

KOMENTAR DOSEN PENGUJI

Nama Mahasiswa : Ilham Mandela

NRP : 0923039

Judul Tugas Akhir : Analisis Persaingan dan Usulan Strategi Pemasaran Dengan Metode *Importance Performance Analysis* Dan *Correspondence Analysis* (Studi Kasus di Rumah Makan Ibu Kadi)

Komentar – Komentar Dosen Penguji :

- Masih banyak penggunaan kata-kata yang belum tepat.
- Perbaiki Perumusan Masalah dan Tujuan Penelitian
- Cek kembali IPA dan CA
- Bab 6 cek kembali

DATA PENULIS

Nama : Ilham Mandela

Alamat di Bandung : Jl. Sarijadi Baru 1 no 4

Alamat Asal : Jl. Sarijadi Baru 1 no 4

No. Telp Asal : 022 - 2010575

No. Handphone : 0852 2008 3754

Alamat email : Ilhammandela@gmail.com

Pendidikan : SMA Labschool (2006-2009), Bandung
Teknik Industri Universitas Kristen Maranatha

Nilai Tugas Akhir : B+

Tanggal USTA : 17 Desember 2013

- *Chi Square*

Percentage Points of the Chi-Square Distribution

| Degrees of Freedom | Probability of a larger value of χ^2 | | | | | | | | |
|--------------------|---|--------|--------|--------|--------|-------|-------|-------|-------|
| | 0.99 | 0.95 | 0.90 | 0.75 | 0.50 | 0.25 | 0.10 | 0.05 | 0.01 |
| 1 | 0.000 | 0.004 | 0.016 | 0.102 | 0.455 | 1.32 | 2.71 | 3.84 | 6.63 |
| 2 | 0.020 | 0.103 | 0.211 | 0.575 | 1.386 | 2.77 | 4.61 | 5.99 | 9.21 |
| 3 | 0.115 | 0.352 | 0.584 | 1.212 | 2.366 | 4.11 | 6.25 | 7.81 | 11.34 |
| 4 | 0.297 | 0.711 | 1.064 | 1.923 | 3.357 | 5.39 | 7.78 | 9.49 | 13.28 |
| 5 | 0.554 | 1.145 | 1.610 | 2.675 | 4.351 | 6.63 | 9.24 | 11.07 | 15.09 |
| 6 | 0.872 | 1.635 | 2.204 | 3.455 | 5.348 | 7.84 | 10.64 | 12.59 | 16.81 |
| 7 | 1.239 | 2.167 | 2.833 | 4.255 | 6.346 | 9.04 | 12.02 | 14.07 | 18.48 |
| 8 | 1.647 | 2.733 | 3.490 | 5.071 | 7.344 | 10.22 | 13.36 | 15.51 | 20.09 |
| 9 | 2.088 | 3.325 | 4.168 | 5.899 | 8.343 | 11.39 | 14.68 | 16.92 | 21.67 |
| 10 | 2.558 | 3.940 | 4.865 | 6.737 | 9.342 | 12.55 | 15.99 | 18.31 | 23.21 |
| 11 | 3.053 | 4.575 | 5.578 | 7.584 | 10.341 | 13.70 | 17.28 | 19.68 | 24.72 |
| 12 | 3.571 | 5.226 | 6.304 | 8.438 | 11.340 | 14.85 | 18.55 | 21.03 | 26.22 |
| 13 | 4.107 | 5.892 | 7.042 | 9.299 | 12.340 | 15.98 | 19.81 | 22.36 | 27.69 |
| 14 | 4.660 | 6.571 | 7.790 | 10.165 | 13.339 | 17.12 | 21.06 | 23.68 | 29.14 |
| 15 | 5.229 | 7.261 | 8.547 | 11.037 | 14.339 | 18.25 | 22.31 | 25.00 | 30.58 |
| 16 | 5.812 | 7.962 | 9.312 | 11.912 | 15.338 | 19.37 | 23.54 | 26.30 | 32.00 |
| 17 | 6.408 | 8.672 | 10.085 | 12.792 | 16.338 | 20.49 | 24.77 | 27.59 | 33.41 |
| 18 | 7.015 | 9.390 | 10.865 | 13.675 | 17.338 | 21.60 | 25.99 | 28.87 | 34.80 |
| 19 | 7.633 | 10.117 | 11.651 | 14.562 | 18.338 | 22.72 | 27.20 | 30.14 | 36.19 |
| 20 | 8.260 | 10.851 | 12.443 | 15.452 | 19.337 | 23.83 | 28.41 | 31.41 | 37.57 |
| 22 | 9.542 | 12.338 | 14.041 | 17.240 | 21.337 | 26.04 | 30.81 | 33.92 | 40.29 |
| 24 | 10.856 | 13.848 | 15.659 | 19.037 | 23.337 | 28.24 | 33.20 | 36.42 | 42.98 |
| 26 | 12.198 | 15.379 | 17.292 | 20.843 | 25.336 | 30.43 | 35.56 | 38.89 | 45.64 |
| 28 | 13.565 | 16.928 | 18.939 | 22.657 | 27.336 | 32.62 | 37.92 | 41.34 | 48.28 |
| 30 | 14.953 | 18.493 | 20.599 | 24.478 | 29.336 | 34.80 | 40.26 | 43.77 | 50.89 |
| 40 | 22.164 | 26.509 | 29.051 | 33.660 | 39.335 | 45.62 | 51.80 | 55.76 | 63.69 |
| 50 | 27.707 | 34.764 | 37.689 | 42.942 | 49.335 | 56.33 | 63.17 | 67.50 | 76.15 |
| 60 | 37.485 | 43.188 | 46.459 | 52.294 | 59.335 | 66.98 | 74.40 | 79.08 | 88.38 |

- Nilai Z dari luas di bawah kurva normal baku

| α | 0 | 0.001 | 0.002 | 0.003 | 0.004 | 0.005 | 0.006 | 0.007 | 0.008 | 0.009 |
|-------------|--------------|-------|-------|-------|-------|--------------|-------|-------|-------|-------|
| 0.00 | | 3.090 | 2.878 | 2.748 | 2.652 | 2.576 | 2.512 | 2.457 | 2.409 | 2.366 |
| 0.01 | 2.326 | 2.290 | 2.257 | 2.226 | 2.197 | 2.170 | 2.144 | 2.120 | 2.097 | 2.075 |
| 0.02 | 2.054 | 2.034 | 2.014 | 1.995 | 1.977 | 1.960 | 1.943 | 1.927 | 1.911 | 1.896 |
| 0.03 | 1.881 | 1.866 | 1.852 | 1.838 | 1.825 | 1.812 | 1.799 | 1.787 | 1.774 | 1.762 |
| 0.04 | 1.751 | 1.739 | 1.728 | 1.717 | 1.706 | 1.695 | 1.685 | 1.675 | 1.665 | 1.655 |
| 0.05 | 1.645 | 1.635 | 1.626 | 1.616 | 1.607 | 1.598 | 1.589 | 1.580 | 1.572 | 1.563 |
| 0.06 | 1.555 | 1.546 | 1.538 | 1.530 | 1.522 | 1.514 | 1.506 | 1.499 | 1.491 | 1.483 |
| 0.07 | 1.476 | 1.468 | 1.461 | 1.454 | 1.447 | 1.440 | 1.433 | 1.426 | 1.419 | 1.412 |
| 0.08 | 1.405 | 1.398 | 1.392 | 1.385 | 1.379 | 1.372 | 1.366 | 1.359 | 1.353 | 1.347 |
| 0.09 | 1.341 | 1.335 | 1.329 | 1.323 | 1.317 | 1.311 | 1.305 | 1.299 | 1.293 | 1.287 |
| 0.10 | 1.282 | 1.276 | 1.270 | 1.265 | 1.259 | 1.254 | 1.248 | 1.243 | 1.237 | 1.232 |

- TABEL NILAI R PRODUCT MOMENT (Tabel Validitas)

