

## **LAMPIRAN 1**

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- **SK TA**
- **Berita Acara Seminar Proposal**
- **Berita Acara Seminar Isi**
- **Kuesioner Pendahuluan**
- **Kuesioner Penelitian**

## KUESIONER PENDAHULUAN

Mohon tuliskan hal-hal yang termasuk di dalam faktor-faktor dibawah ini yang bapak/ibu/sdra/sdri pertimbangkan saat memilih *coffee shop* serta untuk mengetahui *coffee shop* mana yang sering anda kunjungi.

Variabel 7P		Atribut dalam Kuesioner		Jawaban	
				Ya	Tidak
<i>Product</i>	Merupakan barang atau jasa yang ditawarkan kepada pasar untuk memenuhi keinginan dan kebutuhan konsumen.	1	Variasi minuman kopi yang disediakan		
		2	Variasi makanan kecil yang disediakan		
		3	Ciri khas dari rasa kopi yang disediakan		
		4	Gengsi (prestis) yang diberikan		
		5	Merk (Brand ) dari Cafe		
<i>Price</i>	Merupakan biaya yang harus dikeluarkan konsumen untuk memperoleh produk atau jasa yang ditawarkan.	1	Kulitas kopi dan rasa sesuai dengan harga yang diberikan		
		2	Frekuensi pemberian diskon		
		3	Ketersediaan program paket promosi		
		4	Harga yang diberikan sesuai dengan kulitas pelayanan		
		5	Harga yang diberikan sesuai Gengsi (prestis) yang diberikan		
		6	Harga yang diberikan sesuai interior Kafe		
<i>Place</i>	Merupakan Lokasi dimana produk atau jasa tersedia.	1	Tempat yang strategis sehingga mudah dilihat konsumen		
		2	Layout yang menarik untuk dikunjungi		
		3	Tempat yang mudah dijangkau		
<i>Promotion</i>	Merupakan aktivitas untuk mengkomunikasikan produk atau jasa yang ditawarkan.	1	Kemenarikan papan reklame		
		2	Kemenarikan brosur		
		3	Kemenarikan interior		
		4	Adanya promosi melalui media cetak dan elektronik		
		5	Kejelasan harga kopi		
		6	Kejelasan harga makanan ringan		
		7	Kejelasan item minuman pada brosur pembelian		
<i>People</i>	Merupakan semua partisipan yang memainkan peran selama proses dan konsumsi produk atau jasa berlangsung yang dapat mempengaruhi persepsi pembeli.	1	Keramahan karyawan dalam pelayanan		
		2	Penggetahuan karyawan		
		3	Kerapian pakaian (seragam) karyawan		
		4	Kemampuan karyawan		
		5	Jumlah karyawan yang memadai		
		6	Ketanggapan karyawan		
<i>Physical Evidence</i>	Merupakan suatu lingkungan fisik di mana produk atau jasa disampaikan dan di mana perusahaan dan konsumen berinteraksi.	1	Penyajian kopi yang menarik		
		2	Kenyaman meja dan kursi yang disediakan		
		3	Kebersihan Kafe		
		4	Kebersihan dan jumlah wastafel yang disediakan		
		5	Ketersediaan WiFi		
		6	Ketepatan volume musik		
		7	Jumlah meja dan kursi yang disediakan		
		8	Kenyamanan suhu Kafe		
		9	Pelengkap minuman ditempat yang mudah dijangkau (gula, krim dll)		
<i>Process</i>	Merupakan semua elemen bauran pemasaran produk atau jasa dikordinasikan untuk menjamin kualitas dan konsistensi produk atau jasa yang diberikan kepada konsumen.	1	Kecepatan proses penyajian kopi		
		2	Kecepatan penyajian makanan ringan		
		3	Ketepatan campuran kopi		
		4	Adanya alternatif cara pembayaran (Kartu kredit, debit)		
		5	Ketepatan dalam proses pembayaran tunai (pengembalian uang)		
		6	Kemudahan dalam pembayaran		

- Selain Starbucks coffee, **Coffee shop** mana yang sering anda kunjungi untuk sosialisasi ?  
 The Coffee Bean                       J.CO Donuts                      & Coffee                       Excelso                        
 Lainnya (.....)

# KUESIONER PENELITIAN

Kepada Yth,

Bapak/Ibu/Sdr/i Responden yang pernah berkunjung ke **Coffee shop**.

Dalam rangka penyusunan Tugas Akhir pada jurusan Teknik Industri di Universitas Kristen Maranatha Bandung, dengan judul "**Analisis Pemasaran (Studi Kasus di Starbuks Coffee Bandung Super Mall)**", kepada Bapak/Ibu/Sdr/i dimohon kesediaannya untuk mengisi kuesioner penelitian ini sebagai bahan untuk kepentingan penelitian.

Akhir kata, saya ucapkan terima kasih atas bantuan, kerjasama, dan kesediaan Bapak/Ibu/Sdr/i dalam meluangkan waktu untuk membaca dan mengisi kuesioner ini. (Indra Budiman Purba, 0523165)

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## Bagian I

### DATA RESPONDEN

#### Petunjuk pengisian :

Berikan tanda checklist [ ✓ ] pada tanda kurung dibawah ini yang sesuai dengan Bapak/Ibu/Sdr/i.

1. Jenis kelamin anda :

Pria  Wanita

2. Usia Anda saat ini :

15 tahun ≤ Usia ≤ 24 tahun  31 tahun < Usia ≤ 45 tahun  Usia > 50 tahun  
 25 tahun < Usia ≤ 30 tahun  46 tahun < Usia ≤ 50 tahun

3. Pekerjaan Anda saat ini :

Pelajar / Mahasiswa  Pegawai Swasta  Pegawai Negeri  
 Wiraswasta  Ibu Rumah Tangga  Lainnya.....

4. Berapa tingkat penghasilan Anda per bulan saat ini :

Penghasilan ≤ 1juta  2 juta < Penghasilan ≤ 3 juta  5 juta < Penghasilan ≤ 10 juta  
 1 juta < Penghasilan ≤ 2 juta  3 juta < Penghasilan ≤ 5 juta  Penghasilan > 10 juta

5. Lokasi tempat tinggal Anda:

Bandung Utara  Bandung Selatan  Bandung Barat  
 Bandung Timur  Bandung tengah  Luar kota .....

6. Bersama siapa anda sering mengunjungi Coffee Shop :

Teman / Kerabat  Rekan Bisnis  Keluarga  Lainnya.....

7. Anda Mengetahui Starbucks Coffee dari :

Teman / Kerabat  Rekan Bisnis  Keluarga  Media Massa

8. Waktu kunjungan anda ke Coffee Shop :

Pagi hari  Siang hari  Sore hari  Malam hari

9. Apa yang ingin anda beli di Coffee Shop :

Produk (cita rasa kopi)  Privasi  
 Prestis  Suasana (duduk dengan santai)

10. **Coffee Shop** yang lebih sering Anda kunjungi; isi dengan angka 1 = sangat sering ; 2 = sering; 3 tidak sering.

Starbuks Coffee  The Coffee Bean  Excelso

## Bagian 2

Anda diminta untuk menilai **Harapan pengunjung Starbucks Coffee** dan **Kinerja Starbucks Coffee** selama ini menurut anda.

### Petunjuk pengisian :

Beri tanda lingkaran pada setiap atribut untuk kolom harapan dan kinerja Starbucks Coffee di bawah ini :

Kinerja Starbucks BSM				No	Variabel	Harapan Pengunjung			
Sangat Baik	Baik	Buruk	Sangat Buruk			Sangat Penting	Penting	Kurang Penting	Tidak Penting
4	3	2	1	1	Variasi rasa minuman kopi yang disediakan	4	3	2	1
4	3	2	1	2	Variasi makanan kecil yang disediakan	4	3	2	1
4	3	2	1	3	Ciri khas dari rasa kopi yang disediakan	4	3	2	1
4	3	2	1	4	Kesesuaian harga dengan gengsi (prestise) yang diberikan	4	3	2	1
4	3	2	1	5	Kesesuaian harga dengan interior Kafe	4	3	2	1
4	3	2	1	6	Kenyamanan meja-kursi yang disediakan	4	3	2	1
4	3	2	1	7	Kecepatan penyajian makanan ringan	4	3	2	1
4	3	2	1	8	Merk ( <i>Brand</i> ) dari <i>Coffe shop</i>	4	3	2	1
4	3	2	1	9	Kebersihan Kafe	4	3	2	1
4	3	2	1	10	Ketersediaan Majalah, Koran dll	4	3	2	1
4	3	2	1	11	Kualitas akses WiFi yang disediakan	4	3	2	1
4	3	2	1	12	Keramahan pelayanan karyawan dalam menyambut konsumen	4	3	2	1
4	3	2	1	13	Kemudahan menjangkau pelengkap minuman (gula, krim dll)	4	3	2	1
4	3	2	1	14	Promosi melalui media cetak dan elektronik	4	3	2	1
4	3	2	1	15	Kecukupan jumlah meja-kursi yang disediakan	4	3	2	1
4	3	2	1	16	Ketanggapan karyawan dalam hal melayani	4	3	2	1
4	3	2	1	17	Kejelasan item minuman pada daftar menu pembelian (dlm bentuk gambar)	4	3	2	1
4	3	2	1	18	Kemampuan yang dimiliki karyawan (berkomunikasi dengan konsumen)	4	3	2	1
4	3	2	1	19	Kecepatan proses penyajian kopi	4	3	2	1
4	3	2	1	20	Pengetahuan yang dimiliki karyawan (tentang Kopi)	4	3	2	1
4	3	2	1	21	Kerapian seragam karyawan	4	3	2	1
4	3	2	1	22	Kesesuaian harga dengan kualitas pelayanan	4	3	2	1
4	3	2	1	23	Kemudahan lokasi dilihat konsumen	4	3	2	1
4	3	2	1	24	Kemenarikan penyajian kopi	4	3	2	1
4	3	2	1	25	Kesesuaian rasa kopi dengan harga yang diberikan	4	3	2	1
4	3	2	1	26	Gengsi (prestis) dari <i>Coffe shop</i>	4	3	2	1
4	3	2	1	27	Kemenarikan papan reklame	4	3	2	1
4	3	2	1	28	Ketersediaan program paket promosi (paket hemat)	4	3	2	1
4	3	2	1	29	Kecepatan dalam hal pembayaran	4	3	2	1
4	3	2	1	30	Alternatif cara pembayaran (Kartu kredit, debit)	4	3	2	1
4	3	2	1	31	Kemenarikan interior	4	3	2	1
4	3	2	1	32	Ketepatan campuran kopi	4	3	2	1
4	3	2	1	33	Kejelasan harga makanan ringan	4	3	2	1
4	3	2	1	34	Kesejukan suhu udara	4	3	2	1
4	3	2	1	35	Kejelasan harga kopi yang disediakan	4	3	2	1

### **Bagian 3**

Anda diminta untuk membandingkan atribut pada ketiga **Coffee shop** dibawah.

