

LAMPIRAN

Lampiran 1. Kuesioner Penelitian

TINGKAT KEPUAAAN SERTA TINGKAT PEMBELIAN ULANG DI MENARA COFFEE

Dalam rangka penyelesaian tugas akhir/skripsi, saya Wannisa bermaksud melakukan penelitian ilmiah untuk penyusunan skripsi dengan judul “Pengaruh Kualitas Layanan dan Lingkungan Fisik Terhadap Keputusan Pembelian Ulang Di Menara Coffee Dengan Kepuasan Pelanggan Sebagai Variabel Moderasi”. Sehubungan dengan hal tersebut, saya sangat mengharapkan kesediaan Saudara/i sekalian untuk meluangkan waktu sejenak untuk mengisi beberapa pertanyaan pada kuesioner ini.

Atas perhatian dan kerja samanya, saya ucapkan terima kasih.

Nama :

Jenis Kelamin :

Usia :

PETUNJUK PENGISIAN

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Cukup Setuju

4 = Setuju

5 = Sangat Setuju

PERTANYAAN

1. Penyajian makanan dan minuman tepat sesuai dengan pesanan pelanggan.
2. Pelayanan yang diberikan cepat dan tepat.
3. Karyawan bersedia menjawab semua pertanyaan pelanggan yang menyangkut tentang pelayanan yang diberikan.

4. Peralatan makan dan minum yang disediakan bersih.
5. Karyawan mampu menyelesaikan keluhan yang diberikan pelanggan
6. Pengaturan meja dan kursi yang nyaman.
7. Ruang yang luas memungkinkan pelanggan bebas bergerak.
8. Sirkulasi udara yang baik di Menara Coffee
9. Kejelasan papan petunjuk (kamar mandi, mushola, tempat parkir gratis)
10. Ketersediaan fasilitas yang memadai (wifi, sound musik, televisi)
11. Dengan kinerja yang diberikan saya akan melakukan pembelian ulang di Menara Coffee
12. Bersedia mereferensikan kepada orang lain dengan kemauan diri sendiri
13. Menjadi pilihan utama dari banyaknya kompetitor yang sama.
14. Selalu mencari informasi mengenai Menara Coffee
15. Memiliki pengalaman yang baik ketika datang ke Menara Coffee
16. Kinerja karyawan Menara Coffee sesuai dengan harapan
17. Tempat yang nyaman untuk berlama-lama

Lampiran 2. Tabel r untuk df = 1-50

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652

20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742

44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432

Lampiran 3 Hasil Uji SPSS.29

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,634 ^a	,455	,344	1,16315

a. Predictors: (Constant), X2, X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,616	1,954		5,944	<,001
	X1	,182	,076	,190	2,413	,017
	X2	,045	,063	,056	,715	,476

a. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,673	2	5,337	3,945	,021 ^b
	Residual	225,939	167	1,353		
	Total	236,612	169			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,394 ^a	,155	,129	1,02431

a. Predictors: (Constant), X2M, X1, X2, MO, X1M

Uji Validitas

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5		
X1.1	Pearson Correlation	1	,421*	,190	,361*	,269	,626**	
	Sig. (2-tailed)		,013	,282	,036	,125	<,001	
	N	34	34	34	34	34	34	
X1.2	Pearson Correlation	,421*	1	,549**	,296	,291	,735**	
	Sig. (2-tailed)	,013		<,001	,089	,095	<,001	
	N	34	34	34	34	34	34	
X1.3	Pearson Correlation	,190	,549**	1	,296	,375*	,725**	
	Sig. (2-tailed)							
	N	34	34	34	34	34	34	