Tabel 11. NILAI NILAI_r PRODUCT-MOMENT

| N | Tarf Signif | | N | Tarf Signif | | N | Tarf Signif | |
|----|-------------|-------|----|-------------|-------|-----|-------------|-------|
| | 5% | 1% | | 5% | 1% | | 5% | 1% |
| 3 | 0,997 | 0,999 | 27 | 0,381 | 0,487 | 55 | 0,266 | 0,345 |
| 4 | 0,950 | 0,990 | 28 | 0,374 | 0,478 | 60 | 0,254 | 0,330 |
| 5 | 0,878 | 0,959 | 29 | 0,367 | 0,470 | 65 | 0,244 | 0,317 |
| 6 | 0,811 | 0,917 | 30 | 0,361 | 0,463 | 70 | 0,235 | 0,306 |
| 7 | 0,754 | 0,874 | 31 | 0,355 | 0,455 | 75 | 0,227 | 0,296 |
| 8 | 0,707 | 0,834 | 32 | 0,349 | 0,449 | 80 | 0,220 | 0,286 |
| 9 | 0,666 | 0,798 | 33 | 0,344 | 0,442 | 85 | 0,213 | 0,278 |
| 10 | 0,632 | 0,765 | 34 | 0,339 | 0,436 | 90 | 0,207 | 0,270 |
| 11 | 0,602 | 0,735 | 35 | 0,334 | 0,430 | 95 | 0,202 | 0,263 |
| 12 | 0,576 | 0,708 | 36 | 0,329 | 0,424 | 100 | 0,195 | 0,256 |
| 13 | 0,553 | 0,684 | 37 | 0,325 | 0,418 | 125 | 0,176 | 0,230 |
| 14 | 0,532 | 0,661 | 38 | 0,320 | 0,413 | 150 | 0,159 | 0,210 |
| 15 | 0,514 | 0,641 | 39 | 0,316 | 0,408 | 175 | 0,148 | 0,194 |
| 16 | 0,497 | 0,623 | 40 | 0,312 | 0,403 | 200 | 0,138 | 0,181 |
| 17 | 0,482 | 0,606 | 41 | 0,308 | 0,398 | 300 | 0,113 | 0,148 |
| 18 | 0,468 | 0,590 | 42 | 0,304 | 0,393 | 400 | 0,098 | 0,128 |

• TABEL TINGKAT PERFORMANSI

| K/A | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
|-----|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| 1 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 2 | 2 |
| 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 |
| 5 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 |
| 6 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 1 |
| 7 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| 8 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| 9 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 2 |
| 10 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 11 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 12 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 2 |
| 13 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| 14 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 16 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 |
| 17 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 2 |
| 19 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 |
| 20 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 |
| 21 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 |
| 22 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 |
| 23 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 1 |
| 24 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |
| 25 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| 26 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 2 |
| 27 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 |
| 30 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| 31 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 32 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 33 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| 34 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 4 |
| 36 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 2 |
| 37 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |
| 38 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 |
| 39 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 40 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 41 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 42 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 4 | 2 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 44 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 2 |
| 46 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 2 |
| 47 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 1 |
| 48 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 49 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| 50 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 2 |
| 51 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 53 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 2 |
| 54 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| 55 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 56 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 57 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 2 | 3 |
| 58 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 |
| 59 | 4 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 60 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 4 |

• TABEL TINGKAT PERFORMANSI LANJUTAN

| | | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 61 | 3 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 62 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 |
| 64 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 2 |
| 65 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 66 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 |
| 67 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 68 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 69 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 |
| 71 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| 72 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| 73 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| 74 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| 75 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 |
| 76 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| 77 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 79 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 80 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 2 |
| 81 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 2 |
| 82 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 1 |
| 83 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 84 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 85 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 2 |
| 86 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 88 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 2 |
| 89 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 |
| 90 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 2 |
| 91 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 2 |
| 92 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 |
| 93 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 94 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 95 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 |
| 96 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 1 |
| 97 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 98 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| 99 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 100 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 101 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 102 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 2 |
| 103 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| 104 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 105 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 106 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 107 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 108 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 |
| 109 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| 110 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 2 |
| 111 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 112 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 113 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 2 |
| 114 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 |
| 115 | 3 | 3 | 2 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 2 |
| 116 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 117 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 3 |
| 118 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 119 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 |
| 120 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 |

| | | | | | | | | | | | | | | | |
|-------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Rata - rata | 3.433333 | 3.458333 | 3.458333 | 3.45 | 3.316667 | 3.375 | 3.366667 | 3.466667 | 3.458333 | 3.383333 | 3.35 | 3.225 | 3.4 | 3.291667 | 2.65 |
| Stdv | 0.497613 | 0.50035 | 0.516872 | 0.516126 | 0.501817 | 0.503141 | 0.517482 | 0.500979 | 0.50035 | 0.488237 | 0.496204 | 0.654172 | 0.525005 | 0.613515 | 0.784835 |
| Variansi | 0.247619 | 0.25035 | 0.267157 | 0.266387 | 0.251821 | 0.253151 | 0.267787 | 0.25098 | 0.25035 | 0.238375 | 0.246218 | 0.427941 | 0.27563 | 0.376401 | 0.615966 |

● TABEL TINGKAT PERFORMANSI LANJUTAN

| 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 4 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 |
| 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 2 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 2 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
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• TABEL TINGKAT PERFORMANSI LANJUTAN

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| 0.527931 | 0.498668 | 0.586914 | 0.502027 | 0.503141 | 0.50035 | 0.561111 | 0.519575 | 0.460179 | 0.493586 | 0.549 | 0.667314 | 0.667314 | 0.473381 | 0.497613 | 0.483915 | 0.546891 |
| 0.278711 | 0.248669 | 0.344468 | 0.252031 | 0.253151 | 0.25035 | 0.314846 | 0.269958 | 0.211765 | 0.243627 | 0.301401 | 0.445308 | 0.445308 | 0.22409 | 0.247619 | 0.234174 | 0.29909 |

• TABEL TINGKAT KEPENTINGAN LANJUTAN

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| Stdv | 0.419333 | 0.374241 | 0.301258 | 0.419333 | 0.448386 | 0.434828 | 0.470339 | 0.481521 | 0.580676 | 0.493586 | 0.495074 | 0.50035 | 0.493586 | 0.481521 | 0.502027 |
| Variansi | 0.17584 | 0.140056 | 0.090756 | 0.17584 | 0.20105 | 0.189076 | 0.221218 | 0.231863 | 0.337185 | 0.243627 | 0.245098 | 0.25035 | 0.243627 | 0.231863 | 0.252031 |

• TABEL TINGKAT KEPENTINGAN LANJUTAN

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| 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 2 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 |
| 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 3 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 |

• **TABEL TINGKAT KEPENTINGAN LANJUTAN**

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 3 | 3 | 4 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 3 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 |
| 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |
| 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 |
| 3 | 3 | 4 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 3 | 4 | 4 | 3 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 |
| 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |
| 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 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 | 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 | 4 | 4 |
| 3 | 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 | 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 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 3 | 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 | 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 | 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 | 4 | 4 | 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 | 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 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 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 | 4 | 4 | 4 | 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 |
| 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 | 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 | 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 | 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 | 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 | 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 | 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 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

| | | | | | | | | | | | | | | | | |
|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 3.45 | 3.466667 | 3.4 | 3.458333 | 3.35 | 3.541667 | 3.491667 | 3.591667 | 3.675 | 3.508333 | 3.341667 | 3.316667 | 3.616667 | 3.741667 | 3.6 | 3.641667 | 3.458333 |
| 0.49958 | 0.500979 | 0.508747 | 0.50035 | 0.64365 | 0.606628 | 0.502027 | 0.493586 | 0.470339 | 0.549955 | 0.667314 | 0.467127 | 0.488237 | 0.439554 | 0.491952 | 0.481521 | 0.516872 |
| 0.24958 | 0.25098 | 0.258824 | 0.25035 | 0.414286 | 0.367997 | 0.252031 | 0.243627 | 0.221218 | 0.302451 | 0.445308 | 0.218207 | 0.238375 | 0.193207 | 0.242017 | 0.231863 | 0.267157 |

- **Kuesioner Pendahuluan**

KUESIONER PENDAHULUAN

Dengan hormat,

Dalam rangka penyusunan laporan Tugas Akhir pada Jurusan Teknik Industri, Universitas Kristen Maranatha, maka saya meminta kesediaan dari Bapak / Ibu dan Saudara/i untuk meluangkan waktu mengisi kuesioner ini. Kerahasiaan jawaban dari Bapak/Ibu dan Saudara/i akan sangat dijaga, karena kuesioner ini digunakan hanya untuk kepentingan pendidikan semata.

Akhir kata, saya mengucapkan terima kasih atas kesediaan Bapak/Ibu dan Saudara/i dalam meluangkan waktu untuk pengisian kuesioner ini dengan baik.

