**LAMPIRAN**

**Lampiran 01. Kuesioner Penelitian**

**PENGARUH KUALITAS PELAYANAN DAN STORE ATMOSFER TERHADAP KEPUASAN PELANGGAN PADA SAMMA COFFEE AND EATERY DI KOTA TABANAN**

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal : Pengisian Kuesioner Penelitian

Dengan Hormat,

Dengan rangka menyelesaikan studi di Undiksha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian berjudul "Pengaruh Kualitas Pelayanan dan *Store Atmosphere* terhadap Kepuasan Pelanggan pada Samma *Coffee And Eatery* di kota Tabanan".

Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner ini. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terima kasih.

Tabanan, 15 Januari 2023

Peneliti

I Made Rio Dharma Putra

NIM 1917041130

1. **Data Responden**

(Beri tanda ☐ pada kotak jawaban)

    a. Nama                  :

    b. Jenis kelamin      :

    c. Usia                  :

    d. Apakah anda pernah berkunjung ke Samma *Coffee and Eatery* di kota Tabanan lebih dari 2 kali?

            ☐ YA       ☐ TIDAK

2. **Petunjuk Pengisian Kuesioner**

    Responden cukup memberi tanda (☐) pada pilihan yang tersedia dengan pendapat Bapak/Ibu/Saudara/i. Setiap pernyataan hanya mengharapkan satu jawaban.

1           : Sangat tidak Setuju (STS)

2           : Tidak Setuju (TS)

3           : Netral (N)

4           : Setuju (S)

5           : Sangat Setuju (SS)

3. **Draft Pernyataan**

    A. Kepuasan Pelanggan

| No | Pernyataan | 1 | 2 | 3 | 4 | 5 |
|----|------------|---|---|---|---|---|
| 1 | Saya melakukan pembelian ulang karena merasa puas berbelanja pada samma coffee | | | | | |
| 2 | Saya merasa puas berbelanja pada samma kopi sehingga saya merekomendasikan samma kopi kepada orang-orang terdekta saya | | | | | |
| 3 | Saya merasa cocok berbelanja pada samma kopi sehingga saya lebih memilih samma kopi daripada kopi shop lain | | | | | |
| 4 | Samma kopi memiliki citra perusahaan yang baik sehingga saya merasa puas berbelanja pada samma kopi | | | | | |

B.  Kualitas Pelayanan

| No | Pernyataan | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| 1 | Saya memilih samma kopi karena memiliki pelayanan yang baik | | | | | |
| 2 | Saya memilih samma kopi karena memiliki kehandalan dalam pelayanan | | | | | |
| 3 | Saya memilih samma kopi karena memiliki ketanggapan dalam pelayanan | | | | | |
| 4 | Saya memilih samma kopi karena memberikan jaminan dalam pelayanan | | | | | |
| 5 | Saya memilih samma kopi karena memberikan perhatian yang tulus dan berupaya memahami keinginan saya | | | | | |

C.  *Store Atmosphere*

| No | Pernyataan | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| 1 | Saya memilih samma kopi karena memiliki pengaturan penempatan fasilitas toko yang baik | | | | | |
| 2 | Saya memilih samma kopi karena memiliki pengaturan warna yang baik sehingga memiliki kualitas ruang yang baik | | | | | |
| 3 | Saya memilih samma kopi karena menghadirkan musik sehingga saya merasa senang dalam berbelanja | | | | | |
| 4 | Saya memilih samma kopi karena memiliki aroma toko yang baik dan membuat saya nyaman | | | | | |

**Lampiran 02. Deskripsi Data Responden**

**Uji Deskriptif**

| Statistics | | USIA | JENISKELAMIN |
|---|---|---|---|
| N | Valid | 115 | 115 |
| | Missing | 0 | 0 |

| USIA | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 17-20 | 15 | 13.0 | 13.0 | 13.0 |
| | 21-25 | 91 | 79.1 | 79.1 | 92.2 |
| | 26-30 | 8 | 7.0 | 7.0 | 99.1 |
| | 31-34 | 1 | .9 | .9 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

| JENISKELAMIN | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | LAKI-LAKI | 64 | 55.7 | 55.7 | 55.7 |
| | PEREMPUAN | 51 | 44.3 | 44.3 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

