

KUESIONER

A. Petunjuk pengisian kuesioner

1. Istilah jawaban yang paling sesuai dengan keadaan yang anda alami

Keterangan:

SS : Sangat Setuju

S : Setuju

KS : Kurang Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

2. Jawaban dipilih dengan memberi tanda centang
3. Tidak boleh ada jawaban yang anda centang lebih dari satu

B. Identitas Responden

1. Nama :
2. Umur :
3. Jenis Kelamin (L/P) :
4. Pendidikan terakhir :
5. Tingkat pendapatan :
 - 1) < 1.000.000
 - 2) 1.000.000 - < 2.000.000
 - 3) 2.000.000 - < 3.000.000
 - 4) \geq 3.000.000

C. Daftar Pertanyaan

1. Kualitas makanan

No	Daftar Pertanyaan	SS	S	KS	TS	STS
1	Makanan yang saya dapatkan sesuai dengan apa yang saya pesan					
2	Saya merasa makanan yang disajikan higienis					
3	Westlake menyediakan makanan yang segar					
4	Saya merasa suhu makanan pada Westlake sesuai					

2. Ketanggapan

No	Daftar Pertanyaan	SS	S	KS	TS	STS
1	Westlake memiliki karyawan yang ramah					
2	Saya merasa karyawan Westlake memiliki kesigapan yang bagus					
3	Westlake memiliki pelayanan yang cepat					
4	Semua penampilan karyawan Westlake rapi					
5	Karyawan Westlake Mengetahui apa yang konsumen harapkan					
6	Westlake memiliki karyawan yang sopan					
7	Karyawan Westlake memahami menu yang di sediakan					

3. Desain Fisik

No	Daftar Pertanyaan	SS	S	KS	TS	STS
1	Westlake memiliki pencahayaan ruangan yang baik					
2	Tempat parkir yang di sediakan Westlake cukup luas					
3	Westlake memiliki tempat yang bersih					
4	Penampilan Westlake sangat menarik					

4. Harga

No	Daftar Pertanyaan	SS	S	KS	TS	STS
1	Saya merasa harga makanan pada Westlake cukup mahal					
2	Harga pada westlake tidak sesuai dengan yang saya harapkan					

5. Kepuasan Pelanggan

No	Daftar pertanyaan	SS	S	KS	TS	STS
1	Saya keseluruhan saya merasa puas					
2	Saya akan melakukan pembelian ulang pada Westlake					
3	Saya akan merekomendasikan Westlake kepada orang lain					

B. Uji Validitas

1. Kualitas Makanan

Correlations					
	X11	X12	X13	X14	Total
Pearson Correlation	1	.345	.474**	.421*	.774**
Sig. (2-tailed)		.062	.008	.021	.000
N	30	30	30	30	30
Pearson Correlation	.345	1	.374*	.168	.627**
Sig. (2-tailed)	.062		.042	.375	.000
N	30	30	30	30	30
Pearson Correlation	.474**	.374*	1	.336	.767**
Sig. (2-tailed)	.008	.042		.070	.000
N	30	30	30	30	30
Pearson Correlation	.421*	.168	.336	1	.698**
Sig. (2-tailed)	.021	.375	.070		.000
N	30	30	30	30	30
Pearson Correlation	.774**	.627**	.767**	.698**	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	30	30	30	30	30