Petunjuk pengisian:

Berikan tanda *checklist* (√) pada kolom jawaban “Penting” atau “Tidak Penting” yang Bapak/Ibu/Sdr/I anggap penting atau tidak.

| Variabel | No | Atribut | Jawaban | |
|------------------|----|--|---------|---------------|
| | | | Penting | Tidak Penting |
| <i>Product</i> | 1 | Penyajian makanan yang menarik | | |
| | 2 | Penyajian minuman yang menarik | | |
| | 3 | Rasa makanan yang disajikan | | |
| | 4 | Rasa minuman yang disajikan | | |
| | 5 | Kebersihan makanan yang disajikan | | |
| | 6 | Kebersihan minuman yang disajikan | | |
| | 7 | Kebersihan peralatan makan dan minum | | |
| | 8 | Ketersediaan berbagai macam variasi menu makanan | | |
| | 9 | Ketersediaan berbagai macam variasi menu minuman | | |
| | 10 | Ketersediaan menu makanan yang ditawarkan | | |
| | 11 | Ketersediaan menu minuman yang ditawarkan | | |
| <i>Price</i> | 12 | Harga yang ditawarkan sesuai dengan kualitas makanan | | |
| | 13 | Harga yang ditawarkan sesuai dengan kualitas minuman | | |
| | 14 | Harga yang bersaing dengan rumah makan Sunda lain | | |
| | 15 | Harga sesuai dengan porsi makanan | | |
| | 16 | Harga sesuai dengan porsi minuman | | |
| <i>Place</i> | 17 | Lokasi rumah makan di jalan besar | | |
| | 18 | Lokasi rumah makan dilalui Angkutan Kota | | |
| | 19 | Lokasi rumah makan dipusat kota | | |
| | 20 | Tersedianya taman bermain anak | | |
| | 21 | Tempat parkir yang luas | | |
| | 22 | Tempat parkir yang aman | | |
| <i>Promotion</i> | 23 | Promosi dilakukan melalui media cetak (koran, majalah, dll) | | |
| | 24 | Promosi dilakukan melalui media elektronik (radio) | | |
| | 25 | Promosi dilakukan melalui media internet | | |
| | 26 | Promosi dilakukan melalui media sosial (Facebook, Twitter, Youtube, dll) | | |
| | 27 | Penempatan papan nama / spanduk yang mudah terlihat | | |
| | 28 | Kemenarikan promosi yang dilakukan | | |
| | 29 | Pemberian diskon - diskon khusus pada waktu tertentu | | |
| <i>People</i> | 30 | Pengetahuan pegawai mengenai menu yang disajikan | | |
| | 31 | Kecakapan pegawai dalam menanggapi keinginan konsumen | | |
| | 32 | Kesopanan pegawai | | |
| | 33 | Keramahan pegawai dalam berkomunikasi dengan konsumen | | |
| | 34 | Kemenarikan seragam pegawai | | |
| | 35 | Kerapian seragam pegawai | | |
| | 36 | Kecepatan pegawai menunjukan tempat duduk bagi konsumen | | |

| | | | | |
|--------------------------|----|---|--|--|
| <i>Physical Evidence</i> | 37 | Kejelasan daftar harga pada menu | | |
| | 38 | Kebersihan rumah makan | | |
| | 39 | Kenyamanan meja dan kursi | | |
| | 40 | Kesejukan udara di rumah makan | | |
| | 41 | Kondisi penerangan di rumah makan | | |
| | 42 | Kemenarikan eksterior rumah makan | | |
| | 43 | Kemenarikan interior rumah makan | | |
| | 44 | Kebersihan Toilet | | |
| <i>Process</i> | 45 | Ketepatan pemesanan makanan dan minuman yang telah dipesan | | |
| | 46 | Kecepatan proses penyajian makanan dan minuman yang telah dipesan | | |
| | 47 | Ketepatan kasir saat melakukan transaksi | | |
| | 48 | Kecepatan kasir saat melakukan transaksi | | |
| | 49 | Kemudahan pembayaran (<i>Credit card, Debit, dll</i>) | | |

Restoran Sunda mana yang sering Anda kunjungi ?

.....

- **Kuesioner Penelitian**

Kuesioner Penelitian

Dengan hormat,

Dalam rangka penyusunan laporan Tugas Akhir pada Jurusan Teknik Industri, Universitas Kristen Maranatha, maka saya meminta kesediaan dari Bapak / Ibu dan Saudara / i sekalian untuk meluangkan waktu dalam pengisian kuesioner ini. Kerahasiaan jawaban dari Bapak / Ibu dan Saudara / i akan sangat dijaga karena kuesioner ini digunakan untuk kepentingan pendidikan semata.

Akhir kata, saya mengucapkan terima kasih yang bantuan dari Bapak/ Ibu dan Saudara/ i sekalian yang telah bersedia meluangkan waktu untuk pengisian kuesioner ini dengan baik.

Hormat Saya,

Ilham Mandela

PROFILE PELANGGAN

BAGIAN I

Petunjuk Pengisian:

Berikan tanda *checklist* [√] pada jawaban yang sesuai dengan diri Bapak/Ibu/Sdr/i.

Tidak boleh terdapat jawaban ganda.

1. Jenis kelamin?

Pria

Wanita

2. Usia Anda Saat ini?

< 20 tahun

21-30 tahun

31 – 40 tahun

41-50 tahun

> 50 tahun

3. Domisili Anda?

Bandung Timur

Bandung Barat

Bandung Selatan

Bandung Utara

Bandung Tengah

Luar Kota

4. Pekerjaan anda saat ini?

- Karedok Nasi timbel
- Pepes ikan Urab
- Ikan asin jambal Ayam goreng
- Nasi liwet Ikan goreng
- Sayur asem Ulukutek
- Lainnya :

10. Sambal favorit anda..?

- Sambal terasi Sambal cabai hijau
- Sambal tomat Sambal kecap

11. Kedatangan anda di rumah makan ini yang ke-..?

- 1 kali 2 kali
- 3 kali > 3 kali

12. Dengan siapa anda mengunjungi rumah makan ini ?

- Sendiri Kekasih
- Teman Keluarga
- Lainnya :

13. Jam berapa anda mengunjungi rumah makan ini ?

- 08.00 – 10.00 18.00 – 20.00
- 11.00 – 13.00 Lainnya.....

14. Pada hari apa anda mengunjungi rumah makan ini ?

- Senin - Kamis Sabtu
- Jumat Minggu

15. Koran/Majalah yang sering anda baca ?

- Pikiran Rakyat Kartini
- Kompas Femina
- Tribun Jabar Lainnya.....

16. Situs/Jejaring sosial yang sering anda buka ?

- Facebook Youtube
- Twitter Bandung.Olx
- Kaskus Lainnya.....

BAGIAN II

Petunjuk pengisian :

Berikan tanda *checklist* (√) pada :

1. Kolom Kepentingan, anda diminta untuk menilai seberapa penting yang anda rasakan menurut atribut – atribut tersebut terhadap Rumah Makan Sunda secara umum.
2. Kolom Peformansi, anda diminta untuk menilai seberapa baik yang anda rasakan menurut atribut – atribut tersebut terhadap Rumah Makan Ibu Kadi.

| Tingkat Kepentingan | | | | No | Variabel | Tingkat Performansi | | | |
|---------------------|----|---|----|----|---|---------------------|----|---|----|
| STP | TP | P | SP | | | STB | TB | B | SB |
| 1 | 2 | 3 | 4 | | | 1 | 2 | 3 | 4 |
| Product | | | | | | | | | |
| | | | | 1 | Penyajian makanan yang menarik | | | | |
| | | | | 2 | Penyajian minuman yang menarik | | | | |
| | | | | 3 | Rasa makanan yang disajikan | | | | |
| | | | | 4 | Rasa minuman yang disajikan | | | | |
| | | | | 5 | Kebersihan makanan yang disajikan | | | | |
| | | | | 6 | Kebersihan minuman yang disajikan | | | | |
| | | | | 7 | Kebersihan peralatan makan dan minum | | | | |
| | | | | 8 | Ketersediaan menu makanan yang ditawarkan | | | | |
| | | | | 9 | Ketersediaan menu minuman yang ditawarkan | | | | |
| Price | | | | | | | | | |
| | | | | 10 | Harga yang ditawarkan sesuai dengan kualitas makanan | | | | |
| | | | | 11 | Harga yang ditawarkan sesuai dengan kualitas minuman | | | | |
| | | | | 12 | Harga yang bersaing dengan rumah makan Sunda lain | | | | |
| Place | | | | | | | | | |
| | | | | 13 | Tempat parkir yang luas | | | | |
| | | | | 14 | Tempat parkir yang aman | | | | |
| Promotion | | | | | | | | | |
| | | | | 15 | Pemberian diskon - diskon khusus pada waktu tertentu | | | | |
| People | | | | | | | | | |
| | | | | 16 | Pengetahuan pegawai mengenai menu yang disajikan | | | | |
| | | | | 17 | Kecakapan pegawai dalam menanggapi keinginan konsumen | | | | |
| | | | | 18 | Kesopanan pegawai | | | | |
| | | | | 19 | Keramahan pegawai dalam berkomunikasi dengan konsumen | | | | |
| | | | | 20 | Kemampuan seragam pegawai | | | | |
| | | | | 21 | Kesopanan seragam pegawai | | | | |
| | | | | 22 | Kecapatan pegawai menunjukan tempat duduk bagi konsumen | | | | |

| Tingkat Kepentingan | | | | No | Variabel | Tingkat Performansi | | | |
|---------------------|----|---|----|--------------------------|---|---------------------|----|---|----|
| STP | TP | P | SP | | | STB | TB | B | SB |
| 1 | 2 | 3 | 4 | | | 1 | 2 | 3 | 4 |
| | | | | Physical Evidence | | | | | |
| | | | | 23 | Kejelasan daftar harga pada menu | | | | |
| | | | | 24 | Kebersihan rumah makan | | | | |
| | | | | 25 | Kenyamanan meja dan kursi | | | | |
| | | | | 26 | Kesejukan udara di rumah makan | | | | |
| | | | | 27 | Kondisi penerangan di rumah makan | | | | |
| | | | | 28 | Kebersihan Toilet | | | | |
| | | | | Process | | | | | |
| | | | | 29 | Ketepatan pemesanan makanan dan minuman yang telah dipesan | | | | |
| | | | | 30 | Ketepatan proses penyajian makanan dan minuman yang telah dipesan | | | | |
| | | | | 31 | Ketepatan kasir saat melakukan transaksi | | | | |
| | | | | 32 | Ketepatan kasir saat melakukan transaksi | | | | |

