

CHAPTER 6

CONCLUSION AND SUGGESTIONS

6.1. Conclusions

1. The perception score of service quality of Hobbies Café and Lounge is 3,701 which is smaller than the score of expectation 4,332 which shows -0,631 score gap of Hobbies Café and Lounge service quality. Meaning that the customers of Hobbies Café and Lounge still desire a better overall performance from the café. Based on the calculation of GAP5 of SERVQUAL method, the dimension that has the biggest gap is dimension of Reliability with gap score of -0,69471. Followed by dimension of responsiveness with gap score of -0,658 then dimension of assurance with gap score of -0,625. Lastly followed by the smallest gap in the dimension of empathy with gap score of -0,57667.
2. There are seven attributes that has become priorities to be improved in Hobbies Café and Lounge according to the result of Importance-Performance Analysis, those are:
 - a. ARL2, the waiters/waitresses move quickly to serve the customers
 - b. ARL3, the café's employee master the menu available
 - c. ARL7, food and beverage served is in line with the customer's expectation
 - d. ARS1, readiness of the café's employee to serve the customer
 - e. AA2, the quickness of café's employee to serve the customer
 - f. AA6, the café's employee has good knowledge about the menu
 - g. AE2, the café's employee has seriousness in responding customer demand
3. Proposal of improvement that is given to the management of Hobbies Café and Lounge are:
 - a. Doing a regular inspection of the tools used in the kitchen
 - b. Conduct training for new employee/current employee
 - c. Inspecting the ingredients used for the food and beverage frequently
 - d. Create standard of taste that must be achieved in making the food and beverage
 - e. Adding numbers of employee
 - f. The management of the café should establish a criterion for each job if they decided to hire an employee

- g. Provide knowledge to employees on how to respond to customers or serve the customers
- h. Encourage the café's employee to learn the menu so when the customer asks about what ingredients containing in the food/beverage they could answer without having to ask another employee
- i. Have the café's area to be equally divided between each employee so their work can be focus and they will be well-prepared when the customers need them and there is no work being delayed.

6.2. Suggestion

Suggestion for further research is to do another measurement because this research is only focusing on measuring the customer satisfaction towards the service quality of Hobbies Café and Lounge. Moreover, further research can also be done using SERVQUAL with a different calculation and discussion of GAP because on this research is limited to GAP5 only.

BIBLIOGRAPHY

- Abili, K., Thani, F. & Afarinandehbin, M. 2012. Measuring University Service Quality by Means of SERVQUAL Method. *Asian Journal on Quality*. Vol. 3 Issue: 2, pp. 196-200
- Agyapong, G. 2011. The Effect of Service Quality on Customer Satisfaction in the Utility Industry- A Case of Vodafone (Ghana). *International Journal of Business and Management*. Vol. 6 No. 5
- Ahmed, S. & Shoeb, Md. Z. 2009. Measuring Service Quality of a Public University Library in Bangladesh using SERVQUAL. *Performance Measurement and Metrics*. Vol. 10 Issue: 1, pp.17-32
- Al-Borie, H. & Damanhour, A. 2013. Patients' Satisfaction of Service Quality in Saudi Hospitals: A SERVQUAL Analysis. *International Journal of Health Care Quality Assurance*. Vol. 26 Issue: 1, pp.20-30
- Ali, S., Basu, A. & Ware, N. 2018. Quality Measurement of Indian Commercial Hospitals using A SERVQUAL Framework. *Benchmarking: An International Journal*. Vol. 25 Issue: 3, pp.815-837
- Alnsour, M., Tayeh, B. & Alzyadat, M. 2014. Using SERVQUAL to Assess the Quality of Service provided by Jordanian Telecommunications Sector. *International Journal of Commerce*. Vol. 24 Issue: 3, pp.209-218
- Assidiq, Muhammad Faizal. 2016. Analisis Pengaruh Kualitas Pelayanan terhadap Kepuasan Konsumen pada Café Resto Solid Kitchen di Surakarta. Naskah Publikasi. Surakarta: Universitas Muhammadiyah Surakarta
- El-Bassiouni, M., Madi, M., Zoubeidi, T. & Hassan, M. 2012. Developing Customer Satisfaction Indices using SERVQUAL Sampling Surveys: A Case Study of Al-Ain Municipality Inspectors. *Journal of Economic and Administrative Sciences*. Vol. 28 Issue: 2, pp.98-108
- Farizta, Vena Passio Y. 2017. Pengukuran Kualitas Pelayanan Jasa pada Puskesmas Jogonalan 1. Tugas Akhir. Yogyakarta: Universitas Atma Jaya Yogyakarta
- Galeeva, Railya B. 2016. SERVQUAL Application and Adaptation for Educational Service Quality Assessments in Russian Higher Education. *Quality Assurance in Education*. Vol. 24 Issue: 3, pp.329-348
- Gronroos, C. 1990. Service Management: A Management Focus for Service Competition. *International Journal of Service Industry Management*. Vol. 1 Issue: 1, pp.6-14
- Hertanto, Eko. *Menghitung Importance Performance Analysis (IPA) Manajemen Pemasaran*. http://www.academia.edu/30339931/MENGHITUNG_IMPORTANCE_PERFORMANCE_ANALYSIS_IPA_MANAJEMEN_PEMASARAN. Accessed on September 22, 2018
- Hidayat, Anwar. 2013. *Tutorial Cara Uji Validitas dengan SPSS-Validitas Instrumen*. <https://www.statistikian.com/2013/02/tutorial-uji-validitas-dengan-spss.html>. Accessed on July 23, 2018
- Jayanti, Nur D. 2016. Kualitas Pelayanan (Reliability, Responsiveness, Assurance, Empathy, Tangibles) di Legend Premium Coffee Yogyakarta. Tugas Akhir Skripsi. Yogyakarta: Universitas Negeri Yogyakarta

