

### KUESIONER PENELITIAN

Sehubungan dengan penelitian saya yang berjudul “ANALISIS PERSEPSI KONSUMEN TERHADAP PENERAPAN 7P PADARESTORAN GARUDA, KUDUS”, maka saya memohon kesediaan Bapak/Ibu/Sdra./i. untuk mengisi kuesioner berikut ini. Atas kesediaannya saya mengucapkan banyak terima kasih.

#### IDENTITAS RESPONDEN

1. Nama :
2. Jenis Kelamin : L/P
3. Umur :
  - a. < 20 tahun
  - b. 20 – 35 tahun
  - c. 35 – 50 tahun
  - d. > 50 tahun
4. Pekerjaan :
  - a. Karyawan
  - b. Pegawai Negeri
  - c. Pelajar/Mahasiswa
  - d. Wiraswasta
  - e. Lain-lain : .....
5. Penghasilan/bulan :
  - a. < 1 juta rupiah
  - b. 1 juta – 2 juta rupiah
  - c. 2 juta – 3 juta rupiah
  - d. >3 juta rupiah
6. Sudah berapa kali Anda Bersantap di Restoran Garuda?
  - a. 2 x
  - b. 3 x
  - c. 4 x
  - d. > 4 x
7. Biasanya datang ke Restoran Garuda bersama dengan :
  - a. teman kantor
  - b. keluarga
  - c. relasi bisnis
  - d. lain – lain : .....

8. Biasanya datang ke Restoran Garuda pada saat :
- a. makan pagi
  - b. makan siang
  - c. makan malam
  - c. sewaktu-waktu
  - d. lain – lain : .....
9. Dalam 1 bulan, biasanya saya makan di Restoran Garuda sebanyak :
- a. 1x
  - b. 2x
  - c. 3x
  - d. > 3x
10. Saya mendapatkan informasi tentang Restoran Garuda dari :
- a. Teman
  - b. Keluarga
  - c. Relasi bisnis
  - d. Lain – lain : .....
- (a) brosur
  - (b) spanduk
  - (c) media sosial (facebook, tweeter, black-berry messenger, dll)
  - (d) radio
  - (e) media cetak
11. Makanan yang biasa dipesan dari Restoran:.....
- Dalam kategori :
- a. Chinese food
  - b. Indonesian food
  - c. Western Food
  - d. Italian food
12. Anda berkunjung ke Restoran Garuda menggunakan:
- a. Sepeda Motor
  - b. Mobil
13. Keunikan yang anda rasakan di Restoran ini : .....
14. Produk makanan / minuman special yang anda ketahui di Restoran ini:  
.....
15. Alasan anda kembali makan di Restoran ini :  
.....

## PETUNJUK PENGISIAN:

Silakan memberikan jawaban (X) pada pernyataan yang sesuai dengan pilihan Anda.

| No                          | Pernyataan   | STS | TS | N | S | SS |
|-----------------------------|--|-----|----|---|---|----|
| <b>Produk (Product):</b>    |  |     |    |   |   |    |
| 1.                          | Menu makanan yang ditawarkan sesuai dengan selera saya   |     |    |   |   |    |
| 2.                          | Penyajian makanan rapi   |     |    |   |   |    |
| 3.                          | Penyajian makanan bersih   |     |    |   |   |    |
| 4.                          | Penyajian makanan menarik  |     |    |   |   |    |
| 5.                          | Rasa makanan sesuai dengan selera saya   |     |    |   |   |    |
| 6.                          | Variasi menu makanan yang ditawarkan banyak  |     |    |   |   |    |
| 7.                          | Menu makanan yang saya pesan selalu tersedia   |     |    |   |   |    |
| 8.                          | Porsi makanan sesuai dengan kebutuhan saya   |     |    |   |   |    |
| 9.                          | Menu minuman yang ditawarkan sesuai dengan selera saya   |     |    |   |   |    |
| 10.                         | Penyajian minuman rapi   |     |    |   |   |    |
| 11.                         | Penyajian minuman bersih   |     |    |   |   |    |
| 12.                         | Penyajian minuman menarik  |     |    |   |   |    |
| 13.                         | Rasa minuman sesuai selera saya  |     |    |   |   |    |
| 14.                         | Variasi menu minuman yang ditawarkan banyak  |     |    |   |   |    |
| 15.                         | Menu minuman yang saya pesan selalu tersedia   |     |    |   |   |    |
| 16.                         | Porsi minuman sesuai kebutuhan saya  |     |    |   |   |    |
| 17.                         | Menyediakan produk pelengkap (rokok, soft drink)   |     |    |   |   |    |
| <b>Harga (Price):</b>       |  |     |    |   |   |    |
| 18.                         | Harga yang ditawarkan terjangkau   |     |    |   |   |    |
| 19.                         | Harga yang ditawarkan lebih murah daripada restoran lain   |     |    |   |   |    |
| 20.                         | Harga yang ditawarkan sepadan dengan produk yang disediakan  |     |    |   |   |    |
| <b>Promosi (Promotion):</b> |  |     |    |   |   |    |
| 21.                         | Restoran Garuda melakukan promosi yang menarik   |     |    |   |   |    |
| 22.                         | Restoran Garuda melakukan promosi melalui berbagai media (brosur, iklan radio, spanduk, surat kabar, media sosial) |     |    |   |   |    |
| 23.                         | Saya selalu mendapat informasi promo menarik dari Restoran Garuda  |     |    |   |   |    |
| <b>Lokasi (Place):</b>      |  |     |    |   |   |    |
| 24.                         | Lokasi Restoran Garuda strategis (dekat dengan pusat perbelanjaan, keramaian kota)                                 |     |    |   |   |    |

|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| 25.                                     | Menurut saya lokasi Restoran Garuda mudah dijangkau  |  |  |  |  |  |
| 26.                                     | Tersedia lahan parkir  |  |  |  |  |  |
| 27.                                     | Lahan parkir Restoran memadai  |  |  |  |  |  |
| <b>Bukti Fisik (Physical Evidence):</b> |  |  |  |  |  |  |
| 28.                                     | Kebersihan toilet Restoran Garuda baik   |  |  |  |  |  |
| 29.                                     | Jumlah meja dan kursi memadai  |  |  |  |  |  |
| 30.                                     | Desain ruangan Restoran Garuda menarik   |  |  |  |  |  |
| 31.                                     | Terdapat fasilitas tambahan (AC, TV, Wifi, dll)  |  |  |  |  |  |
| 32.                                     | Penampilan karyawan rapi   |  |  |  |  |  |
| <b>Orang (People):</b>                  |  |  |  |  |  |  |
| 33.                                     | Karyawan pada Restoran Garuda ramah kepada konsumen  |  |  |  |  |  |
| 34.                                     | Karyawan pada Restoran Garuda sopan kepada konsumen  |  |  |  |  |  |
| 35.                                     | Karyawan memahami semua informasi menu restoran  |  |  |  |  |  |
| 36.                                     | Karyawan menanggapi keluhan konsumen dan komplain dengan cepat   |  |  |  |  |  |
| <b>Proses (Process):</b>                |  |  |  |  |  |  |
| 37.                                     | Adanya fasilitas pembayaran cash maupun kredit   |  |  |  |  |  |
| 38.                                     | Proses pemesanan dilayani dengan cepat (makanan keluar 10-15 menit setelah order)  |  |  |  |  |  |
| 39.                                     | Proses penyajian pesanan tidak memakan waktu lama (dari makanan pertama hingga terakhir yang dipesan kurang dari 30 menit) |  |  |  |  |  |
| 40.                                     | Proses pembayaran cash dan kredit dilayani dengan cepat  |  |  |  |  |  |

Jika ada saran untuk peningkatan kualitas Restoran kami, silahkan tulis dibawah

ini : .....

.....

.....

.....