Bagian III

Anda diminta untuk memberikan peringkat unggul diantara rumah makan Sunda dibawah berdasarkan atribut-atribut yang ada dengan tanda memberikan tanda *checklist* (√).

| No | Variabel | Peringkat rumah makan Sunda | |
|--------------------------|---|-----------------------------|-------------|
| | | R.M Ibu Kadi | R.M Kabayan |
| Product | | | |
| 1 | Penyajian makanan yang menarik | | |
| 2 | Penyajian minuman yang menarik | | |
| 3 | Rasa makanan yang disajikan | | |
| 4 | Rasa minuman yang disajikan | | |
| 5 | Kebersihan makanan yang disajikan | | |
| 6 | Kebersihan minuman yang disajikan | | |
| 7 | Kebersihan peralatan makan dan minum | | |
| 8 | Ketersediaan menu makanan yang ditawarkan | | |
| 9 | Ketersediaan menu minuman yang ditawarkan | | |
| Price | | | |
| 10 | Harga yang ditawarkan sesuai dengan kualitas makanan | | |
| 11 | Harga yang ditawarkan sesuai dengan kualitas minuman | | |
| 12 | Harga yang bersaing dengan rumah makan Sunda lain | | |
| Place | | | |
| 13 | Tempat parkir yang luas | | |
| 14 | Tempat parkir yang aman | | |
| Promotion | | | |
| 15 | Pemberian diskon - diskon khusus pada waktu tertentu | | |
| People | | | |
| 16 | Pengetahuan pegawai mengenai menu yang disajikan | | |
| 17 | Kecakapan pegawai dalam menanggapi keinginan konsumen | | |
| 18 | Kesopanan pegawai | | |
| 19 | Keramahan pegawai dalam berkomunikasi dengan konsumen | | |
| 20 | Kemenarikan seragam pegawai | | |
| 21 | Kerapian seragam pegawai | | |
| 22 | Kecepatan pegawai menunjukan tempat duduk bagi konsumen | | |
| Physical Evidence | | | |
| 23 | Kejelasan daftar harga pada menu | | |
| 24 | Kebersihan rumah makan | | |
| 25 | Kenyamanan meja dan kursi | | |
| 26 | Kesejukan udara di rumah makan | | |
| 27 | Kondisi penerangan di rumah makan | | |
| 28 | Kebersihan Toilet | | |
| Process | | | |
| 29 | Ketepatan pemesanan makanan dan minuman yang telah dipesan | | |
| 30 | Kecepatan proses penyajian makanan dan minuman yang telah dipesan | | |
| 31 | Ketepatan kasir saat melakukan transaksi | | |
| 32 | Kecepatan kasir saat melakukan transaksi | | |

Tingkat Kepentingan Rumah Makan Ibu Kadi

Output SPSS:

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 120 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 120 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .895 | .896 | 32 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| VAR00001 | 110.6167 | 57.785 | .189 | . | .896 |
| VAR00002 | 110.5583 | 56.770 | .400 | . | .893 |
| VAR00003 | 110.4917 | 57.832 | .271 | . | .894 |
| VAR00004 | 110.6167 | 56.995 | .315 | . | .894 |
| VAR00005 | 110.6667 | 56.241 | .405 | . | .892 |
| VAR00006 | 110.6417 | 55.728 | .500 | . | .891 |
| VAR00007 | 110.7167 | 56.894 | .289 | . | .894 |
| VAR00008 | 110.7500 | 55.164 | .527 | . | .890 |
| VAR00009 | 111.0167 | 55.176 | .423 | . | .892 |

| | | | | | |
|----------|----------|--------|------|---|------|
| VAR00010 | 110.8000 | 55.405 | .478 | . | .891 |
| VAR00011 | 110.9750 | 56.092 | .381 | . | .893 |
| VAR00012 | 110.8500 | 54.532 | .593 | . | .889 |
| VAR00013 | 110.8000 | 55.153 | .514 | . | .890 |
| VAR00014 | 110.7500 | 53.718 | .739 | . | .886 |
| VAR00015 | 110.8833 | 55.701 | .429 | . | .892 |
| VAR00016 | 110.9417 | 55.366 | .477 | . | .891 |
| VAR00017 | 110.9250 | 55.011 | .525 | . | .890 |
| VAR00018 | 110.9917 | 57.454 | .188 | . | .896 |
| VAR00019 | 110.9333 | 55.491 | .459 | . | .891 |
| VAR00020 | 111.0417 | 53.116 | .601 | . | .888 |
| VAR00021 | 110.8500 | 54.431 | .488 | . | .891 |
| VAR00022 | 110.9000 | 56.494 | .320 | . | .894 |
| VAR00023 | 110.8000 | 54.884 | .552 | . | .890 |
| VAR00024 | 110.7167 | 57.280 | .234 | . | .895 |
| VAR00025 | 110.8833 | 57.079 | .215 | . | .896 |
| VAR00026 | 111.0500 | 56.216 | .250 | . | .897 |
| VAR00027 | 111.0750 | 57.297 | .233 | . | .895 |
| VAR00028 | 110.7750 | 54.209 | .656 | . | .888 |
| VAR00029 | 110.6500 | 56.061 | .442 | . | .892 |
| VAR00030 | 110.7917 | 55.763 | .430 | . | .892 |
| VAR00031 | 110.7500 | 53.718 | .739 | . | .886 |
| VAR00032 | 110.9333 | 53.760 | .678 | . | .887 |

Tingkat Performansi Rumah Makan Ibu Kadi

Output SPSS:

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 120 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 120 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .875 | .876 | 32 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| VAR00001 | 104.6667 | 57.938 | .440 | . | .871 |
| VAR00002 | 104.6417 | 58.366 | .380 | . | .872 |
| VAR00003 | 104.6417 | 57.980 | .416 | . | .871 |
| VAR00004 | 104.6500 | 57.860 | .432 | . | .871 |
| VAR00005 | 104.7833 | 59.364 | .246 | . | .875 |
| VAR00006 | 104.7250 | 56.924 | .572 | . | .868 |
| VAR00007 | 104.7333 | 58.315 | .372 | . | .872 |
| VAR00008 | 104.6333 | 58.184 | .404 | . | .872 |
| VAR00009 | 104.6417 | 57.929 | .438 | . | .871 |

| | | | | | |
|----------|----------|--------|------|---|------|
| VAR00010 | 104.7167 | 58.373 | .390 | . | .872 |
| VAR00011 | 104.7500 | 57.550 | .494 | . | .870 |
| VAR00012 | 104.8750 | 55.825 | .539 | . | .868 |
| VAR00013 | 104.7000 | 56.716 | .573 | . | .868 |
| VAR00014 | 104.8083 | 57.417 | .401 | . | .872 |
| VAR00015 | 105.4500 | 55.342 | .476 | . | .870 |
| VAR00016 | 104.6833 | 57.983 | .405 | . | .872 |
| VAR00017 | 104.6583 | 57.773 | .461 | . | .871 |
| VAR00018 | 104.8417 | 58.487 | .299 | . | .874 |
| VAR00019 | 104.6083 | 58.795 | .321 | . | .873 |
| VAR00020 | 104.7250 | 58.201 | .399 | . | .872 |
| VAR00021 | 104.5583 | 58.854 | .315 | . | .874 |
| VAR00022 | 104.8333 | 57.367 | .451 | . | .871 |
| VAR00023 | 104.4750 | 59.142 | .264 | . | .875 |
| VAR00024 | 104.8000 | 59.422 | .266 | . | .874 |
| VAR00025 | 104.7583 | 57.798 | .463 | . | .871 |
| VAR00026 | 104.7333 | 57.021 | .506 | . | .869 |
| VAR00027 | 104.6917 | 58.770 | .225 | . | .877 |
| VAR00028 | 105.0917 | 56.605 | .445 | . | .871 |
| VAR00029 | 104.4333 | 59.760 | .210 | . | .876 |
| VAR00030 | 104.6667 | 58.224 | .401 | . | .872 |
| VAR00031 | 104.4667 | 59.495 | .240 | . | .875 |
| VAR00032 | 104.6583 | 57.151 | .492 | . | .870 |

