**LAMPIRAN I**

**QUESTIONER**

**IDENTIFIKASI FAKTOR FAKTOR YANG MEMPENGARUHI MINAT BERKUNJUNG KE OLIVIER CAFE, JAKARTA**

Saya Tashia, mahasiswi tingkat akhir marketing communication di London School of Public Relations Jakarta yang sedang melakukan penelitian guna syarat kelulusan yang berjudul Identifikasi faktor-faktor yang mempengaruhi minat berkunjung ke Olivier cafe, Jakarta. Saya memohon kesediaan waktu dari saudara/i yang merupakan konsumen dari Olivier Cafe Jakarta untuk mengisi kuesioner ini. Atas waktu dan partisipasinya saya ucapkan terimakasih.

Usia?

* <20 tahun
* 21-30 tahun
* 31-40 tahun
* >41 tahun

Jenis Kelamin?

* Pria
* Wanita

Pekerjaan?

* Pelajar/Mahasiswa/i
* Pegawai Negeri
* Pegawai Swasta
* Wiraswasta

Pendidikan terakhir?

* <SMP
* SMA
* S1
* S2
* S3

Pendapatan perbulan?

* 2 juta
* 2-5 juta
* 6-10 juta
* >10 juta

X1: Brand Image

Tidak ada penilaian benar atau salah.

skala penilaian:

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Ragu ragu

4 = Setuju

5 = Sangat setuju

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | STS | TS | RR | S | SS |
| X1.1 | Karakteristik Olivier cafe Jakarta bernuansa retro Eropa |  |  |  |  |  |
| X1.2 | Olivier cafe Jakarta menghidangkan makanan utama, makanan ringan, kue dan kopi |  |  |  |  |  |
| X1.3 | Olivier cafe Jakarta adalah TKP pembunuhan Wayan Mirna Salihin pada 2016 silam |  |  |  |  |  |
| X1.4 | Olivier cafe Jakarta telah teruji BPOM |  |  |  |  |  |
| X1.5 | Racun dalam Kopi Vietnam yang diteguk Mirna dipercaya bukan karena kesalahan Olivier Cafe Jakarta |  |  |  |  |  |
| X1.6 | Olivier Cafe Jakarta bertanggung jawab serta kooperatif dalam penyelidikan kasus pembunuhan Wayan Mirna Salihin |  |  |  |  |  |
| X1.7 | Pelayan dan staff Olivier Cafe Jakarta menjelaskan dengan baik jika pelanggan bertanya |  |  |  |  |  |
| X1.8 | Pihak Olivier Cafe Jakarta peduli terhadap complain pelanggan |  |  |  |  |  |
| X1.9 | Pihak Olivier Cafe Jakarta peduli akan kebutuhan konsumen |  |  |  |  |  |
| X1.10 | Pesanan di Olivier Cafe Jakarta dihidangkan dengan cepat |  |  |  |  |  |
| X1.11 | Close bill dan pembayaran di Olivier Cafe Jakarta diproses dengan cepat |  |  |  |  |  |

X2: Word of Mouth

Tidak ada penilaian benar atau salah.

skala penilaian:

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Ragu ragu

4 = Setuju

5 = Sangat setuju

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | STS | TS | RR | S | SS |
| X2.1 | Mendengar pesan yang menarik tentang Olivier Cafe Jakarta dari orang terdekat |  |  |  |  |  |
| X2.2 | Tertarik untuk berkunjung ke Olivier Cafe Jakarta Karena saran dari teman/keluarga/orang terdekat |  |  |  |  |  |
| X2.3 | Tertarik untuk berkunjung ke Olivier Cafe Jakarta karena melihat posting teman/keluarga/orang terdekat di sosial media |  |  |  |  |  |
| X2.4 | Tertarik untuk berkunjung ke Olivier Cafe Jakarta karena di-tag oleh teman/keluarga/orang terdekat di sosial media |  |  |  |  |  |
| X2.5 | Tertarik untuk berkunjung ke Olivier Cafe Jakarta karena melihat artikel di media online |  |  |  |  |  |
| X2.6 | Tertarik untuk berkunjung ke Olivier Cafe Jakarta karena rating di Internet |  |  |  |  |  |
| X2.7 | Tertarik untuk berkunjung ke Olivier Cafe Jakarta karena melihat review food blogger |  |  |  |  |  |
| X2.8 | Mendengar/mendapatkan informasi akan promosi yang menarik di Olivier Cafe Jakarta |  |  |  |  |  |

X3: Kualitas Produk

Tidak ada penilaian benar atau salah.

skala penilaian:

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Ragu ragu

4 = Setuju

5 = Sangat setuju

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | STS | TS | RR | S | SS |
| X3.1 | Hidangan di Olivier Cafe Jakarta disajikan dengan baik |  |  |  |  |  |
| X3.2 | Penampilan makanan dan minuman di Olivier Cafe Jakarta menarik perhatian |  |  |  |  |  |
| X3.3 | Hidangan yang disajikan di Olivier Cafe Jakarta terjamin kesegarannnya |  |  |  |  |  |
| X3.4 | Hidangan yang disajikan di Olivier Cafe Jakarta terjamin kebersihannya |  |  |  |  |  |
| X3.5 | Porsi yang disajikan di Olivier Cafe Jakarta sesuai standar |  |  |  |  |  |
| X3.6 | Rasa hidangan yang disajikan di Olivier Cafe Jakarta enak |  |  |  |  |  |
| X3.7 | Rasa dari makanan dan minuman yang disajikan di Olivier Cafe Jakarta unik |  |  |  |  |  |
| X3.8 | Rasa dari makanan dan minuman yang disajikan di Olivier Cafe Jakarta menarik |  |  |  |  |  |

X4: Store Atmosphere

Tidak ada penilaian benar atau salah.

skala penilaian:

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Ragu ragu

4 = Setuju

5 = Sangat setuju

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | STS | TS | RR | S | SS |
| X4.1 | Tata letak meja dan kursi di Olivier Cafe Jakarta tersusun rapi |  |  |  |  |  |
| X4.2 | Jarak antara meja dan kursi di Olivier Cafe Jakarta tidak terlalu dekat antara pelanggan satu dengan pelanggan lainnya |  |  |  |  |  |
| X4.3 | Meja dan kursi di Olivier Cafe Jakarta nyaman |  |  |  |  |  |
| X4.4 | Toilet dan washtafel di Olivier Cafe Jakarta bersih |  |  |  |  |  |
| X4.5 | Olivier Cafe Jakarta menyediakan free wifi untuk pelanggan |  |  |  |  |  |
| X4.6 | Olivier Cafe Jakarta menyediakan parkir yang luas untuk pelanggan |  |  |  |  |  |
| X4.7 | Lokasi Olivier Cafe Jakarta strategis |  |  |  |  |  |
| X4.8 | Lokasi Olivier Cafe Jakarta mudah dijangkau |  |  |  |  |  |
| X4.9 | Bentuk bangunan Olivier Cafe Jakarta terlihat jelas dari luar |  |  |  |  |  |
| X4.10 | Papan nama Olivier Cafe Jakarta terbaca jelas dari luar gedung |  |  |  |  |  |

Y: Minat berkunjung

Tidak ada penilaian benar atau salah.

skala penilaian:

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Ragu ragu

4 = Setuju

5 = Sangat setuju

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | STS | TS | RR | S | SS |
| Y.1 | Keinginan untuk berkunjung ke Olivier Cafe Jakarta karena keinginan diri sendiri |  |  |  |  |  |
| Y.2 | Keinginan untuk berkunjung ke Olivier Cafe Jakarta karena pengalaman pribadi |  |  |  |  |  |
| Y.3 | Memberikan "like" di postingan sosial media Olivier Cafe Jakarta |  |  |  |  |  |
| Y.4 | Memberikan rating dan review tentang Olivier Cafe Jakarta di Internet |  |  |  |  |  |
| Y.5 | Mencari informasi tentang Olivier Cafe Jakarta di Internet |  |  |  |  |  |
| Y.6 | Mencari informasi tentang Olivier Cafe Jakarta dari teman/keluarga/orang terdekat |  |  |  |  |  |

**Data Uji Validitas**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Item Pertanyaan** | **r-hitung** | **r-tabel** | **p-value** | **Keterangan** |
| 1 | X1.1 | ,690\*\* | 0,316 | 0,000 | Valid |
| 2 | X1.2 | ,733\*\* | 0,316 | 0,000 | Valid |
| 3 | X1.3 | ,550\*\* | 0,316 | 0,000 | Valid |
| 4 | X1.4 | ,796\*\* | 0,316 | 0,000 | Valid |
| 5 | X1.5 | ,585\*\* | 0,316 | 0,000 | Valid |
| 6 | X1.6 | 0,296 | 0,316 | 0,067 | Tidak Valid |
| 7 | X1.7 | ,626\*\* | 0,316 | 0,000 | Valid |
| 8 | X1.8 | ,750\*\* | 0,316 | 0,000 | Valid |
| 9 | X1.9 | ,641\*\* | 0,316 | 0,000 | Valid |
| 10 | X1.10 | ,642\*\* | 0,316 | 0,000 | Valid |
| 11 | X1.11 | ,710\*\* | 0,316 | 0,000 | Valid |
| 12 | X1.12 | ,748\*\* | 0,316 | 0,000 | Valid |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **No** | **Item Pertanyaan** | **r-hitung** | **r-tabel** | **p-value** | **Keterangan** |
| 1 | X2.1 | ,513\*\* | 0,316 | 0,001 | Valid |
| 2 | X2.2 | ,731\*\* | 0,316 | 0,000 | Valid |
| 3 | X2.3 | ,743\*\* | 0,316 | 0,000 | Valid |
| 4 | X2.4 | ,836\*\* | 0,316 | 0,000 | Valid |
| 5 | X2.5 | ,755\*\* | 0,316 | 0,000 | Valid |
| 6 | X2.6 | ,700\*\* | 0,316 | 0,000 | Valid |
| 7 | X2.7 | ,816\*\* | 0,316 | 0,000 | Valid |
| 8 | X2.8 | ,701\*\* | 0,316 | 0,000 | Valid |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **No** | **Item Pertanyaan** | **r-hitung** | **r-tabel** | **p-value** | **Keterangan** |
| 1 | X3.1 | ,853\*\* | 0,316 | 0,000 | Valid |
| 2 | X3.2 | ,796\*\* | 0,316 | 0,000 | Valid |
| 3 | X3.3 | ,871\*\* | 0,316 | 0,000 | Valid |
| 4 | X3.4 | ,856\*\* | 0,316 | 0,000 | Valid |
| 5 | X3.5 | ,787\*\* | 0,316 | 0,000 | Valid |
| 6 | X3.6 | ,819\*\* | 0,316 | 0,000 | Valid |
| 7 | X3.7 | ,700\*\* | 0,316 | 0,000 | Valid |
| 8 | X3.8 | ,869\*\* | 0,316 | 0,000 | Valid |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **No** | **Item Pertanyaan** | **r-hitung** | **r-tabel** | **p-value** | **Keterangan** |
| 1 | X4.1 | ,754\*\* | 0,316 | 0,000 | Valid |
| 2 | X4.2 | ,785\*\* | 0,316 | 0,000 | Valid |
| 3 | X4.3 | ,781\*\* | 0,316 | 0,000 | Valid |
| 4 | X4.4 | ,641\*\* | 0,316 | 0,000 | Valid |
| 5 | X4.5 | ,733\*\* | 0,316 | 0,000 | Valid |
| 6 | X4.6 | ,749\*\* | 0,316 | 0,000 | Valid |
| 7 | X4.7 | ,830\*\* | 0,316 | 0,000 | Valid |
| 8 | X4.8 | ,898\*\* | 0,316 | 0,000 | Valid |
| 9 | X4.9 | ,863\*\* | 0,316 | 0,000 | Valid |
| 10 | X4.10 | ,833\*\* | 0,316 | 0,000 | Valid |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **No** | **Item Pertanyaan** | **r-hitung** | **r-tabel** | **p-value** | **Keterangan** |
| 1 | Y.1 | ,783\*\* | 0,316 | 0,000 | Valid |
| 2 | Y.2 | ,798\*\* | 0,316 | 0,000 | Valid |
| 3 | Y.3 | ,754\*\* | 0,316 | 0,000 | Valid |
| 4 | Y.4 | ,788\*\* | 0,316 | 0,000 | Valid |
| 5 | Y.5 | ,686\*\* | 0,316 | 0,000 | Valid |
| 6 | Y.6 | ,779\*\* | 0,316 | 0,000 | Valid |