**Lampiran 03. Tabulasi Data Populasi Penelitian**

| No | Kualitas Pelayanan X1 | | | | | | Store atmosphere X2 | | | | | Kepuasan Pelanggan Y | | | | |
|----|----|----|----|----|----|-----|----|----|----|----|-----|----|----|----|----|----|
|    | X1 | X1 | X1 | X1 | X1 | TX1 | X2 | X2 | X2 | X2 | TX2 | Y1 | Y2 | Y3 | Y4 | TY |
| 1 | 5 | 4 | 4 | 4 | 5 | 22 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 5 | 18 |
| 2 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |
| 3 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 4 | 5 | 17 |
| 4 | 4 | 4 | 3 | 3 | 4 | 18 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 5 | 17 |
| 5 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 5 | 4 | 18 | 4 | 5 | 5 | 5 | 19 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 7 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 8 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 10 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 11 | 4 | 4 | 3 | 4 | 4 | 19 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 5 | 17 |
| 12 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 13 | 4 | 5 | 4 | 3 | 5 | 21 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 5 | 5 | 18 |
| 14 | 4 | 4 | 3 | 3 | 3 | 17 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 15 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 5 | 5 | 19 |
| 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 17 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 18 | 5 | 4 | 5 | 3 | 4 | 21 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 5 | 18 |
| 19 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 20 | 4 | 5 | 5 | 4 | 4 | 22 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 19 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 22 | 4 | 3 | 4 | 5 | 3 | 19 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |
| 23 | 4 | 3 | 3 | 4 | 3 | 17 | 3 | 3 | 4 | 4 | 14 | 3 | 4 | 4 | 4 | 15 |
| 24 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 5 | 5 | 5 | 19 | 4 | 5 | 5 | 5 | 19 |
| 25 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 26 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 17 |
| 27 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 28 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 29 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 17 |
| 30 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 31 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 5 | 19 | 4 | 5 | 5 | 5 | 19 |
| 32 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 19 |
| 33 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 5 | 18 |
| 34 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 5 | 18 |
| 35 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 16 |
| 36 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 4 | 4 | 14 |
| 37 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 17 |
| 38 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 19 |
| 39 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 16 |
| 40 | 4 | 3 | 4 | 3 | 3 | 17 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 4 | 4 | 14 |
| 41 | 3 | 4 | 3 | 4 | 3 | 17 | 3 | 4 | 4 | 4 | 15 | 3 | 3 | 4 | 4 | 14 |
| 42 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 17 |
| 43 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 5 | 5 | 19 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 44 | 4 | 5 | 4 | 5 | 3 | 21 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 45 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |
| 46 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |
| 47 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 17 |
| 48 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 4 | 5 | 17 |
| 49 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |
| 50 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 5 | 17 |
| 51 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 52 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 53 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 4 | 17 |
| 54 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 55 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 4 | 17 |
| 56 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 5 | 5 | 5 | 19 | 4 | 5 | 5 | 5 | 19 |
| 57 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 4 | 4 | 17 |
| 58 | 4 | 5 | 5 | 4 | 4 | 22 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 5 | 18 |
| 59 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 5 | 5 | 5 | 19 | 4 | 5 | 5 | 5 | 19 |
| 60 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 17 |
| 61 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 19 |
| 62 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 17 |
| 63 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 5 | 18 |
| 64 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 5 | 5 | 20 |
| 65 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 5 | 17 |
| 66 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |
| 67 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 5 | 17 |
| 68 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 16 |
| 69 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 5 | 18 |
| 70 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 19 |
| 71 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 5 | 18 |
| 72 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 17 |
| 73 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 19 |
| 74 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 17 |
| 75 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 76 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 77 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 19 |
| 78 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |
| 79 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 17 |
| 80 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 81 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 19 |
| 82 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 17 |
| 83 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 84 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 19 |
| 85 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |
| 86 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 19 |
| 87 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 88 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 89 | 5 | 4 | 4 | 5 | 5 | 23 | 3 | 3 | 4 | 4 | 14 | 4 | 5 | 5 | 5 | 19 |
| 90 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 91 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 5 | 5 | 19 |
| 92 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 93 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 94 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 19 |
| 95 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |
| 96 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 19 |
| 97 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 5 | 4 | 17 | 4 | 5 | 5 | 5 | 19 |
| 98 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 3 | 4 | 4 | 14 | 4 | 4 | 5 | 5 | 18 |
| 99 | 3 | 3 | 4 | 4 | 4 | 18 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 5 | 5 | 18 |
| 100 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 17 |
| 101 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 5 | 5 | 5 | 19 | 4 | 5 | 5 | 5 | 19 |
| 102 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 103 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 5 | 5 | 5 | 19 | 4 | 5 | 5 | 5 | 19 |
| 104 | 4 | 5 | 5 | 4 | 3 | 21 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 4 | 5 | 18 |
| 105 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |
| 106 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |
| 107 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 5 | 5 | 19 |
| 108 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |
| 109 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 17 |
| 110 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 19 |
| 111 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 112 | 4 | 5 | 4 | 4 | 3 | 20 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |
| 113 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 114 | 4 | 5 | 5 | 4 | 4 | 22 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 115 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |

**Lampiran 04. Output SPSS Uji Validitas dan Uji Reliabilitas Populasi**

**Penelitian**

**Uji Validitas Kualitas Pelayanan Sampel Besar (X1)**

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1 |
|---|---|---|---|---|---|---|---|
| | | | | Correlations | | | |
| X1.1 | Pearson Correlation | 1 | .384** | .313** | .216* | .190* | .569** |
| | Sig. (2-tailed) | | .000 | .001 | .021 | .042 | .000 |
| | N | 115 | 115 | 115 | 115 | 115 | 115 |
| X1.2 | Pearson Correlation | .384** | 1 | .309** | .317** | .234* | .647** |
| | Sig. (2-tailed) | .000 | | .001 | .001 | .012 | .000 |
| | N | 115 | 115 | 115 | 115 | 115 | 115 |
| X1.3 | Pearson Correlation | .313** | .309** | 1 | .436** | .389** | .731** |
| | Sig. (2-tailed) | .001 | .001 | | .000 | .000 | .000 |
| | N | 115 | 115 | 115 | 115 | 115 | 115 |
| X1.4 | Pearson Correlation | .216* | .317** | .436** | 1 | .447** | .732** |
| | Sig. (2-tailed) | .021 | .001 | .000 | | .000 | .000 |
| | N | 115 | 115 | 115 | 115 | 115 | 115 |
| X1.5 | Pearson Correlation | .190* | .234* | .389** | .447** | 1 | .700** |
| | Sig. (2-tailed) | .042 | .012 | .000 | .000 | | .000 |
| | N | 115 | 115 | 115 | 115 | 115 | 115 |
| X1 | Pearson Correlation | .569** | .647** | .731** | .732** | .700** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 115 | 115 | 115 | 115 | 115 | 115 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| *. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