- **Perhitungan Cochran**

Pengujian 1

a. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

b. Taraf nyata : $\alpha = 0,05$

c. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 49$$

$$\Sigma R_i = 1143$$

$$\Sigma R_i^2 = 44073$$

$$\Sigma C_j = 1143$$

$$\Sigma C_j^2 = 27961$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(49-1) [49 * 27961 - (1143)^2]}{49 * 1143 - 44073}$$

$$Q = 255,968$$

d. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 49 - 1 = 48$$

$$\left. \begin{array}{l} \alpha = 0,05 \\ v = 48 \end{array} \right\} Q_{(\alpha, v)} = \dots$$

Interpolasi :

$$Q_{(0,05,40)} = 55,76$$

$$Q_{(0,05,48)} = x$$

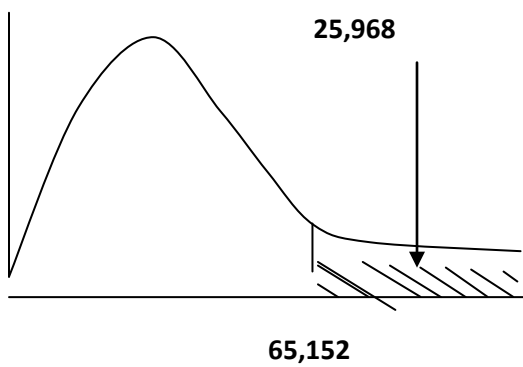
$$Q_{(0,05,50)} = 67,50$$

$$\frac{(48 - 40)}{(50 - 40)} = \frac{(x - 55,76)}{(67,50 - 55,76)} \Rightarrow \frac{(8)}{(10)} = \frac{(x - 55,76)}{(11,74)}$$

$$\Rightarrow 10x - 557,6 = 93,92$$

$$\Rightarrow 10x = 651,52$$

$$\Rightarrow x = 65,152$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-1

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “ Lokasi rumah makan di pusat kota “

Pengujian 2

a. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

a. Taraf nyata : $\alpha = 0,05$

b. Statistik Uji : Cochran Q Test

$$R = 30$$

$$C = 48$$

$$\Sigma R_i = 1132$$

$$\Sigma R_i^2 = 43236$$

$$\Sigma C_j = 1132$$

$$\Sigma C_j^2 = 27840$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(48-1) [48 * 27840 - (1132)^2]}{48 * 1132 - 43236}$$

$$Q = 232,442$$

c. Wilayah Kritis : $Q > Q_{(\alpha,v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 48 - 1 = 47$$

$$\left. \begin{array}{l} \alpha = 0,05 \\ v = 47 \end{array} \right\} Q_{(\alpha,v)} = \dots$$

Interpolasi :

$$Q_{(0,05,40)} = 55,76$$

$$Q_{(0,05,47)} = x$$

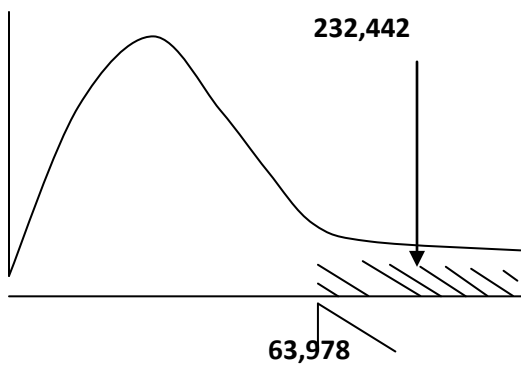
$$Q_{(0,05,50)} = 67,50$$

$$\frac{(47 - 40)}{(50 - 40)} = \frac{(x - 55,76)}{(67,50 - 55,76)} \Rightarrow \frac{(7)}{(10)} = \frac{(x - 55,76)}{(11,74)}$$

$$\Rightarrow 10x - 557,6 = 82,18$$

$$\Rightarrow 10x = 639,78$$

$$\Rightarrow x = 63,978$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-2

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “ Promosi dilakukan melalui media cetak “

Pengujian 3

a. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

b. Taraf nyata : $\alpha = 0,05$

c. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 47$$

$$\Sigma R_i = 1120$$

$$\Sigma R_i^2 = 42332$$

$$\Sigma C_j = 1120$$

$$\Sigma C_j^2 = 27696$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(47-1) [47 * 27696 - (1120)^2]}{47 * 1120 - 42332}$$

$$Q = 211,132$$

d. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 47 - 1 = 46$$

$$\left. \begin{array}{l} \alpha = 0,05 \\ v = 46 \end{array} \right\} Q_{(\alpha, v)} = \dots$$

Interpolasi :

$$Q_{(0,05,40)} = 55,76$$

$$Q_{(0,05,46)} = x$$

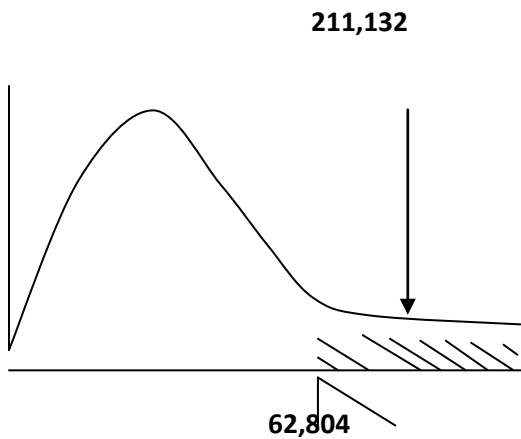
$$Q_{(0,05,50)} = 67,50$$

$$\frac{(46 - 40)}{(50 - 40)} = \frac{(x - 55,76)}{(67,50 - 55,76)} \Rightarrow \frac{(6)}{(10)} = \frac{(x - 55,76)}{(11,74)}$$

$$\Rightarrow 10x - 557,6 = 70,44$$

$$\Rightarrow 10x = 628,04$$

$$\Rightarrow x = 62,804$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-3

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “ Tersedianya taman bermain anak “

Pengujian 4

a. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

b. Taraf nyata : $\alpha = 0,05$

c. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 46$$

$$\Sigma R_i = 1107$$

$$\Sigma R_i^2 = 41349$$

$$\Sigma C_j = 1107$$

$$\Sigma C_j^2 = 27527$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(46-1) [46 * 27527 - (1107)^2]}{46 * 1107 - 41349}$$

$$Q = 191,756$$

d. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 46 - 1 = 45$$

$$\left. \begin{array}{l} \alpha = 0,05 \\ v = 45 \end{array} \right\} Q_{(\alpha, v)} = \dots$$

Interpolasi :

$$Q_{(0,05,40)} = 55,76$$

$$Q_{(0,05,45)} = x$$

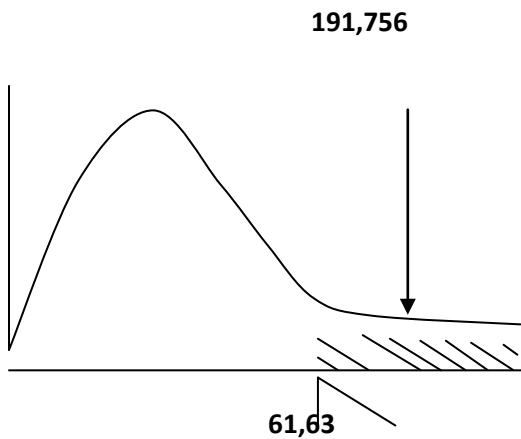
$$Q_{(0,05,50)} = 67,50$$

$$\frac{(45 - 40)}{(50 - 40)} = \frac{(x - 55,76)}{(67,50 - 55,76)} \Rightarrow \frac{(5)}{(10)} = \frac{(x - 55,76)}{(11,74)}$$

$$\Rightarrow 10x - 557,6 = 58,7$$

$$\Rightarrow 10x = 616,3$$

$$\Rightarrow x = 61,63$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-4

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “ Promosi dilakukan melalui media eletronik (radio) “

Pengujian 5

a. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

b. Taraf nyata : $\alpha = 0,05$

c. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 45$$

$$\Sigma R_i = 1093$$

$$\Sigma R_i^2 = 40253$$

$$\Sigma C_j = 1093$$

$$\Sigma C_j^2 = 27331$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(45-1) [45 * 27331 - (1093)^2]}{45 * 1093 - 40253}$$

$$Q = 173,625$$

d. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 45 - 1 = 44$$

$$\left. \begin{array}{l} \alpha = 0,05 \\ v = 44 \end{array} \right\} Q_{(\alpha, v)} = \dots$$