Jayanti, W., Utomo, S., Murwani, J. 2013. Pengaruh Kualitas Pelayanan terhadap Tingkat Kepuasan Pelanggan pada Rumah Makan di Kabupaten Ngawi. *Jurnal Akuntansi dan Pendidikan*. Volume 2, No. 1

Kotler, P., Keller, K. 2009. *Marketing Management (13th ed)*. New Jersey: Upper Saddle River

Kotler, Philip. 1997. *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga

Liu, Vivianli. 2016. Analisis Pengaruh Kualitas Pelayanan, Harga, dan Suasana Café terhadap Kepuasan Konsumen. Skripsi. Yogyakarta: Universitas Sanata Dharma

Maddern, H., Maull, R.S., Smart, P. A. & Baker, P. 2007. Customer Satisfaction and Service Quality in UK Financial Services. *International Journal of Production and Operations Management*. Vol. 27 Issue: 9, pp.999-1019

Martilla, J. & James, J. 1977. Importance-Performance Analysis. *Journal of Marketing*. Vol. 41 No. 1, pp.77-79

Matzler, K., Bailom, F., Hinterhuber, H., Renzl, B. & Pichler, J. 2004. The Asymmetric Relationship between Attribute-Level Performance and Overall Customer Satisfaction: A Reconsideration of the Importance-Performance Analysis. *International Marketing Management*. Vol. 33, pp.271-277

Mowen, J.C., Minor, MS. 2001. *Consumer Behavior: A Framework*. Upper Saddle River, New Jersey: Prentice Hall

Noviandita, Mita. 2016. Pengaruh Dimensi Kualitas Layanan terhadap Kepuasan Pelanggan di Café Madam Wang Secret Garden Malang. Skripsi. Malang: Universitas Muhammadiyah Malang

Olsen, L., Witell, L. & Gustafsson, A. 2014. Turning Customer Satisfaction Measurements into Action. *Journal of Service Management*. Vol. 25 Issue: 4 pp.556-571

Parasuraman, A., Zeithaml, V. & Berry, L. 1985. A Conceptual Model of Service Quality and Its Implication for Future Research. *Journal of Marketing*. Vol. 49, pp.41-50

Rahayu, Rosi S. 2014. *Pelayanan Prima Berdasarkan Sikap*. <http://rosisirahayu.blogspot.com/2014/03/pelayanan-prima-berdasarkan-sikap.html>. Accessed on November 20, 2018

Samen, A., Akroush, M. & Abu-Lail, B. 2013. Mobile SERVQUAL: A Comparative Analysis of Customers' and Managers' Perceptions. *International Journal of Quality & Reliability Management*. Vol. 4 Issue: 4, pp.403-425

Steinhoff, Dan. 1979. *The World of Business (Volume 2 of Grolier Business Library)*. University of Michigan: McGraw-Hill

Suliyanto. 2005. *Metode Riset Bisnis*. Yogyakarta: Andi

Tjiptono, Fandy. 2000. *Manajemen Jasa*. Jakarta: Andy Offset

Tjiptono, Fandy. 2004. *Service, Quality Satisfaction*. Jakarta: Andy Offset

Yola, M. & Budianto, D. 2013. Analisis Kepuasan Konsumen terhadap Kualitas Pelayanan dan Harga Produk pada Supermarket dengan Menggunakan Metode Importance Performance Analysis (IPA). *Jurnal Optimasi Sistem Industri*. p.301-309

Yuliah, Sulistiya Witri. 2015. Analisis Tingkat Kepuasan Konsumen terhadap Pelayanan Smartfren Palembang. Tugas Akhir. Palembang: Universitas Bina Darma Palembang

Zeithaml, V., Berry, L., Parasuraman, A. 1996. The Behavioral Consequences of Service Quality. *Journal of Marketing*.



