

Lampiran 1 angket penelitian

**ANGKET PENELITIAN**  
**PENGARUH *STORE ATMOSPHERE* DAN *STORE IMAGE* TERHADAP**  
**TINGKAT KONSUMSI KOPI DI KOTA BANDUNG**  
 (Studi Eksplanatif di *Coffee Shop* Kota Bandung)

Bersama ini saya mohon ketersediaan Saudara/I untuk mengisi daftar kuisioner yang telah diberikan. Angket ini terdiri dari beberapa daftar pertanyaan yang akan membantu Saudara/i dalam memilih jawaban. Data informasi yang diberikan oleh Saudara/i merupakan bantuan yang terpenting dalam menyelesaikan penelitian ini. Atas bantuan dan perhatiannya yang diberikan, saya ucapkan terima kasih.

1. Identifikasi Responden

Nama :  
 Jenis Kelamin :  
 Usia :  
 Profesi :

2. Petunjuk Pengisian

Berikut ini terdapat sejumlah pernyataan yang berhubungan dengan keadaan diri Saudara/i. Setiap pernyataan disini memiliki lima kemungkinan jawaban. Saudara/i diminta untuk memilih kode kata yang dapat menggambarkan diri Saudara/i secara tepat. Kemungkinan jawaban tersebut adalah:

**Keterangan**

**(STS) = Sangat Tidak Setuju**  
**(TS) = Tidak Setuju**  
**(CS) = Cukup Setuju**  
**(S) = Setuju**  
**(SS) = Sangat Setuju**

## 3. Karakteristik Responden

## Pola Konsumsi Kopi

- a. Frekuensi rata-rata Anda meminum kopi dalam 1 bulan berapa gelas?
- b. Rata-rata harga segelas kopi yang diminum Rp?
- c. Jenis minuman kopi yang paling sering Anda minum?
- d. Sudah berapa lama anda mengkonsumsi kopi?
- e. Alasan utama Anda meminum kopi?

## 4. Daftar Pernyataan

<b>PENGARUH <i>STORE ATMOSPHERE</i> DAN <i>STORE IMAGE</i> TERHADAP TINGKAT KONSUMSI KOPI DI KOTA BANDUNG</b> (Studi Eksplanatif di <i>Coffee Shop</i> Kota Bandung)						
<b>No</b>	<b>Pernyataan</b>	<b>Sts</b>	<b>Ts</b>	<b>Cs</b>	<b>S</b>	<b>Ss</b>
<b>A</b>	<b><i>Store atmosphere</i></b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Bagian depan toko <i>coffee shop</i> tersebut sangat menarik					
2	Bangunan <i>coffee shop</i> tersebut menarik					
3	Tinggi dan luas toko <i>coffee shop</i> tersebut sangat memadai					
4	Pengaturan cahaya dan warna <i>coffee shop</i> tersebut sangat baik					
5	<i>Furniture</i> dan <i>arsitektur</i> di dalam <i>coffee shop</i> tertata dengan baik					
6	Variasi produk <i>coffee shop</i> tersebut beraneka ragam					
7	Produk-produk di <i>coffee shop</i> tersebut dikelompokkan menurut jenis sehingga dapat memudahkan pembelian kopi					
8	Pola arus lalu lintas di <i>coffee shop</i> tersebut memudahkan untuk berjalan					
9	Tema atau konsep ruangan sangat menarik					
10	<i>interior displays</i> yang digunakan sangat menarik					
11	Informasi lokasi, promosi iklan produk baru atau diskon khusus terlihat dengan jelas di interior toko					
12	Dekorasi tembok di <i>coffee shop</i> sangat menarik perhatian					
<b>B</b>	<b><i>Store Image</i></b>					
13	Kualitas produk kopi di <i>coffee shop</i> tersebut sangat baik					
14	Harga produk kopi yang ditawarkan terjangkau					
15	Promosi yang dilakukan sangat menarik					
16	Iklan produk kopi yang ditampilkan menarik perhatian					