Interpolasi :

$$Q_{(0,05,40)} = 55,76$$

$$Q_{(0,05,44)} = x$$

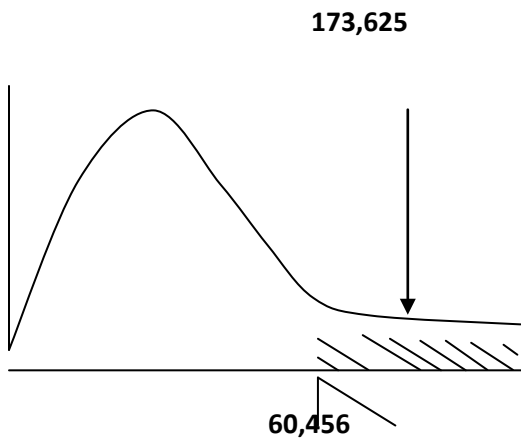
$$Q_{(0,05,50)} = 67,50$$

$$\frac{(44 - 40)}{(50 - 40)} = \frac{(x - 55,76)}{(67,50 - 55,76)} \Rightarrow \frac{(4)}{(10)} = \frac{(x - 55,76)}{(11,74)}$$

$$\Rightarrow 10x - 557,6 = 46,96$$

$$\Rightarrow 10x = 604,56$$

$$\Rightarrow x = 60,456$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-5

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “ Lokasi rumah makan di jalan besar “

Pengujian 6

a. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

b. Taraf nyata : $\alpha = 0,05$

c. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 44$$

$$\Sigma R_i = 1079$$

$$\Sigma R_i^2 = 39269$$

$$\Sigma C_j = 1079$$

$$\Sigma C_j^2 = 27135$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(44-1) [44 * 27135 - (1079)^2]}{44 * 1093 - 40253}$$

$$Q = 162,910$$

d. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 44 - 1 = 43$$

$$\left. \begin{array}{l} \alpha = 0,05 \\ v = 43 \end{array} \right\} Q_{(\alpha, v)} = \dots$$

Interpolasi :

$$Q_{(0,05,40)} = 55,76$$

$$Q_{(0,05,43)} = x$$

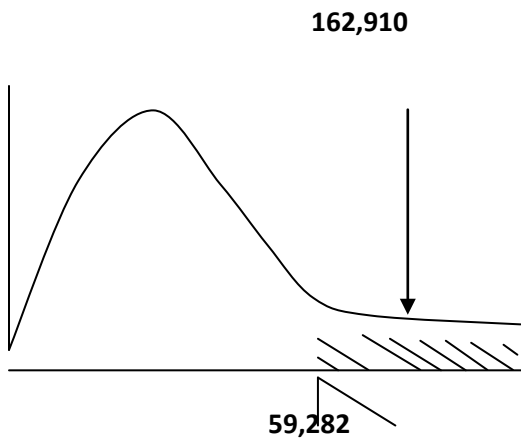
$$Q_{(0,05,50)} = 67,50$$

$$\frac{(43 - 40)}{(50 - 40)} = \frac{(x - 55,76)}{(67,50 - 55,76)} \Rightarrow \frac{(3)}{(10)} = \frac{(x - 55,76)}{(11,74)}$$

$$\Rightarrow 10x - 557,6 = 35,22$$

$$\Rightarrow 10x = 592,82$$

$$\Rightarrow x = 59,282$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-5

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “Kemenarikan promosi yang dilakukan”

Pengujian 7

e. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

f. Taraf nyata : $\alpha = 0,05$

g. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 43$$

$$\Sigma R_i = 1062$$

$$\Sigma R_i^2 = 38000$$

$$\Sigma C_j = 1062$$

$$\Sigma C_j^2 = 26846$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(43-1) [43 * 26846 - (1062)^2]}{43 * 1062 - 38000}$$

$$Q = 145,37$$

h. Wilayah Kritis : $Q > Q_{(\alpha,v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 43 - 1 = 42$$

$$\left. \begin{array}{l} \alpha = 0,05 \\ v = 42 \end{array} \right\} Q_{(\alpha,v)} = \dots$$

Interpolasi :

$$Q_{(0,05,40)} = 55,76$$

$$Q_{(0,05,42)} = x$$

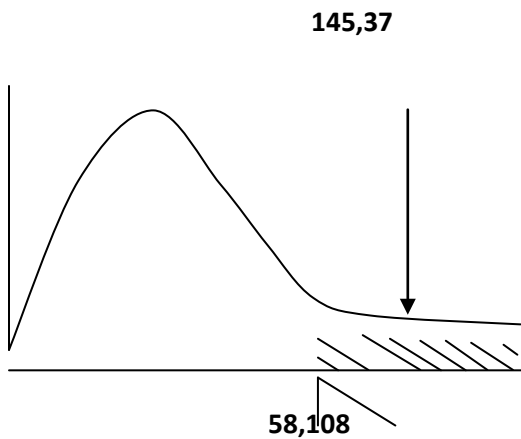
$$Q_{(0,05,50)} = 67,50$$

$$\frac{(42 - 40)}{(50 - 40)} = \frac{(x - 55,76)}{(67,50 - 55,76)} \Rightarrow \frac{(2)}{(10)} = \frac{(x - 55,76)}{(11,74)}$$

$$\Rightarrow 10x - 557,6 = 23,48$$

$$\Rightarrow 10x = 581,08$$

$$\Rightarrow x = 58,108$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-5

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “ Lokasi rumah makan dilalui Angkutan Kota “

Pengujian 8

a. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

b. Taraf nyata : $\alpha = 0,05$

c. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 42$$

$$\sum R_i = 1044$$

$$\sum R_i^2 = 36736$$

$$\sum C_j = 1044$$

$$\sum C_j^2 = 26522$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(42-1) [42 * 26522 - (1044)^2]}{42 * 1044 - 36736}$$

$$Q = 138,28$$

d. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 42 - 1 = 41$$

$$\left. \begin{array}{l} \\ \\ \end{array} \right\} Q_{(\alpha,v)} = \dots$$

Interpolasi :

$$Q_{(0,05,40)} = 55,76$$

$$Q_{(0,05,41)} = x$$

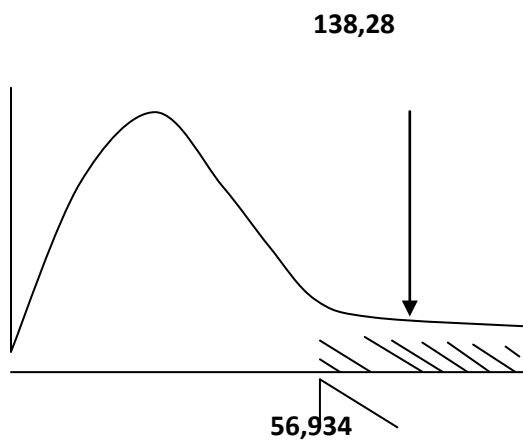
$$Q_{(0,05,50)} = 67,50$$

$$\frac{(41 - 40)}{(50 - 40)} = \frac{(x - 55,76)}{(67,50 - 55,76)} \Rightarrow \frac{(1)}{(10)} = \frac{(x - 55,76)}{(11,74)}$$

$$\Rightarrow 10x - 557,6 = 11,74$$

$$\Rightarrow 10x = 569,34$$

$$\Rightarrow x = 56,934$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-5

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “Kemenarikan eksterior rumah makan “

Pengujian 9

a. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

b. Taraf nyata : $\alpha = 0,05$

c. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 41$$

$$\Sigma R_i = 1025$$

$$\Sigma R_i^2 = 35365$$

$$\Sigma C_j = 1025$$

$$\Sigma C_j^2 = 26161$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(41-1) [41 * 26161 - (1025)^2]}{41 * 1025 - 35365}$$

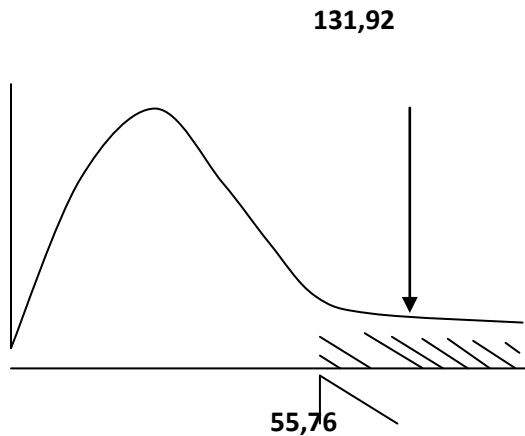
$$Q = 131,92$$

d. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 41 - 1 = 40$$

$$Q_{(\alpha, v)} = 55,76$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-5

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “Kemenarikan interior rumah makan”

Pengujian 10

a. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

b. Taraf nyata : $\alpha = 0,05$

c. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 40$$

$$\Sigma R_i = 1006$$

$$\Sigma R_i^2 = 34032$$

$$\Sigma C_j = 1006$$

$$\Sigma C_j^2 = 25800$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(40-1) [40 * 25800 - (1006)^2]}{40 * 1006 - 34032}$$

$$Q = 125,41$$

d. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 40 - 1 = 39$$

$$\left. \begin{array}{l} \alpha = 0,05 \\ v = 39 \end{array} \right\} Q_{(\alpha, v)} = \dots$$