	Sig. (2-tailed)	,282	<,001		,090	,029	<,001
	N	34	34	34	34	34	34
X1.4	Pearson Correlation	,361*	,296	,296	1	,355*	,658**
	Sig. (2-tailed)	,036	,089	,090		,039	<,001
	N	34	34	34	34	34	34
X1.5	Pearson Correlation	,269	,291	,375*	,355*	1	,686**
	Sig. (2-tailed)	,125	,095	,029	,039		<,001
	N	34	34	34	34	34	34
TOTAL	Pearson Correlation	,626**	,735**	,725**	,658**	,686**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	34	34	34	34	34	34

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

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

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL
X2	Pearson Correlation	1	,708**	,435*	,576**	,522**	,809**
.1	Sig. (2-tailed)		<,001	,010	<,001	,002	<,001
	N	34	34	34	34	34	34
X2	Pearson Correlation	,708**	1	,565**	,406*	,457**	,779**
.2	Sig. (2-tailed)	<,001		<,001	,017	,007	<,001
	N	34	34	34	34	34	34
	Pearson Correlation	,435*	,565**	1	,624**	,565**	,761**

X2	Sig. (2-tailed)	,010	<,001		<,001	<,001	<,001
.3	N	34	34	34	34	34	34
X2	Pearson Correlation	,576**	,406*	,624**	1	,905**	,861**
.4	Sig. (2-tailed)	<,001	,017	<,001		<,001	<,001
	N	34	34	34	34	34	34
X2	Pearson Correlation	,522**	,457**	,565**	,905**	1	,852**
.5	Sig. (2-tailed)	,002	,007	<,001	<,001		<,001
	N	34	34	34	34	34	34
TO	Pearson Correlation	,809**	,779**	,761**	,861**	,852**	1
TA	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
L	N	34	34	34	34	34	34

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

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

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	TOTAL
Y1.1	Pearson Correlation	1	,481**	,563**	,352*	,716**
	Sig. (2-tailed)		,004	<,001	,041	<,001
	N	34	34	34	34	34
Y1.2	Pearson Correlation	,481**	1	,519**	,499**	,747**
	Sig. (2-tailed)	,004		,002	,003	<,001
	N	34	34	34	34	34
Y1.3	Pearson Correlation	,563**	,519**	1	,786**	,903**
	Sig. (2-tailed)	<,001	,002		<,001	<,001
	N	34	34	34	34	34
Y1.4	Pearson Correlation	,352*	,499**	,786**	1	,852**
	Sig. (2-tailed)	,041	,003	<,001		<,001
	N	34	34	34	34	34
TOT	Pearson Correlation	,716**	,747**	,903**	,852**	1
AL	Sig. (2-tailed)	<,001	<,001	<,001	<,001	
	N	34	34	34	34	34

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

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

		Correlations			
		Z1.1	Z1,2	Z1.3	TOTAL
Z1.	Pearson Correlation	1	,681**	,544**	,861**
1	Sig. (2-tailed)		<,001	<,001	<,001
	N	34	34	34	34
Z1,	Pearson Correlation	,681**	1	,583**	,872**
2	Sig. (2-tailed)	<,001		<,001	<,001
	N	34	34	34	34
Z1.	Pearson Correlation	,544**	,583**	1	,838**
3	Sig. (2-tailed)	<,001	<,001		<,001
	N	34	34	34	34
TO	Pearson Correlation	,861**	,872**	,838**	1
TA	Sig. (2-tailed)	<,001	<,001	<,001	
L	N	34	34	34	34

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,718	5

Reliability Statistics

Cronbach's Alpha	N of Items
,869	5

Reliability Statistics

Cronbach's Alpha	N of Items
,818	4

Reliability Statistics

Cronbach's Alpha	N of Items
,817	3

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		170	
Normal Parameters ^{a,b}	Mean	,0000000	
	Std. Deviation	1,51484173	
Most Extreme Differences	Absolute	,056	
	Positive	,032	
	Negative	-,056	
Test Statistic		,056	
Asymp. Sig. (2-tailed) ^c		,200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	,218	
	99% Confidence Interval	Lower Bound	,207
		Upper Bound	,229

