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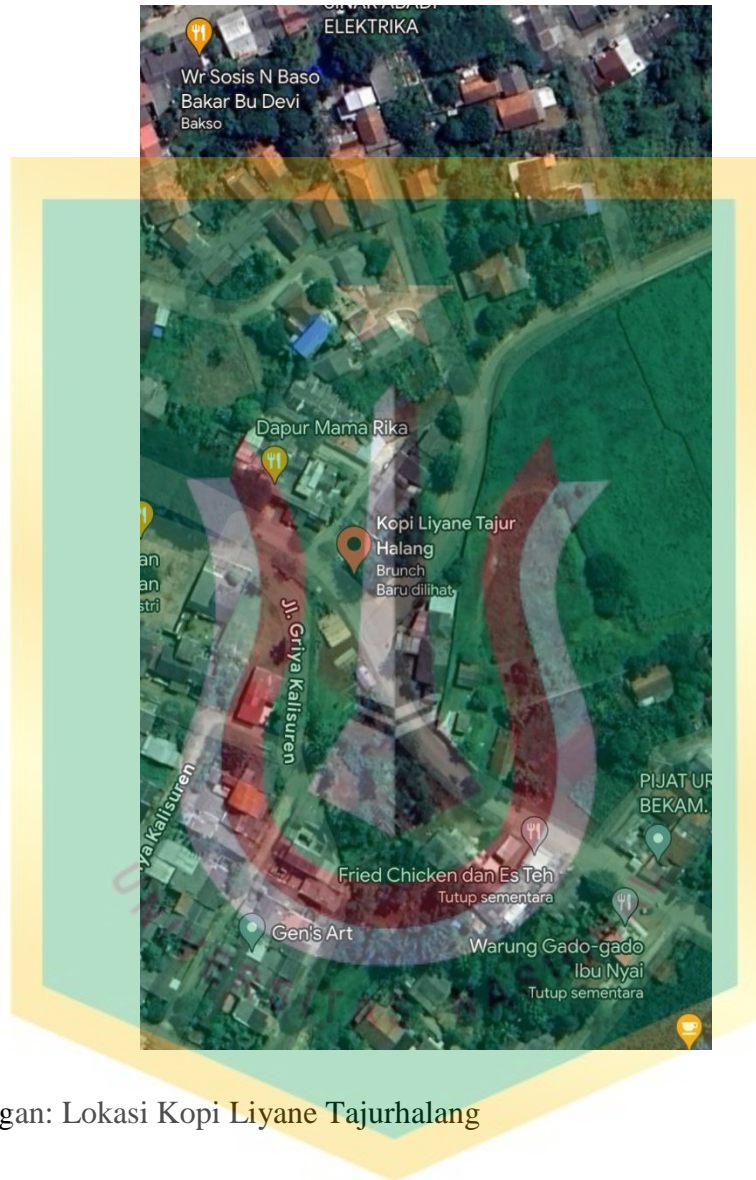
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## LAMPIRAN