#### **Petunjuk pengisian:**

- Beri tanda 1 untuk *Coffee shop* yang terlemah;
- Beri tanda 2 untuk *Coffee shop* yang terbaik kedua;
- Beri tanda 3 untuk *Coffee shop* yang terbaik.

No	Variabel	Peringkat		
		Starbucks Coffee	The Coffee Bean	Excelso
1	Variasi rasa minuman kopi yang disediakan			
2	Variasi makanan kecil yang disediakan			
3	Ciri khas dari rasa kopi yang disediakan			
4	Kesesuaian harga dengan gengsi (prestise) yang diberikan			
5	Kesesuaian harga dengan interior Kafe			
6	Kenyamanan meja-kursi yang disediakan			
7	Kecepatan penyajian makanan ringan			
8	Merk ( <i>Brand</i> ) dari <i>Coffe shop</i>			
9	Kebersihan Kafe			
10	Ketersediaan Majalah, Koran dll			
11	Kualitas akses WiFi yang disediakan			
12	Keramahan pelayanan karyawan dalam menyambut konsumen			
13	Kemudahan menjangkau pelengkap minuman (gula, krim dll)			
14	Promosi melalui media cetak dan elektronik			
15	Kecukupan jumlah meja-kursi yang disediakan			
16	Ketanggapan karyawan dalam hal melayani			
17	Kejelasan item minuman pada daftar menu pembelian (dlm bentuk gambar)			
18	Kemampuan yang dimiliki karyawan (berkomunikasi dengan konsumen)			
19	Kecepatan proses penyajian kopi			
20	Pengetahuan yang dimiliki karyawan (tentang Kopi)			
21	Kerapian seragam karyawan			
22	Kesesuaian harga dengan kualitas pelayanan			
23	Kemudahan lokasi dilihat konsumen			
24	Kemenarikan penyajian kopi			
25	Kesesuaian rasa kopi dengan harga yang diberikan			
26	Gengsi (prestis) dari <i>Coffe shop</i>			
27	Kemenarikan papan reklame			
28	Ketersediaan program paket promosi (paket hemat)			
29	Kecepatan dalam hal pembayaran			
30	Alternatif cara pembayaran (Kartu kredit, debit)			
31	Kemenarikan interior			
32	Ketepatan campuran kopi			
33	Kejelasan harga makanan ringan			
34	Kesejukan suhu udara			
35	Kejelasan harga kopi yang disediakan			

## **LAMPIRAN 2**

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- **Data Mentah Kuesioner Pendahuluan**
- **Data Mentah Kuesioner Penelitian (Kinerja)**
- **Data Mentah Kuesioner Penelitian (Harapan)**
- **Data Mentah Kuesioner Penelitian (Ranking)**



### Data Kuesioner Pendahuluan Pengujian Pertama

Data Kuesioner Pendahuluan Pengujian Pertama																																															
n	Atribut yang di uji																																										R <sub>i</sub>	R <sub>i</sub> <sup>2</sup>			
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22	A23	A24	A25	A26	A27	A28	A29	A30	A31	A32	A33	A34	A35	A36	A37	A38	A39	A40	A41	A42					
Resp 1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	37	1369
Resp 2	1	1	0	1	0	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	34	1156		
Resp 3	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	0	0	1	0	1	1	1	1	1	0	1	0	1	0	0	1	1	1	1	1	1	0	1	0	1	32	1024
Resp 4	1	1	1	0	1	0	1	1	1	1	0	1	0	0	1	1	0	0	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	0	1	1	31	961
Resp 5	1	1	1	1	1	1	1	0	0	1	1	1	0	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	0	34	1156		
Resp 6	1	1	1	1	0	1	0	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	35	1225	
Resp 7	1	1	0	1	1	0	1	1	0	0	0	0	0	0	1	0	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	29	841	
Resp 8	1	1	1	0	1	1	1	1	1	0	1	1	0	1	0	1	1	1	1	1	1	0	1	1	1	1	0	1	0	0	1	1	1	0	0	1	1	1	1	1	1	1	1	1	33	1089	
Resp 9	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	0	0	0	36	1296		
Resp 10	1	1	1	1	0	1	1	0	1	1	0	1	1	1	1	1	0	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	32	1024			
Resp 11	1	1	1	1	1	1	0	1	1	0	1	1	1	1	0	1	1	0	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	34	1156		
Resp 12	1	1	1	0	1	0	1	1	0	1	1	1	1	0	1	0	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	34	1156		
Resp 13	1	0	1	1	1	1	1	1	1	1	0	1	0	1	1	0	1	0	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	0	1	1	1	1	1	1	0	1	1	33	1089		
Resp 14	1	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	0	1	1	1	1	1	1	1	1	0	1	34	1156			
Resp 15	1	1	1	1	0	1	1	1	0	0	0	1	0	1	1	1	1	1	1	1	1	0	1	1	0	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	32	1024			
Resp 16	1	1	1	0	1	1	1	0	1	1	1	0	0	0	1	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	0	0	1	31	961			
Resp 17	0	1	0	1	1	1	0	1	1	1	1	0	1	0	1	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	1	1	1	1	1	1	1	1	1	0	1	29	841				
Resp 18	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	0	0	0	1	1	1	1	1	0	1	1	0	1	1	0	1	1	0	1	1	1	1	0	1	1	0	1	31	961			
Resp 19	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	0	1	1	1	1	0	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	35	1225		
Resp 20	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	36	1296				
Resp 21	0	0	0	1	0	1	1	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	0	1	1	1	1	0	1	1	1	1	0	0	29	841			
Resp 22	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	0	1	1	1	1	0	1	0	0	1	1	0	1	0	1	0	1	0	1	1	1	1	0	1	32	1024			
Resp 23	1	1	1	1	1	1	0	1	1	1	0	1	0	1	0	0	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	1	0	1	1	1	0	1	0	1	0	1	31	961		
Resp 24	1	1	1	0	1	1	1	0	0	1	1	0	0	1	1	0	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	32	1024			
Resp 25	1	1	1	1	0	1	1	1	1	0	1	1	0	1	1	0	1	1	1	1	0	1	1	0	1	0	1	1	0	1	0	1	0	1	0	0	0	1	0	1	0	1	1	27	729		
Resp 26	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	0	1	1	1	0	1	0	1	0	1	0	1	1	1	1	1	1	1	0	34	1156			
Resp 27	1	1	1	1	1	1	0	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	0	1	0	0	1	1	1	1	1	1	1	0	1	1	1	1	1	0	1	1	34	1156			
Resp 28	1	0	1	0	1	1	1	0	1	0	1	1	1	1	0	1	1	1	0	1	1	1	1	0	1	0	0	1	1	1	0	1	1	1	1	1	0	1	1	1	0	1	30	900			
Resp 29	1	1	0	1	1	1	1	1	1	1	1	0	0	1	1	0	1	0	1	1	1	1	1	1	1	0	1	0	0	0	1	1	0	0	0	1	0	1	0	1	0	1	27	729			
Resp 30	1	1	1	1	0	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	36	1296			
C <sub>i</sub>	28	26	25	23	23	26	23	22	21	21	21	23	15	26	26	15	26	24	26	29	24	25	24	17	24	14	26	25	24	24	25	23	13	27	27	25	24	26	26	22	14	26	974	31822			
C <sub>i</sub> <sup>2</sup>	784	676	625	529	529	676	529	484	441	441	441	529	225	676	676	225	676	576	676	841	576	625	576	289	576	196	676	625	576	576	625	529	169	729	729	625	576	676	676	484	196	676	23236				





### Data Kuesioner Pendahuluan Pengujian Ketiga

Data Kuesioner Pendahuluan Pengujian Ketiga																																	R <sub>i</sub>	R <sub>i</sub> <sup>2</sup>							
n	Atribut yang di uji																																								
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22	A23	A24	A25	A27	A28	A29	A30	A31	A32	A34	A35	A36	A37	A38	A39	A40	A42		
Resp 1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	35	1225
Resp 2	1	1	0	1	0	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	33	1089
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### Data Kuesioner Pendahuluan Pengujian Keempat

Data Kuesioner Pendahuluan Pengujian Keempat																																			R <sub>i</sub>	R <sub>i</sub> <sup>2</sup>					
n	Atribut yang di uji																																	R <sub>i</sub>			R <sub>i</sub> <sup>2</sup>				
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Data Mentah Kinerja Starbucks (Kuesioner Penelitian)

	Jenis Atribut																																				
	K1	K2	K3	K4	K5	K6	K7	K8	K9	K10	K11	K12	K13	K14	K15	K16	K17	K18	K19	K20	K21	K22	K23	K24	K25	K26	K27	K28	K29	K30	K31	K32	K33	K34	K35		
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Resp 28	4	3	3	4	3	3	4	4	4	4	3	4	4	3	4	3	4	4	3	4	4	3	3	3	4	4	3	4	4	3	4	3	3	3	3	4	
Resp 29	3	4	3	3	4	3	4	4	3	3	3	4	4	4	3	3	4	4	4	4	3	4	4	2	4	4	4	4	4	3	4	4	4	4	4	4	4
Resp 30	4	4	4	4	3	4	4	4	4	4	3	3	3	3	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	3	4	3	4	3	4	

Data Mentah Kinerja Starbucks (Kuesioner Penelitian)

