

LAMPIRAN

LAMPIRAN 1.KUESIONER

Nomer Responden

KUESIONER

Penelitian Tentang :

PENGARUH CITRA PRODUK,CITRA PERUSAHAAN DAN CITRA PEMBELI TERHADAP KEPUTUSAN PEMBELIAN (*PURCHASE DECISION*)PADAKONSUMEN *STARBUCKS COFFEE* DI KOTA SEMARANG (Penelitian Dilakukan Terhadap Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Katolik Soegijapranata)

Bagian 1

Identitas Responden

Isi dan beri tanda silang (X) pada pilihan jawaban yang paling sesuai dengan Anda.

1. Usia Responden : tahun
2. Jenis Kelamin : Laki-Laki / Perempuan
3. Pengeluaran/bulan untuk keperluan *hangout* :
A. < 1.000.000 B. 1.000.000 - 2.000.000 C. > 2.000.000
4. Sudah berapa kali Anda berkunjung ke Starbucks ? Kali
5. Apa tujuan Anda ke Starbucks?

Bagian 2

Berikan penilaian terhadap masing-masing pertanyaan dibawah ini sesuai dengan pendapat Anda, dengan memberikan tanda checklist (√) pada kolom jawaban yang tersedia :

Keterangan :

- STS = Sangat Tidak Setuju
TS = Tidak Setuju
N = Netral
S = Setuju
SS = Sangat Setuju

A. Pertanyaan Untuk Variabel Citra Produk (X1)

Pernyataan					
	ST	TS	NS	S	SS
Variabel Citra produk					
Atribut Produk : Intrinsik					
1. Rasa minuman yang ada di Starbucks memiliki cita rasa yang khas					
2. Rasa makanan yang ada di Starbucks memiliki cita rasa yang khas					
3. Minuman yang disediakan Starbucks dikemas dalam kemasan yang menarik					
4. Makanan yang disediakan Starbucks dikemas dalam kemasan yang menarik					
5. Starbucks menggunakan biji kopi atau bahan baku yang berkualitas tinggi					
6. Starbucks cepat tanggap dalam melayani konsumennya					
7. Waktu tunggu pesanan yang sesuai					
8. Minuman yang disajikan Starbucks menarik secara visual					
9. Makanan yang disajikan Starbucks menarik secara visual					
10. Minuman pada Starbucks memiliki kualitas / mutu yang tinggi					
11. Makanan pada Starbucks memiliki kualitas / mutu yang tinggi					
12. Merchandise yang dijual di Starbucks (tumbler) bermutu bagus					

Pernyataan					
	STS	TS	N	S	SS
Variabel Citra produk					
Atribut Produk : Ekstrinsik					
13. Starbucks menawarkan harga dan kualitas produk yang sebanding					
14. Merek Starbucks sangat mudah diingat					
15. Bila ingin menikmati kopi di gerai <i>coffee shop</i> , Starbucks yang pertama kali anda ingat dan tuju.					

B. Pertanyaan Untuk Variabel Citra Perusahaan (X2)

Pernyataan					
	STS	TS	NS	S	SS
Variabel Citra Perusahaan					
1. Starbucks memiliki popularitas yang baik sebagai salah satu perusahaan di bidang <i>Coffee shop</i>					
2. Starbucks memiliki kredibilitas yang tinggi dalam menciptakan/ pembuatansetiap produknya.					
3. Starbucks merupakan perusahaan <i>Coffee shop</i> yang dikenal luas					
4. Starbucks merupakan <i>Coffee shop</i> yang memiliki nama baik (merek perusahaan)					
5. Starbucks perusahaan yang mampu bersaing dengan perusahaan <i>coffee shop</i> lain yang tersebar di Semarang					

C. Pertanyaan Untuk Variabel Citra Pembeli atau Konsumen atau Pemakai (X3)

Pernyataan					
	STS	TS	N	S	SS
Variabel Citra Pemakai					
1. Percaya diri meningkat ketika membeli dan mengonsumsi produk Starbucks.					
Menurut Anda gambaran Percaya diri yang seperti apa?					
2. <i>Image</i> yang dibuat Starbucks dapat meningkatkan status social konsumen.					