**Data Regresi**

**Regression**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Store Atmosphere (X4), Word of Mouth (X2), Citra (X1), Kualitas Produk (X3)b | . | Enter |
| a. Dependent Variable: Minat Berkunjung (Y) | | | |
| b. All requested variables entered. | | | |

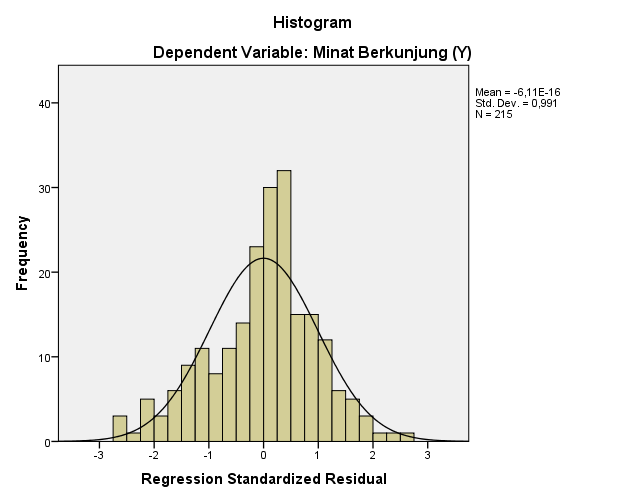
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,811a | ,658 | ,652 | 2,58157 | 2,103 |
| a. Predictors: (Constant), Store Atmosphere (X4), Word of Mouth (X2), Citra (X1), Kualitas Produk (X3) | | | | | |
| b. Dependent Variable: Minat Berkunjung (Y) | | | | | |

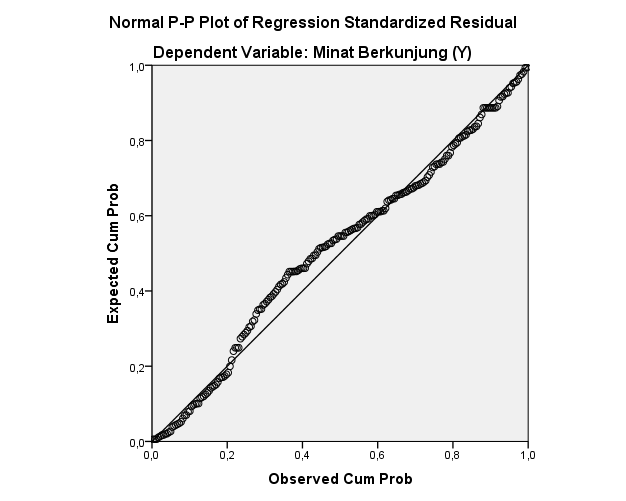
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2696,202 | 4 | 674,050 | 101,140 | ,000b |
| Residual | 1399,547 | 210 | 6,665 |  |  |
| Total | 4095,749 | 214 |  |  |  |
| a. Dependent Variable: Minat Berkunjung (Y) | | | | | | |
| b. Predictors: (Constant), Store Atmosphere (X4), Word of Mouth (X2), Citra (X1), Kualitas Produk (X3) | | | | | | |

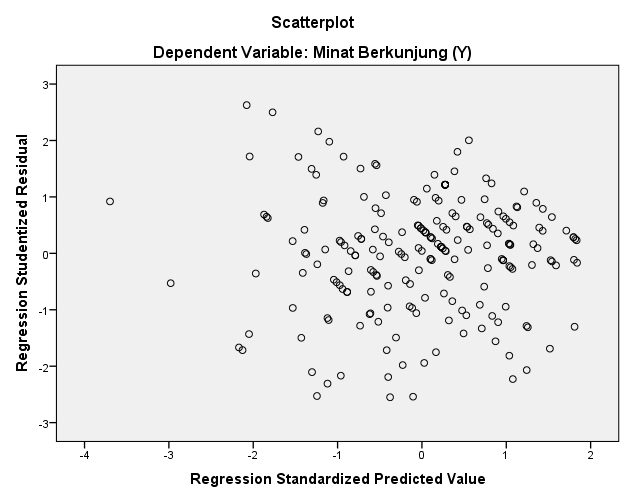
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | ,803 | 1,426 |  | ,563 | ,574 |
| Citra (X1) | ,019 | ,049 | ,026 | ,390 | ,697 |
| Word of Mouth (X2) | ,424 | ,034 | ,613 | 12,475 | ,000 |
| Kualitas Produk (X3) | ,132 | ,067 | ,148 | 1,977 | ,049 |
| Store Atmosphere (X4) | ,106 | ,053 | ,135 | 1,992 | ,048 |
| a. Dependent Variable: Minat Berkunjung (Y) | | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Residuals Statisticsa** | | | | | |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 9,7712 | 29,4263 | 22,8977 | 3,54952 | 215 |
| Std. Predicted Value | -3,698 | 1,839 | ,000 | 1,000 | 215 |
| Standard Error of Predicted Value | ,183 | ,983 | ,370 | ,134 | 215 |
| Adjusted Predicted Value | 9,4689 | 29,4362 | 22,8951 | 3,56187 | 215 |
| Residual | -6,55725 | 6,47816 | ,00000 | 2,55733 | 215 |
| Std. Residual | -2,540 | 2,509 | ,000 | ,991 | 215 |
| Stud. Residual | -2,550 | 2,626 | ,000 | 1,004 | 215 |
| Deleted Residual | -6,61083 | 7,09617 | ,00253 | 2,62878 | 215 |
| Stud. Deleted Residual | -2,585 | 2,664 | ,000 | 1,009 | 215 |
| Mahal. Distance | ,076 | 30,001 | 3,981 | 4,080 | 215 |
| Cook's Distance | ,000 | ,132 | ,006 | ,013 | 215 |
| Centered Leverage Value | ,000 | ,140 | ,019 | ,019 | 215 |
| a. Dependent Variable: Minat Berkunjung (Y) | | | | | |

