

LAMPIRAN

UJI VALIDITAS

Correlations

		x11	x12	x13	HARGA
x11	Pearson Correlation	1	.594**	.869**	.933**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x12	Pearson Correlation	.594**	1	.525**	.796**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x13	Pearson Correlation	.869**	.525**	1	.912**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
HARGA	Pearson Correlation	.933**	.796**	.912**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		x21	x22	x23	x24	ATMOSFER
x21	Pearson Correlation	1	.641**	.728**	.653**	.871**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x22	Pearson Correlation	.641**	1	.698**	.605**	.847**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x23	Pearson Correlation	.728**	.698**	1	.673**	.900**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100

x24	Pearson Correlation	.653**	.605**	.673**	1	.845**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
ATMOSFER	Pearson Correlation	.871**	.847**	.900**	.845**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		y11	y12	y13	y14	MINAT
y11	Pearson Correlation	1	.678**	.820**	.785**	.902**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y12	Pearson Correlation	.678**	1	.788**	.686**	.878**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y13	Pearson Correlation	.820**	.788**	1	.790**	.943**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y14	Pearson Correlation	.785**	.686**	.790**	1	.895**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
MINAT	Pearson Correlation	.902**	.878**	.943**	.895**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Uji Reliabilitas Variabel Harga

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.855	.855	3

85,5%. → > 60%. = reliabel.

Uji Reliabilitas Atmosfer

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.889	.889	4

88,9%. Reliabel.

Uji Reliabilitas Minat beli

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.924	.926	4

92,6% → reliabel.

UJI F**ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	983.641	2	491.821	68.886	.000 ^b
Residual	692.549	97	7.140		
Total	1676.190	99			

a. Dependent Variable: MINAT

b. Predictors: (Constant), ATMOSFER, HARGA

UJI T**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-3.809	1.730		-2.201	.030
HARGA	.884	.118	.548	7.495	.000
ATMOSFER	.500	.107	.343	4.685	.000

a. Dependent Variable: MINAT

Kuesioner

Warunk Upnormal Dharmahusada

* Khusus yang sudah pernah makan di Warunk Upnormal Dharmahusada

* STS (1) = sangat tidak setuju, TS (2) = tidak setuju, N (3) = netral, S (4) = setuju, SS (5) = sangat setuju

Apakah jenis kelamin anda?

Pria

Wanita

Berapakah usia anda?

<15 tahun

15-30 tahun

>30 tahun

Apakah anda pernah ke Warunk Upnormal Dharmahusada *

Ya

Tidak

1. Harga Warunk Upnormal Dharmahusada terjangkau dan ekonomis.

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

2. Harga Warunk Upnormal Dharmahusada tergolong bersaing dengan kompetitor.

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

3. Harga Warunk Upnormal Dharmahusada sebanding dengan produk yang ditawarkan.

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

4. Tampilan eksterior (papan nama, jalan masuk, dsb.) Warunk Upnormal Dharmahasada menarik.

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

5. Tampilan interior (musik, lebar ruangan, aroma, dsb.) Warunk Upnormal Dharmahasada menarik.

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

6. Penataan ruang Warunk Upnormal Dharmahasada tergolong nyaman dan terstruktur.

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

7. Warunk Upnormal Dharmahasada memiliki kesan tambahan dalam segi atmosfer atau suasana.

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

8. Saya bersedia membeli produk Warunk Upnormal Dharmahasada secara berkelanjutan.

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

9. Saya akan membeli produk Warunk Upnormal Dharmahasada setidaknya seminggu sekali.

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

10. Saya tidak akan bersedia meningkatkan frekuensi pembelian produk Warunk Upnormal Dharmahusada.

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

11. Saya bersedia merekomendasikan Warunk Upnormal Dharmahusada terhadap teman atau keluarga.

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Thank you for your time :)