Menurut Anda gambaran Status Sosial yang seperti apa?					
3. Adanya kepuasan tersendiri saat menikmati produk dari Starbucks.					
Alasan :					
4. Adanya kepuasan tersendiri saat menikmati suasana pada coffeeshop Starbucks.					
Alasan :					

D. Pertanyaan Untuk Variabel *Purchase Decision* (Keputusan Pembelian) (Y)

Pernyataan	STS	TS	N	S	SS
	Variabel <i>Purchase Decision</i> (Keputusan Pembelian)				
1. Produk Starbucks mempengaruhi Anda untuk melakukan pembelian					
2. Tetap berminat melakukan pembelian di <i>Coffee shop</i> Starbucks meskipun banyak pesaing yang bermunculan					
3. Tetap berminat melakukan pembelian di <i>coffee shop</i> Starbucks meskipun harga yang ditawarkan cukup tinggi atau diperuntukan untuk kalangan professional.					

LAMPIRAN 2. DATA RESPONDEN

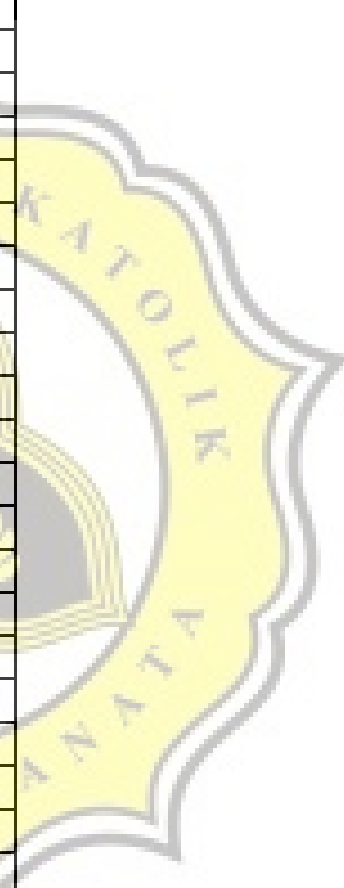
Data Responden Variabel Citra Produk (X1)

No Res	Ind 1	Ind 2	Ind 3	Ind 4	Ind 5	Ind 6	Ind 7	Ind 8	Ind 9	Ind 10	Ind 11	Ind 12	Ind 13	Ind 14	Ind 15	TOTAL
1	4	3	4	4	5	4	4	5	3	4	4	4	4	4	4	60
2	5	4	4	4	5	4	4	4	4	5	5	4	4	4	4	64
3	4	3	4	3	4	4	4	4	3	4	4	4	4	5	4	58
4	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	62
5	4	4	4	3	5	4	4	5	4	4	4	4	4	4	4	61
6	5	3	4	4	5	4	4	5	3	5	4	4	4	4	5	63
7	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
8	4	4	3	3	4	3	3	5	4	5	3	4	4	4	3	56
9	5	3	5	4	5	3	5	4	4	4	5	5	5	3	5	65
10	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
11	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
12	5	4	5	4	4	5	4	4	5	4	4	5	5	5	5	68
13	4	3	4	3	4	4	3	3	4	3	4	4	4	4	4	55
14	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	61
15	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	62
16	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
17	5	5	5	4	5	5	3	5	4	5	5	4	5	5	5	70
18	4	5	4	5	4	4	5	5	5	5	4	4	4	4	4	66
19	4	4	4	5	5	5	4	5	5	4	4	4	4	4	4	65
20	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
21	5	4	4	4	4	4	4	4	4	4	4	4	5	4	3	61
22	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	61
23	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60