**Charts**







**NPar Tests**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 215 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 2,55733054 |
| Most Extreme Differences | Absolute | ,088 |
| Positive | ,035 |
| Negative | -,088 |
| Kolmogorov-Smirnov Z | | 1,293 |
| Asymp. Sig. (2-tailed) | | ,071 |
| a. Test distribution is Normal. | | |
| b. Calculated dari data. | | |

**Descriptives**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Citra (X1) | 215 | 17,00 | 55,00 | 44,7953 | 5,98011 |
| Word of Mouth (X2) | 215 | 9,00 | 40,00 | 29,6698 | 6,32217 |
| Kualitas Produk (X3) | 215 | 10,00 | 40,00 | 32,3907 | 4,89382 |
| Store Atmosphere (X4) | 215 | 17,00 | 50,00 | 41,1116 | 5,58340 |
| Minat Berkunjung (Y) | 215 | 11,00 | 30,00 | 22,8977 | 4,37482 |
| Valid N (listwise) | 215 |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Coefficientsa** | | | |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | Citra (X1) | ,368 | 2,721 |
| Word of Mouth (X2) | ,673 | 1,485 |
| Kualitas Produk (X3) | ,290 | 3,452 |
| Store Atmosphere (X4) | ,352 | 2,843 |
| a. Dependent Variable: Minat Berkunjung (Y) | | | |

**Data Karakteristik Responden**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Usia** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | < 20 tahun | 20 | 9,3 | 9,3 | 9,3 |
| > 41 tahun | 7 | 3,3 | 3,3 | 12,6 |
| 21-30 tahun | 158 | 73,5 | 73,5 | 86,0 |
| 31 - 40 tahun | 30 | 14,0 | 14,0 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

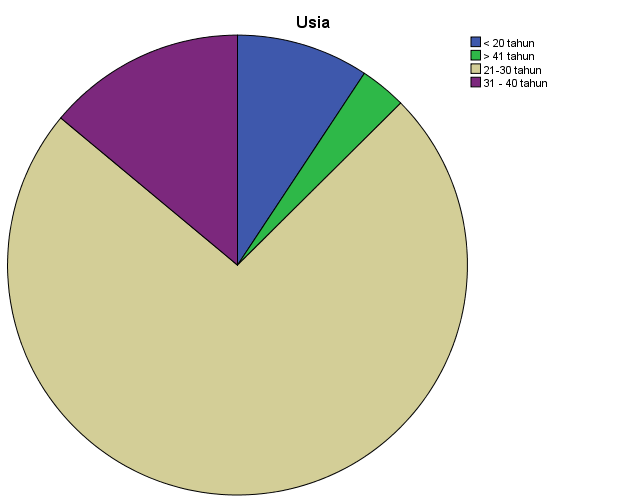
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Jenis Kelamin** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pria | 93 | 43,3 | 43,3 | 43,3 |
| Wanita | 122 | 56,7 | 56,7 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

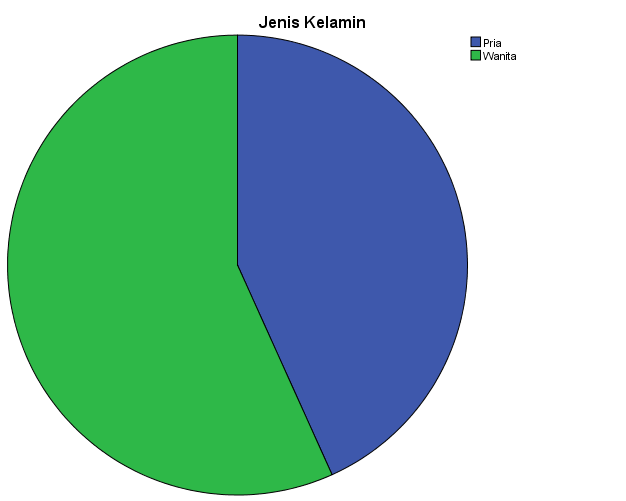
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pekerjaan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pegawai Negeri | 14 | 6,5 | 6,5 | 6,5 |
| Pegawai Swasta | 46 | 21,4 | 21,4 | 27,9 |
| Pelajar/Mahasiswa/i | 118 | 54,9 | 54,9 | 82,8 |
| Wiraswasta | 37 | 17,2 | 17,2 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