	Jenis Atribut																																				
	K1	K2	K3	K4	K5	K6	K7	K8	K9	K10	K11	K12	K13	K14	K15	K16	K17	K18	K19	K20	K21	K22	K23	K24	K25	K26	K27	K28	K29	K30	K31	K32	K33	K34	K35		
Resp 31	4	3	4	4	4	3	3	4	4	4	2	3	3	4	4	4	4	3	4	4	4	4	2	3	3	4	3	4	4	4	3	4	3	4	3	4	
Resp 32	4	3	4	4	4	3	4	3	4	4	2	4	4	4	4	4	4	3	4	3	4	4	2	4	4	3	4	4	4	4	4	4	4	4	3	4	
Resp 33	4	4	4	4	4	4	3	4	4	3	4	4	4	4	3	4	4	4	4	3	4	4	3	4	4	4	2	4	4	3	4	4	3	4	3	4	
Resp 34	4	4	4	4	4	4	3	4	4	4	3	2	3	4	3	2	2	2	4	3	2	4	3	4	4	3	4	3	3	3	3	4	4	4	4	3	
Resp 35	4	3	4	4	4	4	4	4	4	4	3	3	3	4	3	3	3	3	3	3	3	4	3	4	4	2	4	2	4	3	3	4	4	4	3		
Resp 36	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	
Resp 37	3	4	2	3	2	2	2	3	3	3	4	4	4	2	4	4	4	4	4	4	4	3	2	3	2	2	3	2	2	3	4	2	2	2	4		
Resp 38	4	4	4	4	4	4	3	4	4	4	3	2	3	4	3	2	2	2	4	3	2	4	3	4	4	3	4	3	3	3	3	4	4	4	4	3	
Resp 39	4	3	4	4	4	4	4	4	4	4	3	3	3	4	3	3	3	3	3	3	3	4	3	4	4	2	4	2	4	3	3	4	4	4	4	3	
Resp 40	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	
Resp 41	3	4	2	3	2	2	2	3	3	3	4	4	4	2	4	4	4	4	4	4	3	2	3	2	2	3	2	2	3	4	2	2	2	2	4		
Resp 42	3	4	3	3	4	2	4	4	3	3	4	3	4	4	4	4	4	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	3	4	4	
Resp 43	3	2	2	3	2	2	2	4	3	3	2	2	2	4	2	3	2	2	2	3	2	3	3	3	2	2	4	2	3	3	2	4	3	2	3	3	
Resp 44	3	4	4	3	3	3	3	4	3	3	4	3	3	3	3	3	4	2	4	4	4	3	4	4	3	3	4	3	4	3	4	3	4	3	4	3	
Resp 45	4	2	4	2	3	2	2	3	4	3	2	2	2	3	2	3	2	2	2	3	3	4	3	4	3	2	3	2	2	3	2	3	2	3	3	3	
Resp 46	3	3	4	4	4	3	3	3	4	3	4	4	3	3	3	4	4	4	3	3	3	4	3	4	4	3	4	3	3	3	4	4	4	4	3	3	
Resp 47	4	4	4	4	4	4	4	3	3	3	3	3	4	4	3	4	4	4	4	4	3	3	3	3	4	4	4	4	4	3	4	4	4	4	4	4	
Resp 48	4	4	4	4	4	4	4	3	4	3	3	4	4	4	3	4	4	4	4	4	3	4	3	3	4	4	4	4	4	3	4	4	3	4	4	4	
Resp 49	4	3	4	3	4	3	4	4	4	4	4	4	3	4	3	4	3	4	3	4	4	4	4	4	4	3	4	3	4	3	4	3	4	3	4	3	
Resp 50	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	
Resp 51	2	4	4	4	4	4	3	2	4	2	4	4	3	2	4	4	4	4	3	2	4	2	4	4	3	4	3	2	4	4	4	4	4	4	4	3	
Resp 52	4	3	4	4	4	3	4	2	4	3	3	4	4	4	4	4	4	3	4	2	4	3	3	4	4	4	4	4	4	4	4	4	4	4	3	4	
Resp 53	4	4	4	4	4	4	3	4	4	4	3	2	3	4	3	2	2	2	4	3	2	4	3	4	4	3	4	3	3	3	3	4	4	4	4	3	
Resp 54	4	3	4	4	4	4	4	4	4	4	3	3	3	4	3	3	3	3	3	3	3	4	3	4	4	2	4	2	4	3	3	4	4	4	4	3	
Resp 55	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4
Resp 56	3	3	2	3	2	2	2	3	3	3	4	4	4	2	4	4	4	4	3	4	4	3	2	3	2	2	3	2	2	3	4	2	2	2	2	4	
Resp 57	3	4	3	3	4	2	4	4	3	3	4	3	4	4	4	4	4	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	3	4	4	
Resp 58	4	4	4	4	4	4	3	4	4	4	3	2	3	4	3	2	2	2	4	3	2	4	3	4	4	3	4	3	3	3	3	3	4	4	4	3	
Resp 59	4	3	4	4	4	4	4	4	4	4	3	3	3	4	3	3	3	3	3	3	3	4	3	4	4	2	4	2	4	3	3	4	4	4	4	3	
Resp 60	4	2	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	

Data Mentah Kinerja Starbucks (Kuesioner Penelitian)

	Jenis Atribut																																					
	K1	K2	K3	K4	K5	K6	K7	K8	K9	K10	K11	K12	K13	K14	K15	K16	K17	K18	K19	K20	K21	K22	K23	K24	K25	K26	K27	K28	K29	K30	K31	K32	K33	K34	K35			
Resp 61	4	3	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4	3	4	4	3	3	4	4	3	4	4			
Resp 62	4	4	4	4	4	4	4	3	3	4	4	3	3	4	3	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4		
Resp 63	4	4	4	4	3	4	4	4	3	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	3	4	
Resp 64	2	3	3	2	2	2	4	4	4	2	4	4	4	2	4	4	4	4	3	4	4	3	3	3	3	4	4	4	3	4	4	4	4	2	2	2	4	
Resp 65	4	4	3	4	2	4	3	3	4	4	3	4	4	4	4	4	3	4	4	3	3	3	4	4	3	3	4	3	3	3	4	4	4	4	3	3		
Resp 66	4	3	4	4	4	3	4	4	4	3	3	4	4	4	4	4	4	4	3	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	3	4	
Resp 67	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	3	4	4	
Resp 68	4	3	4	4	4	3	4	3	4	4	4	4	3	4	4	4	4	4	3	4	3	4	4	4	4	4	3	3	3	4	4	4	4	4	4	3	4	
Resp 69	3	3	4	4	4	3	4	3	4	3	2	3	4	3	3	4	4	4	3	4	3	4	3	2	3	4	4	4	4	3	3	4	4	4	4	3	4	
Resp 70	4	4	3	4	3	4	3	3	3	4	4	2	4	4	4	3	4	3	4	3	3	3	4	4	2	4	4	3	4	4	4	3	4	3	4	3	4	
Resp 71	4	4	4	4	3	4	3	4	3	4	2	3	4	4	4	4	4	3	4	3	4	3	4	2	3	4	4	4	4	4	4	4	4	4	3	4	3	
Resp 72	3	4	4	4	4	4	3	4	4	3	4	2	3	3	4	4	4	4	4	3	4	4	3	4	2	3	4	3	3	4	4	4	4	4	4	4	3	
Resp 73	4	3	4	4	4	3	3	2	4	4	2	3	3	4	4	4	4	4	3	3	2	4	4	2	3	3	4	3	4	4	4	4	4	4	4	3	3	
Resp 74	4	4	4	4	4	4	3	4	4	4	3	2	3	4	3	2	2	2	4	3	2	4	3	4	4	3	4	3	3	3	3	3	4	4	4	4	3	
Resp 75	4	3	4	4	4	4	4	4	4	4	3	3	3	4	3	3	3	3	3	3	3	4	3	4	4	2	4	2	4	3	3	4	4	4	4	3		
Resp 76	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	
Resp 77	3	4	2	3	2	2	2	3	3	3	4	4	4	2	4	4	4	4	4	4	4	3	2	3	2	2	3	2	2	3	4	2	2	2	2	4		
Resp 78	3	4	3	3	4	2	4	4	3	3	4	3	4	4	4	4	4	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	3	4	4	4	
Resp 79	3	2	2	3	2	2	2	4	3	3	2	2	2	4	2	3	2	2	2	3	2	3	3	3	2	2	4	2	3	3	2	4	3	2	4	3	2	3
Resp 80	4	4	4	4	4	4	3	4	4	4	3	2	3	4	3	2	2	2	4	3	2	4	3	4	4	3	4	3	3	3	3	3	4	4	4	4	3	
Resp 81	4	3	4	4	4	4	4	4	4	4	3	3	3	4	3	3	3	3	3	3	3	4	3	4	4	2	4	2	4	3	3	4	4	4	4	3	4	
Resp 82	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4
Resp 83	3	4	2	3	2	2	2	3	3	3	4	4	4	2	4	4	4	4	4	4	4	3	2	3	2	2	3	2	2	3	4	2	2	2	2	4		
Resp 84	3	4	3	3	4	2	4	4	3	3	4	3	4	4	4	4	4	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4	
Resp 85	4	3	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4	3	4	4	3	3	4	4	3	4	4	4	
Resp 86	4	4	4	4	4	4	4	3	3	4	4	3	3	4	3	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	
Resp 87	4	4	4	4	3	4	4	4	3	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	3	4	4
Resp 88	3	3	3	2	2	2	4	4	4	2	4	4	4	2	4	4	4	4	3	4	4	3	3	3	3	4	4	3	4	4	4	4	2	2	2	2	4	
Resp 89	4	4	3	4	2	4	3	3	4	4	3	4	4	4	4	4	3	4	4	3	3	3	4	4	3	3	4	3	3	3	4	4	3	3	3	3	3	
Resp 90	4	4	4	4	4	4	4	4	4	4	4	4	2	4	3	4	4	4	4	4	4	4	4	4	4	4	2	4	2	4	3	4	4	3	4	4	4	

Data Mentah Kinerja Starbucks (Kuesioner Penelitian)