~ Terima Kasih ~

## LAMPIRAN DATA:

## Identitas Responden

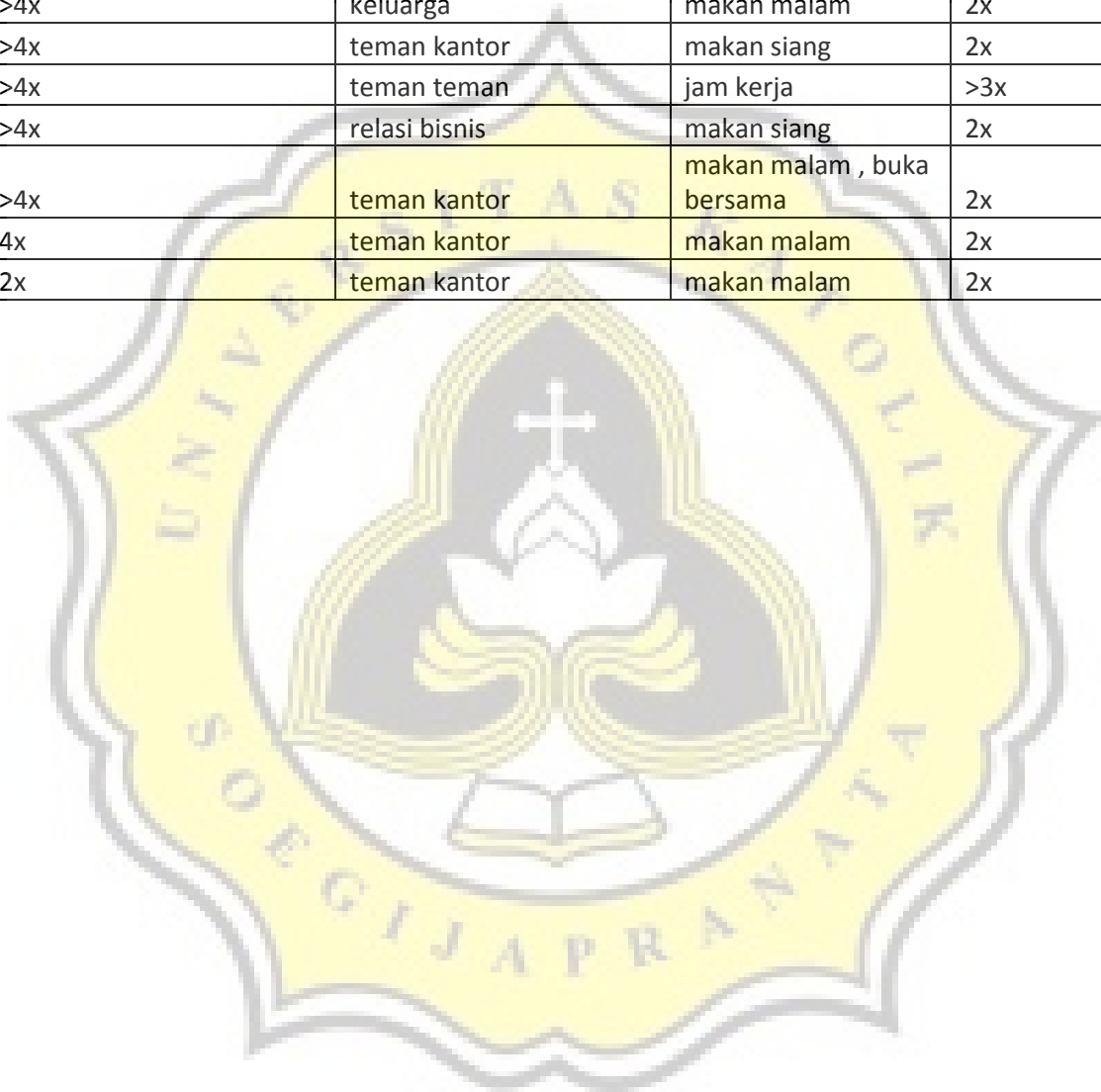
| No | Nama                   | jenis kelamin | umur        | pekerjaan          | penghasilan perbulan  |
|----|------------------------|---------------|-------------|--------------------|-----------------------|
| 1  | Budi                   | L             | 20-35 tahun | wiraswasta         | > 3 juta rupiah       |
| 2  | Harry                  | L             | > 50 tahun  | wirasswasta        | > 3 juta rupiah       |
| 3  | Nia Tun Khasananh      | P             | 20-35 tahun | wiraswasta         | 1juta - 2 juta rupiah |
| 4  | Zaid ridha             | L             | 35-50 tahun | karyawan           | >3 juta rupiah        |
| 5  | Sunarto                | L             | 20-35 tahun | karyawan           | >3 juta rupiah        |
| 6  | Tuy Eni Wijianti       | P             | 20-35 tahun | pegawai swasta     | 2-3 juta rupiah       |
| 7  | Diah Ayu               | P             | 20-35 tahun | karyawan           | 2-3 juta rupiah       |
| 8  | Henz                   | L             | 20-35 tahun | karyawan           | 2-3 juta rupiah       |
| 9  | Ferdinand Rudy Rummong | L             | 20-35 tahun | wiraswasta         | >3 juta rupiah        |
| 10 | Jhonny Thomas          | L             | 35-50 tahun | karyawan           | >3 juta rupiah        |
| 11 | Ivan Kansil            | L             | 35-50 tahun | wiraswasta         | >3 juta rupiah        |
| 12 | Hendi Susanto          | L             | 20-35 tahun | karyawan           | >3 juta rupiah        |
| 13 | Hans Lukito            | L             | 35-50 tahun | karyawan           | >3 juta rupiah        |
| 14 | Tiara Asrilita         | P             | <20 tahun   | pelajar            | 1 juta - 2 juta       |
| 15 | Vincent                | L             | 35-50 tahun | wiraswasta         | >3 juta rupiah        |
| 16 | Bambang Triyanto       | L             | 20-35 tahun | karyawan           | >3 juta rupiah        |
| 17 | Sukiyanto Wibowo       | L             | > 50 tahun  | pensiunan karyawan | >3 juta rupiah        |
| 18 | Daniel Susilo          | L             | >50 tahun   | wiraswasta         | >3 juta rupiah        |
| 19 | anita salim            | P             | 20-35 tahun | karyawan           | >3 juta rupiah        |
| 20 | Eru setiawan           | L             | 35-50 tahun | karyawan           | >3 juta rupiah        |
| 21 | Yeni                   | P             | 20-35 tahun | wiraswasta         | 1juta - 2 juta rupiah |
| 22 | Adi C                  | L             | 35-50 tahun | karyawan           | >3 juta rupiah        |
| 23 | Warsito                | L             | 20-35 tahun | karyawan           | >3 juta rupiah        |
| 24 | Wahyu                  | L             | 20-35 tahun | pegawai swasta     | 2-3 juta rupiah       |
| 25 | Vera                   | P             | 20-35 tahun | karyawan           | 2-3 juta rupiah       |
| 26 | Tommy                  | L             | 20-35 tahun | karyawan           | 2-3 juta rupiah       |
| 27 | Teguh W                | L             | 20-35 tahun | wiraswasta         | >3 juta rupiah        |
| 28 | Tan Un Yap             | L             | 35-50 tahun | karyawan           | >3 juta rupiah        |
| 29 | Dony                   | L             | 35-50 tahun | wiraswasta         | >3 juta rupiah        |
| 30 | Bp. Budhi Setiawan     | L             | 20-35 tahun | karyawan           | >3 juta rupiah        |
| 31 | Dji Min                | L             | 20-35 tahun | karyawan           | >3 juta rupiah        |
| 32 | Ririn                  | P             | 20-35 tahun | karyawan           | 2-3 juta rupiah       |
| 33 | Maya                   | P             | 20-35 tahun | karyawan           | 2-3 juta rupiah       |
| 34 | Lithak                 | P             | 20-35 tahun | wiraswasta         | >3 juta rupiah        |
| 35 | Melisa                 | P             | 35-50 tahun | karyawan           | >3 juta rupiah        |
| 36 | Fatah                  | L             | 35-50 tahun | wiraswasta         | >3 juta rupiah        |

|    |               |   |             |                    |                       |
|----|---------------|---|-------------|--------------------|-----------------------|
| 37 | Andi          | L | 20-35 tahun | karyawan           | >3 juta rupiah        |
| 38 | Abu Mujiono   | L | 35-50 tahun | karyawan           | >3 juta rupiah        |
| 39 | Fransisco K   | L | <20 tahun   | pelajar            | 1 juta - 2 juta       |
| 40 | Yovita        | P | 35-50 tahun | wiraswasta         | >3 juta rupiah        |
| 41 | Iren          | P | 20-35 tahun | karyawan           | >3 juta rupiah        |
| 42 | Santoso       | L | > 50 tahun  | pensiunan karyawan | >3 juta rupiah        |
| 43 | Heri Santoso  | L | >50 tahun   | wiraswasta         | >3 juta rupiah        |
| 44 | Triyono       | L | 20-35 tahun | karyawan           | >3 juta rupiah        |
| 45 | Febrian       | L | 35-50 tahun | karyawan           | >3 juta rupiah        |
| 46 | Joemadi       | L | 20-35 tahun | wiraswasta         | 1juta - 2 juta rupiah |
| 47 | Setiawan K    | L | 35-50 tahun | karyawan           | >3 juta rupiah        |
| 48 | Husein        | L | 20-35 tahun | karyawan           | >3 juta rupiah        |
| 49 | Budi Purnomo  | L | 20-35 tahun | pegawai swasta     | 2-3 juta rupiah       |
| 50 | Bily Hartanto | L | 20-35 tahun | karyawan           | 2-3 juta rupiah       |



| No | sudah berapa kali anda bersantap di restoran garuda ? | biasanya datang ke restoran garuda bersama dengan ? | biasanya datang ke restoran garuda pada saat ? | dalam 1 bulan , biasanya saya makan di restoran garuda sebanyak ? |
|----|---|---|--|---|
| 1  | 2x  | teman klenteng                                      | makan malam                                    | 2x  |
| 2  | >4x   | teman teman   | makan siang                                    | >3x   |
| 3  | >4x   | teman teman   | jam kerja                                      | >3x   |
| 4  | >4x   | relasi bisnis                                       | makan siang                                    | 2x  |
| 5  | >4x   | teman kantor  | makan malam , buka bersama                     | 2x  |
| 6  | 4x  | teman kantor  | makan malam                                    | 2x  |
| 7  | 2x  | teman kantor  | makan malam                                    | 2x  |
| 8  | 2x  | teman kantor  | makan malam                                    | 2x  |
| 9  | 2x  | Sendiri   | makan malam                                    | 2x  |
| 10 | 2x  | Tour  | makan siang                                    | 2x  |
| 11 | 2x  | Tamu  | study banding / tour                           | 2x  |
| 12 | >4x   | Keluarga  | makan siang                                    | 2x  |
| 13 | 2x  | relasi bisnis                                       | makan malam                                    | 2x  |
| 14 | >4x   | Keluarga  | sewaktu waktu                                  | 2x  |
| 15 | >4x   | Keluarga  | makan malam                                    | 2x  |
| 16 | 4x  | teman kantor  | makan siang                                    | 2x  |
| 17 | >4x   | Keluarga  | makan malam                                    | 2x  |
| 18 | >4x   | Keluarga  | makan malam                                    | 2x  |
| 19 | >4x   | Keluarga  | makan malam                                    | 2x  |
| 20 | >4x   | teman kantor  | makan siang                                    | 2x  |
| 21 | >4x   | teman teman   | jam kerja                                      | >3x   |
| 22 | >4x   | relasi bisnis                                       | makan siang                                    | 2x  |
| 23 | >4x   | teman kantor  | makan malam , buka bersama                     | 2x  |
| 24 | 4x  | teman kantor  | makan malam                                    | 2x  |
| 25 | 2x  | teman kantor  | makan malam                                    | 2x  |
| 26 | 2x  | teman kantor  | makan malam                                    | 2x  |
| 27 | 2x  | Sendiri   | makan malam                                    | 2x  |
| 28 | 2x  | Tour  | makan siang                                    | 2x  |
| 29 | 2x  | Tamu  | study banding / tour                           | 2x  |
| 30 | >4x   | keluarga  | makan siang                                    | 2x  |
| 31 | >4x   | keluarga  | makan malam                                    | 2x  |
| 32 | 2x  | teman kantor  | makan malam                                    | 2x  |
| 33 | 2x  | teman kantor  | makan malam                                    | 2x  |
| 34 | 2x  | sendiri   | makan malam                                    | 2x  |
| 35 | 2x  | Tour  | makan siang                                    | 2x  |
| 36 | 2x  | Tamu  | study banding / tour                           | 2x  |
| 37 | >4x   | keluarga  | makan siang                                    | 2x  |

|    |     |               |                            |     |
|----|-----|---------------|----------------------------|-----|
| 38 | 2x  | relasi bisnis | makan malam                | 2x  |
| 39 | >4x | keluarga      | sewaktu waktu              | 2x  |
| 40 | >4x | keluarga      | makan malam                | 2x  |
| 41 | 4x  | teman kantor  | makan siang                | 2x  |
| 42 | >4x | keluarga      | makan malam                | 2x  |
| 43 | >4x | keluarga      | makan malam                | 2x  |
| 44 | >4x | keluarga      | makan malam                | 2x  |
| 45 | >4x | teman kantor  | makan siang                | 2x  |
| 46 | >4x | teman teman   | jam kerja                  | >3x |
| 47 | >4x | relasi bisnis | makan siang                | 2x  |
| 48 | >4x | teman kantor  | makan malam , buka bersama | 2x  |
| 49 | 4x  | teman kantor  | makan malam                | 2x  |
| 50 | 2x  | teman kantor  | makan malam                | 2x  |