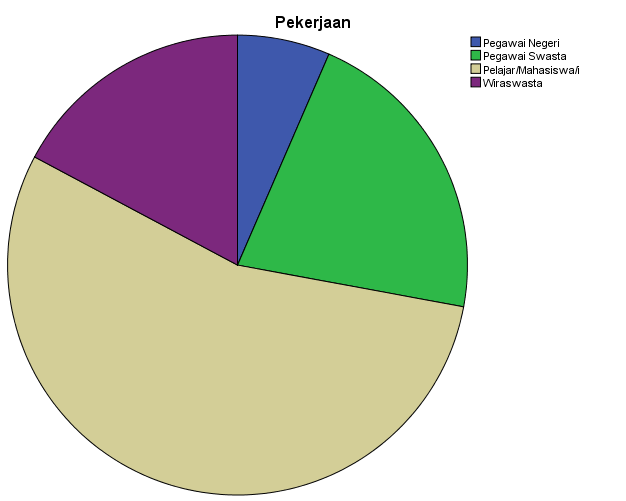
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pendidikan terakhir** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | < SMP | 1 | ,5 | ,5 | ,5 |
| S1 | 100 | 46,5 | 46,5 | 47,0 |
| S2 | 11 | 5,1 | 5,1 | 52,1 |
| S3 | 2 | ,9 | ,9 | 53,0 |
| SMA | 101 | 47,0 | 47,0 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

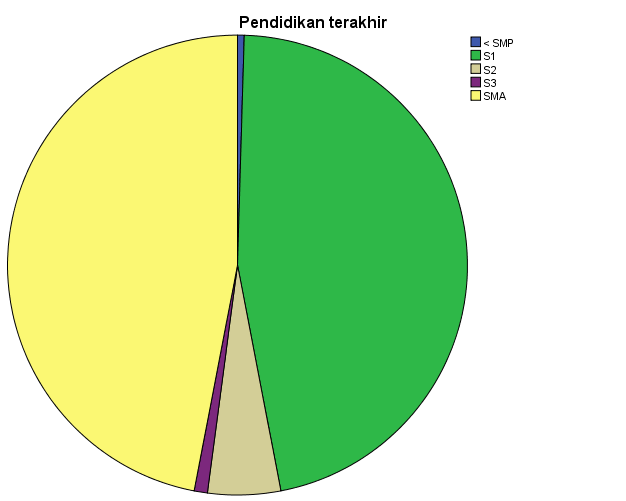
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pendapatan per bulan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | < 2 juta | 40 | 18,6 | 18,6 | 18,6 |
| > 10 juta | 37 | 17,2 | 17,2 | 35,8 |
| 2 - 5 juta | 81 | 37,7 | 37,7 | 73,5 |
| 6 - 10 juta | 57 | 26,5 | 26,5 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