Interpolasi :

$$Q_{(0,05,30)} = 43,77$$

$$Q_{(0,05,39)} = x$$

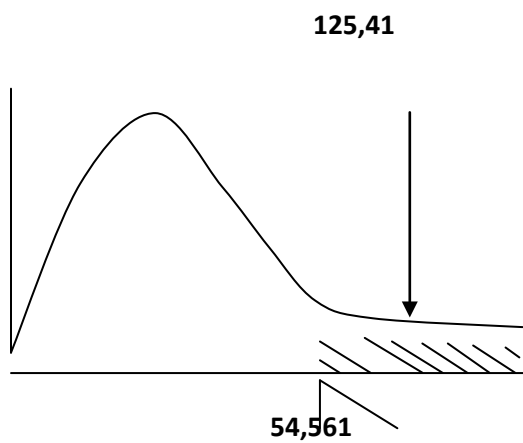
$$Q_{(0,05,40)} = 55,76$$

$$\frac{(39 - 30)}{(40 - 30)} = \frac{(x - 43,77)}{(55,76 - 43,77)} \Rightarrow \frac{(9)}{(10)} = \frac{(x - 43,77)}{(11,99)}$$

$$\Rightarrow 10x - 437,7 = 107,91$$

$$\Rightarrow 10x = 545,61$$

$$\Rightarrow x = 54,561$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-5

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “ Promosi melalui media internet “

Pengujian 11

a. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

b. Taraf nyata : $\alpha = 0,05$

c. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 39$$

$$\Sigma R_i = 986$$

$$\Sigma R_i^2 = 32698$$

$$\Sigma C_j = 986$$

$$\Sigma C_j^2 = 25400$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(39-1) [39 * 25400 - (986)^2]}{39 * 986 - 32698}$$

$$Q = 121,49$$

d. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 39 - 1 = 38$$

$$\left. \begin{array}{l} \\ \\ \end{array} \right\} Q_{(\alpha, v)} = \dots$$

Interpolasi :

$$Q_{(0,05,30)} = 43,77$$

$$Q_{(0,05,38)} = x$$

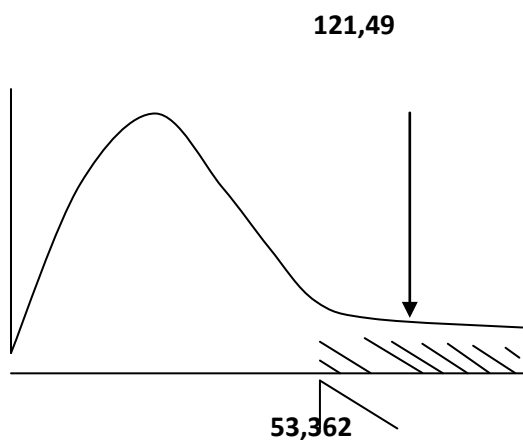
$$Q_{(0,05,40)} = 55,76$$

$$\frac{(38 - 30)}{(40 - 30)} = \frac{(x - 43,77)}{(55,76 - 43,77)} \Rightarrow \frac{(8)}{(10)} = \frac{(x - 43,77)}{(11,99)}$$

$$\Rightarrow 10x - 437,7 = 95,92$$

$$\Rightarrow 10x = 533,62$$

$$\Rightarrow x = 53,362$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-5

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut " Harga sesuai dengan porsi makanan "

Pengujian 12

e. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

f. Taraf nyata : $\alpha = 0,05$

g. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 38$$

$$\Sigma R_i = 966$$

$$\Sigma R_i^2 = 31362$$

$$\Sigma C_j = 966$$

$$\Sigma C_j^2 = 25000$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(38-1) [38 * 25000 - (966)^2]}{38 * 966 - 31362}$$

$$Q = 116,57$$

h. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 38 - 1 = 37$$

$$\left. \begin{array}{l} \\ \\ \end{array} \right\} Q_{(\alpha, v)} = \dots$$

Interpolasi :

$$Q_{(0,05,30)} = 43,77$$

$$Q_{(0,05,37)} = x$$

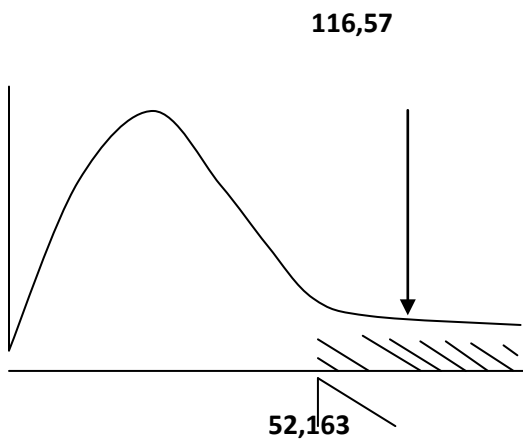
$$Q_{(0,05,40)} = 55,76$$

$$\frac{(37 - 30)}{(40 - 30)} = \frac{(x - 43,77)}{(55,76 - 43,77)} \Rightarrow \frac{(7)}{(10)} = \frac{(x - 43,77)}{(11,99)}$$

$$\Rightarrow 10x - 437,7 = 83,93$$

$$\Rightarrow 10x = 521,63$$

$$\Rightarrow x = 52,163$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-5

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “ Harga sesuai dengan porsi minuman “

Pengujian 13

a. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

b. Taraf nyata : $\alpha = 0,05$

c. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 37$$

$$\Sigma R_i = 946$$

$$\Sigma R_i^2 = 30066$$

$$\Sigma C_j = 946$$

$$\Sigma C_j^2 = 24600$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(37-1) [37 * 24600 - (946)^2]}{37 * 946 - 30066}$$

$$Q = 111,471$$

d. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 37 - 1 = 36$$

$$\left. \begin{array}{l} \alpha = 0,05 \\ v = 36 \end{array} \right\} Q_{(\alpha, v)} = \dots$$

Interpolasi :

$$Q_{(0,05,30)} = 43,77$$

$$Q_{(0,05,36)} = x$$

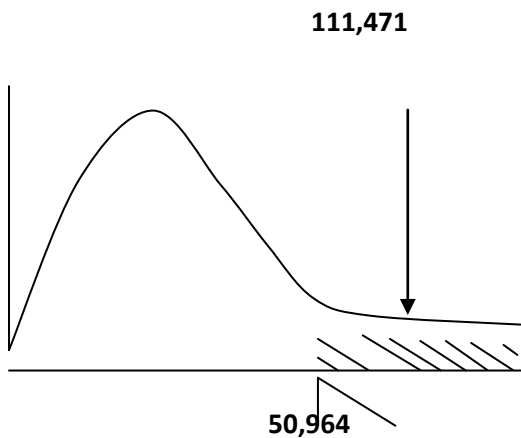
$$Q_{(0,05,40)} = 55,76$$

$$\frac{(36 - 30)}{(40 - 30)} = \frac{(x - 43,77)}{(55,76 - 43,77)} \Rightarrow \frac{(6)}{(10)} = \frac{(x - 43,77)}{(11,99)}$$

$$\Rightarrow 10x - 437,7 = 71,94$$

$$\Rightarrow 10x = 509,64$$

$$\Rightarrow x = 50,964$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-5

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “ Penempatan papan nama / spanduk yang mudah terlihat “

Pengujian 14

a. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

b. Taraf nyata : $\alpha = 0,05$

c. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 36$$

$$\sum R_i = 926$$

$$\sum R_i^2 = 28804$$

$$\sum C_j = 926$$

$$\sum C_j^2 = 24200$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(36-1) [36 * 24200 - (926)^2]}{36 * 926 - 28804}$$

$$Q = 105,988$$

d. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 36 - 1 = 35$$

$$\left. \begin{array}{l} \alpha = 0,05 \\ v = 35 \end{array} \right\} Q_{(\alpha, v)} = \dots$$

Interpolasi :

$$Q_{(0,05,30)} = 43,77$$

$$Q_{(0,05,35)} = x$$

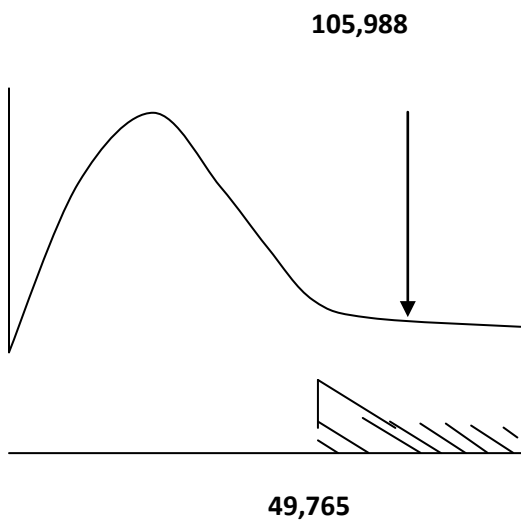
$$Q_{(0,05,40)} = 55,76$$

$$\frac{(35 - 30)}{(40 - 30)} = \frac{(x - 43,77)}{(55,76 - 43,77)} \Rightarrow \frac{(5)}{(10)} = \frac{(x - 43,77)}{(11,99)}$$

$$\Rightarrow 10x - 437,7 = 59,95$$

$$\Rightarrow 10x = 497,65$$

$$\Rightarrow x = 49,765$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-5

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “ Ketersediaan berbagai macam variasi menu makanan “