	Jenis Atribut																																			
	K1	K2	K3	K4	K5	K6	K7	K8	K9	K10	K11	K12	K13	K14	K15	K16	K17	K18	K19	K20	K21	K22	K23	K24	K25	K26	K27	K28	K29	K30	K31	K32	K33	K34	K35	
Resp 91	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Resp 92	3	4	4	4	4	4	3	4	4	4	3	2	3	4	3	2	2	2	4	3	2	4	3	4	4	3	4	3	3	3	3	3	4	3	4	3
Resp 93	4	3	4	4	4	4	4	4	4	4	3	3	3	4	3	3	3	3	3	3	3	4	3	4	4	2	4	2	4	3	3	4	4	4	4	3
Resp 94	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4
Resp 95	3	3	2	3	2	2	2	3	3	3	4	4	4	2	4	4	4	4	4	4	4	3	2	3	2	2	3	2	2	3	4	2	2	2	4	
Resp 96	3	4	3	3	4	2	4	4	3	3	4	3	4	4	4	4	4	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	3	4	4
Resp 97	4	2	2	3	2	2	2	4	3	3	2	2	2	4	2	3	2	2	2	3	2	3	3	3	2	2	4	2	3	3	2	4	3	2	3	
Resp 98	3	4	4	3	3	3	3	4	3	3	4	3	3	3	3	3	4	2	4	4	4	3	4	4	3	3	4	3	3	4	3	3	4	3	4	
Resp 99	4	2	4	2	3	2	2	3	4	3	2	2	2	3	2	3	2	2	2	3	3	4	3	4	3	2	3	2	2	3	2	3	2	3	3	
Resp 100	4	4	4	3	4	4	4	3	4	3	3	3	3	4	3	4	3	4	4	4	3	4	3	3	3	3	3	3	4	3	4	3	4	4	4	
Resp 101	3	4	4	4	4	4	4	4	3	3	3	4	3	3	3	4	4	4	4	4	4	4	3	3	4	3	4	3	3	3	4	4	4	4	4	
Resp 102	4	3	4	4	4	3	4	3	3	4	3	3	3	4	4	4	4	4	3	4	3	4	4	3	3	3	4	3	4	4	4	4	4	3	3	4
Resp 103	4	4	4	4	4	4	3	4	3	4	3	2	3	4	3	2	2	2	4	3	2	4	3	4	4	3	4	3	3	3	3	4	3	4	3	
Resp 104	4	3	4	4	4	4	4	4	4	4	3	3	3	4	3	3	3	3	3	3	3	4	3	4	4	2	4	2	4	3	3	4	4	4	3	
Resp 105	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4
Resp 106	3	4	4	4	4	4	3	4	4	4	3	2	3	4	3	2	2	2	4	3	2	4	3	4	4	3	4	3	3	3	3	4	3	4	3	
Resp 107	4	3	4	4	4	4	4	4	4	4	3	3	3	4	3	3	3	3	3	3	3	4	3	4	4	2	4	2	4	3	3	4	4	4	3	
Resp 108	4	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4
Resp 109	4	3	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4	3	4	4	3	3	4	4	4	3	4	4
Resp 110	4	4	4	4	4	4	4	3	3	4	4	3	3	4	3	4	3	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4
Resp 111	4	4	4	4	3	4	4	4	3	4	3	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4
Resp 112	2	3	3	2	2	2	4	4	4	2	4	4	4	2	4	4	4	4	3	4	4	3	3	3	3	4	4	3	4	4	4	2	2	2	4	
Resp 113	4	4	3	4	2	4	3	3	4	4	3	4	4	4	4	4	3	4	4	3	3	3	4	4	3	3	4	3	3	3	4	4	3	3	3	
Resp 114	3	4	4	3	3	3	3	4	3	3	4	3	3	3	3	3	4	2	4	4	4	3	4	4	3	3	4	3	3	4	3	3	4	3	4	
Resp 115	4	2	4	2	3	2	2	3	4	3	2	2	2	3	2	3	2	2	2	3	3	4	3	4	3	2	3	2	2	3	2	3	2	3	3	
Resp 116	4	4	3	4	3	4	4	4	3	4	4	4	2	4	4	3	4	3	4	4	4	3	4	4	4	2	3	2	4	4	3	4	3	4	4	
Resp 117	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	4	4	4	4	4	4	4	
Resp 118	3	4	4	4	4	4	3	3	4	4	4	4	4	3	3	4	4	4	4	3	3	4	4	4	4	4	3	4	3	3	4	4	3	4	3	
Resp 119	3	3	3	4	4	4	3	3	4	4	3	3	4	3	3	3	4	4	4	3	3	4	4	3	3	4	4	4	3	3	3	4	4	4	3	
Resp 120	4	4	4	4	3	4	4	4	3	4	3	4	3	4	4	4	4	3	4	4	4	3	4	3	4	3	4	3	4	4	4	4	3	4	4	

Data Mentah Harapan Konsumen (Kuesioner Penelitian)

	Jenis Atribut																																				
	H1	H2	H3	H4	H5	H6	H7	H8	H9	H10	H11	H12	H13	H14	H15	H16	H17	H18	H19	H20	H21	H22	H23	H24	H25	H26	H27	H28	H29	H30	H31	H32	H33	H34	H35		
Resp 1	4	3	4	3	4	4	3	3	4	4	4	4	4	4	3	4	3	4	3	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4	4
Resp 2	4	3	3	4	2	4	4	3	3	3	4	3	3	4	4	4	4	3	3	3	2	3	4	2	4	2	4	4	3	4	3	4	3	4	3	3	3
Resp 3	3	4	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	4	3	3	4	2	3	3	3	3	3	4	2	2	3	4	4	4	3	
Resp 4	3	4	2	3	4	3	3	3	4	3	3	3	4	3	3	3	3	3	4	3	4	3	3	4	3	4	3	3	1	3	2	3	3	3	3	4	
Resp 5	3	4	2	4	4	4	4	3	4	3	3	4	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4	3	3	3	4	3	3	3	3	
Resp 6	4	3	3	3	2	4	2	3	3	3	4	4	2	4	3	4	2	3	3	3	2	3	2	2	4	2	3	4	3	4	3	3	3	3	3	3	
Resp 7	3	3	3	3	3	3	3	4	3	4	3	3	3	3	3	3	3	4	3	3	3	4	4	3	4	3	4	4	3	3	4	3	3	4	4	4	
Resp 8	3	3	3	3	2	4	2	3	3	3	4	4	2	4	4	4	2	3	3	3	2	3	2	2	4	3	3	4	3	4	4	4	4	3	3	3	
Resp 9	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3
Resp 10	3	3	4	3	4	2	3	4	3	4	3	4	3	4	3	4	3	4	3	3	4	4	3	4	3	2	3	4	3	4	3	2	3	4	4	4	
Resp 11	3	4	2	4	4	4	3	3	4	3	4	2	4	2	4	4	3	3	4	3	4	3	4	4	4	4	4	3	4	4	4	4	4	4	3	3	
Resp 12	2	3	2	4	2	3	2	4	3	4	4	2	2	3	4	3	2	4	3	2	2	4	4	2	4	2	4	4	3	4	3	3	3	3	4	4	
Resp 13	3	4	4	3	4	4	4	3	4	4	3	4	4	4	3	4	4	3	4	3	4	3	3	4	3	4	3	4	4	4	4	4	4	4	4	4	3
Resp 14	4	4	4	3	4	4	3	3	4	4	4	4	4	4	3	4	3	3	4	3	4	3	3	4	3	4	3	4	4	4	3	4	4	4	4	4	3
Resp 15	3	3	2	4	1	3	2	2	3	2	2	2	2	3	4	3	2	2	3	4	2	2	4	2	4	2	4	2	3	2	1	3	3	2	2	2	
Resp 16	3	3	2	3	3	3	2	4	3	4	4	3	3	3	3	3	2	4	3	3	3	4	3	3	3	3	3	3	4	3	4	3	3	3	4	4	
Resp 17	3	1	2	3	2	3	4	2	3	2	2	4	4	3	3	3	4	2	3	3	2	2	2	4	3	2	3	2	3	2	3	3	3	3	2	2	
Resp 18	3	3	3	3	2	4	3	3	3	3	3	4	2	3	3	3	3	3	3	3	4	3	2	2	3	4	3	3	3	3	3	3	4	3	3	3	
Resp 19	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Resp 20	3	4	4	4	4	4	4	3	3	4	4	3	4	4	4	4	4	3	3	4	4	3	4	4	4	4	4	4	3	4	4	4	4	3	4	3	
Resp 21	3	3	4	4	4	2	3	3	3	3	3	4	4	4	4	2	3	3	3	3	4	3	4	4	4	4	4	4	3	3	3	3	2	3	3	3	
Resp 22	2	3	2	3	3	3	4	2	2	4	4	2	3	2	3	2	4	2	2	3	3	2	3	3	3	3	3	3	4	2	4	4	3	2	4	2	
Resp 23	3	3	3	3	3	3	3	4	3	4	4	3	3	3	4	3	3	4	3	3	3	4	4	3	4	3	4	4	3	4	4	4	4	3	4	4	
Resp 24	4	4	4	3	4	3	3	3	4	2	3	3	4	3	4	3	3	3	4	4	3	3	4	4	4	4	4	4	3	4	3	2	3	4	2	3	
Resp 25	4	3	4	4	4	4	4	4	3	4	3	4	4	3	4	4	4	4	3	3	4	4	2	4	4	4	4	4	3	3	3	4	4	3	4	4	
Resp 26	3	4	2	4	2	4	4	4	4	3	4	4	2	3	4	4	4	4	4	4	2	4	4	2	4	2	4	4	4	4	4	4	4	4	4	3	3
Resp 27	3	4	2	4	4	3	3	3	4	4	4	2	4	2	4	2	3	3	4	3	4	3	3	4	4	4	4	4	4	4	4	4	4	3	4	4	3
Resp 28	1	4	4	3	4	3	3	3	2	1	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	4	3	3	2	3	2	3	2	4	3		
Resp 29	4	3	4	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	3	4	4	4	4	4	3	4	4	4	3	4	4	4	4	3	4	4	
Resp 30	3	4	2	4	2	4	4	3	4	3	4	4	4	4	4	4	4	3	4	3	2	3	4	4	4	2	4	4	4	4	3	3	4	3	4	3	



Data Mentah Harapan Konsumen (Kuesioner Penelitian)