24	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
25	4	3	4	3	4	3	3	5	4	5	3	4	4	4	4	4	57
26	5	5	4	4	5	3	3	5	4	5	5	4	4	4	4	5	65
27	4	4	4	5	4	4	4	5	5	4	4	4	4	4	4	4	63
28	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	63
29	5	4	5	4	5	4	4	5	5	4	4	4	4	4	4	5	66
30	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	62
31	4	4	4	4	4	4	3	5	3	5	4	4	4	4	4	4	60
32	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	61
33	3	3	4	3	4	4	4	4	4	4	4	3	3	4	4	3	54
34	5	4	4	4	5	3	5	4	3	4	4	4	4	4	4	4	61
35	4	3	4	4	3	4	4	4	4	4	4	3	4	4	4	3	56
36	5	4	4	4	4	4	4	5	4	5	4	4	4	4	5	4	64
37	4	4	4	4	4	5	5	5	4	4	5	4	5	4	4	4	65
38	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	65
39	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	61
40	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
41	5	4	4	4	5	5	4	5	4	4	5	5	4	5	5	5	68
42	4	3	4	4	4	4	4	4	3	4	4	4	4	4	4	3	57
43	4	4	4	3	5	4	4	5	4	4	4	4	4	4	4	4	61
44	4	3	4	3	4	4	3	5	4	3	4	4	4	4	4	4	57
45	5	4	4	4	4	4	5	5	4	5	3	4	5	4	4	4	64

Data Responden Variabel Citra Perusahaan (X2)

No Res	Ind 1	Ind 2	Ind 3	Ind 4	Ind 5	TOTAL
1	5	4	5	4	5	23
2	4	5	4	4	4	21
3	5	4	5	4	5	23
4	5	5	5	4	4	23
5	4	5	4	4	4	21
6	5	5	4	3	4	21
7	4	4	4	4	4	20
8	4	3	4	4	3	18
9	5	5	4	4	4	22
10	5	4	4	4	4	21
11	4	4	4	4	4	20
12	5	5	5	5	5	25
13	4	4	4	3	4	19
14	4	4	4	5	4	21
15	5	5	5	4	4	23
16	4	4	4	4	4	20
17	5	5	4	4	4	22
18	4	5	5	4	4	22
19	5	5	4	4	5	23
20	4	4	4	4	4	20
21	4	5	4	4	4	21
22	4	4	4	4	4	20
23	5	4	4	5	5	23
24	5	4	3	4	4	20
25	4	4	4	4	4	20
26	5	5	4	5	4	23
27	5	5	4	4	4	22
28	4	4	4	4	4	20
29	5	5	4	4	4	22
30	5	5	4	4	3	21
31	5	5	4	5	4	23
32	5	5	4	4	3	21
33	4	3	4	3	3	17
34	4	4	4	4	4	20
35	4	3	3	3	3	16
36	5	5	4	4	4	22
37	4	4	4	4	4	20



38	5	5	4	4	4	22
39	5	4	5	5	4	23
40	4	4	4	4	4	20
41	4	5	4	4	3	20
42	4	3	4	4	4	19
43	4	5	4	4	3	20
44	5	4	4	3	4	20
45	5	5	4	4	4	22

Data Responden Variabel Citra Pembeli (X3)

