

## LAMPIRAN

### Lampiran 1. Output Validitas Reliabilitas

|          |                     | <b>Correlations</b> |        |        |        |        |          |
|----------|---------------------|---------------------|--------|--------|--------|--------|----------|
|          |                     | x1.1                | x1.2   | x1.3   | x1.4   | x1.5   | total_x1 |
| x1.1     | Pearson Correlation | 1                   | .364** | .466** | .322** | -.170  | .685**   |
|          | Sig. (2-tailed)     |                     | .000   | .000   | .000   | .066   | .000     |
|          | N                   | 118                 | 118    | 118    | 118    | 118    | 118      |
| x1.2     | Pearson Correlation | .364**              | 1      | .453** | .422** | -.030  | .775**   |
|          | Sig. (2-tailed)     | .000                |        | .000   | .000   | .746   | .000     |
|          | N                   | 118                 | 118    | 118    | 118    | 118    | 118      |
| x1.3     | Pearson Correlation | .466**              | .453** | 1      | .478** | -.222* | .710**   |
|          | Sig. (2-tailed)     | .000                | .000   |        | .000   | .016   | .000     |
|          | N                   | 118                 | 118    | 118    | 118    | 118    | 118      |
| x1.4     | Pearson Correlation | .322**              | .422** | .478** | 1      | -.088  | .659**   |
|          | Sig. (2-tailed)     | .000                | .000   | .000   |        | .342   | .000     |
|          | N                   | 118                 | 118    | 118    | 118    | 118    | 118      |
| x1.5     | Pearson Correlation | -.170               | -.030  | -.222* | -.088  | 1      | .157     |
|          | Sig. (2-tailed)     | .066                | .746   | .016   | .342   |        | .090     |
|          | N                   | 118                 | 118    | 118    | 118    | 118    | 118      |
| total_x1 | Pearson Correlation | .685**              | .775** | .710** | .659** | .157   | 1        |
|          | Sig. (2-tailed)     | .000                | .000   | .000   | .000   | .090   |          |
|          | N                   | 118                 | 118    | 118    | 118    | 118    | 118      |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

|      |                     | <b>Correlations</b> |      |      |      |      |          |
|------|---------------------|---------------------|------|------|------|------|----------|
|      |                     | x2.1                | x2.2 | x2.3 | x2.4 | x2.5 | total_x2 |
| x2.1 | Pearson Correlation | 1                   | .515 | .513 | .553 | .470 | .772     |
|      | Sig. (2-tailed)     |                     | .000 | .000 | .000 | .000 | .000     |
|      | N                   | 118                 | 118  | 118  | 118  | 118  | 118      |
| x2.2 | Pearson Correlation | .515                | 1    | .713 | .567 | .563 | .825     |
|      | Sig. (2-tailed)     | .000                |      | .000 | .000 | .000 | .000     |
|      | N                   | 118                 | 118  | 118  | 118  | 118  | 118      |
| x2.3 | Pearson Correlation | .513                | .713 | 1    | .540 | .601 | .832     |
|      | Sig. (2-tailed)     | .000                | .000 |      | .000 | .000 | .000     |
|      | N                   | 118                 | 118  | 118  | 118  | 118  | 118      |
| x2.4 | Pearson Correlation | .553                | .567 | .540 | 1    | .607 | .809     |
|      | Sig. (2-tailed)     | .000                | .000 | .000 |      | .000 | .000     |

|          |                     |      |      |      |      |      |      |
|----------|---------------------|------|------|------|------|------|------|
|          | N                   | 118  | 118  | 118  | 118  | 118  | 118  |
| x2.5     | Pearson Correlation | .470 | .563 | .601 | .607 | 1    | .796 |
|          | Sig. (2-tailed)     | .000 | .000 | .000 | .000 |      | .000 |
|          | N                   | 118  | 118  | 118  | 118  | 118  | 118  |
| total_x2 | Pearson Correlation | .772 | .825 | .832 | .809 | .796 | 1    |
|          | Sig. (2-tailed)     | .000 | .000 | .000 | .000 | .000 |      |
|          | N                   | 118  | 118  | 118  | 118  | 118  | 118  |