	Jenis Atribut																																							
	H1	H2	H3	H4	H5	H6	H7	H8	H9	H10	H11	H12	H13	H14	H15	H16	H17	H18	H19	H20	H21	H22	H23	H24	H25	H26	H27	H28	H29	H30	H31	H32	H33	H34	H35					
Resp 31	3	4	4	4	3	3	3	4	4	4	3	2	4	4	4	4	4	3	3	3	4	4	3	4	4	3	4	4	4	4	3	4	4	3	4	4	3	4		
Resp 32	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	3	3	3	4	2	4	4	3	3	3	4	3	3	4	3	3	4	4	4		
Resp 33	4	4	4	4	4	4	4	4	3	4	4	3	4	3	4	4	4	4	4	3	3	3	3	3	2	4	4	4	4	3	4	3	4	3	3	3	3	3		
Resp 34	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	4	4	3	4	4	3	3	4	4	3	4	4	4	4	4	4	4	4	3	3	3	4		
Resp 35	4	4	4	4	4	3	4	4	3	4	3	3	4	4	4	3	4	4	4	4	4	3	4	4	4	4	4	3	4	3	4	4	3	4	4	3	4	4	4	
Resp 36	4	4	3	4	4	3	4	3	3	4	3	2	4	4	3	4	4	3	3	4	4	4	3	3	3	3	4	3	4	4	3	4	3	4	3	4	3	3		
Resp 37	4	4	4	4	4	2	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4		
Resp 38	4	3	3	4	2	4	2	3	3	3	4	4	3	4	2	4	4	2	4	3	2	4	2	2	4	3	4	4	2	4	4	4	4	3	3	4	3	4		
Resp 39	4	4	4	4	4	4	4	3	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
Resp 40	4	3	4	2	4	2	3	4	3	4	3	4	3	4	4	4	4	2	4	3	4	3	3	4	3	2	4	4	4	4	4	3	2	4	4	3	2	4	4	3
Resp 41	4	3	2	3	4	4	3	3	4	3	4	2	3	2	3	4	3	2	4	3	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	3	4		
Resp 42	4	3	2	2	2	3	2	4	3	4	4	2	4	3	2	3	4	2	4	2	2	3	4	2	4	2	3	4	2	4	3	3	4	3	3	4	4	3		
Resp 43	4	4	4	4	4	4	4	3	4	4	3	4	3	4	4	4	4	3	4	3	4	3	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4		
Resp 44	4	3	4	2	4	4	3	3	4	4	4	4	3	4	4	4	4	2	4	3	4	3	3	4	3	4	4	4	3	4	3	4	3	4	4	4	4	4		
Resp 45	2	3	2	2	2	3	2	2	3	2	2	2	2	3	2	3	2	2	2	4	2	3	4	2	4	2	3	2	2	2	3	3	2	2	2	3	2	2	3	
Resp 46	4	3	2	2	3	3	2	4	3	4	4	3	4	3	2	3	4	2	4	3	3	4	3	3	3	3	3	3	4	2	4	3	3	3	4	4	4	3		
Resp 47	2	3	2	2	2	3	4	2	3	2	2	4	2	3	2	3	2	2	2	3	2	2	2	4	3	2	3	2	2	2	3	3	2	2	3	3	2	2	3	
Resp 48	4	3	4	4	4	2	4	4	4	4	3	3	3	3	4	4	3	4	4	4	4	4	2	4	4	4	3	3	3	3	4	4	4	4	4	3	4	4		
Resp 49	4	2	4	4	4	4	4	4	4	4	3	4	4	4	3	3	4	4	3	4	4	4	3	3	4	4	3	4	3	3	4	2	4	3	4	3	3			
Resp 50	4	4	4	3	4	4	3	4	4	4	4	3	4	4	3	3	4	4	4	4	4	4	4	3	3	4	3	4	4	4	4	4	4	2	4	4	4	3		
Resp 51	3	3	3	4	3	4	3	4	4	4	3	2	4	3	3	4	4	4	3	4	3	4	4	4	4	3	4	4	4	4	4	4	2	4	4	4	2	4		
Resp 52	4	4	3	3	2	4	4	4	3	3	4	4	4	4	4	3	3	4	4	4	4	3	4	3	3	3	3	3	4	4	4	4	4	4	4	3	3	3		
Resp 53	4	3	3	4	2	4	2	3	3	3	4	4	3	4	2	4	4	2	4	3	2	4	2	2	4	3	4	4	2	4	4	4	4	3	3	4	3	4		
Resp 54	4	4	4	4	4	4	4	3	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
Resp 55	4	3	4	2	4	2	3	4	3	4	3	4	3	4	4	4	4	2	4	3	4	3	3	4	3	2	4	4	4	4	4	3	2	4	4	4	4	3		
Resp 56	4	3	2	3	4	4	3	3	4	3	4	2	3	2	3	4	3	2	4	3	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	3	4	4	
Resp 57	4	3	2	2	2	3	2	4	3	4	4	2	4	3	2	3	4	2	4	2	2	3	4	2	4	2	3	4	2	4	3	3	4	3	3	4	4	3		
Resp 58	4	4	4	4	4	4	4	3	4	4	3	4	3	4	4	4	4	3	4	3	4	3	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
Resp 59	4	3	4	2	4	4	3	3	4	4	4	4	3	4	4	4	4	2	4	3	4	3	3	4	3	4	4	4	3	4	3	4	4	3	4	4	4	4	4	
Resp 60	4	3	3	4	2	4	2	3	3	3	4	4	3	4	2	4	4	2	4	3	2	4	2	2	4	3	4	4	2	4	4	4	4	3	3	3	4	4		

Data Mentah Harapan Konsumen (Kuesioner Penelitian)

	Jenis Atribut																																				
	H1	H2	H3	H4	H5	H6	H7	H8	H9	H10	H11	H12	H13	H14	H15	H16	H17	H18	H19	H20	H21	H22	H23	H24	H25	H26	H27	H28	H29	H30	H31	H32	H33	H34	H35		
Resp 61	4	4	4	4	4	4	4	3	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Resp 62	4	3	4	2	4	2	3	4	3	4	3	4	3	4	4	4	4	2	4	3	4	3	3	4	3	2	4	4	4	4	3	2	4	4	4	3	
Resp 63	4	3	2	3	4	4	3	3	4	3	4	2	3	2	3	4	3	2	4	3	4	4	4	4	4	4	4	3	3	4	4	4	4	4	3	4	
Resp 64	4	3	2	2	2	3	2	4	3	4	4	2	4	3	2	3	4	2	4	2	2	3	4	2	4	2	3	4	2	4	3	3	4	4	4	3	
Resp 65	4	4	4	4	4	4	4	3	4	4	3	4	3	4	4	4	4	3	4	3	4	3	3	4	3	4	4	4	4	4	4	4	4	4	4	4	
Resp 66	4	3	4	2	4	4	3	3	4	4	4	4	3	4	4	4	4	2	4	3	4	3	3	4	3	4	4	4	4	3	4	3	4	4	4	4	
Resp 67	2	3	2	2	2	3	2	2	3	2	2	2	2	3	2	3	2	2	2	4	2	3	4	2	4	2	3	2	2	2	3	3	2	2	3		
Resp 68	4	3	2	2	3	3	2	4	3	4	4	3	4	3	2	3	4	2	4	3	3	4	3	3	3	3	3	4	2	4	3	3	4	4	4	3	
Resp 69	2	3	2	2	2	3	4	2	3	2	2	4	2	3	2	3	2	2	2	3	2	2	2	4	3	2	3	2	2	2	3	3	2	2	3		
Resp 70	4	4	4	4	4	4	4	3	3	3	4	3	3	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	
Resp 71	4	4	4	4	4	4	4	4	3	3	3	2	4	3	3	4	4	4	4	3	4	4	3	4	4	4	4	4	4	3	4	4	4	4	4	4	
Resp 72	4	4	4	4	3	4	4	4	3	4	3	4	4	4	3	4	4	3	4	4	3	4	4	3	4	4	4	4	4	3	4	3	3	4	4	4	4
Resp 73	4	4	3	4	4	3	3	3	4	4	4	3	4	4	4	4	4	4	4	4	3	3	4	3	4	4	4	4	4	4	3	3	3	4	4	4	3
Resp 74	4	4	4	3	4	4	4	3	4	3	3	4	4	3	4	4	3	2	3	4	4	4	3	4	4	4	3	3	4	3	3	2	4	3	3	3	
Resp 75	4	4	4	4	3	3	4	3	4	4	4	4	3	3	4	4	4	4	4	3	3	3	4	4	3	4	2	3	4	4	4	4	4	3	4	4	
Resp 76	3	3	4	4	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	4	4	4	4	3	4	4	3	3	4	4	4	4	4	4	4	4	
Resp 77	3	4	4	3	3	4	4	4	4	4	3	2	4	4	3	4	3	4	3	4	4	3	4	4	3	4	4	3	4	3	4	3	3	3	3	4	
Resp 78	4	4	4	4	4	4	3	4	3	4	3	3	4	3	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	3	3	4	3	4	3	4	4
Resp 79	4	4	4	4	3	2	4	4	3	3	3	4	4	3	3	3	4	4	3	4	4	4	3	3	4	4	3	4	3	3	4	3	4	3	4	3	3
Resp 80	4	3	3	4	2	4	2	3	3	3	4	4	3	4	2	4	4	2	4	3	2	4	2	2	4	3	4	4	2	4	4	4	4	3	3	4	4
Resp 81	4	4	4	4	4	4	4	3	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Resp 82	4	3	4	2	4	2	3	4	3	4	3	4	3	4	4	4	4	2	4	3	4	3	3	4	3	2	4	4	4	4	3	2	4	4	4	3	
Resp 83	4	3	3	4	2	4	2	3	3	3	4	4	3	4	2	4	4	2	4	3	2	4	2	2	4	3	4	4	2	4	4	4	4	3	3	4	4
Resp 84	4	4	4	4	4	4	4	3	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Resp 85	4	3	4	2	4	2	3	4	3	4	3	4	3	4	4	4	4	2	4	3	4	3	3	4	3	2	4	4	4	3	2	4	4	3	2	4	3
Resp 86	4	3	2	3	4	4	3	3	4	3	4	2	3	2	3	4	3	2	4	3	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	3	4
Resp 87	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4	3	4	4	3	3	4	4	4	3	4	4	4
Resp 88	4	4	4	4	4	4	4	3	3	4	4	3	3	4	3	4	4	3	4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4
Resp 89	4	4	4	4	3	4	4	4	3	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	3	4
Resp 90	2	2	3	2	2	2	4	4	4	2	4	4	4	2	4	4	4	4	3	4	4	3	3	3	3	3	4	4	3	4	4	4	2	2	2	4	

Data Mentah Harapan Konsumen (Kuesioner Penelitian)