Appendix 1: Research Questionnaire

KUISIONER PENELITIAN

Pengukuran Kepuasan Pelanggan terhadap Kualitas Pelayanan di Hobbies Café and Lounge

Kepada Yth,

Bapak/Ibu/Saudara Pelanggan Hobbies Café and Lounge

Bersama ini Saya,

Nama : Yuan Patricia Latumahina

NPM : 131407214

Keterangan : Mahasiswa Teknik Industri Klas Internasional Universitas Atma Jaya Yogyakarta

Untuk keperluan penelitian yang saya lakukan, maka saya mohon kepada Bapak/Ibu/Saudara Pelanggan Hobbies Café and Lounge untuk mengisi kuisisioner ini. Data dari kuisisioner ini akan digunakan sebagaimana mestinya sebagai penelitian Tugas Akhir untuk mencapai derajat Sarjana Teknik Industri. Tidak lupa saya sampaikan terima kasih atas kesediaan Bapak/Ibu/Saudara dalam meluangkan waktu untuk mengisi kuisisioner ini.

Hormat Saya,

Yuan Patricia Latumahina

I. Data Responden

Berilah **Tanda Silang (X)** pada salah satu jawaban untuk setiap pertanyaan yang ada.

1. Nama :
2. Umur :
3. Jenis Kelamin :
 - a. Laki-laki
 - b. Perempuan
4. Pekerjaan :
 - a. Pelajar/Mahasiswa
 - b. Wiraswasta
 - c. PNS
 - d. Swasta
 - e. Lain-lain (.....)
5. Berapa kali kunjungan ke Hobbies Café and Lounge:
 - a. 1 kali
 - b. 2 kali
 - c. > 2 kali

II. Lembar Isian Persepsi dan Harapan

Responden wajib memberi penilaian 1 (satu) kali pada kolom dengan memberikan tanda centang (✓) pada kolom **Kondisi Saat Ini** (Nilai Persepsi) berdasarkan pengalaman anda selama berkunjung di Hobbies Café and Lounge sesuai keterangan sebagai berikut:

Kondisi Saat Ini
1 = Sangat Tidak Puas
2 = Tidak Puas
3 = Cukup Puas
4 = Puas
5 = Sangat Puas

Responden juga diberi kesempatan untuk memilih 1 (satu) jawaban dengan memberikan tanda centang (✓) pada kolom **Kondisi yang Diharapkan** (Nilai Harapan) berdasarkan harapan yang anda inginkan selama berkunjung di Hobbies Café and Lounge sesuai keterangan sebagai berikut:

[illegible]

Appendix 2: Respondents' Data of Hobbies Café and Lounge

No	Name	Age	Gender	Occupation	No. Of Visit
1	Nico	25	Laki-Laki	Wiraswasta	2 Kali
2	Yuyun	55	Perempuan	Lain-Lain	> 2 Kali
3	Acintya Anggi Yasti	27	Perempuan	Wiraswasta	> 2 Kali
4	Arifuzzaki	27	Laki-Laki	Pelajar/Mahasiswa	> 2 Kali
5	Witry Afriani	31	Perempuan	Wiraswasta	> 2 Kali
6	Herlina Matondang	23	Perempuan	Wiraswasta	1 Kali
7	Fernando Marihot Silitonga	18	Laki-Laki	Pelajar/Mahasiswa	1 Kali
8	Alfin Abdillah Pratama	21	Laki-Laki	Pelajar/Mahasiswa	> 2 Kali
9	Neta	23	Perempuan	Pelajar/Mahasiswa	> 2 Kali
10	Rully Septian	19	Laki-Laki	Pelajar/Mahasiswa	> 2 Kali
11	Zakiya	20	Perempuan	Pelajar/Mahasiswa	> 2 Kali
12	Juana Lestari	22	Perempuan	Lain-Lain	2 Kali
13	Bayu Deska Ivanda	24	Laki-Laki	Pelajar/Mahasiswa	> 2 Kali
14	Rea Maranatha	22	Laki-Laki	Pelajar/Mahasiswa	> 2 Kali
15	Kalya Indreswari	19	Perempuan	Pelajar/Mahasiswa	> 2 Kali
16	Aarin Sharon Latumahina	19	Perempuan	Pelajar/Mahasiswa	> 2 Kali
17	Angelo Jesua Resa Putra	21	Laki-Laki	Pelajar/Mahasiswa	1 Kali
18	Cessilia	23	Perempuan	Lain-Lain	> 2 Kali
19	Kevin Kristian	22	Laki-Laki	Pelajar/Mahasiswa	> 2 Kali
20	Yans	20	Laki-Laki	Pelajar/Mahasiswa	> 2 Kali
21	Tiffany Crissie Kapojos	22	Perempuan	Pelajar/Mahasiswa	> 2 Kali
22	Theodora	23	Perempuan	Wiraswasta	> 2 Kali
23	Tefani	20	Perempuan	Pelajar/Mahasiswa	> 2 Kali
24	Chynthia Soen	24	Perempuan	Lain-Lain	2 Kali
25	Jerry	25	Laki-Laki	Wiraswasta	> 2 Kali
26	Wisnu	19	Laki-Laki	Pelajar/Mahasiswa	> 2 Kali
27	Tiya Shafira	20	Perempuan	Pelajar/Mahasiswa	1 Kali
28	Clara Theresya	21	Perempuan	Pelajar/Mahasiswa	> 2 Kali
29	Rita V	45	Perempuan	Lain-Lain	> 2 Kali
30	Lanie	49	Perempuan	Lain-Lain	> 2 Kali
31	Ajeng	22	Perempuan	Wiraswasta	2 Kali
32	Sri Wahyuni	54	Perempuan	Lain-Lain	> 2 Kali
33	Agus Wangkay	49	Laki-Laki	Wiraswasta	> 2 Kali
34	Andrey Latumahina	55	Laki-Laki	Lain-Lain	> 2 Kali
35	Sandy Sherrly	23	Perempuan	Pelajar/Mahasiswa	> 2 Kali
36	Indah	21	Perempuan	Pelajar/Mahasiswa	> 2 Kali
37	Aditya Rn	29	Laki-Laki	Lain-Lain	> 2 Kali
38	Une	25	Perempuan	Lain-Lain	1 Kali
39	Benjamin L	55	Laki-Laki	Lain-Lain	> 2 Kali
40	Alfia Rahmah	25	Perempuan	Lain-Lain	> 2 Kali
41	Can	24	Perempuan	Lain-Lain	1 Kali
42	Afni Nuzulu Nikmah	19	Perempuan	Lain-Lain	1 Kali