### Lampiran 1. Lokasi Penelitian



Keterangan: Lokasi Kopi Liyane Tajurhalang

**Lampiran 2. Tabulasi Kuesioner**

| Responden | X1 |   |   |   |    | X2 |   |   |   |    | X3 |   |   |   |    | X4 |   |   |   |    | X5 |   |   |   |    | Y |   |   |   |    |
|-----------|----|---|---|---|----|----|---|---|---|----|----|---|---|---|----|----|---|---|---|----|----|---|---|---|----|---|---|---|---|----|
|           | 1  | 2 | 3 | 4 | T  | 1  | 2 | 3 | 4 | T  | 1  | 2 | 3 | 4 | T  | 1  | 2 | 3 | 4 | T  | 1  | 2 | 3 | 4 | T  | 1 | 2 | 3 | 4 | T  |
| 1.        | 4  | 3 | 5 | 2 | 14 | 3  | 2 | 3 | 3 | 11 | 4  | 4 | 3 | 3 | 14 | 4  | 3 | 3 | 4 | 14 | 4  | 4 | 4 | 4 | 16 | 5 | 3 | 3 | 5 | 18 |
| 2.        | 3  | 4 | 3 | 2 | 12 | 3  | 4 | 4 | 4 | 15 | 5  | 5 | 4 | 5 | 19 | 5  | 5 | 5 | 5 | 20 | 5  | 5 | 5 | 4 | 19 | 5 | 3 | 5 | 4 | 17 |
| 3.        | 3  | 3 | 5 | 3 | 14 | 2  | 1 | 2 | 2 | 7  | 3  | 2 | 2 | 3 | 10 | 4  | 3 | 3 | 4 | 14 | 4  | 4 | 3 | 5 | 16 | 5 | 4 | 5 | 4 | 18 |
| 4.        | 4  | 2 | 3 | 1 | 10 | 5  | 2 | 3 | 4 | 14 | 5  | 5 | 3 | 4 | 17 | 4  | 4 | 4 | 4 | 16 | 5  | 5 | 5 | 3 | 18 | 4 | 4 | 4 | 5 | 17 |
| 5.        | 4  | 3 | 2 | 2 | 11 | 4  | 4 | 3 | 3 | 14 | 4  | 4 | 3 | 4 | 15 | 4  | 4 | 4 | 3 | 15 | 2  | 4 | 4 | 4 | 14 | 5 | 3 | 3 | 4 | 15 |
| 6.        | 3  | 3 | 4 | 3 | 13 | 4  | 3 | 3 | 3 | 13 | 4  | 3 | 4 | 4 | 15 | 4  | 3 | 4 | 3 | 14 | 4  | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 7.        | 5  | 4 | 5 | 2 | 16 | 5  | 4 | 4 | 3 | 16 | 5  | 4 | 4 | 4 | 17 | 5  | 5 | 5 | 5 | 20 | 5  | 5 | 5 | 4 | 19 | 4 | 4 | 3 | 4 | 15 |
| 8.        | 3  | 3 | 2 | 3 | 11 | 4  | 4 | 3 | 3 | 14 | 3  | 3 | 4 | 3 | 13 | 3  | 3 | 4 | 3 | 13 | 4  | 4 | 4 | 3 | 15 | 4 | 3 | 4 | 4 | 15 |