17	Kenyamanan yang di dapat saat berada di dalam toko sangat baik					
18	Letak <i>coffee shop</i> sangat strategis					
19	Fasilitas yang ada di dalam toko terpenuhi dengan baik					
20	Pelayanan yang diberikan sangat baik					
21	Adanya jasa layanan debit card memudahkan transaksi di <i>coffee shop</i> tersebut					
22	Suasana toko terasa nyaman					
23	Produk kopi yang dijual merupakan produk <i>high-clas</i>					
<b>C</b>	<b>Tingkat Konsumsi</b>					
24	Tingkat pendapatan saya berpengaruh terhadap besarnya pengeluaran yang dilakukan untuk mengkonsumsi kopi					
25	Saya memilih produk kopi di tempat tersebut karna harga yang ditawarkanya					
26	Harga produk kopi di tempat sesuai dengan kualitasnya					
27	Ketersediaan berbagai macam jenis kopi memenuhi keinginan, harapan dan keinginan anda					
28	Banyaknya penduduk memepengaruhi tingkat konsumsi kopi					
29	Tingkat konsumsi kopi di pedesaan lebih rendah dibandingkan masyarakatan perkotaan					
30	Kebiasaan adat sosisal dan budaya mempengaruhi tingkat konsumsi kopi					

X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	Y24	Y25	Y26	Y27	Y28	Y29	Y30	Y31	Y32	total	
5	5	4	4	4	4	5	5	4	4	4	5	5	4	4	4	4	4	5	5	4	4	4	3	4	4	5	5	4	4	4	3	136	
4	4	3	3	4	5	5	5	3	5	5	3	4	5	3	5	4	5	5	2	5	3	3	5	5	5	5	4	3	3	5	3	131	
5	5	5	3	2	3	5	5	4	4	5	4	4	5	4	5	4	5	3	5	5	4	3	4	5	5	5	5	4	2	4	4	135	
5	5	4	5	5	4	3	4	5	3	4	3	4	4	4	3	3	4	5	3	3	4	3	4	4	5	5	4	4	5	2	3	126	
5	5	4	2	4	5	5	4	5	5	5	5	5	5	4	5	5	5	5	4	5	5	5	5	4	4	5	5	5	5	5	5	150	
5	5	5	4	5	1	2	4	5	5	3	3	5	5	3	5	5	5	5	5	5	3	2	1	3	5	5	5	5	3	4	5	131	
4	3	3	4	4	4	3	4	4	4	3	4	4	4	5	4	3	3	4	4	5	4	4	3	3	3	4	4	3	3	3	3	117	
4	4	4	4	4	4	5	4	4	4	4	4	4	5	4	5	5	5	3	4	4	4	4	4	4	4	5	4	4	5	4	4	134	
2	4	3	3	5	4	5	5	3	4	2	5	4	4	3	5	4	5	4	5	3	4	2	2	2	5	5	3	2	2	3	1	113	
3	3	3	2	3	2	3	4	5	4	3	3	2	4	4	4	4	5	5	5	5	3	4	1	4	5	5	4	5	3	1	3	114	
4	5	4	4	3	4	4	5	4	5	5	4	4	4	4	5	4	5	5	4	5	4	4	3	4	5	5	4	4	4	4	4	136	
4	3	3	4	4	4	1	4	4	4	5	5	4	4	5	4	4	4	5	2	2	2	3	1	1	4	5	4	4	3	1	1	108	
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	96	
5	5	4	4	3	3	3	3	4	4	3	5	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	124	
4	4	5	4	3	5	5	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	4	4	4	4	5	3	5	4	5	4	140	
4	3	4	3	3	5	5	4	5	5	5	5	4	4	4	4	4	4	5	4	5	4	4	1	4	5	5	4	4	4	4	5	133	
5	4	4	4	3	5	4	4	4	3	4	5	5	4	4	5	4	5	4	4	5	4	4	5	4	5	5	4	4	4	4	5	137	
5	4	5	5	4	3	5	5	5	5	5	3	5	5	4	5	5	5	5	4	5	5	3	2	2	5	3	4	4	3	5	5	138	
4	4	4	4	5	4	5	5	4	5	5	5	4	4	4	5	4	5	5	4	5	4	1	2	3	4	5	3	4	3	4	3	130	
5	4	4	5	4	4	4	4	4	4	4	5	5	4	3	5	5	4	4	4	4	4	4	4	4	5	4	5	5	5	5	4	138	
4	5	4	5	5	4	5	4	4	4	5	4	5	4	5	5	4	4	4	4	4	4	5	4	5	4	4	4	5	5	4	4	141	
4	4	4	3	3	4	4	4	4	4	3	3	3	4	3	4	4	4	4	3	4	3	3	4	4	4	4	4	4	4	4	4	119	
5	4	3	4	3	3	3	4	4	4	3	4	4	5	4	4	4	4	5	4	3	3	4	4	3	4	4	4	3	3	4	4	121	
4	4	4	4	5	3	4	4	4	4	4	4	3	4	4	4	4	4	5	4	5	3	4	1	4	4	5	5	4	4	2	4	125	
4	4	4	4	4	3	4	4	3	4	3	4	4	4	4	4	4	5	4	4	5	3	3	3	4	4	5	4	4	4	3	4	124	
5	4	4	4	3	3	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	3	5	4	5	5	5	5	5	5	142	
3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	5	5	3	4	4	3	5	106
5	5	5	4	4	5	5	5	5	5	3	4	5	5	5	5	5	5	4	5	5	4	4	3	4	5	5	5	5	5	3	5	147	
3	3	3	2	3	2	2	4	5	4	2	3	4	4	3	4	2	3	4	3	4	3	3	2	2	4	5	3	3	3	3	3	101	
4	3	3	3	3	3	3	4	4	5	5	3	3	3	3	4	5	5	5	5	4	5	4	4	3	3	3	5	4	3	4	4	3	122