Appendix 2: Respondents' Data of Hobbies Café and Lounge

43	Heince Royke Tumewu	45	Laki-Laki	Wiraswasta	> 2 Kali
44	Esti Dwi	22	Perempuan	Lain-Lain	2 Kali
45	Nadya Bono	21	Perempuan	Pelajar/Mahasiswa	> 2 Kali
46	Hasbi	25	Laki-Laki	Lain-Lain	> 2 Kali
47	Farul	22	Laki-Laki	Swasta	> 2 Kali
48	Putri	31	Perempuan	Wiraswasta	> 2 Kali
49	Oni	21	Laki-Laki	Swasta	> 2 Kali
50	Amy	24	Perempuan	Swasta	> 2 Kali
51	Lucia	44	Perempuan	Wiraswasta	> 2 Kali
52	Fairus	24	Laki-Laki	Lain-Lain	2 Kali
53	Muhammad Adam Jordan	21	Laki-Laki	Pelajar/Mahasiswa	1 Kali
54	Jeje	21	Perempuan	Pelajar/Mahasiswa	> 2 Kali
55	Tara Amila	21	Perempuan	Pelajar/Mahasiswa	1 Kali
56	Odesha R. P.	21	Laki-Laki	Swasta	> 2 Kali
57	Nura	24	Perempuan	Lain-Lain	> 2 Kali
58	Ateng Sumanaharjo	21	Laki-Laki	Pelajar/Mahasiswa	> 2 Kali
59	Artika	22	Perempuan	Pelajar/Mahasiswa	> 2 Kali
60	Andi Hikmah P	21	Perempuan	Wiraswasta	> 2 Kali
61	Audrey	22	Perempuan	Pns	> 2 Kali
62	Arjun	23	Laki-Laki	Pns	> 2 Kali
63	Kevin Wahyudi	19	Laki-Laki	Pelajar/Mahasiswa	> 2 Kali
64	Anas Machfudy	21	Laki-Laki	Pelajar/Mahasiswa	> 2 Kali
65	Rani	20	Perempuan	Swasta	> 2 Kali
66	Andreata Maulana	25	Laki-Laki	Swasta	> 2 Kali
67	Pungki	22	Perempuan	Pelajar/Mahasiswa	2 Kali
68	Indah Dwi Purwanti	22	Perempuan	Pelajar/Mahasiswa	1 Kali
69	Mada Rizki	25	Laki-Laki	Pns	2 Kali
70	Arman Keea	25	Laki-Laki	Lain-Lain	> 2 Kali
71	Nurul	22	Perempuan	Pelajar/Mahasiswa	> 2 Kali
72	Dorna	22	Perempuan	Swasta	> 2 Kali
73	Audia	23	Perempuan	Swasta	> 2 Kali
74	Bunga	22	Perempuan	Lain-Lain	1 Kali
75	Vera	26	Perempuan	Lain-Lain	1 Kali
76	Yuni	36	Perempuan	Lain-Lain	> 2 Kali
77	Herwinda Isnaeni Putru	26	Perempuan	Lain-Lain	2 Kali
78	Dwi Nur Lailati	24	Perempuan	Lain-Lain	1 Kali
79	Rahanda Putra Purnama	25	Laki-Laki	Lain-Lain	> 2 Kali
80	Akmal Saputra Laswi	35	Laki-Laki	Lain-Lain	1 Kali
81	Nanang Arif Haryadi	28	Laki-Laki	Lain-Lain	> 2 Kali
82	Yani	27	Perempuan	Lain-Lain	> 2 Kali
83	Wina	26	Perempuan	Wiraswasta	> 2 Kali