### Correlations

|          |                     | x3.1 | x3.2 | x3.3 | x3.4 | x3.5 | total_x3 |
|----------|---------------------|------|------|------|------|------|----------|
| x3.1     | Pearson Correlation | 1    | .357 | .293 | .158 | .454 | .718     |
|          | Sig. (2-tailed)     |      | .000 | .001 | .088 | .000 | .000     |
|          | N                   | 118  | 118  | 118  | 118  | 118  | 118      |
| x3.2     | Pearson Correlation | .357 | 1    | .393 | .211 | .444 | .696     |
|          | Sig. (2-tailed)     | .000 |      | .000 | .022 | .000 | .000     |
|          | N                   | 118  | 118  | 118  | 118  | 118  | 118      |
| x3.3     | Pearson Correlation | .293 | .393 | 1    | .064 | .406 | .604     |
|          | Sig. (2-tailed)     | .001 | .000 |      | .489 | .000 | .000     |
|          | N                   | 118  | 118  | 118  | 118  | 118  | 118      |
| x3.4     | Pearson Correlation | .158 | .211 | .064 | 1    | .070 | .544     |
|          | Sig. (2-tailed)     | .088 | .022 | .489 |      | .453 | .000     |
|          | N                   | 118  | 118  | 118  | 118  | 118  | 118      |
| x3.5     | Pearson Correlation | .454 | .444 | .406 | .070 | 1    | .685     |
|          | Sig. (2-tailed)     | .000 | .000 | .000 | .453 |      | .000     |
|          | N                   | 118  | 118  | 118  | 118  | 118  | 118      |
| total_x3 | Pearson Correlation | .718 | .696 | .604 | .544 | .685 | 1        |
|          | Sig. (2-tailed)     | .000 | .000 | .000 | .000 | .000 |          |
|          | N                   | 118  | 118  | 118  | 118  | 118  | 118      |

### Correlations

|      |                     | x4.1  | x4.2  | x4.3  | x4.4  | x4.5  | total_x4 |
|------|---------------------|-------|-------|-------|-------|-------|----------|
| x4.1 | Pearson Correlation | 1     | -.465 | .295  | .427  | .287  | .504     |
|      | Sig. (2-tailed)     |       | .000  | .001  | .000  | .002  | .000     |
|      | N                   | 118   | 118   | 118   | 118   | 118   | 118      |
| x4.2 | Pearson Correlation | -.465 | 1     | -.094 | -.264 | -.043 | .256     |

|          |                     |      |       |      |      |      |      |
|----------|---------------------|------|-------|------|------|------|------|
|          | Sig. (2-tailed)     | .000 |       | .310 | .004 | .641 | .005 |
|          | N                   | 118  | 118   | 118  | 118  | 118  | 118  |
| x4.3     | Pearson Correlation | .295 | -.094 | 1    | .344 | .337 | .634 |
|          | Sig. (2-tailed)     | .001 | .310  |      | .000 | .000 | .000 |
|          | N                   | 118  | 118   | 118  | 118  | 118  | 118  |
| x4.4     | Pearson Correlation | .427 | -.264 | .344 | 1    | .251 | .561 |
|          | Sig. (2-tailed)     | .000 | .004  | .000 |      | .006 | .000 |
|          | N                   | 118  | 118   | 118  | 118  | 118  | 118  |
| x4.5     | Pearson Correlation | .287 | -.043 | .337 | .251 | 1    | .654 |
|          | Sig. (2-tailed)     | .002 | .641  | .000 | .006 |      | .000 |
|          | N                   | 118  | 118   | 118  | 118  | 118  | 118  |
| total_x4 | Pearson Correlation | .504 | .256  | .634 | .561 | .654 | 1    |
|          | Sig. (2-tailed)     | .000 | .005  | .000 | .000 | .000 |      |
|          | N                   | 118  | 118   | 118  | 118  | 118  | 118  |