**Uji Validitas Store Atmosphere Sampel Besar (X2)**

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2 |
|---|---|---|---|---|---|---|
| **Correlations** | | | | | | |
| X2.1 | Pearson Correlation | 1 | .557** | .425** | .446** | .748** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 115 | 115 | 115 | 115 | 115 |
| X2.2 | Pearson Correlation | .557** | 1 | .572** | .420** | .817** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 115 | 115 | 115 | 115 | 115 |
| X2.3 | Pearson Correlation | .425** | .572** | 1 | .507** | .820** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 115 | 115 | 115 | 115 | 115 |
| X2.4 | Pearson Correlation | .446** | .420** | .507** | 1 | .751** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 115 | 115 | 115 | 115 | 115 |
| X2 | Pearson Correlation | .748** | .817** | .820** | .751** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 115 | 115 | 115 | 115 | 115 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |
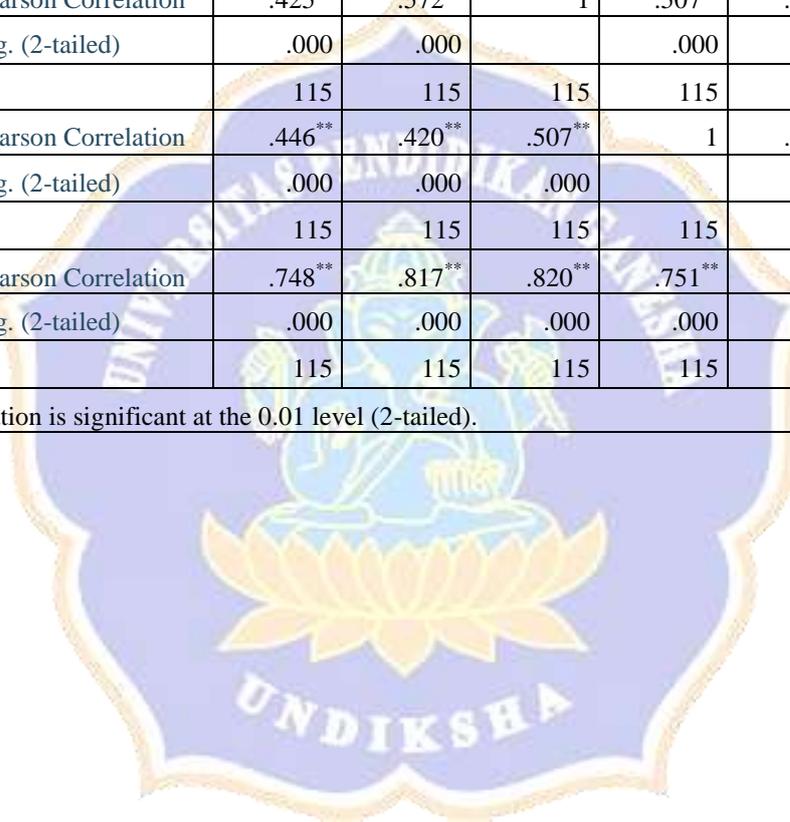
**Uji Validitas Kepuasan Pelanggan Sampel Besar (Y)**

| | | Y1 | Y2 | Y3 | Y4 | Y |
|---|---|---|---|---|---|---|
| | | | **Correlations** | | | |
| Y1 | Pearson Correlation | 1 | .548** | .319** | .392** | .743** |
| | Sig. (2-tailed) | | .000 | .001 | .000 | .000 |
| | N | 115 | 115 | 115 | 115 | 115 |
| Y2 | Pearson Correlation | .548** | 1 | .391** | .308** | .813** |
| | Sig. (2-tailed) | .000 | | .000 | .001 | .000 |
| | N | 115 | 115 | 115 | 115 | 115 |
| Y3 | Pearson Correlation | .319** | .391** | 1 | .413** | .734** |
| | Sig. (2-tailed) | .001 | .000 | | .000 | .000 |
| | N | 115 | 115 | 115 | 115 | 115 |
| Y4 | Pearson Correlation | .392** | .308** | .413** | 1 | .648** |
| | Sig. (2-tailed) | .000 | .001 | .000 | | .000 |
| | N | 115 | 115 | 115 | 115 | 115 |
| Y | Pearson Correlation | .743** | .813** | .734** | .648** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 115 | 115 | 115 | 115 | 115 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |

**Uji Reliabilitas Kualitas Pelayanan Sampel Besar (X1)**

| **Case Processing Summary** | | N | % |
|---|---|---|---|
| Cases | Valid | 115 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 115 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | | |
|---|---|---|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .705 | .705 | 5 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| X1.1 | 4.1913 | .45683 | 115 |
| X1.2 | 4.3043 | .56466 | 115 |
| X1.3 | 4.3739 | .59913 | 115 |
| X1.4 | 4.4174 | .60673 | 115 |
| X1.5 | 4.4348 | .65065 | 115 |