Appendix 2: Respondents' Data of Hobbies Café and Lounge

84	Jeiner Worang	29	Laki-Laki	Wiraswasta	> 2 Kali
85	Rommy	41	Laki-Laki	Lain-Lain	2 Kali
86	Fitri	33	Perempuan	Pns	2 Kali
87	Vega	23	Perempuan	Pelajar/Mahasiswa	> 2 Kali
88	Benny	35	Laki-Laki	Wiraswasta	> 2 Kali
89	Ronny L	45	Laki-Laki	Lain-Lain	> 2 Kali
90	Fauzan	35	Laki-Laki	Lain-Lain	> 2 Kali
91	Ariel	34	Laki-Laki	Wiraswasta	> 2 Kali
92	Amir S	43	Laki-Laki	Wiraswasta	> 2 Kali
93	Basri	33	Laki-Laki	Lain-Lain	> 2 Kali
94	Sheren M	17	Perempuan	Pelajar/Mahasiswa	2 Kali
95	Haekal Devandhra	23	Laki-Laki	Pelajar/Mahasiswa	> 2 Kali
96	Fitri	26	Perempuan	Pns	2 Kali
97	Recky W	50	Laki-Laki	Pns	> 2 Kali
98	Heru Praptono	27	Laki-Laki	Wiraswasta	> 2 Kali
99	Didot Setiawan	33	Laki-Laki	Wiraswasta	2 Kali
100	Melani	26	Perempuan	Swasta	2 Kali
101	Tika Handayani	26	Perempuan	Swasta	> 2 Kali
102	Muh. Ikhsan Zuhdi	20	Laki-Laki	Pelajar/Mahasiswa	2 Kali
103	Andree Tan	26	Laki-Laki	Lain-Lain	2 Kali
104	Wilson T	44	Laki-Laki	Wiraswasta	> 2 Kali
105	Cathy S	30	Perempuan	Lain-Lain	> 2 Kali
106	Joseph	40	Laki-Laki	Wiraswasta	> 2 Kali
107	Teddy Sobari	34	Laki-Laki	Wiraswasta	> 2 Kali
108	Tobias	24	Laki-Laki	Pelajar/Mahasiswa	2 Kali
109	Novita	26	Perempuan	Lain-Lain	2 Kali
110	Vihan	18	Laki-Laki	Pelajar/Mahasiswa	1 Kali
111	Wayan	35	Laki-Laki	Lain-Lain	> 2 Kali
112	Gerald L	31	Laki-Laki	Lain-Lain	> 2 Kali
113	Gunawan M.	34	Laki-Laki	Wiraswasta	> 2 Kali
114	Jun Liong	33	Laki-Laki	Wiraswasta	2 Kali
115	Ruth	26	Perempuan	Wiraswasta	1 Kali
116	Beatrice	18	Perempuan	Pelajar/Mahasiswa	1 Kali
117	Matias	45	Laki-Laki	Lain-Lain	2 Kali
118	Debby	29	Perempuan	Lain-Lain	2 Kali
119	Ridwan	45	Laki-Laki	Wiraswasta	2 Kali
120	Dea	19	Perempuan	Pelajar/Mahasiswa	2 Kali
121	Satriawan	49	Laki-Laki	Wiraswasta	2 Kali
122	Simon	53	Laki-Laki	Wiraswasta	> 2 Kali
123	Evie	33	Perempuan	Lain-Lain	> 2 Kali
124	Noldy	50	Laki-Laki	Wiraswasta	2 Kali

Appendix 2: Respondents' Data of Hobbies Café and Lounge

125	Anwar	37	Laki-Laki	Lain-Lain	2 Kali
126	Johansyah	51	Laki-Laki	Wiraswasta	> 2 Kali
127	Rustam	36	Laki-Laki	Pns	2 Kali
128	Je Lisa	17	Perempuan	Pelajar/Mahasiswa	1 Kali
129	Bernat S	47	Laki-Laki	Pns	> 2 Kali
130	Puspa Dewi	19	Perempuan	Pelajar/Mahasiswa	1 Kali
131	Frank	39	Laki-Laki	Lain-Lain	2 Kali
132	Hamzah	51	Laki-Laki	Wiraswasta	2 Kali
133	Adam	27	Laki-Laki	Lain-Lain	2 Kali
134	Harry	49	Laki-Laki	Wiraswasta	> 2 Kali
135	Bambang	54	Laki-Laki	Wiraswasta	> 2 Kali
136	Padli	38	Laki-Laki	Wiraswasta	> 2 Kali
137	Doddy	47	Laki-Laki	Lain-Lain	> 2 Kali
138	Kevin	22	Laki-Laki	Pelajar/Mahasiswa	> 2 Kali
139	Dinar Pradiesta	22	Perempuan	Pelajar/Mahasiswa	2 Kali
140	Jeffry	42	Laki-Laki	Wiraswasta	> 2 Kali
141	Rudi	38	Laki-Laki	Lain-Lain	> 2 Kali
142	Yani	32	Perempuan	Wiraswasta	2 Kali
143	Adji	40	Laki-Laki	Wiraswasta	> 2 Kali
144	Arsyat	45	Laki-Laki	Wiraswasta	> 2 Kali
145	Ronny	43	Laki-Laki	Lain-Lain	> 2 Kali
146	Jupry	49	Laki-Laki	Lain-Lain	> 2 Kali
147	Eka	38	Perempuan	Lain-Lain	> 2 Kali
148	Iqbal	25	Laki-Laki	Lain-Lain	1 Kali
149	Patricia	40	Perempuan	Wiraswasta	> 2 Kali
150	Reza	43	Laki-Laki	Wiraswasta	> 2 Kali
151	Reynold	53	Laki-Laki	Wiraswasta	> 2 Kali
152	Hidayat Fahlevi	30	Laki-Laki	Wiraswasta	> 2 Kali
153	Rinny	32	Perempuan	Lain-Lain	2 Kali
154	Aditya	38	Laki-Laki	Lain-Lain	1 Kali
155	Lisa	24	Perempuan	Pelajar/Mahasiswa	> 2 Kali

