

Lampiran 1

No Kuesioner :

KUESIONER

Kepada Yth,

Responden

Dengan hormat,

Saya Mukhtar Bayu Prabowo, mahasiswa Manajemen Universitas Muhammadiyah Yogyakarta, sedang mengadakan penelitian mengenai “Analisis pengaruh, nilai hedonik dan nilai utilitarian terhadap kepuasan konsumen dan niat berperilaku, pada industri restoran (studi kasus terhadap Holycow)”. Oleh karena itu saya memohon kesediaan Anda agar berkenan meluangkan waktu untuk mengisi kuesioner berikut ini. Selanjutnya, seluruh informasi yang Anda berikan akan dijamin kerahasiaannya. Atas kesediaan waktu dan partisipasi Anda untuk melengkapi kuesioner ini saya ucapkan terima kasih.

Karakteristik Responden

Petunjuk : Berilah tanda (√) pada salah satu kotak yang paling mewakili diri Anda untuk setiap pernyataan dibawah ini.

1. Nama

2. Jenis Kelamin

Laki-laki

Perempuan

3. Umur

16 - 25

26 - 35

36 – 45

4. Tingkat Pendidikan terakhir

SD

SMP

SMA

Diploma

Sarjana

Pascasarjana

5. Pekerjaan

Pelajar

PNS

Swasta

Pengusaha Lainnya (Sebutkan)

6. Apakah Anda pernah ke Holycow? (Bila jawaban anda belum pernah, Anda bisa berhenti mengisi kuesioner ini pada nomer ini)

Pernah Belum Pernah

7. Seberapa sering anda makan di luar

Setiap hari Tiga bulan sekali

Seminggu sekali Sebulan sekali

8. Biaya makan di luar yang anda keluarkan dalam sebulan

< Rp. 500.000 Rp. 600.000 – Rp. 1.000.000

> Rp. 1.000.000

Petunjuk pengisian kuesioner : Lingkari salah satu jawaban yang paling mewakili diri anda untuk setiap pernyataan dibawah ini.

STS = Sangat tidak setuju

S = Setuju

TS = Tidak setuju

SS = Sangat setuju

N = Biasa saja (Netral)

A. Nilai Utilitarian

No	Pernyataan	STS	TS	N	S	SS
1	Makan di Holycow membuat saya merasa nyaman	1	2	3	4	5
2	Makan di Holycow sangatlah praktis dan ekonomis	1	2	3	4	5
3	Saya merasa harga yang saya bayar untuk makan di Holycow tidak sia-sia	1	2	3	4	5
4	Pelayanan pada Holycow tergolong cepat	1	2	3	4	5

B. Nilai Hedonik

No	Pernyataan	STS	TS	N	S	SS
1	Makan di Holycow membuat perasaan saya baik	1	2	3	4	5
2	Makan di Holycow membuat perasaan saya menyenangkan dan nyaman	1	2	3	4	5
3	Pengalaman saya makan di Holycow membuat bahagia/menyenangkan	1	2	3	4	5
4	Selama makan di Holycow. Saya merasakan kegembiraan dalam memilih menu makanan yang tersedia	1	2	3	4	5
5	Meskipun harga yang ditawarkan Holycow lebih mahal daripada restoran lain, Saya lebih suka makan di tempat yang lebih baik (Holycow)	1	2	3	4	5

C. Kepuasan Konsumen

No	Pernyataan	STS	TS	N	S	SS
1	Saya merasa senang untuk makan di Holycow	1	2	3	4	5
2	Secara keseluruhan saya merasa puas atas layanan yang saya nikmati di Holycow	1	2	3	4	5
3	Seluruh layanan yang diberikan oleh Holycow membuat mood saya baik	1	2	3	4	5
4	Saya sangat menikmati makan di Holycow	1	2	3	4	5

D. Niat Berperilaku Konsumen

No	Pernyataan	STS	TS	N	S	SS
1	Saya bersedia datang kembali ke Holycow	1	2	3	4	5
2	Saya bersedia untuk merekomendasikan Holycow ke teman atau orang lain	1	2	3	4	5
3	Saya akan lebih sering datang ke Holycow	1	2	3	4	5

Terimakasih atas waktu dan kesediaannya mengisi kuesioner ini, segala informasi yang diberikan akan dijaga kerahasiannya

Lampiran 2

Analisis deskriptif responden

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki - Laki	65	40.6	40.6	40.6
Valid Perempuan	95	59.4	59.4	100.0
Total	160	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
16 - 25 Tahun	98	61.3	61.3	61.3
Valid 26 - 35 Tahun	49	30.6	30.6	91.9
36 - 45 Tahun	13	8.1	8.1	100.0
Total	160	100.0	100.0	