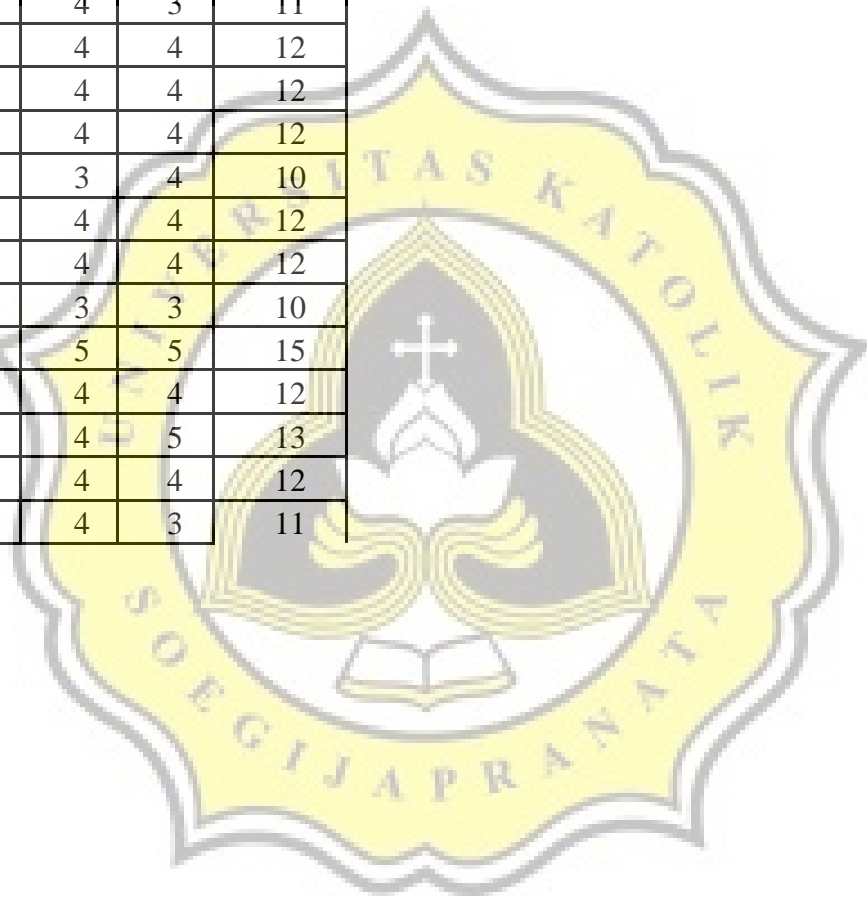
No Res	Ind 1	Ind 2	Ind 3	Ind 4	TOTAL
1	4	3	5	4	16
2	4	2	4	4	14
3	4	3	5	5	17
4	4	3	5	4	16
5	3	2	5	5	15
6	4	3	4	4	15
7	4	4	4	4	16
8	3	2	4	4	13
9	4	4	4	4	16
10	4	3	4	4	15
11	3	3	4	4	14
12	4	2	5	5	16
13	4	3	4	4	15
14	3	3	4	4	14
15	3	3	5	5	16
16	4	4	4	4	16
17	4	3	5	4	16
18	3	3	4	4	14
19	3	2	4	4	13
20	3	3	5	4	15
21	3	3	5	4	15
22	3	3	4	4	14
23	3	3	4	4	14
24	3	2	4	4	13
25	3	3	5	5	16
26	4	2	5	4	15
27	3	2	4	4	13
28	4	3	5	5	17
29	3	3	5	4	15

30	3	2	4	4	13
31	3	3	5	4	15
32	3	2	4	4	13
33	3	3	3	3	12
34	3	3	4	4	14
35	3	2	3	3	11
36	4	3	4	4	15
37	4	2	4	4	14
38	4	4	5	5	18
39	4	3	5	4	16
40	3	2	4	4	13
41	4	3	5	5	17
42	4	3	4	4	15
43	3	2	4	4	13
44	4	3	5	5	17
45	4	2	5	4	15

Data Responden Variabel Keputusan Pembelian (Y)

No Res	Ind 1	Ind 2	Ind 3	TOTAL
1	4	4	4	12
2	4	3	4	11
3	5	3	3	11
4	4	4	4	12
5	4	4	3	11
6	5	4	5	14
7	4	4	4	12
8	3	3	3	9
9	5	5	5	15
10	4	4	4	12
11	4	4	4	12
12	4	4	5	13
13	4	4	4	12
14	4	4	4	12
15	4	4	4	12
16	5	5	4	14
17	5	5	5	15
18	5	5	4	14
19	4	4	4	12
20	4	4	4	12
21	5	4	4	13