**Inter-Item Correlation Matrix**

| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 |
|---|---|---|---|---|---|
| X1.1 | 1.000 | .384 | .313 | .216 | .190 |
| X1.2 | .384 | 1.000 | .309 | .317 | .234 |
| X1.3 | .313 | .309 | 1.000 | .436 | .389 |
| X1.4 | .216 | .317 | .436 | 1.000 | .447 |
| X1.5 | .190 | .234 | .389 | .447 | 1.000 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| X1.1 | 17.5304 | 3.041 | .378 | .191 | .689 |
| X1.2 | 17.4174 | 2.737 | .426 | .220 | .671 |
| X1.3 | 17.3478 | 2.492 | .529 | .287 | .628 |
| X1.4 | 17.3043 | 2.477 | .527 | .305 | .628 |
| X1.5 | 17.2870 | 2.487 | .459 | .251 | .661 |

## Uji Reliabilitas Store Atmosphere Sampel Besar (X2)

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 115 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 115 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .790 | .792 | 4 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| X2.1 | 4.0000 | .39736 | 115 |
| X2.2 | 4.1913 | .47565 | 115 |
| X2.3 | 4.4957 | .51934 | 115 |
| X2.4 | 4.7652 | .44585 | 115 |

**Inter-Item Correlation Matrix**

| | X2.1 | X2.2 | X2.3 | X2.4 |
|---|---|---|---|---|
| X2.1 | 1.000 | .557 | .425 | .446 |
| X2.2 | .557 | 1.000 | .572 | .420 |
| X2.3 | .425 | .572 | 1.000 | .507 |
| X2.4 | .446 | .420 | .507 | 1.000 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| X2.1 | 13.4522 | 1.390 | .580 | .367 | .750 |
| X2.2 | 13.2609 | 1.195 | .646 | .450 | .713 |
| X2.3 | 12.9565 | 1.130 | .627 | .415 | .726 |
| X2.4 | 12.6870 | 1.322 | .557 | .325 | .758 |

**Uji Reliabilitas Kepuasan Pelanggan Sampel Besar (Y)**

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 115 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 115 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .707 | .723 | 4 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| Y1 | 4.0522 | .34650 | 115 |
| Y2 | 4.3043 | .51595 | 115 |
| Y3 | 4.7391 | .44103 | 115 |
| Y4 | 4.9043 | .29540 | 115 |

**Inter-Item Correlation Matrix**

| | Y1 | Y2 | Y3 | Y4 |
|---|---|---|---|---|
| Y1 | 1.000 | .548 | .319 | .392 |
| Y2 | .548 | 1.000 | .391 | .308 |
| Y3 | .319 | .391 | 1.000 | .413 |
| Y4 | .392 | .308 | .413 | 1.000 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| Y1 | 13.9478 | .927 | .560 | .357 | .613 |
| Y2 | 13.6957 | .687 | .547 | .353 | .623 |
| Y3 | 13.2609 | .844 | .473 | .249 | .658 |
| Y4 | 13.0957 | 1.052 | .465 | .247 | .672 |

**Uji Validitas Kualitas Pelayanan Sampel Kecil (X1)**

### Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1 |
|---|---|---|---|---|---|---|---|
| X1.1 | Pearson Correlation | 1 | ,511** | ,641** | ,399* | ,431* | ,731** |
| | Sig. (2-tailed) | | ,004 | ,000 | ,029 | ,017 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | ,511** | 1 | ,670** | ,310 | ,720** | ,811** |
| | Sig. (2-tailed) | ,004 | | ,000 | ,095 | ,000 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | ,641** | ,670** | 1 | ,500** | ,552** | ,855** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,005 | ,002 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | ,399* | ,310 | ,500** | 1 | ,435* | ,703** |
| | Sig. (2-tailed) | ,029 | ,095 | ,005 | | ,016 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | ,431* | ,720** | ,552** | ,435* | 1 | ,810** |
| | Sig. (2-tailed) | ,017 | ,000 | ,002 | ,016 | | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1 | Pearson Correlation | ,731** | ,811** | ,855** | ,703** | ,810** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 30 | 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).