Pendidikan Terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
Diploma	21	13.1	13.1	13.1
Pasca Sarjana	22	13.8	13.8	26.9
Valid Sarjana	37	23.1	23.1	50.0
SMA	80	50.0	50.0	100.0
Total	160	100.0	100.0	

Frekuensi Ke Holycow

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lebih dari 3 Bulan Sekali	59	36.9	36.9	36.9
Sebulan Sekali	39	24.4	24.4	61.3
Seminggu Sekali	19	11.9	11.9	73.1

Setiap Hari	2	1.3	1.3	74.4
Tiga Bulan Sekali	41	25.6	25.6	100.0
Total	160	100.0	100.0	

Uang Yang Dikeluarkan Dalam Sebulan

	Frequency	Percent	Valid Percent	Cumulative Percent
< 500.000	27	16.9	16.9	16.9
> 1.000.000	89	55.6	55.6	72.5
Valid 500.000 - 1.000.000	44	27.5	27.5	100.0
Total	160	100.0	100.0	

Lampiran 3
Uji Validitas

Correlations

		NU
NU1	Pearson Correlation	,679**
	Sig. (2-tailed)	.000
	N	160
NU2	Pearson Correlation	,513**
	Sig. (2-tailed)	.000
	N	160
NU3	Pearson Correlation	,819**
	Sig. (2-tailed)	.000
	N	160
NU4	Pearson Correlation	,845**
	Sig. (2-tailed)	.000
	N	160
NU	Pearson Correlation	1
	Sig. (2-tailed)	
	N	160

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

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

Correlations

		NH
NH1	Pearson Correlation	,805**
	Sig. (2-tailed)	.000
	N	160
NH2	Pearson Correlation	,733**
	Sig. (2-tailed)	.000
	N	160
NH3	Pearson Correlation	,581**
	Sig. (2-tailed)	.000
	N	160
NH4	Pearson Correlation	,755**
	Sig. (2-tailed)	.000
	N	160
NH5	Pearson Correlation	,791**
	Sig. (2-tailed)	.000
	N	160
NH	Pearson Correlation	1
	Sig. (2-tailed)	
	N	160

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

Correlations

		KK
KK1	Pearson Correlation	,724**
	Sig. (2-tailed)	.000
	N	160
KK2	Pearson Correlation	,810**
	Sig. (2-tailed)	.000
	N	160
KK3	Pearson Correlation	,718**
	Sig. (2-tailed)	.000
	N	160
KK4	Pearson Correlation	,664**
	Sig. (2-tailed)	.000
	N	160
KK	Pearson Correlation	1
	Sig. (2-tailed)	
	N	160

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

Correlations

		NB
NB1	Pearson Correlation	,720**
	Sig. (2-tailed)	.000
	N	160
NB2	Pearson Correlation	,719**
	Sig. (2-tailed)	.000
	N	160
NB3	Pearson Correlation	,749**
	Sig. (2-tailed)	.000
	N	160
NB	Pearson Correlation	1
	Sig. (2-tailed)	
	N	160

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

Lampiran 4

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.681	4

Reliability Statistics

Cronbach's Alpha	N of Items
.779	5

Reliability Statistics

Cronbach's Alpha	N of Items
.707	4

Reliability Statistics

Cronbach's Alpha	N of Items
.658	3

Lampiran 5

Analisis deskriptif variabel

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
NU1	160	2	5	3.27	.580
NU2	160	2	5	3.49	.777
NU3	160	2	5	3.34	.800
NU4	160	2	5	3.35	.826
Valid N (listwise)	160				

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
NH1	160	2	5	531	3.32	.658
NH2	160	2	5	541	3.38	.690
NH3	160	2	5	547	3.42	.731
NH4	160	2	5	542	3.39	.744
NH5	160	2	5	517	3.23	.666
Valid N (listwise)	160					

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KK1	160	2	5	3.39	.682
KK2	160	2	5	3.51	.744
KK3	160	2	5	3.36	.677
KK4	160	2	5	3.39	.710
Valid N (listwise)	160				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
NB1	160	2	5	3.33	.707
NB2	160	2	5	3.27	.783
NB3	160	2	5	3.20	.759
Valid N (listwise)	160				