| No | saya mendapat informasi tentang restoran garuda dari : | makanan yang biasanya dipesan dari restoran : | anda berkunjung ke restoran garuda menggunakan : |
|----|--|---|--|
| 1  | Teman  | indonesian food                               | mobil  |
| 2  | teman  | chinese food                                  | mobil  |
| 3  | teman  | indonesian food                               | sepeda motor                                     |
| 4  | Sendiri  | indonesian food                               | mobil  |
| 5  | relasi bisnis  | chinese food                                  | mobil  |
| 6  | Teman  | chinese food                                  | mobil  |
| 7  | Teman  | chinese food                                  | sepeda motor                                     |
| 8  | Teman  | chinese food                                  | sepeda motor                                     |
| 9  | Teman  | chinese food                                  | mobil  |
| 10 | Teman  | chinese food                                  | bus  |
| 11 | Teman  | chinese food                                  | bus  |
| 12 | Teman  | chinese food                                  | mobil  |
| 13 | relasi bisnis  | chinese food                                  | mobil  |
| 14 | Keluarga   | chinese food                                  | sepeda motor , mobil                             |
| 15 | Keluarga   | chinese food                                  | mobil  |
| 16 | relasi bisnis  | chinese food                                  | mobil  |
| 17 | kenal dari pemilik                                     | chinese food , indonesian food                | mobil  |
| 18 | kenal dari pemilik                                     | chinese food                                  | mobil  |
| 19 | Teman  | chinese food                                  | mobil  |
| 20 | Teman  | chinese food                                  | mobil  |
| 21 | teman  | indonesian food                               | sepeda motor                                     |
| 22 | Sendiri  | indonesian food                               | mobil  |
| 23 | relasi bisnis  | chinese food                                  | mobil  |
| 24 | Teman  | chinese food                                  | mobil  |
| 25 | Teman  | chinese food                                  | sepeda motor                                     |
| 26 | Teman  | chinese food                                  | sepeda motor                                     |
| 27 | Teman  | chinese food                                  | mobil  |
| 28 | Teman  | chinese food                                  | bus  |
| 29 | Teman  | chinese food                                  | bus  |
| 30 | Teman  | chinese food                                  | mobil  |
| 31 | Teman  | chinese food                                  | sepeda motor                                     |
| 32 | Teman  | chinese food                                  | sepeda motor                                     |
| 33 | Teman  | chinese food                                  | sepeda motor                                     |
| 34 | Teman  | chinese food, western food                    | mobil  |
| 35 | Teman  | chinese food                                  | mobil  |
| 36 | Teman  | chinese food                                  | mobil  |
| 37 | Teman  | chinese food                                  | mobil  |

|    |                    |                                |                      |
|----|--------------------|--------------------------------|----------------------|
| 38 | relasi bisnis      | chinese food, western food     | mobil                |
| 39 | Keluarga           | chinese food                   | sepeda motor , mobil |
| 40 | Keluarga           | chinese food                   | mobil                |
| 41 | relasi bisnis      | chinese food                   | mobil                |
| 42 | kenal dari pemilik | chinese food , indonesian food | mobil                |
| 43 | kenal dari pemilik | chinese food                   | mobil                |
| 44 | Teman              | chinese food                   | mobil                |
| 45 | Teman              | indonesian food. Western food  | mobil                |
| 46 | teman              | indonesian food                | sepeda motor         |
| 47 | teman              | indonesian food                | mobil                |
| 48 | relasi bisnis      | indonesian food. Western food  | mobil                |
| 49 | Teman              | chinese food                   | mobil                |
| 50 | Teman              | chinese food                   | sepeda motor         |



| No | keunikan yang anda rasakan di restoran ini :   | produk makanan / minuman spesial yang anda ketahui di restoran ini : | alasan anda kembali makan di restoran ini :           |
|----|--|--|---|
| 1  | serba warna kayu                               | sapi lada hitam , lemburi telur asin                                 | makanan enak  |
| 2  | khas makananya                                 | ikan tim , soto betawi   | wenak tenan   |
| 3  | cara pelayanan / service                       | es teh tawar   | Top markotop  |
| 4  | enak tidak terlalu manis                       | smua spesial   | paling cocok rasanya di banding restoran lain dikudus |
| 5  | gurih semua                                    | sop  | sangat nagih  |
| 6  | clasic chinese food                            | gurami asam manis + sapi lada hitam                                  | cocok makannya  |
| 7  | Enak   | chinese food   | enak  |
| 8  | -  | -  | -   |
| 9  | belum tahu                                     | semua makanan vege kecuali daging palsu                              | -   |
| 10 | -  | -  | masakannya enak                                       |
| 11 | belum ada                                      | -  | kalau mampir ke kota kudus lagi                       |
| 12 | rasa masakanya cukup enak                      | ayam goreng ngoyang  | cocok dengan rasanya / selera saya                    |
| 13 | tidak ada                                      | tidak tahu   | tempat representatif                                  |
| 14 | (suasananya ) penataan direstoran              | kepiting lemburi telur asin / es ala garuda                          | makananya enak  |
| 15 | suasana  | bakmi ulang tahun  | ada acara keluarga                                    |
| 16 | tempat ber AC boleh merokok                    | sup asparagus  | kesosokan rasa masakan                                |
| 17 | mau menerima masukan & kritik                  | yang banyak vegetable / teeh tawar panas                             | suasananya sejuk nyaman                               |
| 18 | mau menerima masukan & kritik                  | cap jay goreng, bistik ayam / teeh maanis panas                      | karena cocok dengan menu masakannya                   |
| 19 | -  | sup palumara   | enak masakanya  |
| 20 | dagingnya kenyal sehingga lebih kenyal digigit | sapi lada hitam  | enak masakan nya nyaman tempatnya                     |
| 21 | Pelayanan ramah                                | Chinese + western food   | Cocok masakannya                                      |
| 22 | Suasana tenang                                 | Gurami Rujak, Sup Juanlo   | Senang dengan rasa masakannya                         |
| 23 | -  | Nasi Goreng Vegetarian   | Ada masakan Vegetarian dan menu bervariasi            |
| 24 | -  | -  | Minuman bervariasi                                    |
| 25 | -  | -  | -   |
| 26 | -  | -  | Nyaman dan tenang                                     |

|    |  |                                |  |
|----|--|--------------------------------|--|
| 27 | -  | -                              | -                                      |
| 28 | Ac dan Non Ac jadi satu                              | Tahu Telor dang gado-gado      | Rasa makanan                           |
| 29 | -  | -                              | -                                      |
| 30 | -  | -                              | -                                      |
| 31 | -  | Sup Juanlo                     | -                                      |
| 32 | Nuansa rumah kayu                                    | Gurami, Soto Betawi            | Cocok dengan rasa masakan              |
| 33 | Ada BIR  | Western + Chinese Food         | Urusan kerja                           |
| 34 | -  | -                              | -                                      |
| 35 | -  | -                              | -                                      |
| 36 | -  | Masakan Indonesia dan chinese  | -                                      |
| 37 | -  | -                              | -                                      |
| 38 | -  | -                              | -                                      |
| 39 | -  | -                              | -                                      |
| 40 | -  | -                              | -                                      |
| 41 | Ada rokok dan bir                                    | Cap Cay dan fuyung hai         | Cocok suasananya                       |
| 42 | -  | Lemburi telur asin             | Makan bersama                          |
| 43 | -  | Udang Bago Bakar               | Kangen masakannya                      |
| 44 | -  | -                              | -                                      |
| 45 | -  | -                              | -                                      |
| 46 | -  | -                              | -                                      |
| 47 | -  | -                              | -                                      |
| 48 | Suasana tenang dan nyaman                            | Hisit dan steak                | Urusan kerja atau acara keluarga       |
| 49 | -  | -                              | -                                      |
| 50 | Musiknya enak-enak, nyaman untuk menjamu tamu vendor | Sup Buntut, Lemburi Telur Asin | Menjamu Tamu Kantor dan makan keluarga |