Lampiran 2 hasil tabulasi data



**Case Processing Summary**

		N	%
	Valid	29	96.7
Cases	Excluded <sup>a</sup>	1	3.3
	Total	30	100.0

a. Listwise deletion based on all variables

## Correlations

	x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	x1.9	x1.10	x1.11	x1.12	total
x1.1 Pearson Correlation	1	.319**	.046	.345**	.247*	.254*	.042	.219*	.390**	.265**	.330**	.319**	.536**
x1.1 Significance(2-tailed)		.001	.647	.000	.013	.011	.681	.029	.000	.008	.001	.001	.000
x1.1 N	100	100	100	100	100	100	100	100	100	100	100	100	100
x1.2 Pearson Correlation	.319**	1	.177	.465**	.323**	.336**	.135	.134	.475**	.520**	.395**	.449**	.666**
x1.2 Significance(2-tailed)	.001		.079	.000	.001	.001	.179	.185	.000	.000	.000	.000	.000
x1.2 N	100	100	100	100	100	100	100	100	100	100	100	100	100
x1.3 Pearson Correlation	.046	.177	1	.127	.074	.247*	.130	.041	.236*	.073	.220*	.219*	.349**
x1.3 Significance(2-tailed)	.647	.079		.209	.465	.013	.196	.683	.018	.469	.028	.028	.000
x1.3 N	100	100	100	100	100	100	100	100	100	100	100	100	100
x1.4 Pearson Correlation	.345**	.465**	.127	1	.420**	.185	.308**	.316**	.376**	.361**	.261**	.405**	.648**
x1.4 Significance(2-tailed)	.000	.000	.209		.000	.065	.002	.001	.000	.000	.009	.000	.000
x1.4 N	100	100	100	100	100	100	100	100	100	100	100	100	100
x1.5 Pearson Correlation	.247*	.323**	.074	.420**	1	.283**	.279**	.231*	.378**	.306**	.226*	.397**	.583**
x1.5 Significance(2-tailed)	.013	.001	.465	.000		.004	.005	.021	.000	.002	.024	.000	.000
x1.5 N	100	100	100	100	100	100	100	100	100	100	100	100	100
x1.6 Pearson Correlation	.254*	.336**	.247*	.185	.283**	1	.285**	.216*	.378**	.361**	.413**	.351**	.599**
x1.6 Significance(2-tailed)	.011	.001	.013	.065	.004		.004	.031	.000	.000	.000	.000	.000
x1.6 N	100	100	100	100	100	100	100	100	100	100	100	100	100
x1.7 Pearson Correlation	.042	.135	.130	.308**	.279**	.285**	1	.263**	.205*	.281**	.228*	.186	.464**
x1.7 Significance(2-tailed)	.681	.179	.196	.002	.005	.004		.008	.041	.005	.023	.064	.000
x1.7 N	100	100	100	100	100	100	100	100	100	100	100	100	100
x1.8 Pearson Correlation	.219*	.134	.041	.316**	.231*	.216*	.263**	1	.304**	.119	.392**	.265**	.506**
x1.8 Significance(2-tailed)	.029	.185	.683	.001	.021	.031	.008		.002	.239	.000	.008	.000
x1.8 N	100	100	100	100	100	100	100	100	100	100	100	100	100
x1.9 Pearson Correlation	.390**	.475**	.236*	.376**	.378**	.378**	.205*	.304**	1	.540**	.292**	.497**	.710**
x1.9 Significance(2-tailed)	.000	.000	.018	.000	.000	.000	.041	.002		.000	.003	.000	.000
x1.9 N	100	100	100	100	100	100	100	100	100	100	100	100	100
x1.10 Pearson Correlation	.265**	.520**	.073	.361**	.306**	.361**	.281**	.119	.540**	1	.351**	.381**	.647**
x1.10 Significance(2-tailed)	.008	.000	.469	.000	.002	.000	.005	.239	.000		.000	.000	.000
x1.10 N	100	100	100	100	100	100	100	100	100	100	100	100	100
x1.11 Pearson Correlation	.330**	.395**	.220*	.261**	.226*	.413**	.228*	.392**	.292**	.351**	1	.459**	.665**
x1.11 Significance(2-tailed)	.001	.000	.028	.009	.024	.000	.023	.000	.003	.000		.000	.000
x1.11 N	100	100	100	100	100	100	100	100	100	100	100	100	100
x1.12 Pearson Correlation	.319**	.449**	.219*	.405**	.397**	.351**	.186	.265**	.497**	.381**	.459**	1	.700**
x1.12 Significance(2-tailed)	.001	.000	.028	.000	.000	.000	.064	.008	.000	.000	.000		.000
x1.12 N	100	100	100	100	100	100	100	100	100	100	100	100	100
total Pearson Correlation	.536**	.666**	.349**	.648**	.583**	.599**	.464**	.506**	.710**	.647**	.665**	.700**	1
total Significance(2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
total N	100	100	100	100	100	100	100	100	100	100	100	100	100

