

# **LAMPIRAN-LAMPIRAN**

Lampiran 1 Lembar Kuesioner



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Studi Pada Panties Pizza Yogyakarta

Identitas Responden

Berikan tanda (√) pada kotak jawaban dibawah ini, sesuai dengan pilihan ganda.

- Nama : \*Boleh tidak di isi
- Jenis Kelamin :  Laki-laki  Perempuan
- Usia :
- Frekuensi membeli :  2 kali  
:  > 2 kali

Petunjuk Pengisian

Berilah tanda (√) pada kolom jawaban ( ) yang tersedia pada tingkat kenyataan dan tingkat kepentingan sesuai dengan pendapat anda dengan ketentuan :

- a. Sangat setuju ST (6)
- b. Setuju S (5)
- c. Agak setuju AS (4)
- d. Agak tidak setuju ATS (3)
- e. Tidak setuju TS (2)
- f. Sangat tidak setuju STS (1)

**PENTING!!!** Mohon dibaca sebelum mengisi kuesioner dibawah.

No	Keterangan	STS	TS	ATS	AS	S	ST
1	Tata letak restoran membuat saya mudah untuk mendapatkan pelayanan makanan yang saya inginkan.						
2	Tata letak restoran membuat saya mudah untuk mendapatkan tempat duduk.						

3	Tata letak restoran membuat saya mudah untuk sampai ke toilet.						
4	Tata letak restoran memudahkan saya untuk berpindah ke tempat yang saya inginkan.						
5	Tata letak restoran memudahkan saya mencari makanan yang diinginkan.						
6	Lebar jarak antara meja cukup nyaman untuk di lewati.						
7	Restoran ini dicat dengan warna menarik.						
8	Desain warna dinding dan lantai interior menarik.						
9	Desain bangunan restoran memberikan karakter yang menarik						
10	Restoran ini di dekorasi dengan menarik.						
11	Restoran ini memiliki toilet yang bersih.						
12	Ruang pelayanan makanana ini di jaga agar tetap menarik.						
13	Restoran ini memiliki lantai yang bersih.						
14	Secara keseluruhan restoran ini tetap bersih.						
15	Saya nyaman menghabiskan waktu di restoran ini.						
16	Saya nyaman berlama lama di restoran ini.						
17	Saya puas dengan informasi produk yang di berikan.						
18	Saya puas dengan waktu tunggu menerima pelayanan.						
19	Saya senang dengan pengalaman makan di restoran ini.						
20	Saya mempunyai kesan yang baik jika makan di restoran ini.						

21	Restoran ini merupakan pilihan utama saya.						
22	Saya puas dengan rasa makanan di restoran ini.						
23	Saya puas dengan kualitas pelayanan restoran ini.						
24	Saya puas dengankinerja pelayanan.						
25	Secara umum restoran ini membuat saya senang.						

Kritik dan saran kepada Panties Pizza :

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Lampiran 2 Karakteristik Responden berdasarkan jenis kelamin

<b>Jenis Kelamin</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
	Laki-Laki	37	37.0	37.0
Valid	Perempuan	63	63.0	100.0
	Total	100	100.0	100.0

Lampiran 3 Karakteristik Responden berdasarkan Usia

<b>Usia</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
	< 15 Tahun	2	2.0	2.0
	15-25 Tahun	87	87.0	89.0
Valid	26-35 Tahun	8	8.0	97.0
	> 35 Tahun	3	3.0	100.0
	Total	100	100.0	100.0

Lampiran 4 Karakteristik Responden berdasarkan Frekuensi pembelian

<b>Frekuensi Membeli</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
	2 Kali	41	41.0	41.0
Valid	> 2 Kali	59	59.0	100.0
	Total	100	100.0	100.0