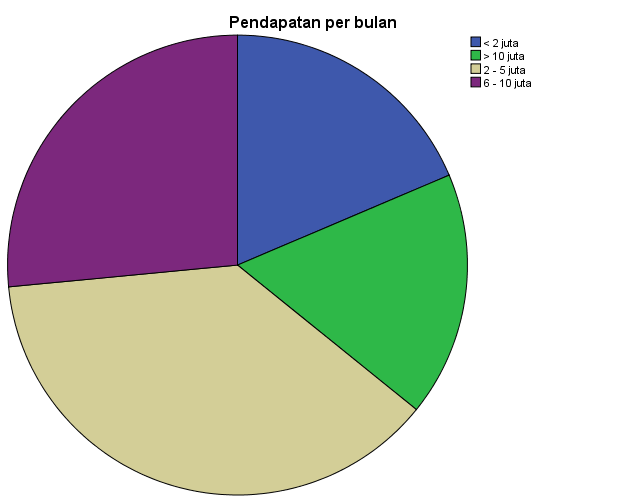
**Pie Chart**











**DATA MEAN BRAND IMAGE (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | X1.1 | | X1.2 | X1.3 | X1.4 | X1.5 | X1.7 | X1.8 | X1.9 | X1.10 | X1.11 | X1.12 |
| N | Valid | | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 |
| Missing | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4 | | 4,1535 | 4,3953 | 4,0558 | 4,1023 | 4,0698 | 4,0698 | 3,9721 | 4,0419 | 3,893 | 4,0419 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.1 Karakteristik Olivier cafe Jakarta bernuansa retro Eropa** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | ,9 | ,9 | ,9 |
| 2 | 4 | 1,9 | 1,9 | 2,8 |
| 3 | 39 | 18,1 | 18,1 | 20,9 |
| 4 | 117 | 54,4 | 54,4 | 75,3 |
| 5 | 53 | 24,7 | 24,7 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |
|  |  |  |  |  |  |
| **X1.2 Olivier cafe Jakarta menghidangkan makanan utama, makanan ringan, kue dan kopi** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 3 | 1,4 | 1,4 | 1,4 |
| 3 | 27 | 12,6 | 12,6 | 14,0 |
| 4 | 116 | 54,0 | 54,0 | 67,9 |
| 5 | 69 | 32,1 | 32,1 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |
|  |  |  |  |  |  |
| **X1.3 Olivier cafe Jakarta adalah TKP pembunuhan Wayan Mirna Salihin pada 2016 silam** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | ,9 | ,9 | ,9 |
| 2 | 2 | ,9 | ,9 | 1,9 |
| 3 | 23 | 10,7 | 10,7 | 12,6 |
| 4 | 70 | 32,6 | 32,6 | 45,1 |
| 5 | 118 | 54,9 | 54,9 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |
| **X1.4 Olivier cafe Jakarta telah teruji BPOM** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,5 | ,5 | ,5 |
| 2 | 4 | 1,9 | 1,9 | 2,3 |
| 3 | 43 | 20,0 | 20,0 | 22,3 |
| 4 | 101 | 47,0 | 47,0 | 69,3 |
| 5 | 66 | 30,7 | 30,7 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |
|  |  |  |  |  |  |
| **X1.5 Racun dalam Kopi Vietnam yang diteguk Mirna dipercaya bukan karena kesalahan Olivier Cafe Jakarta** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 6 | 2,8 | 2,8 | 2,8 |
| 2 | 5 | 2,3 | 2,3 | 5,1 |
| 3 | 39 | 18,1 | 18,1 | 23,3 |
| 4 | 76 | 35,3 | 35,3 | 58,6 |
| 5 | 89 | 41,4 | 41,4 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |
| **X1.7 Olivier Cafe Jakarta bertanggung jawab serta kooperatif dalam penyelidikan kasus pembunuhan Wayan Mirna Salihin** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 3 | 1,4 | 1,4 | 1,4 |
| 2 | 5 | 2,3 | 2,3 | 3,7 |
| 3 | 38 | 17,7 | 17,7 | 21,4 |
| 4 | 97 | 45,1 | 45,1 | 66,5 |
| 5 | 72 | 33,5 | 33,5 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |
| **X1.8 Pelayan dan staff Olivier Cafe Jakarta menjelaskan dengan baik jika pelanggan bertanya** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,5 | ,5 | ,5 |
| 2 | 4 | 1,9 | 1,9 | 2,3 |
| 3 | 36 | 16,7 | 16,7 | 19,1 |
| 4 | 112 | 52,1 | 52,1 | 71,2 |
| 5 | 62 | 28,8 | 28,8 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.9 Pihak Olivier Cafe Jakarta peduli terhadap complain pelanggan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 6 | 2,8 | 2,8 | 2,8 |
| 3 | 50 | 23,3 | 23,3 | 26,0 |
| 4 | 103 | 47,9 | 47,9 | 74,0 |
| 5 | 56 | 26,0 | 26,0 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.10 Pihak Olivier Cafe Jakarta peduli akan kebutuhan konsumen** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,5 | ,5 | ,5 |
| 2 | 5 | 2,3 | 2,3 | 2,8 |
| 3 | 37 | 17,2 | 17,2 | 20,0 |
| 4 | 113 | 52,6 | 52,6 | 72,6 |
| 5 | 59 | 27,4 | 27,4 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.11 Pesanan di Olivier Cafe Jakarta dihidangkan dengan cepat** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | ,9 | ,9 | ,9 |
| 2 | 8 | 3,7 | 3,7 | 4,7 |
| 3 | 55 | 25,6 | 25,6 | 30,2 |
| 4 | 96 | 44,7 | 44,7 | 74,9 |
| 5 | 54 | 25,1 | 25,1 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.12 Close bill dan pembayaran di Olivier Cafe Jakarta diproses dengan cepat** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,5 | ,5 | ,5 |
| 2 | 5 | 2,3 | 2,3 | 2,8 |
| 3 | 38 | 17,7 | 17,7 | 20,5 |
| 4 | 111 | 51,6 | 51,6 | 72,1 |
| 5 | 60 | 27,9 | 27,9 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

**DATA MEAN WORD OF MOUTH (X2)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | X2.1 | | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 |
| N | Valid | | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 |
| Missing | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3,8186 | | 3,7721 | 3,7442 | 3,4047 | 3,7628 | 3,8651 | 3,5581 | 3,7442 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.1 Mendengar pesan yang menarik tentang Olivier Cafe Jakarta dari orang terdekat** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 6 | 2,8 | 2,8 | 2,8 |
| 2 | 16 | 7,4 | 7,4 | 10,2 |
| 3 | 44 | 20,5 | 20,5 | 30,7 |
| 4 | 94 | 43,7 | 43,7 | 74,4 |
| 5 | 55 | 25,6 | 25,6 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.2 Tertarik untuk berkunjung ke Olivier Cafe Jakarta Karena saran dari teman/keluarga/orang terdekat** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 6 | 2,8 | 2,8 | 2,8 |
| 2 | 25 | 11,6 | 11,6 | 14,4 |
| 3 | 42 | 19,5 | 19,5 | 34,0 |
| 4 | 81 | 37,7 | 37,7 | 71,6 |
| 5 | 61 | 28,4 | 28,4 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.3 Tertarik untuk berkunjung ke Olivier Cafe Jakarta karena melihat posting teman/keluarga/orang terdekat di sosial media** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 6 | 2,8 | 2,8 | 2,8 |
| 2 | 23 | 10,7 | 10,7 | 13,5 |
| 3 | 40 | 18,6 | 18,6 | 32,1 |
| 4 | 97 | 45,1 | 45,1 | 77,2 |
| 5 | 49 | 22,8 | 22,8 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.4 Tertarik untuk berkunjung ke Olivier Cafe Jakarta karena di-tag oleh teman/keluarga/orang terdekat di sosial media** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 12 | 5,6 | 5,6 | 5,6 |
| 2 | 39 | 18,1 | 18,1 | 23,7 |
| 3 | 49 | 22,8 | 22,8 | 46,5 |
| 4 | 80 | 37,2 | 37,2 | 83,7 |
| 5 | 35 | 16,3 | 16,3 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.5 Tertarik untuk berkunjung ke Olivier Cafe Jakarta karena melihat artikel di media online** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 1,9 | 1,9 | 1,9 |
| 2 | 26 | 12,1 | 12,1 | 14,0 |
| 3 | 46 | 21,4 | 21,4 | 35,3 |
| 4 | 80 | 37,2 | 37,2 | 72,6 |
| 5 | 59 | 27,4 | 27,4 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.6 Tertarik untuk berkunjung ke Olivier Cafe Jakarta karena rating di Internet** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 1,9 | 1,9 | 1,9 |
| 2 | 21 | 9,8 | 9,8 | 11,6 |
| 3 | 36 | 16,7 | 16,7 | 28,4 |
| 4 | 93 | 43,3 | 43,3 | 71,6 |
| 5 | 61 | 28,4 | 28,4 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.7 Tertarik untuk berkunjung ke Olivier Cafe Jakarta karena melihat review food blogger** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 10 | 4,7 | 4,7 | 4,7 |
| 2 | 34 | 15,8 | 15,8 | 20,5 |
| 3 | 46 | 21,4 | 21,4 | 41,9 |
| 4 | 76 | 35,3 | 35,3 | 77,2 |
| 5 | 49 | 22,8 | 22,8 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.8 Mendengar/mendapatkan informasi akan promosi yang menarik di Olivier Cafe Jakarta** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 8 | 3,7 | 3,7 | 3,7 |
| 2 | 21 | 9,8 | 9,8 | 13,5 |
| 3 | 38 | 17,7 | 17,7 | 31,2 |
| 4 | 99 | 46,0 | 46,0 | 77,2 |
| 5 | 49 | 22,8 | 22,8 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