\*\* . Correlation at 0.01(2-tailed):...

\* . Correlation at 0.05(2-tailed):...

**Reliability Statistics**

Cronbachs Alpha	N of Items
.753	31



## Correlations

	x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	x2.8	x2.9	x2.10	x2.11	x2.total
x2.1 Pearson Correlation	1	.284**	.245*	.296**	.303**	.238*	.202*	.347**	.316**	.066	.252*	.517**
x2.1 Significance(2-tailed)		.004	.014	.003	.002	.017	.044	.000	.001	.519	.011	.000
x2.1 N	100	100	100	100	100	100	100	100	100	99	100	100
x2.2 Pearson Correlation	.284**	1	.270**	.209*	.292**	.337**	.096	.364**	.007	.230*	.100	.477**
x2.2 Significance(2-tailed)	.004		.007	.037	.003	.001	.344	.000	.948	.022	.322	.000
x2.2 N	100	100	100	100	100	100	100	100	100	99	100	100
x2.3 Pearson Correlation	.245*	.270**	1	.635**	.434**	.305**	.325**	.172	.237*	.218*	.237*	.637**
x2.3 Significance(2-tailed)	.014	.007		.000	.000	.002	.001	.088	.018	.031	.018	.000
x2.3 N	100	100	100	100	100	100	100	100	100	99	100	100
x2.4 Pearson Correlation	.296**	.209*	.635**	1	.466**	.272**	.247*	.258**	.181	.226*	.268**	.625**
x2.4 Significance(2-tailed)	.003	.037	.000		.000	.006	.013	.009	.072	.025	.007	.000
x2.4 N	100	100	100	100	100	100	100	100	100	99	100	100
x2.5 Pearson Correlation	.303**	.292**	.434**	.466**	1	.497**	.297**	.354**	.099	.590**	.417**	.711**
x2.5 Significance(2-tailed)	.002	.003	.000	.000		.000	.003	.000	.328	.000	.000	.000
x2.5 N	100	100	100	100	100	100	100	100	100	99	100	100
x2.6 Pearson Correlation	.238*	.337**	.305**	.272**	.497**	1	.418**	.304**	.293**	.530**	.357**	.704**
x2.6 Significance(2-tailed)	.017	.001	.002	.006	.000		.000	.002	.003	.000	.000	.000
x2.6 N	100	100	100	100	100	100	100	100	100	99	100	100
x2.7 Pearson Correlation	.202*	.096	.325**	.247*	.297**	.418**	1	.268**	.188	.351**	.395**	.580**
x2.7 Significance(2-tailed)	.044	.344	.001	.013	.003	.000		.007	.061	.000	.000	.000
x2.7 N	100	100	100	100	100	100	100	100	100	99	100	100
x2.8 Pearson Correlation	.347**	.364**	.172	.258**	.354**	.304**	.268**	1	.208*	.276**	.343**	.581**
x2.8 Significance(2-tailed)	.000	.000	.088	.009	.000	.002	.007		.038	.006	.000	.000
x2.8 N	100	100	100	100	100	100	100	100	100	99	100	100
x2.9 Pearson Correlation	.316**	.007	.237*	.181	.099	.293**	.188	.208*	1	.119	.230*	.451**
x2.9 Significance(2-tailed)	.001	.948	.018	.072	.328	.003	.061	.038		.242	.021	.000