## Jawaban Kuesioner

| No | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | x11 | x12 | x13 | x14 | x15 | x16 | x17 | x18 | x19 | x20 |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| 2  | 4  | 5  | 5  | 4  | 5  | 5  | 3  | 4  | 4  | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 4   | 3   | 5   |
| 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 3   | 3   | 3   |
| 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 3   | 5   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 4   | 4   |
| 6  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 3   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| 7  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| 8  | 4  | 4  | 5  | 4  | 5  | 5  | 3  | 4  | 4  | 4   | 4   | 4   | 4   | 5   | 3   | 3   | 5   | 4   | 3   | 3   |
| 9  | 4  | 5  | 5  | 4  | 5  | 4  | 4  | 4  | 4  | 5   | 5   | 5   | 4   | 4   | 4   | 4   | 4   | 4   | 3   | 3   |
| 10 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 3   | 4   |
| 11 | 4  | 4  | 5  | 4  | 5  | 3  | 4  | 4  | 4  | 3   | 4   | 3   | 3   | 3   | 4   | 5   | 3   | 4   | 3   | 5   |
| 12 | 2  | 4  | 5  | 4  | 5  | 5  | 4  | 4  | 3  | 4   | 4   | 4   | 3   | 3   | 4   | 4   | 2   | 2   | 4   | 3   |
| 13 | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 4   | 4   | 3   |
| 14 | 5  | 4  | 4  | 5  | 5  | 5  | 3  | 5  | 4  | 4   | 4   | 4   | 4   | 4   | 4   | 5   | 5   | 3   | 3   | 3   |
| 15 | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 4   | 4   | 3   | 4   | 5   | 4   | 3   | 3   | 3   | 2   | 3   |
| 16 | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 5   | 4   | 4   | 4   | 3   | 2   | 3   |
| 17 | 3  | 4  | 4  | 4  | 3  | 5  | 4  | 4  | 5  | 4   | 4   | 4   | 4   | 3   | 4   | 4   | 5   | 5   | 4   | 5   |
| 18 | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4   | 4   | 5   | 4   | 3   | 3   | 4   | 3   | 4   | 3   | 4   |
| 19 | 4  | 5  | 5  | 5  | 4  | 4  | 4  | 5  | 5  | 5   | 5   | 5   | 4   | 4   | 4   | 4   | 4   | 3   | 3   | 4   |
| 20 | 5  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 3   | 4   |
| 21 | 4  | 4  | 3  | 4  | 4  | 4  | 5  | 4  | 5  | 4   | 4   | 5   | 4   | 3   | 4   | 4   | 4   | 4   | 3   | 5   |
| 22 | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 3   | 3   | 4   | 4   | 4   | 3   | 4   | 4   | 4   | 4   | 3   |
| 23 | 5  | 4  | 4  | 5  | 5  | 5  | 4  | 4  | 5  | 3   | 5   | 3   | 4   | 5   | 4   | 4   | 4   | 4   | 4   | 3   |
| 24 | 4  | 5  | 5  | 5  | 5  | 4  | 4  | 5  | 5  | 5   | 4   | 5   | 5   | 4   | 4   | 4   | 4   | 4   | 4   | 5   |
| 25 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4   | 5   | 4   | 4   | 4   | 3   | 4   | 3   | 3   | 3   | 4   |
| 26 | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 4   | 4   | 3   | 5   | 5   | 4   | 4   | 4   | 3   | 4   | 3   |
| 27 | 4  | 5  | 5  | 4  | 4  | 4  | 5  | 4  | 4  | 5   | 4   | 4   | 5   | 5   | 4   | 3   | 4   | 4   | 5   | 3   |
| 28 | 4  | 5  | 5  | 5  | 5  | 3  | 4  | 4  | 5  | 5   | 5   | 4   | 4   | 4   | 4   | 5   | 5   | 4   | 4   | 3   |
| 29 | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 5  | 4  | 5   | 5   | 5   | 4   | 4   | 5   | 5   | 5   | 4   | 4   | 3   |
| 30 | 4  | 5  | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 5   | 5   | 3   | 5   | 5   | 4   | 5   | 4   | 5   | 4   | 3   |
| 31 | 4  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 5  | 5   | 5   | 4   | 4   | 4   | 4   | 4   | 5   | 3   | 3   | 4   |
| 32 | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 4  | 3   | 5   | 3   | 3   | 3   | 3   | 3   | 4   | 4   | 4   | 3   |
| 33 | 4  | 5  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3   | 4   | 2   | 3   | 2   | 3   | 2   | 3   | 4   | 4   | 3   |
| 34 | 2  | 2  | 3  | 3  | 4  | 3  | 2  | 3  | 2  | 3   | 4   | 4   | 3   | 2   | 3   | 3   | 3   | 4   | 4   | 5   |
| 35 | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 4  | 3   | 5   | 4   | 4   | 4   | 2   | 3   | 3   | 2   | 2   | 2   |
| 36 | 4  | 5  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3   | 5   | 4   | 4   | 3   | 2   | 3   | 3   | 5   | 5   | 4   |
| 37 | 2  | 2  | 3  | 3  | 4  | 3  | 2  | 3  | 2  | 3   | 4   | 4   | 3   | 4   | 4   | 4   | 4   | 5   | 4   | 4   |
| 38 | 4  | 5  | 4  | 4  | 4  | 2  | 2  | 3  | 3  | 2   | 3   | 3   | 4   | 4   | 4   | 4   | 2   | 4   | 4   | 4   |

|    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 39 | 4 | 4 | 4 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 40 | 4 | 3 | 3 | 2 | 1 | 4 | 4 | 4 | 2 | 3 | 4 | 3 | 4 | 2 | 2 | 3 | 4 | 5 | 5 | 4 |
| 41 | 4 | 5 | 4 | 4 | 3 | 2 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 42 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 43 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 5 | 3 | 4 | 4 | 3 | 5 | 5 | 5 |
| 44 | 4 | 4 | 5 | 4 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 45 | 5 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 |
| 47 | 2 | 2 | 4 | 4 | 1 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 |
| 48 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 |
| 49 | 5 | 4 | 4 | 3 | 4 | 4 | 2 | 2 | 4 | 2 | 5 | 4 | 4 | 2 | 3 | 4 | 5 | 4 | 4 | 5 |
| 50 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 5 | 5 | 5 |





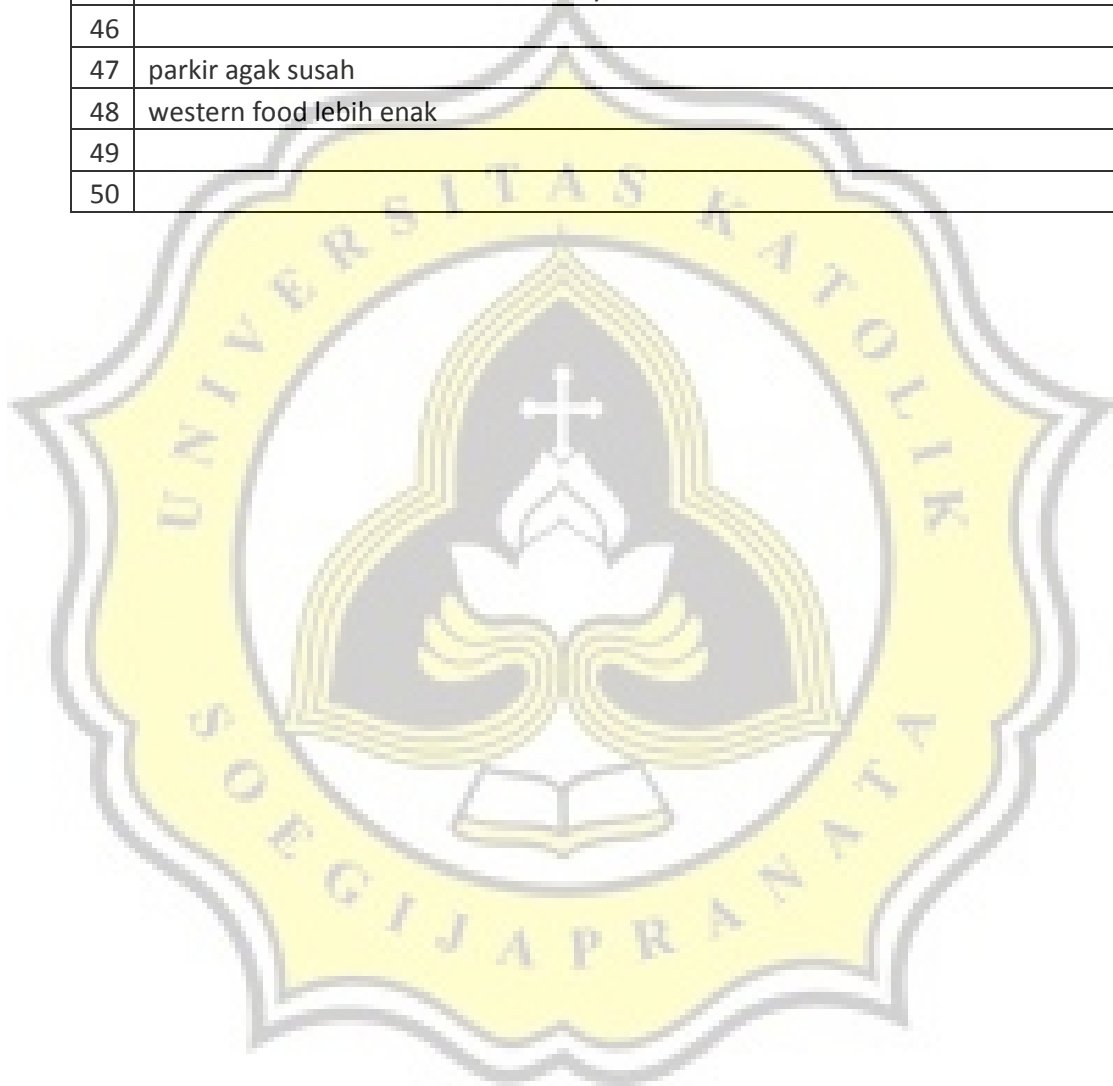
|    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 39 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 |
| 40 | 4 | 3 | 2 | 2 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 |
| 41 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 |
| 42 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 2 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |
| 43 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 5 | 3 |
| 44 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 1 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 |
| 45 | 3 | 5 | 2 | 2 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 5 |
| 46 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 47 | 4 | 3 | 3 | 2 | 5 | 5 | 3 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 3 |
| 48 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 |
| 49 | 4 | 3 | 2 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 50 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 |





|    |  |
|----|--|
| No | jika ada saran untuk peningkatan restoran kami , silahkan tulis dibawah ini :                                    |
| 1  | -  |
| 2  | Lampu dikombinasi warna putih lahan parkir diperluas .   |
| 3  | perluas lahan parkir , kurangnya pelayanan /service  |
| 4  | lahan parkir yang susah jika bertepatan dengan kondisi ramai pengunjung  |
| 5  | bagi pengguna jalan kadang ga tau kalau ada restoran , promosi langsung diwarung makan                           |
| 6  | waiters terbatas sehingga kalo rame bingung mau manggil / pesan  |
| 7  | lahan parkir sebaiknya di perluas  |
| 8  | -  |
| 9  | makanan yang vege lebih baik yang alami jangan yang buatan terimakasih   |
| 10 | -  |
| 11 | quick service  |
| 12 | proses pemesanan & penyajian pesanan perlu dipercepat karena yang terjadi saat ini memakan waktu yang cukup lama |
| 13 | -  |
| 14 | sebaiknya ada ruang khusus untuk merokok   |
| 15 | harap dikembangkan lagi pelayanannya   |
| 16 | adanya fasilitas wifi , penyajian makanan dipercepat , tempatnya perlu sedikit sentuhan modern                   |
| 17 | lahan parkir perlu difikirkan demi kenyamanan customer   |
| 18 | ada inovasi dalam menu masakan   |
| 19 | untuk yang bawa mobil parkirnya susah karena sempit  |
| 20 | ruang parkir perlu ditambah , saat ini ruang makan sudah nyaman , namun jika diperbarui akan tambah menarik      |
| 21 | -  |
| 22 | -  |
| 23 | Lahan parkir diperluas   |
| 24 | -  |
| 25 | Paket makanan ditambah khususnya paket meeting   |
| 26 | diadakan promo bulanan untuk menu makanan  |
| 27 | -  |
| 28 | -  |
| 29 | -  |
| 30 | pelayanan lebih cepat  |
| 31 | Diskon ditambah lagi   |
| 32 | Ada promo kartu kredit lebih banyak  |
| 33 | -  |
| 34 | -  |
| 35 | -  |
| 36 | ditambah paket untuk pesta   |
| 37 | ditambah paket untuk ruang meeting   |
| 38 | -  |

|    |  |
|----|--|
| 39 | sebaiknya ada ruang khusus untuk merokok               |
| 40 | harap dikembangkan lagi pelayanannya                   |
| 41 |  |
| 42 | lahan parkir perlu difikirkan demi kenyamanan customer |
| 43 | ada inovasi inovasi dalam menu masakan                 |
| 44 |  |
| 45 | western food lebih ditambah menu nya                   |
| 46 |  |
| 47 | parkir agak susah                                      |
| 48 | western food lebih enak                                |
| 49 |  |
| 50 |  |



## Reliability: Product

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 50 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,882             | 17         |