**Uji Validitas Store Atmosphere Sampel Kecil (X2)**

### Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2 |
|---|---|---|---|---|---|---|
| X2.1 | Pearson Correlation | 1 | ,626** | ,579** | ,427* | ,800** |
| | Sig. (2-tailed) | | ,000 | ,001 | ,019 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | ,626** | 1 | ,704** | ,601** | ,879** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | ,579** | ,704** | 1 | ,675** | ,877** |
| | Sig. (2-tailed) | ,001 | ,000 | | ,000 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | ,427* | ,601** | ,675** | 1 | ,793** |
| | Sig. (2-tailed) | ,019 | ,000 | ,000 | | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X2 | Pearson Correlation | ,800** | ,879** | ,877** | ,793** | 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).

**Uji Validitas Kepuasan Pelanggan Sampel Besar (Y)**

## Correlations

|  |  | Y1 | Y2 | Y3 | Y4 | Y |
|---|---|---|---|---|---|---|
| Y1 | Pearson Correlation | 1 | ,697** | ,397* | ,393* | ,854** |
|  | Sig. (2-tailed) |  | ,000 | ,030 | ,032 | ,000 |
|  | N | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | ,697** | 1 | ,420* | ,203 | ,825** |
|  | Sig. (2-tailed) | ,000 |  | ,021 | ,281 | ,000 |
|  | N | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | ,397* | ,420* | 1 | ,484** | ,740** |
|  | Sig. (2-tailed) | ,030 | ,021 |  | ,007 | ,000 |
|  | N | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | ,393* | ,203 | ,484** | 1 | ,585** |
|  | Sig. (2-tailed) | ,032 | ,281 | ,007 |  | ,001 |
|  | N | 30 | 30 | 30 | 30 | 30 |
| Y | Pearson Correlation | ,854** | ,825** | ,740** | ,585** | 1 |
|  | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,001 |  |
|  | 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).

**Uji Reliabilitas Kualitas Pelayanan Sampel Kecil (X1)**

## Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| ,835 | ,843 | 5 |

**Uji Reliabilitas *Store Atmosphere* Sampel Kecil (X2)**

## Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| ,856 | ,858 | 4 |

**Uji Reliabilitas Kepuasan Pelanggan Sampel Kecil (Y)**

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| ,748 | ,753 | 4 |

**Lampiran 05. Output SPSS Uji Regresi Linier Berganda dan Uji Asumsi Klasik**

| Descriptive Statistics | | | |
|---|---|---|---|
| | Mean | Std. Deviation | N |
| Y | 18.0000 | 1.19208 | 115 |
| X1 | 21.7217 | 1.96258 | 115 |
| X2 | 17.4522 | 1.44637 | 115 |

| Correlations | | Y | X1 | X2 |
|---|---|---|---|---|
| Pearson Correlation | Keputusan Pembelian(Y) | 1.000 | .716 | .580 |
| | Kualitas Pelayanan (X1) | .716 | 1.000 | .657 |
| | *Strore Atmosphere* (X2) | .580 | .657 | 1.000 |
| Sig. (1-tailed) | Keputusan Pembelian(Y) | . | .000 | .000 |
| | Kualitas Pelayanan (X1) | .000 | . | .000 |
| | *Strore Atmosphere* (X2) | .000 | .000 | . |
| N | Keputusan Pembelian(Y) | 115 | 115 | 115 |
| | Kualitas Pelayanan (X1) | 115 | 115 | 115 |
| | *Strore Atmosphere* (X2) | 115 | 115 | 115 |

| Variables Entered/Removed[a] | | | |
|---|---|---|---|
| Model | Variables Entered | Variables Removed | Method |
| 1 | Kualitas Pelayanan (X1) *Strore Atmosphere* (X2) | . | Enter |
| a. Dependent Variable: Y | | | |
| b. All requested variables entered. | | | |