Lampiran 6

Uji Mahalanobis

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
43	37,711	,002	,234
113	34,959	,004	,136
8	33,610	,006	,076
148	30,817	,014	,194
7	30,345	,016	,122
89	29,656	,020	,101
105	26,534	,047	,629
6	26,367	,049	,529
90	25,929	,055	,522
73	25,682	,059	,465
109	24,709	,075	,663
106	24,342	,082	,673
63	24,134	,087	,636
31	24,122	,087	,529
4	24,042	,089	,449
70	23,881	,092	,404
49	23,562	,100	,426
133	23,123	,110	,505
156	22,832	,118	,529
115	22,584	,125	,540
54	22,429	,130	,515
116	21,924	,146	,649
136	21,784	,150	,625
131	21,774	,151	,543
27	21,380	,164	,642
123	21,044	,177	,713
111	20,982	,179	,667
151	20,905	,182	,625
36	20,683	,191	,654
69	20,570	,196	,633
143	20,507	,198	,588
91	20,486	,199	,521
122	19,816	,229	,777

92	19,483	,244	,849
34	19,395	,249	,833
128	19,389	,249	,785
150	18,778	,280	,932
68	18,658	,287	,931
152	18,579	,291	,922
56	18,444	,299	,925
28	18,297	,307	,931
155	18,264	,309	,913
77	18,243	,310	,888
59	18,139	,316	,885
88	18,084	,319	,867
119	17,860	,332	,902
80	17,594	,348	,939
37	17,548	,351	,926
2	17,478	,355	,917
79	17,471	,356	,891
44	17,418	,359	,874
100	17,364	,362	,858
61	17,353	,363	,821
57	17,251	,370	,821
112	17,065	,381	,856
12	17,050	,382	,822
22	17,000	,386	,800
93	16,978	,387	,763
96	16,945	,389	,728
17	16,872	,394	,715
32	16,854	,395	,668
153	16,794	,399	,646
72	16,669	,407	,665
117	16,607	,411	,644
132	16,586	,413	,597
102	16,550	,415	,559
19	16,531	,417	,508
118	16,495	,419	,469
86	16,459	,421	,430
160	16,314	,431	,467
50	15,979	,454	,636
140	15,939	,457	,603
3	15,909	,459	,562

5	15,857	,463	,536
120	15,840	,464	,484
145	15,765	,469	,475
114	15,649	,478	,496
85	15,602	,481	,466
10	15,520	,487	,463
139	15,306	,502	,555
64	15,155	,513	,602
134	15,113	,516	,571
83	15,030	,522	,569
149	14,981	,526	,543
107	14,979	,526	,481
15	14,979	,526	,418
38	14,971	,527	,363
41	14,839	,536	,396
158	14,801	,539	,363
98	14,752	,543	,339
23	14,707	,546	,311
65	14,466	,564	,422

Lampiran 7

Uji Normalitas

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
NH5	2,000	5,000	,217	1,121	,049	,125
NB3	2,000	5,000	,429	2,217	,050	,129
NB2	2,000	5,000	,202	1,041	-,347	-,895
NB1	2,000	5,000	,290	1,498	-,027	-,071
NH1	2,000	5,000	,756	3,906	,588	1,519
NH2	2,000	5,000	-,201	-1,040	-,390	-1,008
NH3	2,000	5,000	,138	,713	-,241	-,623
NH4	2,000	5,000	,252	1,300	-,195	-,504
KK1	2,000	5,000	,292	1,509	-,048	-,124
KK2	2,000	5,000	-,043	-,222	-,311	-,804
KK3	2,000	5,000	,264	1,364	-,031	-,080
KK4	2,000	5,000	,326	1,683	-,079	-,204
NU4	2,000	5,000	,351	1,813	-,357	-,923
NU3	2,000	5,000	,281	1,451	-,319	-,823
NU2	2,000	5,000	,203	1,049	-,383	-,989
NU1	2,000	5,000	,674	3,478	,733	1,893
Multivariate					3,568	,940

Lampiran 8

Uji Hipotesis

			Estimate	S.E.	C.R.	P	Label
KK	<---	NU	<u>,789</u>	,240	3,289	,001	par_12
KK	<---	NH	,315	,107	2,942	,003	par_14
NB	<---	KK	,753	,318	2,371	,018	par_13
NB	<---	NU	-,311	,344	-,905	,366	par_15
NB	<---	NH	,369	,155	2,380	,017	par_16

Lampiran 9

Pengaruh Variabel Intervening

Standardized Direct Effects (Group number 1 - Default model)