### Correlations

|         |                     | y1   | y2   | y3   | y4   | y5   | total_y |
|---------|---------------------|------|------|------|------|------|---------|
| y1      | Pearson Correlation | 1    | .499 | .409 | .516 | .414 | .796    |
|         | Sig. (2-tailed)     |      | .000 | .000 | .000 | .000 | .000    |
|         | N                   | 118  | 118  | 118  | 118  | 118  | 118     |
| y2      | Pearson Correlation | .499 | 1    | .401 | .499 | .420 | .744    |
|         | Sig. (2-tailed)     | .000 |      | .000 | .000 | .000 | .000    |
|         | N                   | 118  | 118  | 118  | 118  | 118  | 118     |
| y3      | Pearson Correlation | .409 | .401 | 1    | .381 | .385 | .677    |
|         | Sig. (2-tailed)     | .000 | .000 |      | .000 | .000 | .000    |
|         | N                   | 118  | 118  | 118  | 118  | 118  | 118     |
| y4      | Pearson Correlation | .516 | .499 | .381 | 1    | .403 | .767    |
|         | Sig. (2-tailed)     | .000 | .000 | .000 |      | .000 | .000    |
|         | N                   | 118  | 118  | 118  | 118  | 118  | 118     |
| y5      | Pearson Correlation | .414 | .420 | .385 | .403 | 1    | .706    |
|         | Sig. (2-tailed)     | .000 | .000 | .000 | .000 |      | .000    |
|         | N                   | 118  | 118  | 118  | 118  | 118  | 118     |
| total_y | Pearson Correlation | .796 | .744 | .677 | .767 | .706 | 1       |
|         | Sig. (2-tailed)     | .000 | .000 | .000 | .000 | .000 |         |
|         | N                   | 118  | 118  | 118  | 118  | 118  | 118     |

### Correlations

|        |                     | x1.1 | x1.2 | x1.3 | x1.4 | TOT_X1 |
|--------|---------------------|------|------|------|------|--------|
| x1.1   | Pearson Correlation | 1    | .364 | .466 | .322 | .738   |
|        | Sig. (2-tailed)     |      | .000 | .000 | .000 | .000   |
|        | N                   | 118  | 118  | 118  | 118  | 118    |
| x1.2   | Pearson Correlation | .364 | 1    | .453 | .422 | .784   |
|        | Sig. (2-tailed)     | .000 |      | .000 | .000 | .000   |
|        | N                   | 118  | 118  | 118  | 118  | 118    |
| x1.3   | Pearson Correlation | .466 | .453 | 1    | .478 | .780   |
|        | Sig. (2-tailed)     | .000 | .000 |      | .000 | .000   |
|        | N                   | 118  | 118  | 118  | 118  | 118    |
| x1.4   | Pearson Correlation | .322 | .422 | .478 | 1    | .687   |
|        | Sig. (2-tailed)     | .000 | .000 | .000 |      | .000   |
|        | N                   | 118  | 118  | 118  | 118  | 118    |
| TOT_X1 | Pearson Correlation | .738 | .784 | .780 | .687 | 1      |
|        | Sig. (2-tailed)     | .000 | .000 | .000 | .000 |        |
|        | N                   | 118  | 118  | 118  | 118  | 118    |

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 118 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 118 | 100.0 |

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

### Reliability Statistics

| Cronbach's |            |
|------------|------------|
| Alpha      | N of Items |
| .725       | 4          |

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 118 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 118 | 100.0 |