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .731[a] | .534 | .526 | .82096 | .534 | 64.181 | 2 | 112 | .000 |

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 86.514 | 2 | 43.257 | 64.181 | .000[b] |
| | Residual | 75.486 | 112 | .674 | | |
| | Total | 162.000 | 114 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 7.447 | .985 | | 7.564 | .000 | | | | | |
| | X1 | .358 | .052 | .589 | 6.893 | .000 | .716 | .546 | .445 | .569 | 1.758 |
| | X2 | .159 | .070 | .193 | 2.257 | .026 | .580 | .209 | .146 | .569 | 1.758 |

a. Dependent Variable: Y

**Collinearity Diagnostics[a]**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | |
|---|---|---|---|---|---|---|
| | | | | (Constant) | X1 | X2 |
| 1 | 1 | 2.993 | 1.000 | .00 | .00 | .00 |
| | 2 | .004 | 26.793 | .92 | .34 | .05 |
| | 3 | .002 | 34.782 | .08 | .66 | .95 |

a. Dependent Variable: Y

| Residuals Statistics[a] | | | | | |
|---|---|---|---|---|---|
| | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 14.7263 | 19.5789 | 18.0000 | .87115 | 115 |
| Std. Predicted Value | -3.758 | 1.812 | .000 | 1.000 | 115 |
| Standard Error of Predicted Value | .082 | .315 | .125 | .045 | 115 |
| Adjusted Predicted Value | 14.8517 | 19.5614 | 17.9997 | .86678 | 115 |
| Residual | -2.07853 | 2.01223 | .00000 | .81373 | 115 |
| Std. Residual | -2.532 | 2.451 | .000 | .991 | 115 |
| Stud. Residual | -2.618 | 2.497 | .000 | 1.008 | 115 |
| Deleted Residual | -2.22203 | 2.08825 | .00026 | .84138 | 115 |
| Stud. Deleted Residual | -2.690 | 2.558 | .000 | 1.020 | 115 |
| Mahal. Distance | .144 | 15.796 | 1.983 | 2.561 | 115 |
| Cook's Distance | .000 | .158 | .012 | .027 | 115 |
| Centered Leverage Value | .001 | .139 | .017 | .022 | 115 |
| a. Dependent Variable: Y | | | | | |

## Hasil Uji Regresi Linier Berganda

| Variabel Bebas | Koefisien | Sig | Koefisien Korelasi | $R^2$ |
|---|---|---|---|---|
| Kualitas Pelayanan | 0,358 | 0,000 | 0,546 | 0,298 |
| Store Atmosphere | 0,159 | 0,026 | 0,209 | 0,043 |
| Konstanta | 7,447 | | | |
| Sig. F | 0,000 | | | |
| R | 0,731 | | | |
| $R^2$ | 0,534 | | | |

**Uji Normalitas**

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Y
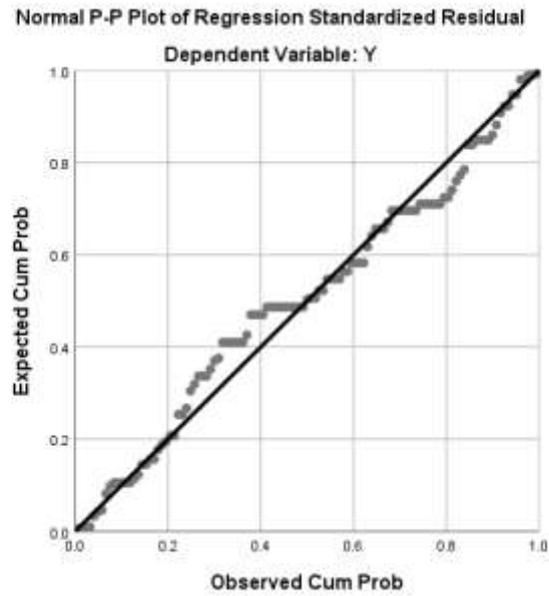
**Uji Heteroskedastisitas**

Scatterplot

Dependent Variable: Y