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

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

2. Ketanggapan

		Correlations							
		X21	X22	X23	X24	X25	X26	X27	Total
X21	Pearson Correlation	1	.288	.375*	.337	.194	.410*	.131	.635
	Sig. (2-tailed)		.123	.041	.068	.305	.024	.492	.00
	N	30	30	30	30	30	30	30	3
X22	Pearson Correlation	.288	1	.231	.247	.464**	.488**	.223	.682
	Sig. (2-tailed)	.123		.219	.187	.010	.006	.235	.00
	N	30	30	30	30	30	30	30	3
X23	Pearson Correlation	.375*	.231	1	.114	.262	.261	.294	.568
	Sig. (2-tailed)	.041	.219		.547	.162	.163	.114	.00
	N	30	30	30	30	30	30	30	3
X24	Pearson Correlation	.337	.247	.114	1	.164	.239	.170	.533
	Sig. (2-tailed)	.068	.187	.547		.386	.203	.371	.00
	N	30	30	30	30	30	30	30	3
X25	Pearson Correlation	.194	.464**	.262	.164	1	.375*	.253	.632
	Sig. (2-tailed)	.305	.010	.162	.386		.041	.177	.00
	N	30	30	30	30	30	30	30	3
X26	Pearson Correlation	.410*	.488**	.261	.239	.375*	1	.488**	.738
	Sig. (2-tailed)	.024	.006	.163	.203	.041		.006	.00
	N	30	30	30	30	30	30	30	3
X27	Pearson Correlation	.131	.223	.294	.170	.253	.488**	1	.571
	Sig. (2-tailed)	.492	.235	.114	.371	.177	.006		.00
	N	30	30	30	30	30	30	30	3
Total	Pearson Correlation	.635**	.682**	.568**	.533**	.632**	.738**	.571**	
	Sig. (2-tailed)	.000	.000	.001	.002	.000	.000	.001	
	N	30	30	30	30	30	30	30	3

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

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

3. Desain Fisik

Correlations

		X31	X32	X33	X34	Total
X31	Pearson Correlation	1	.216	.439*	.325	.754**
	Sig. (2-tailed)		.251	.015	.079	.000
	N	30	30	30	30	30
X32	Pearson Correlation	.216	1	.242	.356	.660**
	Sig. (2-tailed)	.251		.197	.054	.000
	N	30	30	30	30	30
X33	Pearson Correlation	.439*	.242	1	.237	.673**
	Sig. (2-tailed)	.015	.197		.207	.000
	N	30	30	30	30	30
X34	Pearson Correlation	.325	.356	.237	1	.630**
	Sig. (2-tailed)	.079	.054	.207		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.754**	.660**	.673**	.630**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

4. Harga

Correlations

		X41	X42	Total
X41	Pearson Correlation	1	.532**	.846**
	Sig. (2-tailed)		.002	.000
	N	30	30	30
X42	Pearson Correlation	.532**	1	.902**
	Sig. (2-tailed)	.002		.000
	N	30	30	30
Total	Pearson Correlation	.846**	.902**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

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

5. Kepuasan Pelanggan

Correlations

		X51	X52	X53	Total
X51	Pearson Correlation	1	.499**	.554**	.792**
	Sig. (2-tailed)		.005	.001	.000
	N	30	30	30	30
X52	Pearson Correlation	.499**	1	.588**	.849**
	Sig. (2-tailed)	.005		.001	.000
	N	30	30	30	30
X53	Pearson Correlation	.554**	.588**	1	.863**
	Sig. (2-tailed)	.001	.001		.000
	N	30	30	30	30
Total	Pearson Correlation	.792**	.849**	.863**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

C. Uji Reliabilitas

1. Kualitas Makanan

Reliability Statistics

Cronbach's Alpha	N of Items
.683	4

2. Ketanggapan

Reliability Statistics

Cronbach's Alpha	N of Items
.735	7

3. Desain Fisik

Reliability Statistics

Cronbach's Alpha	N of Items
.632	4

4. Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.685	2

5. Kepuasan Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.780	3

D. Analisis Data

1. Uji T

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	4.908	2.366		2.075	.041
1	Total	.262	.117	.211	2.227	.028
	Total	.135	.061	.212	2.211	.029
	Total	.246	.120	.175	2.059	.042
	Total	-.677	.113	-.499	-6.009	.000

a. Dependent Variable: Total

2. Uji F

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	126.829	4	31.707	13.732	.000 ^b
	Residual	219.361	95	2.309		
	Total	346.190	99			

a. Dependent Variable: Total

b. Predictors: (Constant), Total, Total, Total, Total

3. Uji R^2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.605 ^a	.366	.340	1.520

a. Predictors: (Constant), Total, Total, Total, Total