	Jenis Atribut																																															
	H1	H2	H3	H4	H5	H6	H7	H8	H9	H10	H11	H12	H13	H14	H15	H16	H17	H18	H19	H20	H21	H22	H23	H24	H25	H26	H27	H28	H29	H30	H31	H32	H33	H34	H35													
Resp 91	4	3	3	4	2	4	3	3	4	4	3	4	4	4	4	4	3	4	4	3	3	4	4	3	3	4	3	3	3	4	4	4	3	3	4	3	3											
Resp 92	3	3	2	2	2	3	4	2	3	2	2	4	2	3	2	3	2	2	2	3	2	2	2	4	3	2	3	2	2	2	3	3	2	2	3	2	3											
Resp 93	3	3	2	2	2	3	2	2	3	2	2	2	2	3	2	3	2	2	2	4	2	3	4	2	4	2	3	2	2	2	3	3	2	2	3	2	3											
Resp 94	4	3	2	2	3	3	2	4	3	4	4	3	4	3	2	3	4	2	4	3	3	4	3	3	3	3	3	3	4	2	4	3	3	4	4	3	3											
Resp 95	2	3	2	2	2	3	4	2	3	2	2	4	2	3	2	3	2	2	2	3	2	2	2	4	3	2	3	2	2	2	3	3	2	2	3	3	2	2	3									
Resp 96	4	4	3	4	2	3	3	3	3	3	3	2	2	4	4	4	4	4	3	4	4	2	2	3	3	3	3	3	4	4	3	4	4	4	4	4	2	4	4									
Resp 97	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4								
Resp 98	4	3	3	4	2	4	2	3	3	3	4	4	3	4	2	4	4	2	4	3	2	4	2	2	4	3	4	4	2	4	4	4	4	4	3	3	3	4	4	4								
Resp 99	4	4	4	4	4	4	4	3	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4							
Resp 100	4	3	4	2	4	2	3	4	3	4	3	4	3	4	4	4	4	2	4	3	4	3	3	4	3	2	4	4	4	4	4	3	2	4	4	3	2	4	4	3								
Resp 101	4	3	2	3	4	4	3	3	4	3	4	2	3	2	3	4	3	2	4	3	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	3	4	4	4							
Resp 102	4	3	3	4	2	4	2	3	3	3	4	4	3	4	2	4	4	2	4	3	2	4	2	2	4	3	4	4	2	4	4	4	4	3	3	4	4	4	3	3	4	4						
Resp 103	4	4	4	4	4	4	4	3	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4						
Resp 104	4	3	4	2	4	2	3	4	3	4	3	4	3	4	4	4	4	2	4	3	4	3	3	4	3	2	4	4	4	4	4	3	2	4	4	4	3	2	4	4	3	4	4					
Resp 105	4	3	2	3	4	4	3	3	4	3	4	2	3	2	3	4	3	2	4	3	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	3	4	4	4	4					
Resp 106	4	3	2	2	2	3	2	4	3	4	4	2	4	3	2	3	4	2	4	2	2	3	4	2	4	2	3	4	2	4	3	3	4	4	3	3	4	4	4	3	4	4	3					
Resp 107	4	4	4	4	4	4	4	3	4	4	3	4	3	4	4	4	4	3	4	3	4	3	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4				
Resp 108	4	3	3	4	2	4	2	3	3	3	4	4	3	4	2	4	4	2	4	3	2	4	2	2	4	3	4	4	2	4	4	4	4	4	3	3	4	4	4	3	3	4	4	4				
Resp 109	4	4	4	4	4	4	4	3	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
Resp 110	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4	3	4	4	4	3	3	4	4	4	3	3	4	4	4	3	4	4	4	4				
Resp 111	4	4	4	4	4	4	4	3	3	4	4	3	3	4	3	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4			
Resp 112	4	4	4	4	3	4	4	4	3	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	3	4	3	4	3	4	4			
Resp 113	2	2	3	2	2	2	4	4	4	2	4	4	4	2	4	4	4	3	4	4	3	3	3	3	4	4	3	4	4	4	4	2	2	2	2	2	2	2	2	2	2	2	4	4	4			
Resp 114	4	3	3	4	2	4	3	3	4	4	3	4	4	4	4	4	3	4	4	3	3	3	4	4	3	3	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	3		
Resp 115	2	3	2	2	2	3	2	2	3	2	2	2	2	3	2	3	2	2	2	4	2	3	4	2	4	2	3	2	2	2	2	3	3	2	2	2	3	3	2	2	3	3	2	2	3	3		
Resp 116	4	3	2	2	3	3	2	4	3	4	4	3	4	3	2	3	4	2	4	3	3	4	3	3	3	3	3	3	4	2	4	3	3	4	2	4	3	3	4	4	4	3	4	4	3	4		
Resp 117	2	3	2	2	2	3	4	2	3	2	2	4	2	3	2	3	2	2	2	3	2	2	2	4	3	2	3	2	2	2	2	3	3	2	2	2	3	3	2	2	3	3	2	2	3	3		
Resp 118	4	4	4	4	3	4	4	4	3	3	3	2	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	4	4	3	3	3	4	4	4	4		
Resp 119	3	4	4	4	4	4	4	3	2	4	3	2	3	3	3	4	3	4	4	4	4	3	4	4	4	3	4	3	4	4	4	4	4	4	4	4	3	4	4	4	3	3	3	4	4	4	4	
Resp 120	4	4	4	3	4	4	3	3	4	4	3	4	3	3	3	4	4	4	3	4	4	4	4	4	3	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4

## **LAMPIRAN 3**

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- **Tabel Chi-Square**
- **Tabel r Product Moment**

**Tabel R *Product Moment***

N	Taraf Signifikan	
	5%	1%
3	0.997	0.999
4	0.950	0.990
5	0.878	0.959
6	0.811	0.917
7	0.754	0.874
8	0.707	0.834
9	0.666	0.798
10	0.632	0.765
11	0.602	0.735
12	0.576	0.708
13	0.553	0.684
14	0.532	0.661
15	0.514	0.641
16	0.497	0.623
17	0.482	0.606
18	0.486	0.590
19	0.456	0.575
20	0.444	0.561
21	0.433	0.549
22	0.423	0.537
23	0.413	0.526
24	0.404	0.515
25	0.396	0.505
26	0.388	0.496
27	0.381	0.487
28	0.374	0.478
29	0.367	0.470
30	0.361	0.463
31	0.355	0.456
32	0.349	0.449
33	0.344	0.442
34	0.339	0.436
35	0.334	0.430
36	0.329	0.424
37	0.325	0.418
38	0.32	0.413
39	0.316	0.408
40	0.312	0.403
41	0.308	0.398
42	0.304	0.393
43	0.301	0.389
44	0.297	0.384
45	0.294	0.380
46	0.291	0.376
47	0.288	0.372
48	0.284	0.368
49	0.281	0.364
50	0.279	0.361
55	0.266	0.345
60	0.254	0.330
65	0.244	0.317
70	0.235	0.306
75	0.227	0.296
80	0.220	0.286
85	0.213	0.278
90	0.207	0.270
95	0.202	0.263
100	0.195	0.256
125	0.176	0.230
150	0.159	0.210
175	0.148	0.194
200	0.138	0.181
300	0.113	0.148
400	0.098	0.128
500	0.088	0.115
600	0.080	0.105
700	0.074	0.097
800	0.070	0.091
900	0.065	0.086
1000	0.062	0.081

## **LAMPIRAN 4**

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- **Uji Validitas Instrumen**
- **Perhitungan *Correspondence Analysis***

## Uji Validitas Instrumen

\*\*\*\*\* Method 1 (space saver) will be used for this analysis  
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### R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   ( A L P H A )

		Mean	Std Dev	Cases
1.	H1	3.5750	.6941	120.0
2.	H2	3.4083	.5869	120.0
3.	H3	3.2167	.8617	120.0
4.	H4	3.2833	.8320	120.0
5.	H5	3.2333	.9050	120.0
6.	H6	3.4500	.6963	120.0
7.	H7	3.2583	.7832	120.0
8.	H8	3.2833	.6375	120.0
9.	H9	3.3417	.5265	120.0
10.	H10	3.4417	.7310	120.0
11.	H11	3.4417	.6711	120.0
12.	H12	3.3417	.8351	120.0
13.	H13	3.2750	.6855	120.0
14.	H14	3.4417	.6584	120.0
15.	H15	3.3000	.7949	120.0
16.	H16	3.6417	.5313	120.0
17.	H17	3.5417	.6969	120.0
18.	H18	2.9583	.8441	120.0
19.	H19	3.5583	.6584	120.0
20.	H20	3.3667	.5641	120.0
21.	H21	3.3250	.8418	120.0
22.	H22	3.4333	.6316	120.0
23.	H23	3.3000	.7515	120.0
24.	H24	3.4000	.8034	120.0
25.	H25	3.6083	.5070	120.0
26.	H26	3.2917	.8240	120.0
27.	H27	3.6333	.5010	120.0
28.	H28	3.5750	.6567	120.0
29.	H29	3.1917	.8127	120.0
30.	H30	3.6000	.6661	120.0
31.	H31	3.5083	.6217	120.0
32.	H32	3.3917	.7017	120.0
33.	H33	3.4833	.6858	120.0
34.	H34	3.3917	.7017	120.0
35.	H35	3.5000	.5651	120.0

	Mean	Variance	Std Dev	N of Variables
Statistics for SCALE	118.9917	179.7394	13.4067	35

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## OUT PUT Validitas dan Reliability Harapan

RELIABILITY ANALYSIS - SCALE (ALPHA)

### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
H1	115.4167	168.2619	.6107	.9260
H2	115.5833	171.0350	.5446	.9269
H3	115.7750	163.9237	.6831	.9249
H4	115.7083	166.8470	.5676	.9264
H5	115.7583	163.6134	.6611	.9252
H6	115.5417	172.7209	.3570	.9287
H7	115.7333	169.8947	.4522	.9278
H8	115.7083	172.1915	.4268	.9279
H9	115.6500	174.9017	.3275	.9288
H10	115.5500	167.1571	.6374	.9257
H11	115.5500	170.9218	.4768	.9275
H12	115.6500	174.0950	.2245	.9308
H13	115.7167	171.2636	.4462	.9278
H14	115.5500	172.9723	.3657	.9286
H15	115.6917	166.6520	.6069	.9259
H16	115.3500	171.7924	.5503	.9270
H17	115.4500	167.8630	.6308	.9258
H18	116.0333	168.4359	.4834	.9275
H19	115.4333	168.7854	.6149	.9260
H20	115.6250	174.3708	.3390	.9287
H21	115.6667	164.3922	.6782	.9250
H22	115.5583	171.1898	.4932	.9273
H23	115.6917	173.2067	.3017	.9295
H24	115.5917	169.9243	.4378	.9280
H25	115.3833	176.9947	.1844	.9299
H26	115.7000	165.1025	.6592	.9253
H27	115.3583	173.2403	.4738	.9276
H28	115.4167	169.0182	.6026	.9262
H29	115.8000	165.7244	.6383	.9255
H30	115.3917	168.9125	.5997	.9262
H31	115.4833	171.6972	.4699	.9275
H32	115.6000	173.1496	.3302	.9290
H33	115.5083	167.9327	.6378	.9257
H34	115.6000	168.8134	.5722	.9264
H35	115.4917	171.9159	.5064	.9273

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RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 120.0

N of Items = 35

Alpha = .9291

# Perhitungan *Correspondence Analysis*

ANACOR

A N A C O R - VERSION 0.4  
BY  
DEPARTMENT OF DATA THEORY  
UNIVERSITY OF LEIDEN, THE NETHERLANDS

The table to be analyzed:

	1	2	3	Margin
	STARBUCK	COFEBEAN	EXCELISO	
1	299	212	209	720
2	260	306	147	713
3	303	212	208	723
4	292	225	203	720
5	227	221	272	720
6	275	209	236	720
7	225	318	177	720
8	299	221	200	720
9	323	152	245	720
10	235	295	190	720
11	334	178	211	723
12	214	238	268	720
13	292	232	200	724
14	226	271	223	720
15	236	293	191	720
16	286	262	172	720
17	331	229	160	720
18	245	293	182	720
19	265	196	259	720
20	312	165	243	720
21	291	237	192	720
22	202	268	250	720
23	319	202	199	720
24	267	240	213	720
25	197	278	245	720
26	353	157	210	720
27	224	224	272	720
28	249	204	267	720
29	312	210	198	720
30	180	294	246	720
31	318	198	204	720
32	302	212	213	727
33	179	293	248	720
34	264	282	174	720
35	311	167	242	720
Margin	9447	8194	7569	25210

The Rowprofiles:

	1	2	3	Margin
	STARBUCK	COFEBEAN	EXCELISO	

1	.415	.294	.290	1.000
2	.365	.429	.206	1.000
3	.419	.293	.288	1.000
4	.406	.313	.282	1.000
5	.315	.307	.378	1.000
6	.382	.290	.328	1.000
7	.313	.442	.246	1.000
8	.415	.307	.278	1.000
9	.449	.211	.340	1.000
10	.326	.410	.264	1.000
11	.462	.246	.292	1.000
12	.297	.331	.372	1.000
13	.403	.320	.276	1.000
14	.314	.376	.310	1.000
15	.328	.407	.265	1.000
16	.397	.364	.239	1.000
17	.460	.318	.222	1.000
18	.340	.407	.253	1.000
19	.368	.272	.360	1.000
20	.433	.229	.338	1.000
21	.404	.329	.267	1.000
22	.281	.372	.347	1.000
23	.443	.281	.276	1.000
24	.371	.333	.296	1.000
25	.274	.386	.340	1.000
26	.490	.218	.292	1.000
27	.311	.311	.378	1.000
28	.346	.283	.371	1.000
29	.433	.292	.275	1.000
30	.250	.408	.342	1.000
31	.442	.275	.283	1.000
32	.415	.292	.293	1.000
33	.249	.407	.344	1.000
34	.367	.392	.242	1.000
35	.432	.232	.336	1.000
	-----	-----	-----	
Margin	.375	.325	.300	

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The Columnprofiles:

	1	2	3	Margin
	STARBUCK	COFEBEAN	EXCELSO	
1	.032	.026	.028	.029
2	.028	.037	.019	.028

3	.032	.026	.027	.029
4	.031	.027	.027	.029
5	.024	.027	.036	.029
6	.029	.026	.031	.029
7	.024	.039	.023	.029
8	.032	.027	.026	.029
9	.034	.019	.032	.029
10	.025	.036	.025	.029
11	.035	.022	.028	.029
12	.023	.029	.035	.029
13	.031	.028	.026	.029
14	.024	.033	.029	.029
15	.025	.036	.025	.029
16	.030	.032	.023	.029
17	.035	.028	.021	.029
18	.026	.036	.024	.029
19	.028	.024	.034	.029
20	.033	.020	.032	.029
21	.031	.029	.025	.029
22	.021	.033	.033	.029
23	.034	.025	.026	.029
24	.028	.029	.028	.029
25	.021	.034	.032	.029
26	.037	.019	.028	.029
27	.024	.027	.036	.029
28	.026	.025	.035	.029
29	.033	.026	.026	.029
30	.019	.036	.033	.029
31	.034	.024	.027	.029
32	.032	.026	.028	.029
33	.019	.036	.033	.029
34	.028	.034	.023	.029
35	.033	.020	.032	.029

Margin	----- 1.000	----- 1.000	----- 1.000
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Dimension	Singular Value	Inertia	Proportion Explained	Cumulative Proportion
1	.14102	.01989	.668	.668
2	.09937	.00988	.332	1.000
Total		----- .02976	----- 1.000	----- 1.000

Row Scores:

Row	Marginal Profile	Dim	
		1	2
1	.029	-.224	.071
2	.028	.389	.648
3	.029	-.240	.089
4	.029	-.134	.128
5	.029	.112	-.537
6	.029	-.141	-.190
7	.029	.585	.372

8	.029	-.181	.157
9	.029	-.610	-.273
10	.029	.434	.248
11	.029	-.528	.062
12	.029	.246	-.500
13	.029	-.100	.167
14	.029	.356	-.068
15	.029	.420	.239
16	.029	.068	.424
17	.029	-.273	.542
18	.029	.384	.326
19	.029	-.163	-.411
20	.029	-.503	-.254
21	.029	-.072	.233
22	.029	.439	-.328
23	.029	-.354	.168
24	.029	.040	.030
25	.029	.507	-.281
26	.029	-.708	.064
27	.029	.138	-.538
28	.029	-.059	-.488
29	.029	-.287	.177
30	.029	.653	-.291
31	.029	-.369	.120
32	.029	-.235	.052
33	.029	.652	-.311
34	.029	.254	.404
35	.029	-.489	-.245

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Contribution of row points to the inertia of each dimension:

Row	Marginal Profile	Dim 1	2
1	.029	.010	.001
2	.028	.030	.120
3	.029	.012	.002
4	.029	.004	.005
5	.029	.003	.083
6	.029	.004	.010
7	.029	.069	.040
8	.029	.007	.007
9	.029	.075	.021
10	.029	.038	.018
11	.029	.057	.001

12	.029	.012	.072
13	.029	.002	.008
14	.029	.026	.001
15	.029	.036	.016
16	.029	.001	.052
17	.029	.015	.084
18	.029	.030	.030
19	.029	.005	.048
20	.029	.051	.019
21	.029	.001	.016
22	.029	.039	.031
23	.029	.025	.008
24	.029	.000	.000
25	.029	.052	.023
26	.029	.101	.001
27	.029	.004	.083
28	.029	.001	.068
29	.029	.017	.009
30	.029	.086	.024
31	.029	.028	.004
32	.029	.011	.001
33	.029	.086	.028
34	.029	.013	.047
35	.029	.048	.017
		-----	-----
		1.000	1.000

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Contribution of dimensions to the inertia of each row point:

Row	Marginal Profile	Dim 1	2	Total
1	.029	.935	.065	1.000
2	.028	.338	.662	1.000
3	.029	.912	.088	1.000
4	.029	.609	.391	1.000
5	.029	.058	.942	1.000
6	.029	.440	.560	1.000
7	.029	.778	.222	1.000
8	.029	.655	.345	1.000
9	.029	.876	.124	1.000
10	.029	.812	.188	1.000
11	.029	.990	.010	1.000
12	.029	.256	.744	1.000
13	.029	.336	.664	1.000
14	.029	.975	.025	1.000
15	.029	.815	.185	1.000

16	.029	.035	.965	1.000
17	.029	.265	.735	1.000
18	.029	.663	.337	1.000
19	.029	.182	.818	1.000
20	.029	.847	.153	1.000
21	.029	.119	.881	1.000
22	.029	.717	.283	1.000
23	.029	.863	.137	1.000
24	.029	.714	.286	1.000
25	.029	.822	.178	1.000
26	.029	.994	.006	1.000
27	.029	.086	.914	1.000
28	.029	.021	.979	1.000
29	.029	.789	.211	1.000
30	.029	.877	.123	1.000
31	.029	.931	.069	1.000
32	.029	.967	.033	1.000
33	.029	.862	.138	1.000
34	.029	.359	.641	1.000
35	.029	.850	.150	1.000

Column Scores:

Column	Marginal Profile	Dim	
		1	2
1 STARBUCK	.375	-.417	.209
2 COFEBEAN	.325	.483	.204
3 EXCELISO	.300	-.003	-.481

—

Contribution of column points to the inertia of each dimension:

Column	Marginal Profile	Dim	
		1	2
1 STARBUCK	.375	.461	.164
2 COFEBEAN	.325	.539	.136
3 EXCELISO	.300	.000	.700
		-----	-----
		1.000	1.000

Contribution of dimensions to the inertia of each column point:

Column	Marginal Profile	Dim		Total
		1	2	
1 STARBUCK	.375	.850	.150	1.000
2 COFEBEAN	.325	.888	.112	1.000
3 EXCELISO	.300	.000	1.000	1.000

Variances and Correlation Matrix of the singular values:

Dim Variances                      Correlations between dimensions

1	3.790E-05	1.000		
2	3.892E-05	-.015	1.000	

Variances and Correlation Matrix of scores of Row 1

Dim Variances		Correlations between dimensions		
1	1.095E-04	1.000		
2	4.120E-04	.843	1.000	

Variances and Correlation Matrix of scores of Row 2

Dim Variances		Correlations between dimensions		
1	.007	1.000		
2	.002	-.858	1.000	

Variances and Correlation Matrix of scores of Row 3

Dim Variances		Correlations between dimensions		
1	1.592E-04	1.000		
2	4.722E-04	.877	1.000	

Variances and Correlation Matrix of scores of Row 4

Dim Variances		Correlations between dimensions		
1	2.787E-04	1.000		
2	1.628E-04	.910	1.000	

Variances and Correlation Matrix of scores of Row 5

Dim Variances		Correlations between dimensions		
1	.005	1.000		
2	3.925E-04	.514	1.000	

Variances and Correlation Matrix of scores of Row 6

Dim Variances		Correlations between dimensions		
1	6.021E-04	1.000		
2	1.973E-04	-.881	1.000	

Variances and Correlation Matrix of scores of Row 7

Dim Variances		Correlations between dimensions		
1	.002	1.000		
2	.003	-.941	1.000	

Variances and Correlation Matrix of scores of Row 8

Dim Variances		Correlations between dimensions		
1	4.201E-04	1.000		
2	2.915E-04	.924	1.000	