| 9.        | 4  | 2 | 3 | 2 | 11 | 4  | 4 | 3 | 3 | 14 | 5  | 3 | 3 | 4 | 15 | 3  | 4 | 3 | 3 | 13 | 4  | 4 | 4 | 4 | 16 | 5 | 3 | 4 | 5 | 17 |
| 10.       | 3  | 3 | 4 | 5 | 15 | 3  | 3 | 2 | 3 | 11 | 3  | 3 | 3 | 3 | 12 | 2  | 2 | 2 | 2 | 8  | 5  | 5 | 4 | 2 | 16 | 5 | 5 | 4 | 5 | 19 |
| 11.       | 5  | 4 | 4 | 3 | 16 | 4  | 3 | 4 | 3 | 14 | 4  | 4 | 4 | 4 | 16 | 4  | 4 | 5 | 4 | 17 | 4  | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 |
| 12.       | 4  | 4 | 3 | 2 | 13 | 5  | 4 | 4 | 4 | 17 | 4  | 4 | 4 | 4 | 16 | 4  | 4 | 4 | 4 | 16 | 4  | 4 | 4 | 4 | 16 | 5 | 3 | 4 | 4 | 16 |
| 13.       | 3  | 2 | 4 | 2 | 11 | 4  | 2 | 3 | 3 | 12 | 4  | 3 | 3 | 3 | 13 | 3  | 4 | 4 | 4 | 15 | 5  | 5 | 3 | 3 | 16 | 4 | 3 | 5 | 4 | 16 |
| 14.       | 4  | 4 | 4 | 3 | 15 | 5  | 4 | 5 | 5 | 19 | 5  | 4 | 5 | 5 | 19 | 5  | 5 | 4 | 4 | 18 | 4  | 4 | 4 | 4 | 16 | 5 | 3 | 4 | 4 | 16 |
| 15.       | 3  | 3 | 3 | 2 | 11 | 4  | 3 | 3 | 3 | 13 | 4  | 4 | 3 | 4 | 15 | 3  | 2 | 2 | 2 | 9  | 5  | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 20 |
| 16.       | 4  | 4 | 4 | 2 | 14 | 4  | 1 | 4 | 4 | 13 | 4  | 4 | 2 | 3 | 13 | 5  | 4 | 4 | 5 | 18 | 4  | 4 | 4 | 3 | 15 | 4 | 4 | 3 | 4 | 15 |
| 17.       | 3  | 4 | 4 | 4 | 15 | 5  | 2 | 3 | 3 | 13 | 4  | 4 | 4 | 4 | 16 | 5  | 4 | 4 | 4 | 17 | 4  | 4 | 5 | 4 | 17 | 5 | 4 | 4 | 5 | 18 |
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| 22.       | 4  | 4 | 4 | 4 | 16 | 4  | 4 | 5 | 4 | 18 | 3  | 4 | 4 | 3 | 14 | 3  | 4 | 4 | 4 | 15 | 3  | 3 | 4 | 3 | 13 | 3 | 3 | 4 | 3 | 13 |
| 23.       | 3  | 2 | 3 | 3 | 11 | 4  | 4 | 4 | 3 | 15 | 4  | 5 | 3 | 4 | 16 | 5  | 4 | 4 | 5 | 18 | 5  | 4 | 5 | 3 | 17 | 4 | 3 | 4 | 4 | 15 |