22	4	4	4	12
23	4	4	4	12
24	3	3	4	10
25	4	4	4	12
26	4	4	4	12
27	5	5	4	14
28	4	4	4	12
29	4	4	4	12
30	4	4	5	13
31	4	4	4	12
32	4	4	4	12
33	4	4	3	11
34	4	4	4	12
35	4	4	4	12
36	4	4	4	12
37	3	3	4	10
38	4	4	4	12
39	4	4	4	12
40	4	3	3	10
41	5	5	5	15
42	4	4	4	12
43	4	4	5	13
44	4	4	4	12
45	4	4	3	11



LAMPIRAN 3. HASIL OLAH DATA MELALUI SPSS

Uji Validitas dan Reliabilitas

Variabel Citra Produk (X1)

		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	citra produk
X1	Pearson Correlation	1	.253	.376*	.153	.411**	-.047	.081	.117	.000	.362*	.357*	.533**	.454**	.248	.527**	.626**
	Sig. (2-tailed)		.094	.011	.315	.005	.759	.595	.443	1.000	.015	.016	.000	.002	.101	.000	.000
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
X2	Pearson Correlation	.253	1	.076	.448**	.175	.194	.077	.261	.418**	.378*	.362*	.046	.119	.198	.281	.617**
	Sig. (2-tailed)	.094		.620	.002	.251	.202	.613	.084	.004	.010	.015	.766	.438	.193	.062	.000
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
X3	Pearson Correlation	.376*	.076	1	.149	.232	.222	.112	.015	.243	-.092	.322*	.388**	.455**	.114	.557**	.524**
	Sig. (2-tailed)	.011	.620		.329	.126	.142	.462	.920	.108	.548	.031	.008	.002	.455	.000	.000

	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
X4	Pearson Correlation	.153	.448**	.149	1	-.011	.254	.374*	.185	.323*	.132	.250	.160	.049	-.086	.172	.523**
	Sig. (2-tailed)	.315	.002	.329		.942	.093	.011	.225	.031	.388	.098	.293	.749	.573	.259	.000
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
X5	Pearson Correlation	.411**	.175	.232	-.011	1	.123	.159	.323*	.000	.155	.428**	.214	.035	-.020	.511**	.530**
	Sig. (2-tailed)	.005	.251	.126	.942		.421	.296	.031	1.000	.310	.003	.157	.820	.899	.000	.000
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
X6	Pearson Correlation	-.047	.194	.222	.254	.123	1	.232	.085	.335*	-.210	.232	.133	.220	.466**	.151	.461**
	Sig. (2-tailed)	.759	.202	.142	.093	.421		.125	.578	.025	.166	.125	.382	.146	.001	.322	.001
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
X7	Pearson Correlation	.081	.077	.112	.374*	.159	.232	1	-.074	.154	-.082	.075	.135	.234	-.225	.000	.333*
	Sig. (2-tailed)	.595	.613	.462	.011	.296	.125		.631	.312	.592	.626	.376	.121	.137	1.000	.025
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
X8	Pearson Correlation	.117	.261	.015	.185	.323*	.085	-.074	1	.159	.446**	-.031	.009	.024	.131	.200	.417**

	Sig. (2-tailed)	.443	.084	.920	.225	.031	.578	.631		.297	.002	.841	.952	.875	.390	.188	.004
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
X9	Pearson Correlation	.000	.418**	.243	.323*	.000	.335*	.154	.159	1	-.089	.000	.146	.127	.000	.161	.422**
	Sig. (2-tailed)	1.000	.004	.108	.031	1.000	.025	.312	.297	.562	1.000	.339	.407	1.000	.290	.004	
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	
X10	Pearson Correlation	.362*	.378*	-.092	.132	.155	-.210	-.082	.446**	-.089	1	-.046	-.055	.126	.167	.126	.329*
	Sig. (2-tailed)	.015	.010	.548	.388	.310	.166	.592	.002	.562	.765	.718	.410	.273	.409	.027	
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	
X11	Pearson Correlation	.357*	.362*	.322*	.250	.428**	.232	.075	-.031	.000	-.046	1	.405**	.196	.086	.531**	.570**
	Sig. (2-tailed)	.016	.015	.031	.098	.003	.125	.626	.841	1.000	.765	.006	.197	.573	.000	.000	
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	
X12	Pearson Correlation	.533**	.046	.388**	.160	.214	.133	.135	.009	.146	-.055	.405**	1	.384**	.175	.546**	.521**
	Sig. (2-tailed)	.000	.766	.008	.293	.157	.382	.376	.952	.339	.718	.006	.009	.250	.000	.000	
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	
X13	Pearson	.454	.119	.455	.049	.035	.220	.23	.024	.127	.126	.196	.384	1	.086	.196	.451**