Pengujian 15

a. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

b. Taraf nyata : $\alpha = 0,05$

c. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 35$$

$$\sum R_i = 906$$

$$\sum R_i^2 = 27568$$

$$\sum C_j = 906$$

$$\sum C_j^2 = 23800$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(35-1)[35 * 23800 - (906)^2]}{35 * 906 - 27568}$$

$$Q = 99,849$$

d. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 35 - 1 = 34$$

$$\left. \begin{array}{l} \\ \end{array} \right\} Q_{(\alpha, v)} = \dots$$

Interpolasi :

$$Q_{(0,05,30)} = 43,77$$

$$Q_{(0,05,34)} = x$$

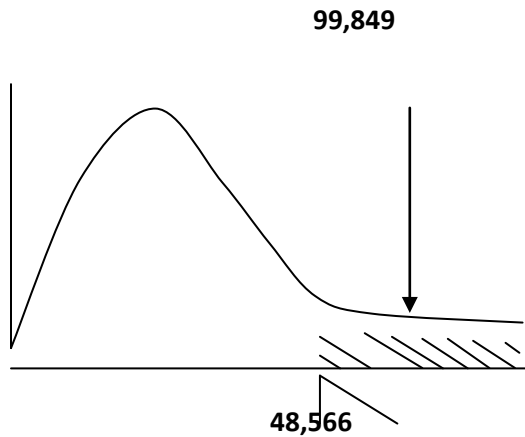
$$Q_{(0,05,40)} = 55,76$$

$$\frac{(34 - 30)}{(40 - 30)} = \frac{(x - 43,77)}{(55,76 - 43,77)} \Rightarrow \frac{(4)}{(10)} = \frac{(x - 43,77)}{(11,99)}$$

$$\Rightarrow 10x - 437,7 = 47,96$$

$$\Rightarrow 10x = 485,66$$

$$\Rightarrow x = 48,566$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-5

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “ Ketersediaan berbagai macam variasi menu minuman “

Pengujian 16

a. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

b. Taraf nyata : $\alpha = 0,05$

c. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 34$$

$$\Sigma R_i = 886$$

$$\Sigma R_i^2 = 26372$$

$$\Sigma C_j = 886$$

$$\Sigma C_j^2 = 23400$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(34-1) [34 * 23400 - (886)^2]}{34 * 886 - 26372}$$

$$Q = 93,26$$

d. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 34 - 1 = 34$$

$$\left. \begin{array}{l} \alpha = 0,05 \\ v = 34 \end{array} \right\} Q_{(\alpha, v)} = \dots$$

Interpolasi :

$$Q_{(0,05,30)} = 43,77$$

$$Q_{(0,05,34)} = x$$

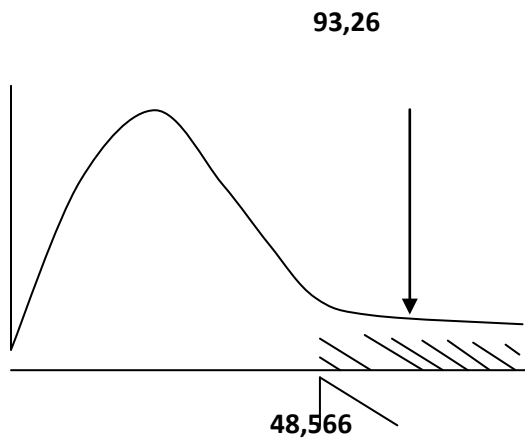
$$Q_{(0,05,40)} = 55,76$$

$$\frac{(34-30)}{(40-30)} = \frac{(x-43,77)}{(55,76-43,77)} \Rightarrow \frac{(4)}{(10)} = \frac{(x-43,77)}{(11,99)}$$

$$\Rightarrow 10x - 437,7 = 47,96$$

$$\Rightarrow 10x = 485,66$$

$$\Rightarrow x = 48,566$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-5

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “ Kemudahan pembayaran “

Pengujian 17

e. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

f. Taraf nyata : $\alpha = 0,05$

g. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 33$$

$$\Sigma R_i = 865$$

$$\sum R_i^2 = 25141$$

$$\sum C_j = 865$$

$$\sum C_j^2 = 22959$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(33-1) [33 * 22959 - (865)^2]}{33 * 865 - 25141}$$

$$Q = 64,20$$

h. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 33 - 1 = 32$$

$$\left. \begin{array}{l} \alpha = 0,05 \\ v = 32 \end{array} \right\} Q_{(\alpha, v)} = \dots$$

Interpolasi :

$$Q_{(0,05,30)} = 43,77$$

$$Q_{(0,05,32)} = x$$

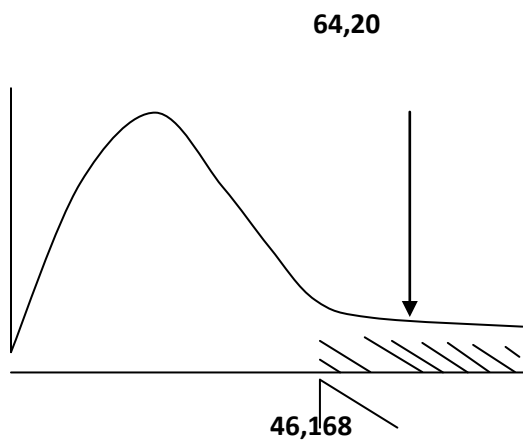
$$Q_{(0,05,40)} = 55,76$$

$$\frac{(32 - 30)}{(40 - 30)} = \frac{(x - 43,77)}{(55,76 - 43,77)} \Rightarrow \frac{(2)}{(10)} = \frac{(x - 43,77)}{(11,99)}$$

$$\Rightarrow 10x - 437,7 = 23,98$$

$$\Rightarrow 10x = 461,68$$

$$\Rightarrow x = 46,168$$



Gambar ...

Wilayah Kritis *Chi-Square* ke-5

e. Keputusan : Tolak H_0

f. Kesimpulan : Bahwa belum ada kesamaan pendapat responden tentang atribut tersebut. Dengan demikian, perlu dilakukan Pengujian II dengan membuang atribut yang memiliki proporsi jawaban YA paling kecil, yaitu atribut “ Promosi dilakukan melalui media sosial “

Pengujian 18

i. Struktur Hipotesis

H_0 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang sama

H_1 : Semua atribut yang diuji memiliki proporsi jawaban **YA** yang berbeda

j. Taraf nyata : $\alpha = 0,05$

k. Statistik Uji : **Cochran Q Test**

$$R = 30$$

$$C = 32$$

$$\Sigma R_i = 844$$

$$\Sigma R_i^2 = 23952$$

$$\Sigma C_j = 844$$

$$\Sigma C_j^2 = 22518$$

Dimana :

k : jumlah atribut pertanyaan

C_j : kolom (atribut)

R_j : baris (responden)

$$Q = \frac{(k-1) \left[k \sum_j C_j^2 - \left(\sum_j C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

$$Q = \frac{(32-1) [32 * 22518 - (844)^2]}{32 * 844 - 23952}$$

$$Q = 2,69$$

l. Wilayah Kritis : $Q > Q_{(\alpha, v)}$ → Tabel Chi-Square

$$\alpha = 0,05$$

$$v = k - 1 = 32 - 1 = 31$$

$$\left. \begin{array}{l} \alpha = 0,05 \\ v = 31 \end{array} \right\} Q_{(\alpha, v)} = \dots$$

Interpolasi :

$$Q_{(0,05,30)} = 43,77$$

$$Q_{(0,05,31)} = x$$

$$Q_{(0,05,40)} = 55,76$$

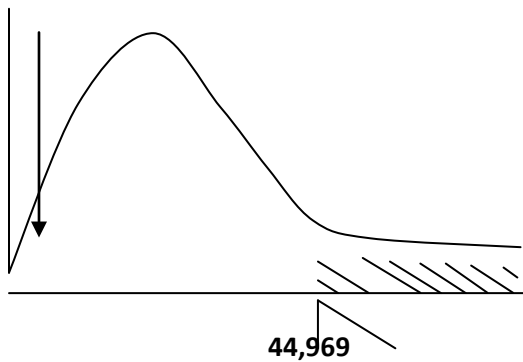
$$\frac{(31 - 30)}{(40 - 30)} = \frac{(x - 43,77)}{(55,76 - 43,77)} \Rightarrow \frac{(1)}{(10)} = \frac{(x - 43,77)}{(11,99)}$$

$$\Rightarrow 10x - 437,7 = 11,99$$

$$\Rightarrow 10x = 449,69$$

$$\Rightarrow x = 44,969$$

2,69



Gambar ...

Wilayah Kritis *Chi-Square* ke-5

e. Keputusan : Terima H_0

f. Kesimpulan : Bahwa ada kesamaan mengenai atribut tersebut