Variances and Correlation Matrix of scores of Row 9

Dim Variances		Correlations between dimensions		
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1	.001	1.000		
2	.003	-.921	1.000	
Variances and Correlation Matrix of scores of Row 10				
Dim Variances		Correlations between dimensions		
1	.001	1.000		
2	.002	-.936	1.000	
Variances and Correlation Matrix of scores of Row 11				
Dim Variances		Correlations between dimensions		
1	1.972E-04	1.000		
2	.002	.546	1.000	
Variances and Correlation Matrix of scores of Row 12				
Dim Variances		Correlations between dimensions		
1	.004	1.000		
2	7.437E-04	.811	1.000	
Variances and Correlation Matrix of scores of Row 13				
Dim Variances		Correlations between dimensions		
1	4.636E-04	1.000		
2	1.107E-04	.834	1.000	
Variances and Correlation Matrix of scores of Row 14				
Dim Variances		Correlations between dimensions		
1	1.384E-04	1.000		
2	.001	.721	1.000	
Variances and Correlation Matrix of scores of Row 15				
Dim Variances		Correlations between dimensions		
1	.001	1.000		
2	.001	-.936	1.000	
Variances and Correlation Matrix of scores of Row 16				
Dim Variances		Correlations between dimensions		
1	.003	1.000		
2	2.175E-04	-.413	1.000	
Variances and Correlation Matrix of scores of Row 17				
Dim Variances		Correlations between dimensions		
1	.005	1.000		
2	8.953E-04	.815	1.000	
Variances and Correlation Matrix of scores of Row 18				
Dim Variances		Correlations between dimensions		
1	.002	1.000		
2	.001	-.937	1.000	

Variances and Correlation Matrix of scores of Row 19

Dim Variances		Correlations between dimensions	
1	.003	1.000	
2	3.793E-04	-.738	1.000

Variances and Correlation Matrix of scores of Row 20

Dim Variances		Correlations between dimensions	
1	.001	1.000	
2	.002	-.930	1.000

Variances and Correlation Matrix of scores of Row 21

Dim Variances		Correlations between dimensions	
1	8.926E-04	1.000	
2	9.886E-05	.643	1.000

Variances and Correlation Matrix of scores of Row 22

Dim Variances		Correlations between dimensions	
1	.002	1.000	
2	.002	.941	1.000

Variances and Correlation Matrix of scores of Row 23

Dim Variances		Correlations between dimensions	
1	5.178E-04	1.000	
2	.001	.919	1.000

Variances and Correlation Matrix of scores of Row 24

Dim Variances		Correlations between dimensions	
1	2.172E-05	1.000	
2	1.795E-05	-.722	1.000

Variances and Correlation Matrix of scores of Row 25

Dim Variances		Correlations between dimensions	
1	.001	1.000	
2	.002	.935	1.000

Variances and Correlation Matrix of scores of Row 26

Dim Variances		Correlations between dimensions	
1	3.068E-04	1.000	
2	.004	.452	1.000

Variances and Correlation Matrix of scores of Row 27

Dim Variances		Correlations between dimensions	
1	.005	1.000	
2	4.468E-04	.594	1.000

VariANCES and Correlation Matrix of scores of Row 28

Dim	VariANCES	Correlations between dimensions	
1	.004	1.000	
2	2.659E-04	-.315	1.000

VariANCES and Correlation Matrix of scores of Row 29

Dim	VariANCES	Correlations between dimensions	
1	5.498E-04	1.000	
2	6.951E-04	.932	1.000

VariANCES and Correlation Matrix of scores of Row 30

Dim	VariANCES	Correlations between dimensions	
1	.002	1.000	
2	.004	.919	1.000

VariANCES and Correlation Matrix of scores of Row 31

Dim	VariANCES	Correlations between dimensions	
1	2.997E-04	1.000	
2	.001	.866	1.000

VariANCES and Correlation Matrix of scores of Row 32

Dim	VariANCES	Correlations between dimensions	
1	7.464E-05	1.000	
2	4.470E-04	.751	1.000

VariANCES and Correlation Matrix of scores of Row 33

Dim	VariANCES	Correlations between dimensions	
1	.002	1.000	
2	.004	.926	1.000

VariANCES and Correlation Matrix of scores of Row 34

Dim	VariANCES	Correlations between dimensions	
1	.003	1.000	
2	6.785E-04	-.866	1.000

VariANCES and Correlation Matrix of scores of Row 35

Dim	VariANCES	Correlations between dimensions	
1	.001	1.000	
2	.002	-.929	1.000

VariANCES and Correlation Matrix of scores of Column 1 STARBUCK

Dim	VariANCES	Correlations between dimensions	
1	7.794E-04	1.000	
2	.001	.930	1.000

VariANCES and Correlation Matrix of scores of Column 2 COFEBEAN

Dim Variances		Correlations between dimensions	
1 7.953E-04		1.000	
2 .002		-.915	1.000

Variances and Correlation Matrix of scores of Column 3 EXCELSO

Dim Variances		Correlations between dimensions	
1 .004		1.000	
2 2.350E-04		-.028	1.00

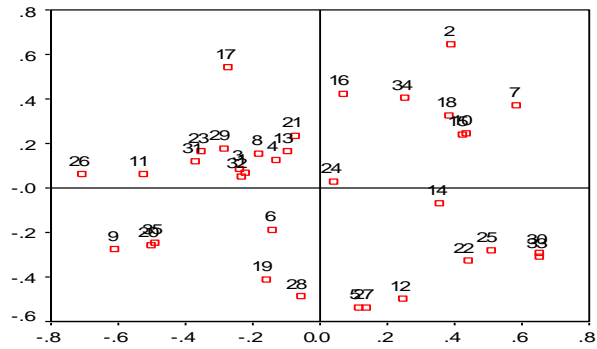
The data-matrix permuted according to the scores in dimension: 1

	1	3	2	
	STARBUCK	EXCELSO	COFEBEAN	Margin
26	353	210	157	720
9	323	245	152	720
11	334	211	178	723
20	312	243	165	720
35	311	242	167	720
31	318	204	198	720
23	319	199	202	720
29	312	198	210	720
17	331	160	229	720
3	303	208	212	723
32	302	213	212	727
1	299	209	212	720
8	299	200	221	720
19	265	259	196	720
6	275	236	209	720
4	292	203	225	720
13	292	200	232	724
21	291	192	237	720
28	249	267	204	720
24	267	213	240	720
16	286	172	262	720
5	227	272	221	720
27	224	272	224	720
12	214	268	238	720
34	264	174	282	720
14	226	223	271	720
18	245	182	293	720
2	260	147	306	713
15	236	191	293	720
10	235	190	295	720
22	202	250	268	720
25	197	245	278	720
7	225	177	318	720
33	179	248	293	720
30	180	246	294	720
Margin	9447	7569	8194	25210

The data-matrix permuted according to the scores in dimension: 2

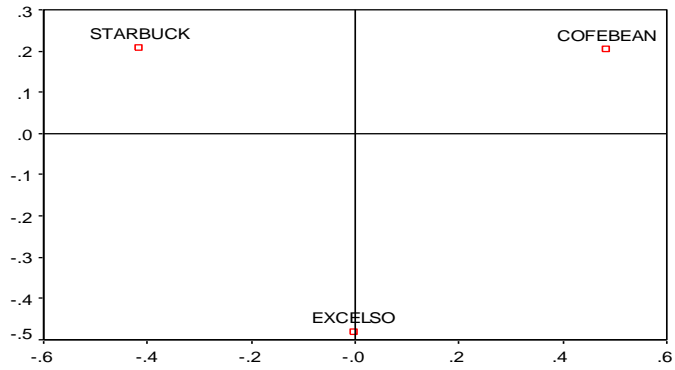
	3	2	1	Margin
	EXCELSO	COFEBEAN	STARBUCK	
27	272	224	224	720
5	272	221	227	720
12	268	238	214	720
28	267	204	249	720
19	259	196	265	720
22	250	268	202	720
33	248	293	179	720
30	246	294	180	720
25	245	278	197	720
9	245	152	323	720
20	243	165	312	720
35	242	167	311	720
6	236	209	275	720
14	223	271	226	720
24	213	240	267	720
32	213	212	302	727
11	211	178	334	723
26	210	157	353	720
1	209	212	299	720
3	208	212	303	723
31	204	198	318	720
4	203	225	292	720
8	200	221	299	720
13	200	232	292	724
23	199	202	319	720
29	198	210	312	720
21	192	237	291	720
15	191	293	236	720
10	190	295	235	720
18	182	293	245	720
7	177	318	225	720
34	174	282	264	720
16	172	262	286	720
17	160	229	331	720
2	147	306	260	713
Margin	----- 7569	----- 8194	----- 9447	----- 25210

### Row Scores



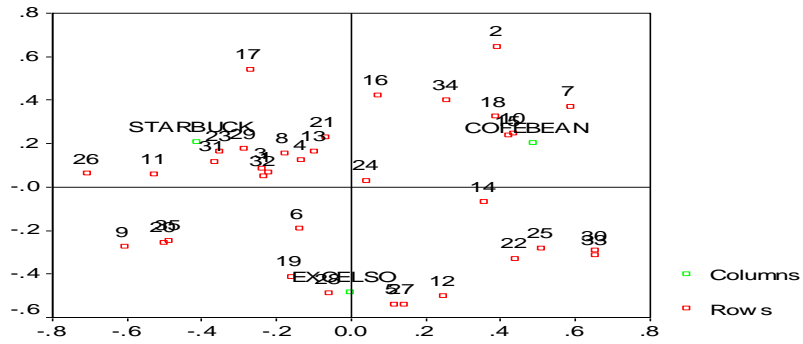
Dimension 1  
Symmetric Normalization

### Column Scores



Dimension 1  
Symmetric Normalization

### Row and Column Scores



Dimension 1  
Symmetric Normalization

## KOMENTAR DOSEN PENGUJI

Nama Mahasiswa : Indra Budiman Purba  
NRP : 0523165  
Judul Tugas Akhir : “Analisis Pemasaran dan Persaingan Berdasarkan uji *Importance Performance Analysis* Dan *Correspondence Analysis* (Studi Kasus : Starbucks Coffee Bandung Super Mall)”

Komentar-komentar Dosen Penguji:

1. Tinjau Segmentasi untuk dimensi Psikografis
2. Perbaiki keputusan penerimaan dan penolakan  $H_0$  pada uji signifikansi
3. Perbaiki penulisan IPA → 4 kuadran dihapus
4. Usulan perbaikan berdasarkan prioritas diperhatikan.
5. Ringkasan kuesioner bagian ke-3 → peringkat.
6. Tujuan penelitian no 1 sebaiknya dituliskan faktor-faktor yang dipentingkan dalam memilih *Coffee Shop*.
7. Usulan perbaikan mempertimbangkan STP.

## DATA PENULIS

Nama : Indra Budiman Purba  
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SLTP Negeri 1 Sindarraya  
SMU Negeri 1 Sindarraya  
Universitas Kristen Maranatha Bandung  
Nilai Tugas` Akhir : A  
Tanggal ESTA : 28 Januari 2010