### Item Statistics

|          | Mean   | Std. Deviation | N  |
|----------|--------|----------------|----|
| VAR00001 | 4,0400 | ,80711         | 50 |
| VAR00002 | 4,2600 | ,77749         | 50 |
| VAR00003 | 4,2800 | ,64015         | 50 |
| VAR00004 | 4,0800 | ,75160         | 50 |
| VAR00005 | 4,0400 | 1,00934        | 50 |
| VAR00006 | 3,9000 | ,88641         | 50 |
| VAR00007 | 3,8800 | ,87225         | 50 |
| VAR00008 | 4,0400 | ,72731         | 50 |
| VAR00009 | 3,9800 | ,86873         | 50 |
| VAR00010 | 3,9200 | ,87691         | 50 |
| VAR00011 | 4,3000 | ,64681         | 50 |
| VAR00012 | 4,0400 | ,78142         | 50 |
| VAR00013 | 4,0400 | ,60474         | 50 |
| VAR00014 | 3,8000 | ,90351         | 50 |
| VAR00015 | 3,8200 | ,74751         | 50 |
| VAR00016 | 3,9600 | ,69869         | 50 |
| VAR00017 | 3,9600 | ,78142         | 50 |

## Item-Total Statistics

|          | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| VAR00001 | 64,3000                    | 55,847                         | ,536                             | ,874                             |
| VAR00002 | 64,0800                    | 55,259                         | ,614                             | ,871                             |
| VAR00003 | 64,0600                    | 56,466                         | ,633                             | ,872                             |
| VAR00004 | 64,2600                    | 55,543                         | ,612                             | ,872                             |
| VAR00005 | 64,3000                    | 54,827                         | ,476                             | ,878                             |
| VAR00006 | 64,4400                    | 57,313                         | ,363                             | ,882                             |
| VAR00007 | 64,4600                    | 55,192                         | ,541                             | ,874                             |
| VAR00008 | 64,3000                    | 55,398                         | ,650                             | ,870                             |
| VAR00009 | 64,3600                    | 52,847                         | ,741                             | ,866                             |
| VAR00010 | 64,4200                    | 53,800                         | ,653                             | ,869                             |
| VAR00011 | 64,0400                    | 58,529                         | ,406                             | ,879                             |
| VAR00012 | 64,3000                    | 57,561                         | ,404                             | ,879                             |
| VAR00013 | 64,3000                    | 57,806                         | ,521                             | ,876                             |
| VAR00014 | 64,5400                    | 54,743                         | ,554                             | ,874                             |
| VAR00015 | 64,5200                    | 58,214                         | ,367                             | ,881                             |
| VAR00016 | 64,3800                    | 57,506                         | ,469                             | ,877                             |
| VAR00017 | 64,3800                    | 58,322                         | ,338                             | ,882                             |

## Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 68,3400 | 62,964   | 7,93497        | 17         |

## Reliability: Price

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 50 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,711             | 3          |

### Item Statistics

|          | Mean   | Std. Deviation | N  |
|----------|--------|----------------|----|
| VAR00018 | 3,9000 | ,73540         | 50 |
| VAR00019 | 3,7200 | ,78350         | 50 |
| VAR00020 | 3,8600 | ,80837         | 50 |

### Item-Total Statistics

|          | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| VAR00018 | 7,5800                     | 1,596                          | ,701                             | ,411                             |
| VAR00019 | 7,7600                     | 1,737                          | ,526                             | ,625                             |
| VAR00020 | 7,6200                     | 1,914                          | ,389                             | ,793                             |

### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 11,4800 | 3,438    | 1,85428        | 3          |

## Reliability: Promotion

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 50 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,616             | 3          |

### Item Statistics

|          | Mean   | Std. Deviation | N  |
|----------|--------|----------------|----|
| VAR00021 | 3,4800 | ,93110         | 50 |
| VAR00022 | 3,5000 | ,67763         | 50 |
| VAR00023 | 3,3800 | ,83029         | 50 |

### Item-Total Statistics

|          | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| VAR00021 | 6,8800                     | 1,496                          | ,464                             | ,464                             |
| VAR00022 | 6,8600                     | 2,123                          | ,424                             | ,534                             |
| VAR00023 | 6,9800                     | 1,816                          | ,408                             | ,539                             |

### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 10,3600 | 3,419    | 1,84899        | 3          |

## Reliability: Place

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 50 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,644             | 4          |

### Item Statistics

|          | Mean   | Std. Deviation | N  |
|----------|--------|----------------|----|
| VAR00024 | 3,7400 | ,89921         | 50 |
| VAR00025 | 4,2800 | ,78350         | 50 |
| VAR00026 | 3,5600 | 1,01338        | 50 |
| VAR00027 | 3,6800 | ,97813         | 50 |

### Item-Total Statistics

|          | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| VAR00024 | 11,5200                    | 4,826                          | ,471                             | ,693                             |
| VAR00025 | 10,9800                    | 3,530                          | ,309                             | ,314                             |
| VAR00026 | 11,7000                    | 2,622                          | ,428                             | ,139                             |
| VAR00027 | 11,5800                    | 2,534                          | ,502                             | ,050                             |

### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 15,2600 | 5,053    | 2,24799        | 4          |

## Reliability: Physical Evidence

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 50 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,655             | 5          |

### Item Statistics

|          | Mean   | Std. Deviation | N  |
|----------|--------|----------------|----|
| VAR00028 | 3,8400 | ,91160         | 50 |
| VAR00029 | 4,0600 | ,58589         | 50 |
| VAR00030 | 3,7800 | ,84007         | 50 |
| VAR00031 | 4,0200 | ,68482         | 50 |
| VAR00032 | 4,2200 | ,61578         | 50 |

### Item-Total Statistics

|          | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| VAR00028 | 16,0800                    | 3,096                          | ,403                             | ,516                             |
| VAR00029 | 15,8600                    | 2,858                          | ,318                             | ,221                             |
| VAR00030 | 16,1400                    | 2,327                          | ,311                             | ,174                             |
| VAR00031 | 15,9000                    | 2,867                          | ,321                             | ,283                             |
| VAR00032 | 15,7000                    | 3,071                          | ,376                             | ,314                             |

### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 19,9200 | 3,830    | 1,95709        | 5          |



## Reliability: People

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 50 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,677             | 4          |

### Item Statistics

|          | Mean   | Std. Deviation | N  |
|----------|--------|----------------|----|
| VAR00033 | 4,2400 | ,62466         | 50 |
| VAR00034 | 4,3000 | ,58029         | 50 |
| VAR00035 | 4,2800 | ,57286         | 50 |
| VAR00036 | 4,1600 | ,61809         | 50 |

### Item-Total Statistics

|          | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| VAR00033 | 12,7400                    | 1,707                          | ,503                             | ,580                             |
| VAR00034 | 12,6800                    | 1,977                          | ,370                             | ,665                             |
| VAR00035 | 12,7000                    | 1,643                          | ,645                             | ,487                             |
| VAR00036 | 12,8200                    | 1,947                          | ,342                             | ,687                             |

### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 16,9800 | 2,918    | 1,70820        | 4          |

## Reliability: Process

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 50 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,703             | 4          |

### Item Statistics

|          | Mean   | Std. Deviation | N  |
|----------|--------|----------------|----|
| VAR00037 | 4,5400 | ,61312         | 50 |
| VAR00038 | 4,2200 | ,78999         | 50 |
| VAR00039 | 4,0200 | ,93656         | 50 |
| VAR00040 | 4,1400 | ,72871         | 50 |

### Item-Total Statistics

|          | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| VAR00037 | 12,3800                    | 3,587                          | ,417                             | ,650                             |
| VAR00038 | 12,7000                    | 2,296                          | ,602                             | ,334                             |
| VAR00039 | 12,9000                    | 2,500                          | ,332                             | ,581                             |
| VAR00040 | 12,7800                    | 2,747                          | ,448                             | ,475                             |

### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 16,9200 | 4,361    | 2,08826        | 4          |