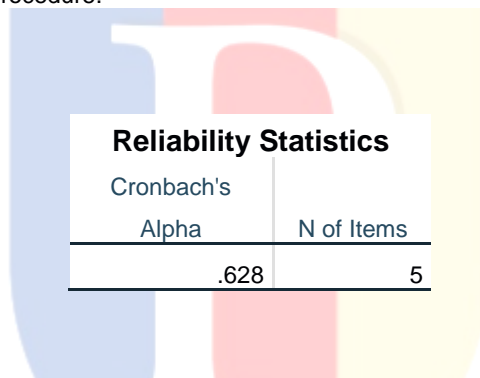
### Reliability Statistics

| Cronbach's |            |
|------------|------------|
| Alpha      | N of Items |
| .864       | 5          |

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 118 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 118 | 100.0 |

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



### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 118 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 118 | 100.0 |

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

### Reliability Statistics

| Cronbach's |            |
|------------|------------|
| Alpha      | N of Items |
| .139       | 5          |

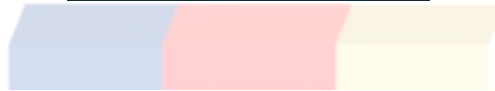
### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 118 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 118 | 100.0 |

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

### Reliability Statistics

| Cronbach's |            |
|------------|------------|
| Alpha      | N of Items |
| .650       | 4          |



### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 118 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 118 | 100.0 |

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



### Reliability Statistics

| Cronbach's |            |
|------------|------------|
| Alpha      | N of Items |
| .789       | 5          |

## Lampiran 2. Hasil Kuisioner Analisis Strategi Pemasaran Calais Purbalingga

AutoSave On | Kuisioner Analisis Strategi Pemasaran Calais Prubalingga (Responses) [1] - Protected View | Sagita Friska Pangaribuan

File Home Insert Page Layout Formulas Data Review View Automate Help

PROTECTED VIEW Be careful—files from the Internet can contain viruses. Unless you need to edit, it's safer to stay in Protected View. Enable Editing