Appendix 3: Table r Product Moment

Pada Sig.0,05 (Two Tail)

N	r	N	r	N	r	N	r	N	r	N	r
1	0.997	41	0.301	81	0.216	121	0.177	161	0.154	201	0.138
2	0.95	42	0.297	82	0.215	122	0.176	162	0.153	202	0.137
3	0.878	43	0.294	83	0.213	123	0.176	163	0.153	203	0.137
4	0.811	44	0.291	84	0.212	124	0.175	164	0.152	204	0.137
5	0.754	45	0.288	85	0.211	125	0.174	165	0.152	205	0.136
6	0.707	46	0.285	86	0.21	126	0.174	166	0.151	206	0.136
7	0.666	47	0.282	87	0.208	127	0.173	167	0.151	207	0.136
8	0.632	48	0.279	88	0.207	128	0.172	168	0.151	208	0.135
9	0.602	49	0.276	89	0.206	129	0.172	169	0.15	209	0.135
10	0.576	50	0.273	90	0.205	130	0.171	170	0.15	210	0.135
11	0.553	51	0.271	91	0.204	131	0.17	171	0.149	211	0.134
12	0.532	52	0.268	92	0.203	132	0.17	172	0.149	212	0.134
13	0.514	53	0.266	93	0.202	133	0.169	173	0.148	213	0.134
14	0.497	54	0.263	94	0.201	134	0.168	174	0.148	214	0.134
15	0.482	55	0.261	95	0.2	135	0.168	175	0.148	215	0.133
16	0.468	56	0.259	96	0.199	136	0.167	176	0.147	216	0.133
17	0.456	57	0.256	97	0.198	137	0.167	177	0.147	217	0.133
18	0.444	58	0.254	98	0.197	138	0.166	178	0.146	218	0.132
19	0.433	59	0.252	99	0.196	139	0.165	179	0.146	219	0.132
20	0.423	60	0.25	100	0.195	140	0.165	180	0.146	220	0.132
21	0.413	61	0.248	101	0.194	141	0.164	181	0.145	221	0.131
22	0.404	62	0.246	102	0.193	142	0.164	182	0.145	222	0.131
23	0.396	63	0.244	103	0.192	143	0.163	183	0.144	223	0.131
24	0.388	64	0.242	104	0.191	144	0.163	184	0.144	224	0.131
25	0.381	65	0.24	105	0.19	145	0.162	185	0.144	225	0.13
26	0.374	66	0.239	106	0.189	146	0.161	186	0.143	226	0.13
27	0.367	67	0.237	107	0.188	147	0.161	187	0.143	227	0.13
28	0.361	68	0.235	108	0.187	148	0.16	188	0.142	228	0.129
29	0.355	69	0.234	109	0.187	149	0.16	189	0.142	229	0.129
30	0.349	70	0.232	110	0.186	150	0.159	190	0.142	230	0.129
31	0.344	71	0.23	111	0.185	151	0.159	191	0.141	231	0.129
32	0.339	72	0.229	112	0.184	152	0.158	192	0.141	232	0.128
33	0.334	73	0.227	113	0.183	153	0.158	193	0.141	233	0.128
34	0.329	74	0.226	114	0.182	154	0.157	194	0.14	234	0.128
35	0.325	75	0.224	115	0.182	155	0.157	195	0.14	235	0.127
36	0.32	76	0.223	116	0.181	156	0.156	196	0.139	236	0.127
37	0.316	77	0.221	117	0.18	157	0.156	197	0.139	237	0.127
38	0.312	78	0.22	118	0.179	158	0.155	198	0.139	238	0.127
39	0.308	79	0.219	119	0.179	159	0.155	199	0.138	239	0.126
40	0.304	80	0.217	120	0.178	160	0.154	200	0.138	240	0.126