## Frequencies

### Frequency Table

**VAR00001**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 4         | 8.0     | 8.0           | 8.0                |
|       | 3.00  | 3         | 6.0     | 6.0           | 14.0               |
|       | 4.00  | 30        | 60.0    | 60.0          | 74.0               |
|       | 5.00  | 13        | 26.0    | 26.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00002**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 3         | 6.0     | 6.0           | 6.0                |
|       | 3.00  | 1         | 2.0     | 2.0           | 8.0                |
|       | 4.00  | 26        | 52.0    | 52.0          | 60.0               |
|       | 5.00  | 20        | 40.0    | 40.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00003**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 5         | 10.0    | 10.0          | 10.0               |
|       | 4.00  | 26        | 52.0    | 52.0          | 62.0               |
|       | 5.00  | 19        | 38.0    | 38.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00004**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 2         | 4.0     | 4.0           | 4.0                |
|       | 3.00  | 6         | 12.0    | 12.0          | 16.0               |
|       | 4.00  | 28        | 56.0    | 56.0          | 72.0               |
|       | 5.00  | 14        | 28.0    | 28.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00005**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 3         | 6.0     | 6.0           | 6.0                |
|       | 3.00  | 6         | 12.0    | 12.0          | 18.0               |
|       | 4.00  | 24        | 48.0    | 48.0          | 66.0               |
|       | 5.00  | 17        | 34.0    | 34.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00006**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 4         | 8.0     | 8.0           | 8.0                |
|       | 3.00  | 10        | 20.0    | 20.0          | 28.0               |
|       | 4.00  | 23        | 46.0    | 46.0          | 74.0               |
|       | 5.00  | 13        | 26.0    | 26.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00007**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 6         | 12.0    | 12.0          | 12.0               |
|       | 3.00  | 4         | 8.0     | 8.0           | 20.0               |
|       | 4.00  | 30        | 60.0    | 60.0          | 80.0               |
|       | 5.00  | 10        | 20.0    | 20.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00008**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 2         | 4.0     | 4.0           | 4.0                |
|       | 3.00  | 6         | 12.0    | 12.0          | 16.0               |
|       | 4.00  | 30        | 60.0    | 60.0          | 76.0               |
|       | 5.00  | 12        | 24.0    | 24.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00009**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 4         | 8.0     | 8.0           | 8.0                |
|       | 3.00  | 7         | 14.0    | 14.0          | 22.0               |
|       | 4.00  | 25        | 50.0    | 50.0          | 72.0               |
|       | 5.00  | 14        | 28.0    | 28.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00010**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 3         | 6.0     | 6.0           | 6.0                |
|       | 3.00  | 12        | 24.0    | 24.0          | 30.0               |
|       | 4.00  | 21        | 42.0    | 42.0          | 72.0               |
|       | 5.00  | 14        | 28.0    | 28.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00011**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 5         | 10.0    | 10.0          | 10.0               |
|       | 4.00  | 25        | 50.0    | 50.0          | 60.0               |
|       | 5.00  | 20        | 40.0    | 40.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00012**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 1         | 2.0     | 2.0           | 2.0                |
|       | 3.00  | 11        | 22.0    | 22.0          | 24.0               |
|       | 4.00  | 23        | 46.0    | 46.0          | 70.0               |
|       | 5.00  | 15        | 30.0    | 30.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00013**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 8         | 16.0    | 16.0          | 16.0               |
|       | 4.00  | 32        | 64.0    | 64.0          | 80.0               |
|       | 5.00  | 10        | 20.0    | 20.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00014**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 5         | 10.0    | 10.0          | 10.0               |
|       | 3.00  | 11        | 22.0    | 22.0          | 32.0               |
|       | 4.00  | 23        | 46.0    | 46.0          | 78.0               |
|       | 5.00  | 11        | 22.0    | 22.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00015**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 3         | 6.0     | 6.0           | 6.0                |
|       | 3.00  | 10        | 20.0    | 20.0          | 26.0               |
|       | 4.00  | 30        | 60.0    | 60.0          | 86.0               |
|       | 5.00  | 7         | 14.0    | 14.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00016**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 1         | 2.0     | 2.0           | 2.0                |
|       | 3.00  | 10        | 20.0    | 20.0          | 22.0               |
|       | 4.00  | 29        | 58.0    | 58.0          | 80.0               |
|       | 5.00  | 10        | 20.0    | 20.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00017**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 2         | 4.0     | 4.0           | 4.0                |
|       | 3.00  | 10        | 20.0    | 20.0          | 24.0               |
|       | 4.00  | 26        | 52.0    | 52.0          | 76.0               |
|       | 5.00  | 12        | 24.0    | 24.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00018**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 2         | 4.0     | 4.0           | 4.0                |
|       | 3.00  | 10        | 20.0    | 20.0          | 24.0               |
|       | 4.00  | 29        | 58.0    | 58.0          | 82.0               |
|       | 5.00  | 9         | 18.0    | 18.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00019**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 3         | 6.0     | 6.0           | 6.0                |
|       | 3.00  | 15        | 30.0    | 30.0          | 36.0               |
|       | 4.00  | 25        | 50.0    | 50.0          | 86.0               |
|       | 5.00  | 7         | 14.0    | 14.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00020**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 1         | 2.0     | 2.0           | 2.0                |
|       | 3.00  | 17        | 34.0    | 34.0          | 36.0               |
|       | 4.00  | 20        | 40.0    | 40.0          | 76.0               |
|       | 5.00  | 12        | 24.0    | 24.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00021**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 8         | 16.0    | 16.0          | 16.0               |
|       | 3.00  | 17        | 34.0    | 34.0          | 50.0               |
|       | 4.00  | 18        | 36.0    | 36.0          | 86.0               |
|       | 5.00  | 7         | 14.0    | 14.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00022**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 3         | 6.0     | 6.0           | 6.0                |
|       | 3.00  | 21        | 42.0    | 42.0          | 48.0               |
|       | 4.00  | 24        | 48.0    | 48.0          | 96.0               |
|       | 5.00  | 2         | 4.0     | 4.0           | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00023**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 8         | 16.0    | 16.0          | 16.0               |
|       | 3.00  | 18        | 36.0    | 36.0          | 52.0               |
|       | 4.00  | 21        | 42.0    | 42.0          | 94.0               |
|       | 5.00  | 3         | 6.0     | 6.0           | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00024**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 7         | 14.0    | 14.0          | 14.0               |
|       | 3.00  | 7         | 14.0    | 14.0          | 28.0               |
|       | 4.00  | 28        | 56.0    | 56.0          | 84.0               |
|       | 5.00  | 8         | 16.0    | 16.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00025**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 1         | 2.0     | 2.0           | 2.0                |
|       | 3.00  | 4         | 8.0     | 8.0           | 10.0               |
|       | 4.00  | 24        | 48.0    | 48.0          | 58.0               |
|       | 5.00  | 21        | 42.0    | 42.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00026**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 1         | 2.0     | 2.0           | 2.0                |
|       | 2.00  | 7         | 14.0    | 14.0          | 16.0               |
|       | 3.00  | 14        | 28.0    | 28.0          | 44.0               |
|       | 4.00  | 19        | 38.0    | 38.0          | 82.0               |
|       | 5.00  | 9         | 18.0    | 18.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00027**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 1         | 2.0     | 2.0           | 2.0                |
|       | 2.00  | 6         | 12.0    | 12.0          | 14.0               |
|       | 3.00  | 10        | 20.0    | 20.0          | 34.0               |
|       | 4.00  | 24        | 48.0    | 48.0          | 82.0               |
|       | 5.00  | 9         | 18.0    | 18.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00028**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 1         | 2.0     | 2.0           | 2.0                |
|       | 2.00  | 3         | 6.0     | 6.0           | 8.0                |
|       | 3.00  | 10        | 20.0    | 20.0          | 28.0               |
|       | 4.00  | 25        | 50.0    | 50.0          | 78.0               |
|       | 5.00  | 11        | 22.0    | 22.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |



**VAR00029**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 7         | 14.0    | 14.0          | 14.0               |
|       | 4.00  | 33        | 66.0    | 66.0          | 80.0               |
|       | 5.00  | 10        | 20.0    | 20.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00030**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 1         | 2.0     | 2.0           | 2.0                |
|       | 2.00  | 3         | 6.0     | 6.0           | 8.0                |
|       | 3.00  | 9         | 18.0    | 18.0          | 26.0               |
|       | 4.00  | 30        | 60.0    | 60.0          | 86.0               |
|       | 5.00  | 7         | 14.0    | 14.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00031**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 11        | 22.0    | 22.0          | 22.0               |
|       | 4.00  | 27        | 54.0    | 54.0          | 76.0               |
|       | 5.00  | 12        | 24.0    | 24.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00032**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 5         | 10.0    | 10.0          | 10.0               |
|       | 4.00  | 29        | 58.0    | 58.0          | 68.0               |
|       | 5.00  | 16        | 32.0    | 32.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00033**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 1         | 2.0     | 2.0           | 2.0                |
|       | 3.00  | 2         | 4.0     | 4.0           | 6.0                |
|       | 4.00  | 31        | 62.0    | 62.0          | 68.0               |
|       | 5.00  | 16        | 32.0    | 32.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00034**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 3         | 6.0     | 6.0           | 6.0                |
|       | 4.00  | 29        | 58.0    | 58.0          | 64.0               |
|       | 5.00  | 18        | 36.0    | 36.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00035**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 3         | 6.0     | 6.0           | 6.0                |
|       | 4.00  | 30        | 60.0    | 60.0          | 66.0               |
|       | 5.00  | 17        | 34.0    | 34.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00036**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 6         | 12.0    | 12.0          | 12.0               |
|       | 4.00  | 30        | 60.0    | 60.0          | 72.0               |
|       | 5.00  | 14        | 28.0    | 28.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00037**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 3         | 6.0     | 6.0           | 6.0                |
|       | 4.00  | 17        | 34.0    | 34.0          | 40.0               |
|       | 5.00  | 30        | 60.0    | 60.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00038**

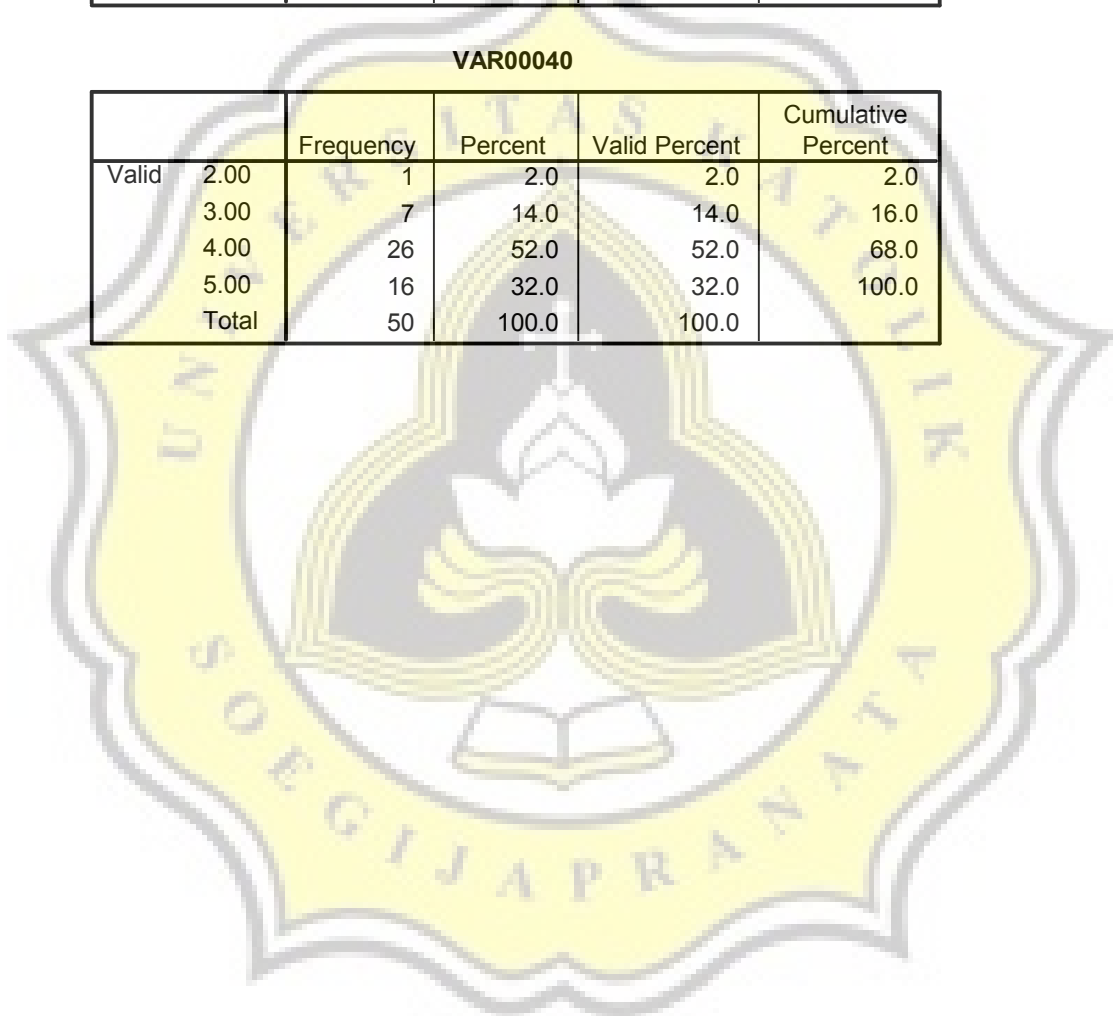
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 2         | 4.0     | 4.0           | 4.0                |
|       | 3.00  | 5         | 10.0    | 10.0          | 14.0               |
|       | 4.00  | 23        | 46.0    | 46.0          | 60.0               |
|       | 5.00  | 20        | 40.0    | 40.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00039**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 1         | 2.0     | 2.0           | 2.0                |
|       | 2.00  | 2         | 4.0     | 4.0           | 6.0                |
|       | 3.00  | 9         | 18.0    | 18.0          | 24.0               |
|       | 4.00  | 21        | 42.0    | 42.0          | 66.0               |
|       | 5.00  | 17        | 34.0    | 34.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**VAR00040**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 1         | 2.0     | 2.0           | 2.0                |
|       | 3.00  | 7         | 14.0    | 14.0          | 16.0               |
|       | 4.00  | 26        | 52.0    | 52.0          | 68.0               |
|       | 5.00  | 16        | 32.0    | 32.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |



## Crosstabs

### Case Processing Summary

|                              | Cases |         |         |         |       |         |
|------------------------------|-------|---------|---------|---------|-------|---------|
|                              | Valid |         | Missing |         | Total |         |
|                              | N     | Percent | N       | Percent | N     | Percent |
| Datang_dengan<br>* Keperluan | 50    | 100.0%  | 0       | .0%     | 50    | 100.0%  |

### Datang\_dengan \* Keperluan Crosstabulation

|                       |            | Keperluan |             |                            |             |               |                      | Total  |
|-----------------------|------------|-----------|-------------|----------------------------|-------------|---------------|----------------------|--------|
|                       |            | jam kerja | makan malam | makan malam , buka bersama | makan siang | sewaktu waktu | study banding / tour |        |
| Datang_dengan sendiri | Count      | 0         | 3           | 0                          | 0           | 0             | 0                    | 3      |
|                       | % of Total | .0%       | 6.0%        | .0%                        | .0%         | .0%           | .0%                  | 6.0%   |
| keluarga              | Count      | 0         | 9           | 0                          | 3           | 2             | 0                    | 14     |
|                       | % of Total | .0%       | 18.0%       | .0%                        | 6.0%        | 4.0%          | .0%                  | 28.0%  |
| relasi bisnis         | Count      | 0         | 2           | 0                          | 3           | 0             | 0                    | 5      |
|                       | % of Total | .0%       | 4.0%        | .0%                        | 6.0%        | .0%           | .0%                  | 10.0%  |
| tamu                  | Count      | 0         | 0           | 0                          | 0           | 0             | 3                    | 3      |
|                       | % of Total | .0%       | .0%         | .0%                        | .0%         | .0%           | 6.0%                 | 6.0%   |
| teman kantor          | Count      | 0         | 10          | 3                          | 4           | 0             | 0                    | 17     |
|                       | % of Total | .0%       | 20.0%       | 6.0%                       | 8.0%        | .0%           | .0%                  | 34.0%  |
| teman klenteng        | Count      | 0         | 1           | 0                          | 0           | 0             | 0                    | 1      |
|                       | % of Total | .0%       | 2.0%        | .0%                        | .0%         | .0%           | .0%                  | 2.0%   |
| teman teman           | Count      | 3         | 0           | 0                          | 1           | 0             | 0                    | 4      |
|                       | % of Total | 6.0%      | .0%         | .0%                        | 2.0%        | .0%           | .0%                  | 8.0%   |
| Tour                  | Count      | 0         | 0           | 0                          | 3           | 0             | 0                    | 3      |
|                       | % of Total | .0%       | .0%         | .0%                        | 6.0%        | .0%           | .0%                  | 6.0%   |
| Total                 | Count      | 3         | 25          | 3                          | 14          | 2             | 3                    | 50     |
|                       | % of Total | 6.0%      | 50.0%       | 6.0%                       | 28.0%       | 4.0%          | 6.0%                 | 100.0% |

## Crosstabs

### Case Processing Summary

|                  | Cases |         |         |         |       |         |
|------------------|-------|---------|---------|---------|-------|---------|
|                  | Valid |         | Missing |         | Total |         |
|                  | N     | Percent | N       | Percent | N     | Percent |
| Pekerjaan * Umur | 50    | 100.0%  | 0       | .0%     | 50    | 100.0%  |

### Pekerjaan \* Umur Crosstabulation

| Pekerjaan          |            |      | Umur      |            |           |             |             | Total |
|--------------------|------------|------|-----------|------------|-----------|-------------|-------------|-------|
|                    |            |      | <20 tahun | > 50 tahun | >50 tahun | 20-35 tahun | 35-50 tahun |       |
| karyawan           | Count      | 0    | 0         | 0          | 18        | 10          | 28          |       |
|                    | % of Total | .0%  | .0%       | .0%        | 36.0%     | 20.0%       | 56.0%       |       |
| pegawai swasta     | Count      | 0    | 0         | 0          | 3         | 0           | 3           |       |
|                    | % of Total | .0%  | .0%       | .0%        | 6.0%      | .0%         | 6.0%        |       |
| pelajar            | Count      | 2    | 0         | 0          | 0         | 0           | 2           |       |
|                    | % of Total | 4.0% | .0%       | .0%        | .0%       | .0%         | 4.0%        |       |
| pensiunan karyawan | Count      | 0    | 2         | 0          | 0         | 0           | 2           |       |
|                    | % of Total | .0%  | 4.0%      | .0%        | .0%       | .0%         | 4.0%        |       |
| wiraswasta         | Count      | 0    | 1         | 2          | 7         | 5           | 15          |       |
|                    | % of Total | .0%  | 2.0%      | 4.0%       | 14.0%     | 10.0%       | 30.0%       |       |
| Total              | Count      | 2    | 3         | 2          | 28        | 15          | 50          |       |
|                    | % of Total | 4.0% | 6.0%      | 4.0%       | 56.0%     | 30.0%       | 100.0%      |       |

## Crosstabs

### Case Processing Summary

|                              | Cases |         |         |         |       |         |
|------------------------------|-------|---------|---------|---------|-------|---------|
|                              | Valid |         | Missing |         | Total |         |
|                              | N     | Percent | N       | Percent | N     | Percent |
| Pekerjaan *<br>Jenis_kelamin | 50    | 100.0%  | 0       | .0%     | 50    | 100.0%  |

### Pekerjaan \* Jenis\_kelamin Crosstabulation

|           |                    |            | Jenis kelamin |       | Total  |
|-----------|--------------------|------------|---------------|-------|--------|
|           |                    |            | L             | P     |        |
| Pekerjaan | karyawan           | Count      | 21            | 7     | 28     |
|           |                    | % of Total | 42.0%         | 14.0% | 56.0%  |
|           | pegawai swasta     | Count      | 2             | 1     | 3      |
|           |                    | % of Total | 4.0%          | 2.0%  | 6.0%   |
|           | pelajar            | Count      | 1             | 1     | 2      |
|           |                    | % of Total | 2.0%          | 2.0%  | 4.0%   |
|           | pensiunan karyawan | Count      | 2             | 0     | 2      |
|           |                    | % of Total | 4.0%          | .0%   | 4.0%   |
|           | wiraswasta         | Count      | 11            | 4     | 15     |
|           |                    | % of Total | 22.0%         | 8.0%  | 30.0%  |
| Total     |                    | Count      | 37            | 13    | 50     |
|           |                    | % of Total | 74.0%         | 26.0% | 100.0% |

## Crosstabs

### Case Processing Summary

|  | Cases |         |         |         |       |         |
|--|-------|---------|---------|---------|-------|---------|
|  | Valid |         | Missing |         | Total |         |
|  | N     | Percent | N       | Percent | N     | Percent |
| Datang_dengan *<br>Frekuensi_kunjungan | 50    | 100.0%  | 0       | .0%     | 50    | 100.0%  |

### Datang\_dengan \* Frekuensi\_kunjungan Crosstabulation

|               |                |            | Frekuensi_kunjungan |       |       | Total  |
|---------------|----------------|------------|---------------------|-------|-------|--------|
|               |                |            | >4x                 | 2x    | 4x    |        |
| Datang_dengan | sendiri        | Count      | 0                   | 3     | 0     | 3      |
|               |                | % of Total | .0%                 | 6.0%  | .0%   | 6.0%   |
|               | keluarga       | Count      | 14                  | 0     | 0     | 14     |
|               |                | % of Total | 28.0%               | .0%   | .0%   | 28.0%  |
|               | relasi bisnis  | Count      | 3                   | 2     | 0     | 5      |
|               |                | % of Total | 6.0%                | 4.0%  | .0%   | 10.0%  |
|               | tamu           | Count      | 0                   | 3     | 0     | 3      |
|               |                | % of Total | .0%                 | 6.0%  | .0%   | 6.0%   |
|               | teman kantor   | Count      | 5                   | 7     | 5     | 17     |
|               |                | % of Total | 10.0%               | 14.0% | 10.0% | 34.0%  |
|               | teman klenteng | Count      | 0                   | 1     | 0     | 1      |
|               |                | % of Total | .0%                 | 2.0%  | .0%   | 2.0%   |
|               | teman teman    | Count      | 4                   | 0     | 0     | 4      |
|               |                | % of Total | 8.0%                | .0%   | .0%   | 8.0%   |
|               | Tour           | Count      | 0                   | 3     | 0     | 3      |
|               |                | % of Total | .0%                 | 6.0%  | .0%   | 6.0%   |
| Total         |                | Count      | 26                  | 19    | 5     | 50     |
|               |                | % of Total | 52.0%               | 38.0% | 10.0% | 100.0% |

## Crosstabs

### Case Processing Summary

|                      | Cases |         |         |         |       |         |
|----------------------|-------|---------|---------|---------|-------|---------|
|                      | Valid |         | Missing |         | Total |         |
|                      | N     | Percent | N       | Percent | N     | Percent |
| Keperluan * Frek_bln | 50    | 100.0%  | 0       | .0%     | 50    | 100.0%  |

### Keperluan \* Frek\_bln Crosstabulation

|           |                               |            | Frek_bln |       | Total  |
|-----------|-------------------------------|------------|----------|-------|--------|
|           |                               |            | >3x      | 2x    |        |
| Keperluan | jam kerja                     | Count      | 3        | 0     | 3      |
|           |                               | % of Total | 6.0%     | .0%   | 6.0%   |
|           | makan malam                   | Count      | 0        | 25    | 25     |
|           |                               | % of Total | .0%      | 50.0% | 50.0%  |
|           | makan malam ,<br>buka bersama | Count      | 0        | 3     | 3      |
|           |                               | % of Total | .0%      | 6.0%  | 6.0%   |
|           | makan siang                   | Count      | 1        | 13    | 14     |
|           |                               | % of Total | 2.0%     | 26.0% | 28.0%  |
|           | sewaktu waktu                 | Count      | 0        | 2     | 2      |
|           |                               | % of Total | .0%      | 4.0%  | 4.0%   |
|           | study banding / tour          | Count      | 0        | 3     | 3      |
|           |                               | % of Total | .0%      | 6.0%  | 6.0%   |
| Total     |                               | Count      | 4        | 46    | 50     |
|           |                               | % of Total | 8.0%     | 92.0% | 100.0% |