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Uji Multikolinieritas

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients				
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	9,512	2,663		3,572	<,001		
	X1	,070	,104	,054	,673	,502	,844	1,185
	X2	-,029	,083	-,027	-,355	,723	,915	1,092
	MO	,475	,117	,317	4,077	<,001	,886	1,129

a. Dependent Variable: Y

Uji Heterokedastisitas

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	,319	1,546		,207	,837
	X1	,084	,060	,117	1,399	,164
	X2	-,029	,048	-,049	-,607	,545
	MO	-,024	,068	-,029	-,349	,728

a. Dependent Variable: ABS_RES

Uji T

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	11,616	1,954		5,944	<,001
	X1	,182	,076	,190	2,413	,017
	X2	,045	,063	,056	,715	,476

a. Dependent Variable: Y

Uji F

		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,673	2	5,337	3,945	,021 ^b
	Residual	225,939	167	1,353		
	Total	236,612	169			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Koefisien Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,634 ^a	,455	,344	1,16315

a. Predictors: (Constant), X2, X1

Moderated Regression Analysis (MRA)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,734	23,707		1,128	,261
	X1	-1,385	,859	-1,555	-1,613	,109
	X2	,734	,612	,989	1,199	,232
	MO	-,867	1,746	-,847	-,497	,620
	X1M	,109	,063	3,384	1,731	,085
	X2M	-,055	,046	-1,760	-1,209	,229

a. Dependent Variable: Y

Koefisien Determinasi Moderasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,394 ^a	,155	,129	1,02431

a. Predictors: (Constant), X2M, X1, X2, MO, X1M

NO	ITEM PERTANYAAN	SKOR JAWABAN										SKO R
		5		4		3		2		1		
		F	%	F	%	F	%	F	%	F	%	
1	X1-1	14 6	86 %	23	14 %	1	1 %	0	0 %	0	0 %	825
2	X1-2	98	58 %	72	42 %	0	0 %	0	0 %	0	0 %	778
3	X1-3	52	31 %	10 8	64 %	1 0	6 %	0	0 %	0	0 %	722
4	X1-4	11 2	66 %	57	34 %	1	1 %	0	0 %	0	0 %	791
5	X1-5	96	56 %	68	40 %	6	4 %	0	0 %	0	0 %	770

NO	ITEM PERTANYAAN	SKOR JAWABAN										SKO R
		5		4		3		2		1		
		F	%	F	%	F	%	F	%	F	%	
1	X2-1	11 8	69 %	49	29 %	3	2 %	0	0 %	0	0 %	795
2	X2-2	14 2	84 %	26	15 %	2	1 %	0	0 %	0	0 %	820
3	X2-3	14 4	85 %	26	15 %	0	0 %	0	0 %	0	0 %	824
4	X2-4	13 8	81 %	31	18 %	1	1 %	0	0 %	0	0 %	817
5	X2-5	13 3	78 %	35	21 %	2	1 %	0	0 %	0	0 %	811

NO	ITEM PERTANYAAN	SKOR JAWABAN										SKO R
		5		4		3		2		1		
		F	%	F	%	F	%	F	%	F	%	
1	Y-1	70	41 %	95	56 %	5	3 %	0	0 %	0	0 %	745
2	Y-2	53	31 %	96	56 %	0	##	1	1 %	0	0 %	711
3	Y-3	50	29 %	95	56 %	4	##	1	1 %	0	0 %	704
4	Y-4	57	34 %	86	51 %	6	##	1	1 %	0	0 %	709

NO	ITEM PERTANYAAN	SKOR JAWABAN										SKO R
		5		4		3		2		1		
		F	%	F	%	F	%	F	%	F	%	
1	Z1-1	77	45 %	90	53 %	3	2 %	0	0 %	0	0 %	754
2	Z1-2	89	52 %	78	46 %	3	2 %	1	1 %	0	0 %	768
3	Z1-3	11 8	69 %	49	29 %	3	2 %	1	1 %	0	0 %	797