**Appendix 4: VALIDITY TEST 30
RESPONDENTS**

	Total
AT1 Pearson Correlation	,694**
Sig. (2-tailed)	,000
N	30
AT2 Pearson Correlation	,752**
Sig. (2-tailed)	,000
N	30
AT3 Pearson Correlation	,822**
Sig. (2-tailed)	,000
N	30
AT4 Pearson Correlation	,768**
Sig. (2-tailed)	,000
N	30
AT5 Pearson Correlation	,907**
Sig. (2-tailed)	,000
N	30
AT6 Pearson Correlation	,819**
Sig. (2-tailed)	,000
N	30
AT7 Pearson Correlation	,751**
Sig. (2-tailed)	,000
N	30
AT8 Pearson Correlation	,795**
Sig. (2-tailed)	,000
N	30

AT9 Pearson Correlation	,792**
Sig. (2-tailed)	,000
N	30
ARL1 Pearson Correlation	,827**
Sig. (2-tailed)	,000
N	30
ARL2 Pearson Correlation	,829**
Sig. (2-tailed)	,000
N	30
ARL3 Pearson Correlation	,780**
Sig. (2-tailed)	,000
N	30
ARL4 Pearson Correlation	,804**
Sig. (2-tailed)	,000
N	30
ARL5 Pearson Correlation	,803**
Sig. (2-tailed)	,000
N	30
ARL6 Pearson Correlation	,907**
Sig. (2-tailed)	,000
N	30
ARL7 Pearson Correlation	,916**
Sig. (2-tailed)	,000
N	30
ARS1 Pearson Correlation	,894**
Sig. (2-tailed)	,000
N	30
ARS2 Pearson Correlation	,878**
Sig. (2-tailed)	,000
N	30

ARS3	Pearson Correlation	,800**
	Sig. (2-tailed)	,000
	N	30
AA1	Pearson Correlation	,830**
	Sig. (2-tailed)	,000
	N	30
AA2	Pearson Correlation	,890**
	Sig. (2-tailed)	,000
	N	30
AA3	Pearson Correlation	,897**
	Sig. (2-tailed)	,000
	N	30
AA4	Pearson Correlation	,902**
	Sig. (2-tailed)	,000
	N	30
AA5	Pearson Correlation	,865**
	Sig. (2-tailed)	,000
	N	30
AA6	Pearson Correlation	,801**
	Sig. (2-tailed)	,000
	N	30
AE1	Pearson Correlation	,846**
	Sig. (2-tailed)	,000
	N	30
AE2	Pearson Correlation	,890**
	Sig. (2-tailed)	,000
	N	30
AE3	Pearson Correlation	,834**
	Sig. (2-tailed)	,000
	N	30

AE4	Pearson Correlation	,799**
	Sig. (2-tailed)	,000
	N	30
AE5	Pearson Correlation	,809**
	Sig. (2-tailed)	,000
	N	30
AE6	Pearson Correlation	,845**
	Sig. (2-tailed)	,000
	N	30



Appendix 5: RELIABILITY 30 RESPONDENTS

Reliability

[DataSet1]

