4 | 3 | 5 | 4 | 4 | **20** |
| 49 | 4 | 4 | 3 | 5 | 4 | **20** | 99 | 4 | 4 | 5 | 4 | 3 | **20** |
| 50 | 5 | 5 | 5 | 5 | 4 | **24** | 100 | 5 | 4 | 4 | 3 | 3 | **19** |

**Kepuasan Konsumen (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **∑** | **No.** | **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **∑** |
| 1 | 4 | 4 | 4 | 5 | 5 | 5 | **25** | 51 | 4 | 3 | 4 | 4 | 4 | 3 | **18** |
| 2 | 4 | 4 | 5 | 4 | 4 | 5 | **22** | 52 | 5 | 4 | 5 | 5 | 5 | 4 | **18** |
| 3 | 3 | 4 | 2 | 3 | 3 | 3 | **19** | 53 | 4 | 4 | 3 | 3 | 5 | 4 | **18** |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | **25** | 54 | 4 | 4 | 4 | 4 | 3 | 5 | **18** |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | **22** | 55 | 4 | 3 | 4 | 4 | 4 | 4 | **19** |
| 6 | 4 | 4 | 3 | 4 | 3 | 4 | **19** | 56 | 4 | 5 | 3 | 4 | 4 | 5 | **18** |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | **25** | 57 | 4 | 3 | 4 | 4 | 3 | 3 | **20** |
| 8 | 4 | 5 | 5 | 5 | 5 | 5 | **20** | 58 | 4 | 4 | 4 | 4 | 4 | 4 | **20** |
| 9 | 4 | 4 | 4 | 3 | 3 | 3 | **18** | 59 | 4 | 4 | 3 | 4 | 4 | 5 | **19** |
| 10 | 5 | 5 | 5 | 4 | 4 | 4 | **20** | 60 | 5 | 3 | 4 | 3 | 3 | 4 | **20** |
| 11 | 5 | 5 | 5 | 4 | 5 | 5 | **24** | 61 | 5 | 3 | 4 | 4 | 5 | 3 | **22** |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | **24** | 62 | 5 | 4 | 3 | 5 | 5 | 5 | **18** |
| 13 | 5 | 5 | 5 | 4 | 5 | 5 | **24** | 63 | 4 | 3 | 5 | 5 | 3 | 4 | **19** |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | **20** | 64 | 3 | 5 | 4 | 4 | 5 | 3 | **18** |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | **20** | 65 | 2 | 4 | 3 | 4 | 3 | 3 | **20** |
| 16 | 5 | 5 | 5 | 4 | 4 | 5 | **21** | 66 | 3 | 4 | 4 | 3 | 4 | 5 | **19** |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | **18** | 67 | 4 | 4 | 3 | 5 | 4 | 4 | **19** |
| 18 | 3 | 4 | 4 | 4 | 4 | 3 | **21** | 68 | 4 | 3 | 4 | 3 | 4 | 4 | **21** |
| 19 | 5 | 4 | 5 | 3 | 4 | 4 | **19** | 69 | 5 | 4 | 3 | 4 | 5 | 4 | **19** |
| 20 | 4 | 5 | 4 | 3 | 3 | 5 | **19** | 70 | 3 | 4 | 3 | 4 | 3 | 4 | **19** |
| 21 | 3 | 4 | 4 | 3 | 4 | 3 | **18** | 71 | 5 | 3 | 5 | 3 | 4 | 5 | **20** |
| 22 | 4 | 3 | 4 | 3 | 4 | 3 | **18** | 72 | 4 | 4 | 5 | 5 | 5 | 4 | **23** |