| Responden | X1 |   |   |   |    | X2 |   |   |   |    | X3 |   |   |   |    | X4 |   |   |   |    | X5 |   |   |   |    | Y |   |   |   |    |
|-----------|----|---|---|---|----|----|---|---|---|----|----|---|---|---|----|----|---|---|---|----|----|---|---|---|----|---|---|---|---|----|
|           | 1  | 2 | 3 | 4 | T  | 1  | 2 | 3 | 4 | T  | 1  | 2 | 3 | 4 | T  | 1  | 2 | 3 | 4 | T  | 1  | 2 | 3 | 4 | T  | 1 | 2 | 3 | 4 | T  |
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| 25.       | 5  | 4 | 2 | 4 | 15 | 5  | 3 | 5 | 3 | 16 | 5  | 5 | 5 | 5 | 20 | 5  | 5 | 3 | 4 | 17 | 4  | 5 | 5 | 3 | 17 | 5 | 2 | 5 | 5 | 17 |
| 26.       | 5  | 3 | 2 | 4 | 14 | 5  | 3 | 4 | 2 | 14 | 5  | 5 | 4 | 5 | 19 | 4  | 4 | 4 | 4 | 16 | 3  | 3 | 4 | 3 | 13 | 5 | 4 | 4 | 4 | 17 |
| 27.       | 4  | 1 | 4 | 2 | 11 | 5  | 3 | 3 | 3 | 14 | 4  | 4 | 4 | 5 | 17 | 3  | 3 | 3 | 3 | 12 | 4  | 4 | 3 | 3 | 14 | 4 | 4 | 3 | 4 | 15 |
| 28.       | 5  | 2 | 4 | 4 | 15 | 4  | 5 | 5 | 4 | 18 | 5  | 5 | 5 | 5 | 20 | 5  | 5 | 4 | 4 | 18 | 5  | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 4 | 17 |
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| 30.       | 4  | 2 | 5 | 2 | 13 | 4  | 3 | 3 | 4 | 14 | 3  | 4 | 4 | 4 | 15 | 5  | 4 | 5 | 4 | 18 | 3  | 5 | 5 | 5 | 18 | 4 | 5 | 3 | 4 | 16 |
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| 33.       | 4  | 3 | 4 | 4 | 15 | 4  | 3 | 3 | 3 | 13 | 3  | 3 | 3 | 3 | 12 | 3  | 3 | 3 | 3 | 12 | 3  | 3 | 4 | 3 | 13 | 4 | 3 | 3 | 4 | 14 |
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| Responden | X1 |   |   |   |    | X2 |   |   |   |    | X3 |   |   |   |    | X4 |   |   |   |    | X5 |   |   |   |    | Y |   |   |   |    |
|-----------|----|---|---|---|----|----|---|---|---|----|----|---|---|---|----|----|---|---|---|----|----|---|---|---|----|---|---|---|---|----|
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| 52.       | 5  | 4 | 4 | 3 | 16 | 2  | 4 | 3 | 2 | 11 | 4  | 4 | 3 | 3 | 14 | 4  | 4 | 4 | 5 | 17 | 4  | 4 | 3 | 3 | 14 | 3 | 3 | 3 | 4 | 13 |
| 53.       | 4  | 4 | 4 | 2 | 14 | 2  | 2 | 2 | 3 | 9  | 3  | 3 | 3 | 3 | 12 | 3  | 3 | 2 | 3 | 11 | 4  | 4 | 4 | 3 | 15 | 4 | 5 | 5 | 5 | 19 |
| 54.       | 4  | 4 | 3 | 3 | 14 | 4  | 3 | 3 | 3 | 13 | 4  | 4 | 3 | 4 | 15 | 4  | 3 | 3 | 3 | 13 | 3  | 3 | 3 | 3 | 12 | 4 | 3 | 4 | 5 | 16 |
| 55.       | 4  | 3 | 3 | 3 | 13 | 3  | 3 | 3 | 4 | 13 | 3  | 4 | 4 | 4 | 15 | 4  | 4 | 5 | 5 | 18 | 5  | 5 | 5 | 3 | 18 | 4 | 4 | 4 | 3 | 15 |
| 56.       | 3  | 4 | 2 | 2 | 11 | 4  | 3 | 3 | 3 | 13 | 5  | 4 | 5 | 5 | 19 | 4  | 4 | 4 | 4 | 16 | 4  | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 57.       | 3  | 2 | 2 | 2 | 9  | 3  | 3 | 4 | 3 | 13 | 4  | 4 | 3 | 3 | 14 | 5  | 5 | 3 | 5 | 18 | 4  | 4 | 4 | 2 | 14 | 4 | 2 | 5 | 4 | 15 |
| 58.       | 3  | 3 | 3 | 3 | 12 | 3  | 3 | 4 | 4 | 14 | 4  | 3 | 3 | 3 | 13 | 4  | 4 | 4 | 4 | 16 | 5  | 5 | 5 | 3 | 18 | 5 | 4 | 4 | 4 | 17 |
| 59.       | 4  | 3 | 4 | 3 | 14 | 4  | 4 | 3 | 3 | 14 | 5  | 3 | 3 | 4 | 15 | 5  | 5 | 4 | 4 | 18 | 4  | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 16 |
| 60.       | 4  | 4 | 5 | 3 | 16 | 5  | 3 | 3 | 3 | 14 | 5  | 4 | 2 | 3 | 14 | 5  | 5 | 5 | 4 | 19 | 5  | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 |