| 1  | A                  | B                    | C    | D             | E                       | F                      | G  | H                  | I     | J  | K  | L  |
|----|--------------------|----------------------|------|---------------|-------------------------|------------------------|--|--------------------|-------|----|----|--|
| 2  | Timestamp          | Nama                 | Usia | Jenis Kelamin | Saya sering mengunjungi | Lokasi Cafe Calais Dek | Lokasi Cafe Calais Mud Parkir di lokasi Calais s | Saya Merasa Nyaman | TOTAL |    |    | Saya sering melihat pro informasi promosi mu |
| 3  | 5/23/2023 19:30:14 | Yohanes Pratisto     | 21   | Laki Laki     | 5                       | 4                      | 4  | 4                  | 4     | 4  | 21 | 2  |
| 4  | 5/24/2023 16:47:19 | Grace Aghata Setonus | 21   | Perempuan     | 3                       | 1                      | 2  | 3                  | 2     | 3  | 11 | 2  |
| 5  | 5/25/2023 0:07:46  | jeko sriswanto       | 46   | Laki Laki     | 5                       | 3                      | 3  | 3                  | 4     | 4  | 18 | 4  |
| 6  | 5/25/2023 0:10:30  | Sodara ne kwan       | 27   | Laki Laki     | 5                       | 5                      | 3  | 4                  | 4     | 4  | 21 | 5  |
| 7  | 5/25/2023 0:11:36  | Rivaldo Hendrawan    | 22   | Laki Laki     | 4                       | 4                      | 5  | 1                  | 2     | 16 | 3  |  |
| 8  | 5/25/2023 8:03:09  | J                    | 22   | Laki Laki     | 3                       | 4                      | 4  | 4                  | 4     | 4  | 19 | 3  |
| 9  | 5/25/2023 12:29:16 | Samuel               | 22   | Laki Laki     | 4                       | 1                      | 1  | 2                  | 2     | 2  | 10 | 4  |
| 10 | 5/25/2023 13:01:53 | wawan                | 21   | Laki Laki     | 4                       | 2                      | 2  | 2                  | 2     | 2  | 12 | 4  |
| 11 | 5/25/2023 16:19:36 | Reza Sanipar         | 22   | Perempuan     | 3                       | 3                      | 3  | 2                  | 3     | 3  | 14 | 3  |
| 12 | 5/27/2023 17:16:32 | Susan                | 51   | Perempuan     | 4                       | 4                      | 2  | 2                  | 5     | 17 | 2  |  |
| 13 | 5/27/2023 17:17:58 | Noni                 | 49   | Perempuan     | 1                       | 1                      | 2  | 2                  | 5     | 11 | 2  |  |
| 14 | 5/27/2023 17:19:37 | Tina                 | 54   | Perempuan     | 1                       | 1                      | 2  | 2                  | 4     | 10 | 3  |  |
| 15 | 5/27/2023 17:20:38 | Wulan                | 53   | Perempuan     | 3                       | 3                      | 3  | 3                  | 3     | 15 | 2  |  |
| 16 | 5/27/2023 17:21:34 | Ince                 | 46   | Perempuan     | 4                       | 4                      | 4  | 2                  | 4     | 18 | 3  |  |
| 17 | 5/27/2023 17:22:42 | Mulyanto             | 57   | Laki Laki     | 5                       | 4                      | 3  | 2                  | 5     | 19 | 2  |  |
| 18 | 5/27/2023 17:23:37 | Oni                  | 59   | Perempuan     | 4                       | 4                      | 4  | 1                  | 5     | 18 | 2  |  |
| 19 | 5/27/2023 17:24:46 | Miyah                | 40   | Perempuan     | 5                       | 4                      | 4  | 2                  | 5     | 20 | 2  |  |
| 20 | 5/27/2023 17:25:34 | Vincent Bernard      | 22   | Laki Laki     | 4                       | 4                      | 5  | 4                  | 4     | 21 | 4  |  |
| 21 | 5/27/2023 17:26:18 | Yudi                 | 22   | Laki Laki     | 5                       | 4                      | 4  | 4                  | 4     | 21 | 4  |  |
| 22 | 5/27/2023 17:27:24 | Yordan               | 22   | Laki Laki     | 5                       | 4                      | 4  | 2                  | 4     | 19 | 5  |  |
| 23 | 5/27/2023 17:28:26 | Yohan                | 22   | Laki Laki     | 4                       | 4                      | 4  | 4                  | 4     | 20 | 4  |  |
| 24 | 5/27/2023 17:29:15 | Jesias               | 22   | Laki Laki     | 2                       | 2                      | 2  | 2                  | 4     | 12 | 4  |  |
| 25 | 5/27/2023 17:30:13 | Jerry                | 23   | Laki Laki     | 4                       | 4                      | 4  | 4                  | 4     | 20 | 2  |  |
| 26 | 5/27/2023 17:31:41 | Hassel               | 23   | Laki Laki     | 2                       | 2                      | 2  | 2                  | 5     | 13 | 4  |  |
| 27 | 5/27/2023 17:32:31 | Ag                   | 21   | Laki Laki     | 2                       | 2                      | 2  | 2                  | 5     | 13 | 4  |  |
| 28 | 5/27/2023 17:33:15 | Alvin                | 23   | Laki Laki     | 2                       | 2                      | 2  | 2                  | 5     | 15 | 5  |  |
| 29 | 5/27/2023 17:33:58 | Billy                | 24   | Laki Laki     | 5                       | 4                      | 4  | 4                  | 5     | 22 | 2  |  |
| 30 | 5/27/2023 17:34:43 | Jovis                | 22   | Perempuan     | 2                       | 2                      | 2  | 2                  | 5     | 13 | 4  |  |
| 31 | 5/27/2023 17:35:31 | Icha                 | 22   | Perempuan     | 2                       | 1                      | 2  | 2                  | 5     | 12 | 4  |  |

Form Responses 1

Ready | Average: 6,148587571 | Count: 3540 | Sum: 21766 | 75%