**DATA MEAN KUALITAS PRODUK (X3)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | X3.1 | | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 |
| N | Valid | | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 |
| Missing | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4,2047 | | 4,0791 | 4,0093 | 4,1163 | 4,0186 | 4,0837 | 3,8465 | 4,0326 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.1 Hidangan di Olivier Cafe Jakarta disajikan dengan baik** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,5 | ,5 | ,5 |
| 2 | 4 | 1,9 | 1,9 | 2,3 |
| 3 | 19 | 8,8 | 8,8 | 11,2 |
| 4 | 117 | 54,4 | 54,4 | 65,6 |
| 5 | 74 | 34,4 | 34,4 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.2 Penampilan makanan dan minuman di Olivier Cafe Jakarta menarik perhatian** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 3 | 1,4 | 1,4 | 1,4 |
| 2 | 4 | 1,9 | 1,9 | 3,3 |
| 3 | 30 | 14,0 | 14,0 | 17,2 |
| 4 | 114 | 53,0 | 53,0 | 70,2 |
| 5 | 64 | 29,8 | 29,8 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.3 Hidangan yang disajikan di Olivier Cafe Jakarta terjamin kesegarannnya** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,5 | ,5 | ,5 |
| 2 | 5 | 2,3 | 2,3 | 2,8 |
| 3 | 46 | 21,4 | 21,4 | 24,2 |
| 4 | 102 | 47,4 | 47,4 | 71,6 |
| 5 | 61 | 28,4 | 28,4 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.4 Hidangan yang disajikan di Olivier Cafe Jakarta terjamin kebersihannya** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,5 | ,5 | ,5 |
| 2 | 2 | ,9 | ,9 | 1,4 |
| 3 | 38 | 17,7 | 17,7 | 19,1 |
| 4 | 104 | 48,4 | 48,4 | 67,4 |
| 5 | 70 | 32,6 | 32,6 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.5 Porsi yang disajikan di Olivier Cafe Jakarta sesuai standar** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,5 | ,5 | ,5 |
| 2 | 3 | 1,4 | 1,4 | 1,9 |
| 3 | 43 | 20,0 | 20,0 | 21,9 |
| 4 | 112 | 52,1 | 52,1 | 74,0 |
| 5 | 56 | 26,0 | 26,0 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.6 Rasa hidangan yang disajikan di Olivier Cafe Jakarta enak** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | ,9 | ,9 | ,9 |
| 2 | 3 | 1,4 | 1,4 | 2,3 |
| 3 | 32 | 14,9 | 14,9 | 17,2 |
| 4 | 116 | 54,0 | 54,0 | 71,2 |
| 5 | 62 | 28,8 | 28,8 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.7** **Rasa dari makanan dan minuman yang disajikan di Olivier Cafe Jakarta unik** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,5 | ,5 | ,5 |
| 2 | 7 | 3,3 | 3,3 | 3,7 |
| 3 | 60 | 27,9 | 27,9 | 31,6 |
| 4 | 103 | 47,9 | 47,9 | 79,5 |
| 5 | 44 | 20,5 | 20,5 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.8 Rasa dari makanan dan minuman yang disajikan di Olivier Cafe Jakarta menarik** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | ,9 | ,9 | ,9 |
| 2 | 5 | 2,3 | 2,3 | 3,3 |
| 3 | 38 | 17,7 | 17,7 | 20,9 |
| 4 | 109 | 50,7 | 50,7 | 71,6 |
| 5 | 61 | 28,4 | 28,4 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