	NH	NU	KK	NB
KK	.365	.570	.000	.000
NB	.451	-.237	.793	.000
NH5	.762	.000	.000	.000
NB3	.000	.000	.000	.543
NB2	.000	.000	.000	.516
NB1	.000	.000	.000	.596
NH1	.824	.000	.000	.000
NH2	.633	.000	.000	.000
NH3	.430	.000	.000	.000
NH4	.692	.000	.000	.000
KK1	.000	.000	.571	.000
KK2	.000	.000	.680	.000
KK3	.000	.000	.620	.000
KK4	.000	.000	.625	.000
NU4	.000	.866	.000	.000
NU3	.000	.853	.000	.000
NU2	.000	.222	.000	.000
NU1	.000	.553	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	NH	NU	KK	NB
KK	.000	.000	.000	.000
NB	.290	.452	.000	.000
NH5	.000	.000	.000	.000
NB3	.402	.117	.430	.000
NB2	.382	.111	.409	.000
NB1	.442	.129	.473	.000
NH1	.000	.000	.000	.000
NH2	.000	.000	.000	.000
NH3	.000	.000	.000	.000
NH4	.000	.000	.000	.000
KK1	.208	.326	.000	.000
KK2	.248	.388	.000	.000

KK3	.226	.353	.000	.000
KK4	.228	.356	.000	.000
NU4	.000	.000	.000	.000
NU3	.000	.000	.000	.000
NU2	.000	.000	.000	.000
NU1	.000	.000	.000	.000

Standardized Total Effects (Group number 1 - Default model)

	NH	NU	KK	NB
KK	.365	.570	.000	.000
NB	.740	.216	.793	.000
NH5	.762	.000	.000	.000
NB3	.402	.117	.430	.543
NB2	.382	.111	.409	.516
NB1	.442	.129	.473	.596
NH1	.824	.000	.000	.000
NH2	.633	.000	.000	.000
NH3	.430	.000	.000	.000
NH4	.692	.000	.000	.000
KK1	.208	.326	.571	.000
KK2	.248	.388	.680	.000
KK3	.226	.353	.620	.000
KK4	.228	.356	.625	.000
NU4	.000	.866	.000	.000
NU3	.000	.853	.000	.000
NU2	.000	.222	.000	.000
NU1	.000	.553	.000	.000

Lampiran 10

Identifikasi Model Struktural

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	136
Number of distinct parameters to be estimated:	38
Degrees of freedom (136 - 38):	98

Result (Default model)

Minimum was achieved
Chi-square = 182.117
Degrees of freedom = 98
Probability level = .000

Lampiran 11

Hubungan antara Instrumen dengan Variabel

	Estimate
NU1 <--- NU	1,000
NU2 <--- NU	,538
NU3 <--- NU	2,129
NU4 <--- NU	2,229
KK4 <--- KK	1,000
KK3 <--- KK	,946
KK2 <--- KK	1,139
KK1 <--- KK	,877
NH4 <--- NH	1,000
NH3 <--- NH	,611
NH2 <--- NH	,850
NH1 <--- NH	1,053
NB1 <--- NB	1,000
NB2 <--- NB	,958
NB3 <--- NB	,977
NH5 <--- NH	,986

Lampiran 12

Model Fit Summary sebelum modifikasi

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	38	182.117	98	.000	1.858
Saturated model	136	.000	0		
Independence model	16	1036.902	120	.000	8.641

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.040	.865	.813	.623
Saturated model	.000	1.000		
Independence model	.177	.339	.250	.299

Baseline Comparisons

	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.824	.785	.910	.888	.908
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.817	.673	.742
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	84.117	50.016	126.041
Saturated model	.000	.000	.000
Independence model	916.902	817.767	1023.487

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.145	.529	.315	.793
Saturated model	.000	.000	.000	.000
Independence model	6.521	5.767	5.143	6.437

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.073	.057	.090	.013
Independence model	.219	.207	.232	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	258.117	267.216	374.974	412.974
Saturated model	272.000	304.563	690.224	826.224
Independence model	1068.902	1072.733	1118.105	1134.105

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.623	1.409	1.887	1.681
Saturated model	1.711	1.711	1.711	1.915
Independence model	6.723	6.099	7.393	6.747

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	107	117
Independence model	23	25

Lampiran 13

Model fit summary setelah fit

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	42	114.541	94	.074	1.219
Saturated model	136	.000	0		
Independence model	16	1036.902	120	.000	8.641

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.032	.920	.884	.636
Saturated model	.000	1.000		
Independence model	.177	.339	.250	.299

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.890	.859	.978	.971	.978
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.783	.697	.766
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	20.541	.000	51.732
Saturated model	.000	.000	.000
Independence model	916.902	817.767	1023.487

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.720	.129	.000	.325
Saturated model	.000	.000	.000	.000
Independence model	6.521	5.767	5.143	6.437

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.037	.000	.059	.819
Independence model	.219	.207	.232	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	198.541	208.597	327.698	369.698
Saturated model	272.000	304.563	690.224	826.224
Independence model	1068.902	1072.733	1118.105	1134.105

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.249	1.119	1.445	1.312
Saturated model	1.711	1.711	1.711	1.915
Independence model	6.723	6.099	7.393	6.747

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	164	179
Independence model	23	25