| 23 | 3 | 5 | 5 | 3 | 5 | 5 | **21** | 73 | 5 | 4 | 3 | 4 | 4 | 3 | **20** |
| 24 | 5 | 3 | 4 | 3 | 4 | 4 | **17** | 74 | 4 | 4 | 5 | 4 | 5 | 4 | **18** |
| 25 | 5 | 4 | 3 | 4 | 4 | 3 | **18** | 75 | 4 | 3 | 2 | 4 | 4 | 4 | **21** |
| 26 | 4 | 3 | 4 | 3 | 3 | 3 | **19** | 76 | 4 | 3 | 5 | 5 | 5 | 3 | **18** |
| 27 | 4 | 3 | 5 | 4 | 4 | 3 | **20** | 77 | 4 | 3 | 4 | 4 | 5 | 5 | **20** |
| 28 | 4 | 3 | 3 | 4 | 4 | 4 | **19** | 78 | 5 | 5 | 3 | 4 | 3 | 4 | **19** |
| 29 | 4 | 4 | 3 | 4 | 4 | 3 | **18** | 79 | 4 | 5 | 5 | 3 | 4 | 4 | **18** |
| 30 | 3 | 4 | 3 | 4 | 3 | 4 | **20** | 80 | 4 | 3 | 3 | 5 | 4 | 3 | **21** |
| 31 | 4 | 5 | 3 | 5 | 3 | 4 | **20** | 81 | 4 | 3 | 4 | 4 | 3 | 4 | **19** |
| 32 | 4 | 4 | 5 | 5 | 3 | 5 | **18** | 82 | 4 | 4 | 3 | 5 | 4 | 4 | **20** |
| 33 | 3 | 5 | 4 | 3 | 4 | 4 | **21** | 83 | 4 | 3 | 4 | 4 | 4 | 4 | **16** |
| 34 | 4 | 3 | 4 | 3 | 4 | 4 | **17** | 84 | 4 | 5 | 4 | 3 | 4 | 5 | **22** |
| 35 | 3 | 4 | 5 | 4 | 3 | 4 | **19** | 85 | 4 | 4 | 5 | 4 | 4 | 4 | **18** |
| 36 | 4 | 4 | 3 | 3 | 3 | 5 | **20** | 86 | 5 | 5 | 5 | 5 | 5 | 5 | **23** |
| 37 | 4 | 4 | 3 | 4 | 5 | 3 | **19** | 87 | 4 | 4 | 3 | 5 | 5 | 4 | **22** |
| 38 | 3 | 5 | 3 | 4 | 4 | 4 | **20** | 88 | 5 | 4 | 3 | 4 | 4 | 5 | **20** |
| 39 | 5 | 4 | 4 | 4 | 3 | 5 | **19** | 89 | 3 | 3 | 4 | 3 | 3 | 3 | **18** |
| 40 | 3 | 5 | 4 | 3 | 4 | 5 | **20** | 90 | 4 | 5 | 3 | 5 | 4 | 4 | **19** |
| 41 | 3 | 4 | 5 | 4 | 3 | 4 | **20** | 91 | 5 | 4 | 3 | 3 | 3 | 5 | **19** |
| 42 | 3 | 5 | 3 | 5 | 4 | 4 | **17** | 92 | 3 | 3 | 4 | 5 | 4 | 4 | **19** |
| 43 | 3 | 4 | 5 | 4 | 3 | 4 | **18** | 93 | 4 | 4 | 4 | 5 | 3 | 3 | **20** |
| 44 | 5 | 3 | 4 | 3 | 4 | 3 | **20** | 94 | 4 | 4 | 4 | 4 | 5 | 4 | **22** |
| 45 | 5 | 4 | 4 | 3 | 4 | 3 | **17** | 95 | 5 | 5 | 4 | 4 | 4 | 3 | **20** |
| 46 | 4 | 4 | 4 | 3 | 4 | 5 | **20** | 96 | 4 | 3 | 5 | 5 | 4 | 5 | **20** |
| 47 | 4 | 5 | 3 | 5 | 4 | 4 | **18** | 97 | 4 | 5 | 3 | 5 | 4 | 4 | **23** |
| 48 | 5 | 3 | 4 | 3 | 4 | 3 | **17** | 98 | 5 | 3 | 4 | 5 | 4 | 5 | **19** |
| 49 | 3 | 4 | 3 | 4 | 4 | 4 | **20** | 99 | 4 | 5 | 4 | 3 | 4 | 3 | **19** |
| 50 | 5 | 4 | 4 | 4 | 5 | 4 | **19** | 100 | 3 | 5 | 4 | 4 | 4 | 4 | **19** |