	Correlation	**		**				4					**				
	Sig. (2-tailed)	.002	.438	.002	.749	.820	.146	.121	.875	.407	.410	.197	.009		.574	.197	.002
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
X14	Pearson Correlation	.248	.198	.114	-.086	-.020	.466**	-.225	.131	.000	.167	.086	.175	.086	1	.204	.307*
	Sig. (2-tailed)	.101	.193	.455	.573	.899	.001	.137	.390	1.000	.273	.573	.250	.574		.179	.040
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
X15	Pearson Correlation	.527**	.281	.557**	.172	.511**	.151	.000	.200	.161	.126	.531**	.546**	.196	.204	1	.690**
	Sig. (2-tailed)	.000	.062	.000	.259	.000	.322	1.000	.188	.290	.409	.000	.000	.197	.179		.000
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
citra produk	Pearson Correlation	.626**	.617**	.524**	.523**	.530**	.461**	.333*	.417**	.422**	.329*	.570**	.521**	.451**	.307*	.690**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.025	.004	.004	.027	.000	.000	.002	.040	.000	
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45

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

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

Case Processing Summary			
		N	%
Cases	Valid	45	100.0
	Excluded ^a	0	.0
	Total	45	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha		N of Items	
.724		16	

Variabel Citra Perusahaan (X2)

		X16	X17	X18	X19	X20	citra perusahaan
X16	Pearson Correlation	1	.468**	.251	.224	.348*	.701**
	Sig. (2-tailed)		.001	.096	.139	.019	.000
	N	45	45	45	45	45	45
X17	Pearson Correlation	.468**	1	.238	.251	.120	.683**
	Sig. (2-tailed)	.001		.115	.097	.431	.000
	N	45	45	45	45	45	45
X18	Pearson Correlation	.251	.238	1	.300*	.421**	.629**
	Sig. (2-tailed)	.096	.115		.045	.004	.000
	N	45	45	45	45	45	45
X19	Pearson Correlation	.224	.251	.300*	1	.354*	.630**
	Sig. (2-tailed)	.139	.097	.045		.017	.000
	N	45	45	45	45	45	45
X20	Pearson Correlation	.348*	.120	.421**	.354*	1	.656**
	Sig. (2-tailed)	.019	.431	.004	.017		.000
	N	45	45	45	45	45	45
citra perusahaan	Pearson Correlation	.701**	.683**	.629**	.630**	.656**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	45	45	45	45	45	45

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

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

Case Processing Summary			
		N	%
Cases	Valid	45	100.0
	Excluded ^a	0	.0
	Total	45	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.761	6

Variabel Citra Pembeli (X3)

Correlations						
		X21	X22	X23	X24	citra pembeli
X21	Pearson Correlation	1	.323*	.288	.244	.660**
	Sig. (2-tailed)		.030	.055	.106	.000
	N	45	45	45	45	45
X22	Pearson Correlation	.323*	1	.140	.135	.615**
	Sig. (2-tailed)	.030		.360	.378	.000
	N	45	45	45	45	45
X23	Pearson Correlation	.288	.140	1	.695**	.762**
	Sig. (2-tailed)	.055	.360		.000	.000
	N	45	45	45	45	45
X24	Pearson Correlation	.244	.135	.695**	1	.725**
	Sig. (2-tailed)	.106	.378	.000		.000
	N	45	45	45	45	45
citra pembeli	Pearson Correlation	.660**	.615**	.762**	.725**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

	N	45	45	45	45	45
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*. Correlation is significant at the 0.05 level (2-tailed).