Lampiran 5 Uji validitas *layout accesibility*

		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	TOTAL
x1.1	Pearson Correlation	1	.700**	.475**	.486**	.504**	.315**	.719**
	Sig. (2-tailed)		.000	.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100
x1.2	Pearson Correlation	.700**	1	.480**	.637**	.607**	.536**	.828**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
x1.3	Pearson Correlation	.475**	.480**	1	.546**	.551**	.443**	.749**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
x1.4	Pearson Correlation	.486**	.637**	.546**	1	.675**	.565**	.826**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
x1.5	Pearson Correlation	.504**	.607**	.551**	.675**	1	.619**	.839**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
x1.6	Pearson Correlation	.315**	.536**	.443**	.565**	.619**	1	.756**
	Sig. (2-tailed)	.001	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.719**	.828**	.749**	.826**	.839**	.756**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Lampiran 6 uji validitas *facility aesthetics*

**Correlations**

		x2.1	x2.2	x2.3	x2.4	TOTAL
x2.1	Pearson Correlation	1	.811**	.729**	.765**	.910**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x2.2	Pearson Correlation	.811**	1	.771**	.746**	.921**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x2.3	Pearson Correlation	.729**	.771**	1	.801**	.905**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x2.4	Pearson Correlation	.765**	.746**	.801**	1	.904**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	.910**	.921**	.905**	.904**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

Lampiran 7 uji validitas *cleanliness*

		x3.1	x3.2	x3.3	x3.4	x3.5	x3.6	TOTAL
x3.1	Pearson Correlation	1	.575**	.386**	.468**	.356**	.326**	.677**
	Sig. (2-tailed)		.000	.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100
x3.2	Pearson Correlation	.575**	1	.577**	.609**	.411**	.332**	.762**
	Sig. (2-tailed)	.000		.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100
x3.3	Pearson Correlation	.386**	.577**	1	.766**	.396**	.295**	.739**
	Sig. (2-tailed)	.000	.000		.000	.000	.003	.000
	N	100	100	100	100	100	100	100
x3.4	Pearson Correlation	.468**	.609**	.766**	1	.517**	.390**	.812**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
x3.5	Pearson Correlation	.356**	.411**	.396**	.517**	1	.818**	.794**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
x3.6	Pearson Correlation	.326**	.332**	.295**	.390**	.818**	1	.733**
	Sig. (2-tailed)	.001	.001	.003	.000	.000		.000
	N	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.677**	.762**	.739**	.812**	.794**	.733**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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



Lampiran 8 uji validitas kepuasan pelanggan

Correlations

		y1	y2	y3	y4	y5	y6	y7	y8	y9	TOTAL
y1	Pearson Correlation	1	.738**	.766**	.760**	.531**	.680**	.760**	.744**	.719**	.871**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
y2	Pearson Correlation	.738**	1	.723**	.655**	.576**	.626**	.654**	.669**	.682**	.828**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
y3	Pearson Correlation	.766**	.723**	1	.767**	.495**	.691**	.744**	.745**	.705**	.861**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
y4	Pearson Correlation	.760**	.655**	.767**	1	.629**	.707**	.782**	.779**	.741**	.887**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
y5	Pearson Correlation	.531**	.576**	.495**	.629**	1	.511**	.504**	.536**	.518**	.704**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
y6	Pearson Correlation	.680**	.626**	.691**	.707**	.511**	1	.788**	.759**	.793**	.851**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
y7	Pearson Correlation	.760**	.654**	.744**	.782**	.504**	.788**	1	.867**	.777**	.892**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
y8	Pearson Correlation	.744**	.669**	.745**	.779**	.536**	.759**	.867**	1	.831**	.901**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100
y9	Pearson Correlation	.719**	.682**	.705**	.741**	.518**	.793**	.777**	.831**	1	.879**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.871**	.828**	.861**	.887**	.704**	.851**	.892**	.901**	.879**	1
L	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