## Crosstabs

### Case Processing Summary

|                      | Cases |         |         |         |       |         |
|----------------------|-------|---------|---------|---------|-------|---------|
|                      | Valid |         | Missing |         | Total |         |
|                      | N     | Percent | N       | Percent | N     | Percent |
| Umur * Jenis_kelamin | 50    | 100,0%  | 0       | ,0%     | 50    | 100,0%  |

### Umur \* Jenis\_kelamin Crosstabulation

| Umur        |            | Jenis_kelamin |       | Total  |
|-------------|------------|---------------|-------|--------|
|             |            | L             | P     |        |
| <20 tahun   | Count      | 1             | 1     | 2      |
|             | % of Total | 2,0%          | 2,0%  | 4,0%   |
| >50 tahun   | Count      | 5             | 0     | 5      |
|             | % of Total | 10,0%         | ,0%   | 10,0%  |
| 20-35 tahun | Count      | 18            | 10    | 28     |
|             | % of Total | 36,0%         | 20,0% | 56,0%  |
| 36-50 tahun | Count      | 13            | 2     | 15     |
|             | % of Total | 26,0%         | 4,0%  | 30,0%  |
| Total       | Count      | 37            | 13    | 50     |
|             | % of Total | 74,0%         | 26,0% | 100,0% |

## Crosstabs

### Case Processing Summary

|                           | Cases |         |         |         |       |         |
|---------------------------|-------|---------|---------|---------|-------|---------|
|                           | Valid |         | Missing |         | Total |         |
|                           | N     | Percent | N       | Percent | N     | Percent |
| Tahu_info_dari * Frek_bln | 50    | 100,0%  | 0       | ,0%     | 50    | 100,0%  |

### Tahu\_info\_dari \* Frek\_bln Crosstabulation

|                |                    |            | Frek_bln |       | Total  |
|----------------|--------------------|------------|----------|-------|--------|
|                |                    |            | >3x      | 2x    |        |
| Tahu_info_dari | keluarga           | Count      | 0        | 4     | 4      |
|                |                    | % of Total | ,0%      | 8,0%  | 8,0%   |
|                | kenal dari pemilik | Count      | 0        | 4     | 4      |
|                |                    | % of Total | ,0%      | 8,0%  | 8,0%   |
|                | relasi bisnis      | Count      | 0        | 7     | 7      |
|                |                    | % of Total | ,0%      | 14,0% | 14,0%  |
|                | sendiri            | Count      | 0        | 2     | 2      |
|                |                    | % of Total | ,0%      | 4,0%  | 4,0%   |
|                | teman              | Count      | 4        | 29    | 33     |
|                |                    | % of Total | 8,0%     | 58,0% | 66,0%  |
| Total          |                    | Count      | 4        | 46    | 50     |
|                |                    | % of Total | 8,0%     | 92,0% | 100,0% |

## Crosstabs

### Case Processing Summary

|  | Cases |         |         |         |       |         |
|--|-------|---------|---------|---------|-------|---------|
|  | Valid |         | Missing |         | Total |         |
|  | N     | Percent | N       | Percent | N     | Percent |
| Penghasilan_bln *<br>Frekuensi_kunjungan | 50    | 100,0%  | 0       | ,0%     | 50    | 100,0%  |

### Penghasilan\_bln \* Frekuensi\_kunjungan Crosstabulation

|                 |                       |            | Frekuensi kunjungan |       |        | Total |
|-----------------|-----------------------|------------|---------------------|-------|--------|-------|
|                 |                       |            | >4x                 | 2x    | 4x     |       |
| Penghasilan_bln | >3 juta rupiah        | Count      | 21                  | 12    | 2      | 35    |
|                 |                       | % of Total | 42,0%               | 24,0% | 4,0%   | 70,0% |
|                 | 1juta - 2 juta rupiah | Count      | 5                   | 0     | 0      | 5     |
|                 |                       | % of Total | 10,0%               | ,0%   | ,0%    | 10,0% |
|                 | 2-3 juta rupiah       | Count      | 0                   | 7     | 3      | 10    |
|                 |                       | % of Total | ,0%                 | 14,0% | 6,0%   | 20,0% |
| Total           | Count                 | 26         | 19                  | 5     | 50     |       |
|                 | % of Total            | 52,0%      | 38,0%               | 10,0% | 100,0% |       |

## Crosstabs

### Case Processing Summary

|                                    | Cases |         |         |         |       |         |
|------------------------------------|-------|---------|---------|---------|-------|---------|
|                                    | Valid |         | Missing |         | Total |         |
|                                    | N     | Percent | N       | Percent | N     | Percent |
| Pekerjaan *<br>Frekuensi_kunjungan | 50    | 100,0%  | 0       | ,0%     | 50    | 100,0%  |

### Pekerjaan \* Frekuensi\_kunjungan Crosstabulation

|           |                    |            | Frekuensi kunjungan |       |       | Total  |
|-----------|--------------------|------------|---------------------|-------|-------|--------|
|           |                    |            | >4x                 | 2x    | 4x    |        |
| Pekerjaan | karyawan           | Count      | 14                  | 12    | 2     | 28     |
|           |                    | % of Total | 28,0%               | 24,0% | 4,0%  | 56,0%  |
|           | pegawai swasta     | Count      | 0                   | 0     | 3     | 3      |
|           |                    | % of Total | ,0%                 | ,0%   | 6,0%  | 6,0%   |
|           | pelajar            | Count      | 2                   | 0     | 0     | 2      |
|           |                    | % of Total | 4,0%                | ,0%   | ,0%   | 4,0%   |
|           | pensiunan karyawan | Count      | 2                   | 0     | 0     | 2      |
|           |                    | % of Total | 4,0%                | ,0%   | ,0%   | 4,0%   |
|           | wiraswasta         | Count      | 8                   | 7     | 0     | 15     |
|           |                    | % of Total | 16,0%               | 14,0% | ,0%   | 30,0%  |
| Total     |                    | Count      | 26                  | 19    | 5     | 50     |
|           |                    | % of Total | 52,0%               | 38,0% | 10,0% | 100,0% |

## Crosstabs

### Case Processing Summary

|                               | Cases |         |         |         |       |         |
|-------------------------------|-------|---------|---------|---------|-------|---------|
|                               | Valid |         | Missing |         | Total |         |
|                               | N     | Percent | N       | Percent | N     | Percent |
| Penghasilan_bln *<br>Frek_bln | 50    | 100,0%  | 0       | ,0%     | 50    | 100,0%  |

### Penghasilan\_bln \* Frek\_bln Crosstabulation

|                 |                       |            | Frek_bln |        | Total |
|-----------------|-----------------------|------------|----------|--------|-------|
|                 |                       |            | >3x      | 2x     |       |
| Penghasilan_bln | >3 juta rupiah        | Count      | 1        | 34     | 35    |
|                 |                       | % of Total | 2,0%     | 68,0%  | 70,0% |
|                 | 1juta - 2 juta rupiah | Count      | 3        | 2      | 5     |
|                 |                       | % of Total | 6,0%     | 4,0%   | 10,0% |
|                 | 2-3 juta rupiah       | Count      | 0        | 10     | 10    |
|                 |                       | % of Total | ,0%      | 20,0%  | 20,0% |
| Total           | Count                 | 4          | 46       | 50     |       |
|                 | % of Total            | 8,0%       | 92,0%    | 100,0% |       |

## Crosstabs

### Case Processing Summary

|                              | Cases |         |         |         |       |         |
|------------------------------|-------|---------|---------|---------|-------|---------|
|                              | Valid |         | Missing |         | Total |         |
|                              | N     | Percent | N       | Percent | N     | Percent |
| Datang_dengan<br>* Keperluan | 50    | 100,0%  | 0       | ,0%     | 50    | 100,0%  |

### Datang\_dengan \* Keperluan Crosstabulation

|                       |            |      | Keperluan |             |                            |             |               | Total  |
|-----------------------|------------|------|-----------|-------------|----------------------------|-------------|---------------|--------|
|                       |            |      | jam kerja | makan malam | makan malam , buka bersama | makan siang | sewaktu waktu |        |
| Datang_dengan sendiri | Count      | 0    | 3         | 0           | 0                          | 0           | 0             | 3      |
|                       | % of Total | ,0%  | 6,0%      | ,0%         | ,0%                        | ,0%         | ,0%           | 6,0%   |
| keluarga              | Count      | 0    | 9         | 0           | 3                          | 2           | 0             | 14     |
|                       | % of Total | ,0%  | 18,0%     | ,0%         | 6,0%                       | 4,0%        | ,0%           | 28,0%  |
| relasi bisnis         | Count      | 0    | 2         | 0           | 3                          | 0           | 0             | 5      |
|                       | % of Total | ,0%  | 4,0%      | ,0%         | 6,0%                       | ,0%         | ,0%           | 10,0%  |
| tamu                  | Count      | 0    | 0         | 0           | 0                          | 0           | 3             | 3      |
|                       | % of Total | ,0%  | ,0%       | ,0%         | ,0%                        | ,0%         | 6,0%          | 6,0%   |
| teman kantor          | Count      | 0    | 10        | 3           | 4                          | 0           | 0             | 17     |
|                       | % of Total | ,0%  | 20,0%     | 6,0%        | 8,0%                       | ,0%         | ,0%           | 34,0%  |
| teman klenteng        | Count      | 0    | 1         | 0           | 0                          | 0           | 0             | 1      |
|                       | % of Total | ,0%  | 2,0%      | ,0%         | ,0%                        | ,0%         | ,0%           | 2,0%   |
| teman teman           | Count      | 3    | 0         | 0           | 1                          | 0           | 0             | 4      |
|                       | % of Total | 6,0% | ,0%       | ,0%         | 2,0%                       | ,0%         | ,0%           | 8,0%   |
| Tour                  | Count      | 0    | 0         | 0           | 3                          | 0           | 0             | 3      |
|                       | % of Total | ,0%  | ,0%       | ,0%         | 6,0%                       | ,0%         | ,0%           | 6,0%   |
| Total                 | Count      | 3    | 25        | 3           | 14                         | 2           | 3             | 50     |
|                       | % of Total | 6,0% | 50,0%     | 6,0%        | 28,0%                      | 4,0%        | 6,0%          | 100,0% |