Keterangan: Tabulasi Kuesioner pada Konsumen Kopi Liyane

- Gaya Hidup (X1)
- Sikap (X2)
- Kualitas Produk (X3)
- Harga (X4)
- Lokasi (X5)



**Lampiran 3. Hasil Analisis Data Koefisien Determinasi, Uji F dan Uji t**

**Uji Koefisien Determinasi (R<sup>2</sup>)**

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .772 <sup>a</sup> | .596     | .558              | 1.38671                    |

a. Predictors: (Constant), Total\_X5, Total\_X1, Total\_X2, Total\_X4, Total\_X3

b. Dependent Variable: Total\_Y

**Uji t (Parsial)**

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 11.299                      | 1.932      |                           | 5.848  | .000 |
|       | Total_X1   | .013                        | .074       | .015                      | .172   | .864 |
|       | Total_X2   | -.347                       | .094       | -.395                     | -3.691 | .001 |
|       | Total_X3   | .246                        | .104       | .264                      | 2.364  | .022 |
|       | Total_X4   | -.321                       | .084       | -.401                     | -3.817 | .000 |
|       | Total_X5   | .681                        | .095       | .713                      | 7.130  | .000 |

a. Dependent Variable: Total\_Y

**Uji F (Simultan)**

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 152.893        | 5  | 30.579      | 15.902 | .000 <sup>b</sup> |
|       | Residual   | 103.840        | 54 | 1.923       |        |                   |
|       | Total      | 256.733        | 59 |             |        |                   |

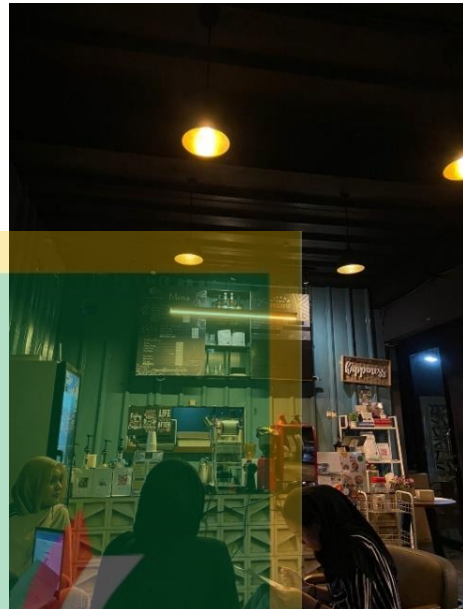
a. Dependent Variable: Total\_Y

b. Predictors: (Constant), Total\_X5, Total\_X1, Total\_X2, Total\_X4, Total\_X3

## Lampiran 4. Dokumentasi Penelitian



Kopi Liyane Tajurhalang tampak depan



Suasana ruangan Kopi Liyane Tajurhalang



Produk Kopi di Kopi Liyane Tajurhalang



Daftar menu dan harga produk kopi

#### Lampiran 4. Lanjutan Dokumentasi Penelitian



Suasana *smooking area*



Foto bersama barista dan pegawai  
Kopi Liyane Tajurhalang

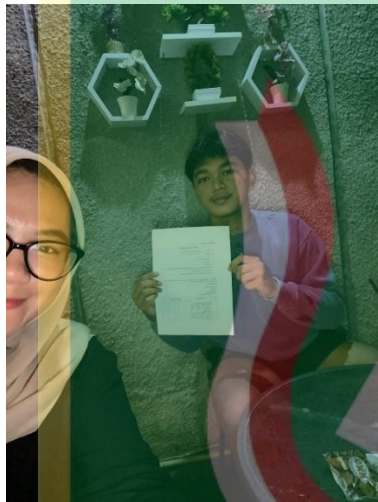
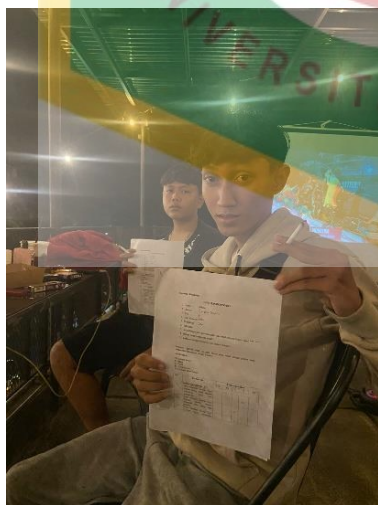


Foto bersama responden



Foto bersama responden



Responden yang sudah mengisi  
kuesioner



Foto bersama responden

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