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

Lampiran 9 Uji realibilitas *layout accesibility*

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.873	.877	6

Lampiran 10 Uji realibilitas facility aesthetics

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.929	.931	4

Lampiran 11 Uji realibilitas cleanliness

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.842	.848	6

Lampiran 12 Uji Multikolinearitas

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-1.139	4.435		-.257	.798		
Layout Accesibility	.506	.154	.296	3.282	.001	.626	1.597
Facility Aesthetic	.510	.180	.252	2.836	.006	.646	1.549
Cleanliness	.638	.202	.308	3.164	.002	.538	1.859

. Dependent Variable: Kepuasan Pelanggan

Lampiran 13 Uji Heteroskedastisitas

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.089	3.202		.965	.337
Layout Accesibility	-.052	.111	-.059	-.470	.639
Facility Aesthetic	-.230	.130	-.220	-1.770	.080
Cleanliness	.224	.146	.209	1.535	.128

a. Dependent Variable: ABS\_RES

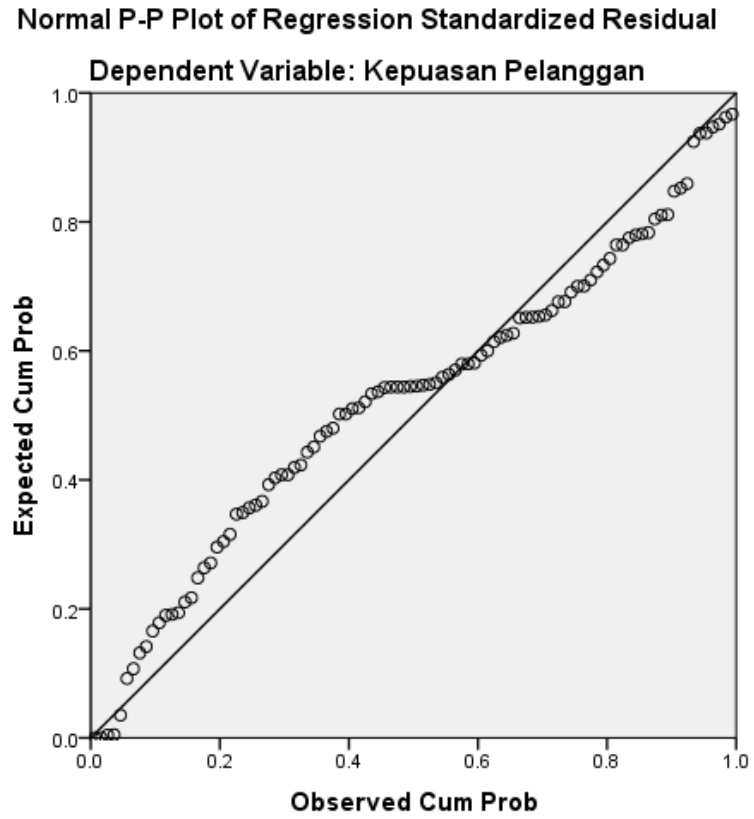
Lampiran 14 Uji Normalitas

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	5.46234463
	Absolute	.125
Most Extreme Differences	Positive	.085
	Negative	-.125
Kolmogorov-Smirnov Z		1.246
Asymp. Sig. (2-tailed)		.090

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 15 gambar scatter plot



Lampiran 16 Uji Determinasi

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 <sup>a</sup>	.512	.496	5.547

a. Predictors: (Constant), Cleanliness, Facility Aesthetic, Layout Accesibility

Lampiran 17 Uji F

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3094.306	3	1031.435	33.521	.000 <sup>b</sup>
1 Residual	2953.884	96	30.770		
Total	6048.190	99			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Cleanliness, Facility Aesthetic, Layout Accesibility

Lampiran 18 Uji T

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.139	4.435		-.257	.798
1 Layout Accesibility	.506	.154	.296	3.282	.001
1 Facility Aesthetic	.510	.180	.252	2.836	.006
1 Cleanliness	.638	.202	.308	3.164	.002

a. Dependent Variable: Kepuasan Pelanggan