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

Case Processing Summary			
		N	%
Cases	Valid	45	100.0
	Excluded ^a	0	.0
	Total	45	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.771	5

Variabel Keputusan Pembelian (Y)

Correlations					
		Y1	Y2	Y3	keputusan pembelian
Y1	Pearson Correlation	1	.690**	.321*	.813**
	Sig. (2-tailed)		.000	.032	.000
	N	45	45	45	45
Y2	Pearson Correlation	.690**	1	.481**	.885**
	Sig. (2-tailed)	.000		.001	.000
	N	45	45	45	45
Y3	Pearson Correlation	.321*	.481**	1	.748**
	Sig. (2-tailed)	.032	.001		.000
	N	45	45	45	45
keputusan pembelian	Pearson Correlation	.813**	.885**	.748**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	45	45	45	45

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

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

Case Processing Summary

		N	%
Cases	Valid	45	100.0
	Excluded ^a	0	.0
	Total	45	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.832	4

Gambaran Umum Responden

Usia					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	12	26.7	26.7	26.7
	21-23	30	66.7	66.7	93.3
	>23	3	6.7	6.7	100.0
	Total	45	100.0	100.0	

Jenis Kelamin					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	11	24.4	24.4	24.4
	Perempuan	34	75.6	75.6	100.0
	Total	45	100.0	100.0	

Pengeluaran per bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1.000.000	41	91.1	91.1	91.1
	1.000.000-2.000.000	4	8.9	8.9	100.0
	Total	45	100.0	100.0	

Alasan ke Starbucks					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nongkrong	36	80.0	80.0	80.0
	Sekedarmenikmati minuman/makanan	5	11.1	11.1	91.1
	mengerjakan tugas	3	6.7	6.7	97.8
	lain-lain	1	2.2	2.2	100.0
	Total	45	100.0	100.0	

Tabulasi silang Gambaran Umum Responden

Jenis Kelamin dan Pengeluaran per Bulan

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Jenis Kelamin * Pengeluaran per bulan	45	100.0%	0	0.0%	45	100.0%

Jenis Kelamin * Pengeluaran per bulan Crosstabulation					
		Pengeluaran per bulan			Total
		<1.000.000	1.000.000-2.000.000		
Jenis Kelamin	Laki-laki	Count	10	1	11
		Expected Count	10.0	1.0	11.0
		% of Total	22.2%	2.2%	24.4%
	Perempuan	Count	31	3	34
		Expected Count	31.0	3.0	34.0
		% of Total	68.9%	6.7%	75.6%
Total		Count	41	4	45

	Expected Count	41.0	4.0	45.0
	% of Total	91.1%	8.9%	100.0%

Jenis kelamin dan Alasan Datang Ke Starbucks

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Jenis Kelamin * Alasan ke Starbucks	45	100.0%	0	0.0%	45	100.0%

Jenis Kelamin * Alasan ke Starbucks Crosstabulation								
			Alasan ke Starbucks				Total	
			Nong krong	Sekedar menikmati minuman/makanan	mengerjakan tugas	lain-lain		
Jenis Kelamin	Laki-laki	Count	9	1	1	0	11	
		Expected Count	8.8	1.2	.7	.2	11.0	
		% of Total	20.0%	2.2%	2.2%	0.0%	24.4%	
	Perempuan	Count	27	4	2	1	34	
		Expected Count	27.2	3.8	2.3	.8	34.0	
		% of Total	60.0%	8.9%	4.4%	2.2%	75.6%	
	Total		Count	36	5	3	1	45
			Expected Count	36.0	5.0	3.0	1.0	45.0
			% of Total	80.0%	11.1%	6.7%	2.2%	100.0%

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