**DATA MEAN STORE ATMOSPHERE (X4)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | X4.1 | | X4.2 | X4.3 | X4.4 | X4.5 | X4.6 | X4.7 | X4.8 | X4.9 | X4.10 |
| N | Valid | | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 |
| Missing | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4,2558 | | 4,1256 | 4,1814 | 4,1349 | 4,2372 | 3,8698 | 4,2093 | 4,1349 | 3,9953 | 3,9674 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X4.1 Tata letak meja dan kursi di Olivier Cafe Jakarta tersusun rapi** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | ,9 | ,9 | ,9 |
| 2 | 1 | ,5 | ,5 | 1,4 |
| 3 | 17 | 7,9 | 7,9 | 9,3 |
| 4 | 115 | 53,5 | 53,5 | 62,8 |
| 5 | 80 | 37,2 | 37,2 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X4.2 Jarak antara meja dan kursi di Olivier Cafe Jakarta tidak terlalu dekat antara pelanggan satu dengan pelanggan lainnya** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,5 | ,5 | ,5 |
| 2 | 2 | ,9 | ,9 | 1,4 |
| 3 | 38 | 17,7 | 17,7 | 19,1 |
| 4 | 102 | 47,4 | 47,4 | 66,5 |
| 5 | 72 | 33,5 | 33,5 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X4.3** **Meja dan kursi di Olivier Cafe Jakarta nyaman** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,5 | ,5 | ,5 |
| 2 | 3 | 1,4 | 1,4 | 1,9 |
| 3 | 24 | 11,2 | 11,2 | 13,0 |
| 4 | 115 | 53,5 | 53,5 | 66,5 |
| 5 | 72 | 33,5 | 33,5 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X4.4 Toilet dan washtafel di Olivier Cafe Jakarta bersih** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 3 | 1,4 | 1,4 | 1,4 |
| 3 | 35 | 16,3 | 16,3 | 17,7 |
| 4 | 107 | 49,8 | 49,8 | 67,4 |
| 5 | 70 | 32,6 | 32,6 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X4.5 Olivier Cafe Jakarta menyediakan free wifi untuk pelanggan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 2 | ,9 | ,9 | ,9 |
| 3 | 32 | 14,9 | 14,9 | 15,8 |
| 4 | 94 | 43,7 | 43,7 | 59,5 |
| 5 | 87 | 40,5 | 40,5 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X4.6 Olivier Cafe Jakarta menyediakan parkir yang luas untuk pelanggan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,5 | ,5 | ,5 |
| 2 | 5 | 2,3 | 2,3 | 2,8 |
| 3 | 69 | 32,1 | 32,1 | 34,9 |
| 4 | 86 | 40,0 | 40,0 | 74,9 |
| 5 | 54 | 25,1 | 25,1 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X4.7** **Lokasi Olivier Cafe Jakarta strategis** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | ,9 | ,9 | ,9 |
| 2 | 2 | ,9 | ,9 | 1,9 |
| 3 | 31 | 14,4 | 14,4 | 16,3 |
| 4 | 94 | 43,7 | 43,7 | 60,0 |
| 5 | 86 | 40,0 | 40,0 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X4.8 Lokasi Olivier Cafe Jakarta mudah dijangkau** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,5 | ,5 | ,5 |
| 2 | 5 | 2,3 | 2,3 | 2,8 |
| 3 | 27 | 12,6 | 12,6 | 15,3 |
| 4 | 113 | 52,6 | 52,6 | 67,9 |
| 5 | 69 | 32,1 | 32,1 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X4.9 Bentuk bangunan Olivier Cafe Jakarta terlihat jelas dari luar** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,5 | ,5 | ,5 |
| 2 | 9 | 4,2 | 4,2 | 4,7 |
| 3 | 41 | 19,1 | 19,1 | 23,7 |
| 4 | 103 | 47,9 | 47,9 | 71,6 |
| 5 | 61 | 28,4 | 28,4 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X4.10 Papan nama Olivier Cafe Jakarta terbaca jelas dari luar gedung** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 3 | 1,4 | 1,4 | 1,4 |
| 2 | 7 | 3,3 | 3,3 | 4,7 |
| 3 | 50 | 23,3 | 23,3 | 27,9 |
| 4 | 89 | 41,4 | 41,4 | 69,3 |
| 5 | 66 | 30,7 | 30,7 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

**DATA MEAN MINAT BERKUNJUNG (Y)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Y.1 | | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 |
| N | Valid | | 215 | 215 | 215 | 215 | 215 | 215 |
| Missing | | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4,0791 | | 3,9721 | 3,4186 | 3,5907 | 3,9581 | 3,8791 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.1 Keinginan untuk berkunjung ke Olivier Cafe Jakarta karena keinginan diri sendiri** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 5 | 2,3 | 2,3 | 2,3 |
| 2 | 7 | 3,3 | 3,3 | 5,6 |
| 3 | 30 | 14,0 | 14,0 | 19,5 |
| 4 | 97 | 45,1 | 45,1 | 64,7 |
| 5 | 76 | 35,3 | 35,3 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.2 Keinginan untuk berkunjung ke Olivier Cafe Jakarta karena pengalaman pribadi** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | ,9 | ,9 | ,9 |
| 2 | 14 | 6,5 | 6,5 | 7,4 |
| 3 | 43 | 20,0 | 20,0 | 27,4 |
| 4 | 85 | 39,5 | 39,5 | 67,0 |
| 5 | 71 | 33,0 | 33,0 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.3 Memberikan "like" di postingan sosial media Olivier Cafe Jakarta** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 12 | 5,6 | 5,6 | 5,6 |
| 2 | 35 | 16,3 | 16,3 | 21,9 |
| 3 | 57 | 26,5 | 26,5 | 48,4 |
| 4 | 73 | 34,0 | 34,0 | 82,3 |
| 5 | 38 | 17,7 | 17,7 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.4 Memberikan rating dan review tentang Olivier Cafe Jakarta di Internet** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 13 | 6,0 | 6,0 | 6,0 |
| 2 | 27 | 12,6 | 12,6 | 18,6 |
| 3 | 47 | 21,9 | 21,9 | 40,5 |
| 4 | 76 | 35,3 | 35,3 | 75,8 |
| 5 | 52 | 24,2 | 24,2 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.5 Mencari informasi tentang Olivier Cafe Jakarta di Internet** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 5 | 2,3 | 2,3 | 2,3 |
| 2 | 12 | 5,6 | 5,6 | 7,9 |
| 3 | 31 | 14,4 | 14,4 | 22,3 |
| 4 | 106 | 49,3 | 49,3 | 71,6 |
| 5 | 61 | 28,4 | 28,4 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.6 Mencari informasi tentang Olivier Cafe Jakarta dari teman/keluarga/orang terdekat** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 5 | 2,3 | 2,3 | 2,3 |
| 2 | 11 | 5,1 | 5,1 | 7,4 |
| 3 | 42 | 19,5 | 19,5 | 27,0 |
| 4 | 104 | 48,4 | 48,4 | 75,3 |
| 5 | 53 | 24,7 | 24,7 | 100,0 |
| Total | 215 | 100,0 | 100,0 |  |