x2.9 N	100	100	100	100	100	100	100	100	100	99	100	100
x2.10 Pearson Correlation	.066	.230*	.218*	.226*	.590**	.530**	.351**	.276**	.119	1	.379**	.605**
x2.10 Significance(2-tailed)	.519	.022	.031	.025	.000	.000	.000	.006	.242		.000	.000
x2.10 N	99	99	99	99	99	99	99	99	99	99	99	99
x2.11 Pearson Correlation	.252*	.100	.237*	.268**	.417**	.357**	.395**	.343**	.230*	.379**	1	.613**
x2.11 Significance(2-tailed)	.011	.322	.018	.007	.000	.000	.000	.000	.021	.000		.000
x2.11 N	100	100	100	100	100	100	100	100	100	99	100	100
x2.total Pearson Correlation	.517**	.477**	.637**	.625**	.711**	.704**	.580**	.581**	.451**	.605**	.613**	1
x2.total Significance(2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
x2.total N	100	100	100	100	100	100	100	100	100	99	100	100

\*\* . Correlation at 0.01(2-tailed):...

\* . Correlation at 0.05(2-tailed):...

## Correlations

		y.1	y.2	y.3	y.4	y.5	y.6	y.7	y.total
y.1	Pearson Correlation	1	.283**	.429**	.420**	.361**	.437**	.317**	.766**
	Significance(2-tailed)		.004	.000	.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100
y.2	Pearson Correlation	.283**	1	.118	.130	.121	.307**	.224*	.523**
	Significance(2-tailed)	.004		.241	.198	.229	.002	.025	.000
	N	100	100	100	100	100	100	100	100
y.3	Pearson Correlation	.429**	.118	1	.401**	.230*	.155	.122	.528**
	Significance(2-tailed)	.000	.241		.000	.022	.123	.225	.000
	N	100	100	100	100	100	100	100	100
y.4	Pearson Correlation	.420**	.130	.401**	1	.399**	.230*	.178	.588**
	Significance(2-tailed)	.000	.198	.000		.000	.022	.076	.000
	N	100	100	100	100	100	100	100	100
y.5	Pearson Correlation	.361**	.121	.230*	.399**	1	.424**	.382**	.659**
	Significance(2-tailed)	.000	.229	.022	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100
y.6	Pearson Correlation	.437**	.307**	.155	.230*	.424**	1	.241*	.702**
	Significance(2-tailed)	.000	.002	.123	.022	.000		.016	.000
	N	100	100	100	100	100	100	100	100
y.7	Pearson Correlation	.317**	.224*	.122	.178	.382**	.241*	1	.552**
	Significance(2-tailed)	.001	.025	.225	.076	.000	.016		.000
	N	100	100	100	100	100	100	100	100
y.total	Pearson Correlation	.766**	.523**	.528**	.588**	.659**	.702**	.552**	1
	Significance(2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100

\*\* . Correlation at 0.01(2-tailed):...

\* . Correlation at 0.05(2-tailed):...