**Lampiran 5 Hasil Uji Asumsi Klasik**

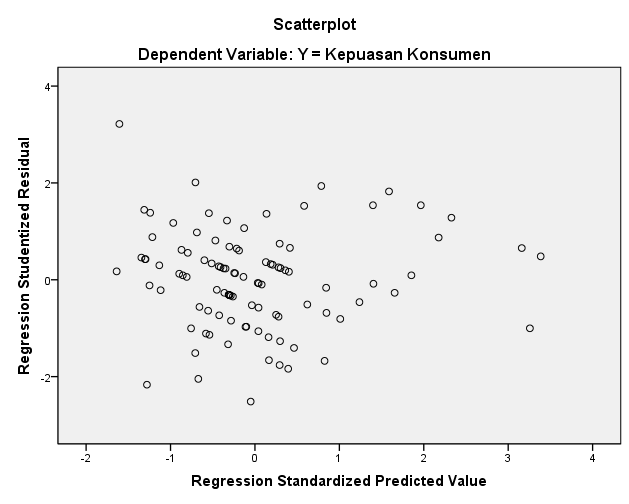
1. **Uji Normalitas**

| **One-Sample Kolmogorov-Smirnov Test** | | |
| --- | --- | --- |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 1.98619380 |
| Most Extreme Differences | Absolute | .054 |
| Positive | .053 |
| Negative | -.054 |
| Kolmogorov-Smirnov Z | | .535 |
| Asymp. Sig. (2-tailed) | | .937 |
| a. Test distribution is Normal.  b. Calculated from data. | | |

1. **Uji Multikolineritas**

| **Coefficientsa** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 4.598 | 2.851 |  | 1.613 | .110 |  |  |
| X1 = Kualitas Makanan | .571 | .117 | .428 | 4.902 | .000 | .887 | 1.127 |
| X2 = Pelayanan | .249 | .097 | .222 | 2.550 | .012 | .897 | 1.115 |
| X3 = Suasana Cafe | .160 | .080 | .173 | 1.987 | .050 | .888 | 1.126 |
| X4 = Nilai Pelanggan | .013 | .093 | .012 | .138 | .891 | .862 | 1.160 |
| a. Dependent Variable: Y = Kepuasan Konsumen | | | | | | | | |

1. **Uji Heteroskedastisitas**



**Lampiran 6 Hasil Uji Hipotesa**

1. **Uji Regresi Linier Berganda**

| **Coefficientsa** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 4.598 | 2.851 |  | 1.613 | .110 |
| X1 = Kualitas Makanan | .571 | .117 | .428 | 4.902 | .000 |
| X2 = Pelayanan | .249 | .097 | .222 | 2.550 | .012 |
| X3 = Suasana Cafe | .160 | .080 | .173 | 1.987 | .050 |
| X4 = Nilai Pelanggan | .013 | .093 | .012 | .138 | .891 |
| a. Dependent Variable: Y = Kepuasan Konsumen | | | | | | |

| **Residuals Statisticsa** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 21.66 | 29.09 | 24.08 | 1.480 | 100 |
| Std. Predicted Value | -1.639 | 3.385 | .000 | 1.000 | 100 |
| Standard Error of Predicted Value | .221 | .824 | .436 | .124 | 100 |
| Adjusted Predicted Value | 21.24 | 29.17 | 24.07 | 1.472 | 100 |
| Residual | -5.006 | 6.296 | .000 | 1.986 | 100 |
| Std. Residual | -2.469 | 3.105 | .000 | .980 | 100 |
| Stud. Residual | -2.514 | 3.218 | .002 | 1.008 | 100 |
| Deleted Residual | -5.192 | 6.760 | .010 | 2.104 | 100 |
| Stud. Deleted Residual | -2.589 | 3.391 | .003 | 1.021 | 100 |
| Mahal. Distance | .188 | 15.375 | 3.960 | 2.914 | 100 |
| Cook's Distance | .000 | .153 | .012 | .022 | 100 |
| Centered Leverage Value | .002 | .155 | .040 | .029 | 100 |
| a. Dependent Variable: Y = Kepuasan Konsumen | | | | | |

1. **Uji t**

| **Coefficientsa** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 4.598 | 2.851 |  | 1.613 | .110 |
| X1 = Kualitas Makanan | .571 | .117 | .428 | 4.902 | .000 |
| X2 = Pelayanan | .249 | .097 | .222 | 2.550 | .012 |
| X3 = Suasana Cafe | .160 | .080 | .173 | 1.987 | .050 |
| X4 = Nilai Pelanggan | .013 | .093 | .012 | .138 | .891 |
| a. Dependent Variable: Y = Kepuasan Konsumen | | | | | | |

1. **Uji R Square (R2)**

| **Model Summaryb** | | | | |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .597a | .357 | .330 | 2.028 |
| a. Predictors: (Constant), X4 = Nilai Pelanggan, X1 = Kualitas Makanan, X2 = Pelayanan, X3 = Suasana Cafe  b. Dependent Variable: Y = Kepuasan Konsumen | | | | |