Scale: ALL VARIABLES

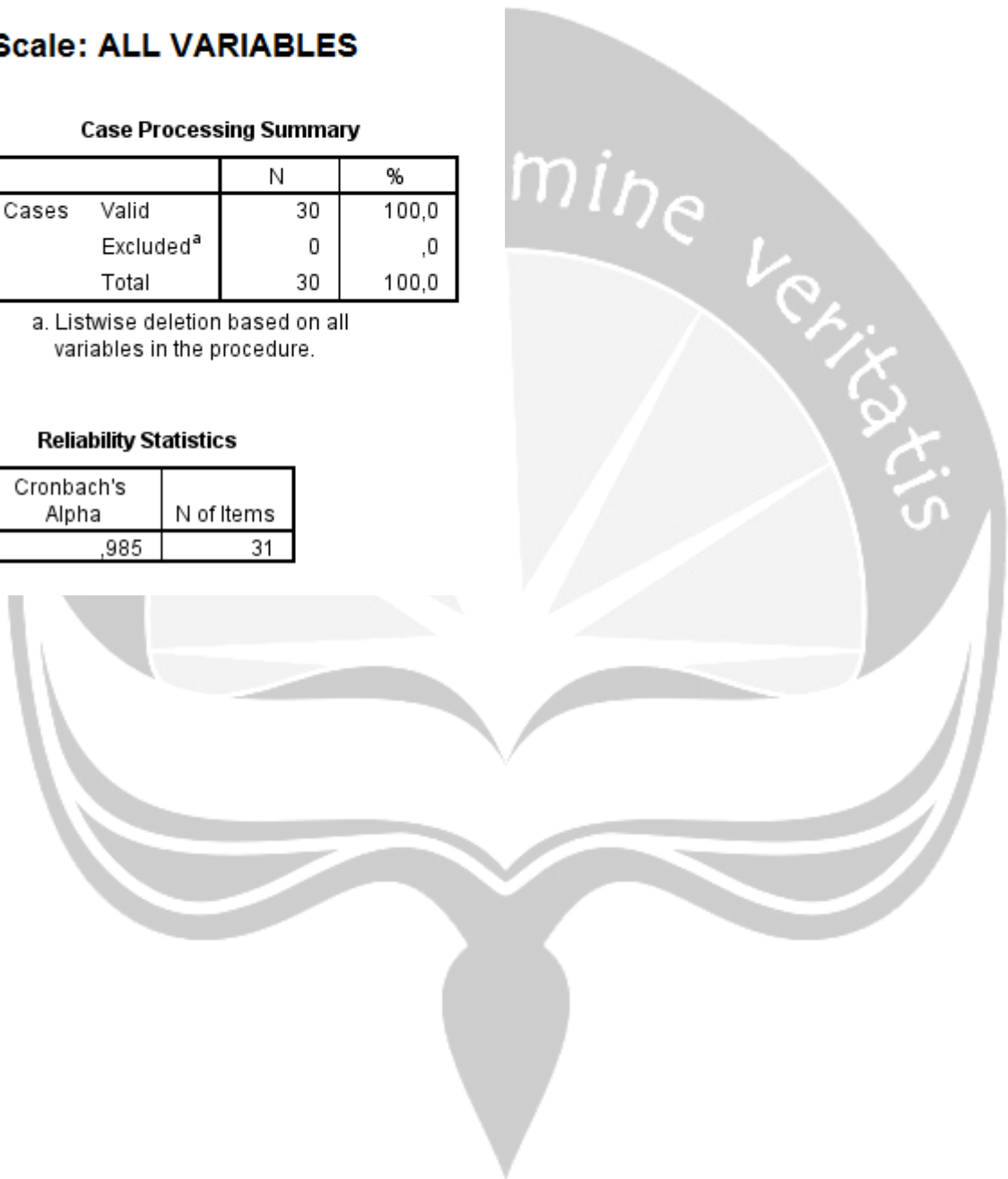
Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,985	31



**Appendix 6: VALIDITAS 30
RESPONDENTS EXPECTATION**

		total
AT1	Pearson Correlation	,929 ^{**}
	Sig. (2-tailed)	,000
	N	30
AT2	Pearson Correlation	,939 ^{**}
	Sig. (2-tailed)	,000
	N	30
AT3	Pearson Correlation	,954 ^{**}
	Sig. (2-tailed)	,000
	N	30
AT4	Pearson Correlation	,926 ^{**}
	Sig. (2-tailed)	,000
	N	30
AT5	Pearson Correlation	,921 ^{**}
	Sig. (2-tailed)	,000
	N	30
AT6	Pearson Correlation	,947 ^{**}
	Sig. (2-tailed)	,000
	N	30
AT7	Pearson Correlation	,870 ^{**}
	Sig. (2-tailed)	,000
	N	30
AT8	Pearson Correlation	,916 ^{**}
	Sig. (2-tailed)	,000
	N	30
AT9	Pearson Correlation	,973 ^{**}
	Sig. (2-tailed)	,000
	N	30

ARL1	Pearson Correlation	,969 ^{**}
	Sig. (2-tailed)	,000
	N	30
ARL2	Pearson Correlation	,983 ^{**}
	Sig. (2-tailed)	,000
	N	30
ARL3	Pearson Correlation	,902 ^{**}
	Sig. (2-tailed)	,000
	N	30
ARL4	Pearson Correlation	,943 ^{**}
	Sig. (2-tailed)	,000
	N	30
ARL5	Pearson Correlation	,876 ^{**}
	Sig. (2-tailed)	,000
	N	30
ARL6	Pearson Correlation	,975 ^{**}
	Sig. (2-tailed)	,000
	N	30
ARL7	Pearson Correlation	,978 ^{**}
	Sig. (2-tailed)	,000
	N	30
ARS1	Pearson Correlation	,940 ^{**}
	Sig. (2-tailed)	,000
	N	30
ARS2	Pearson Correlation	,946 ^{**}
	Sig. (2-tailed)	,000
	N	30
ARS3	Pearson Correlation	,975 ^{**}
	Sig. (2-tailed)	,000
	N	30

AA1	Pearson Correlation	,975**
	Sig. (2-tailed)	,000
	N	30
AA2	Pearson Correlation	,968**
	Sig. (2-tailed)	,000
	N	30
AA3	Pearson Correlation	,939**
	Sig. (2-tailed)	,000
	N	30
AA4	Pearson Correlation	,949**
	Sig. (2-tailed)	,000
	N	30
AA5	Pearson Correlation	,927**
	Sig. (2-tailed)	,000
	N	30
AA6	Pearson Correlation	,919**
	Sig. (2-tailed)	,000
	N	30
AE1	Pearson Correlation	,902**
	Sig. (2-tailed)	,000
	N	30
AE2	Pearson Correlation	,938**
	Sig. (2-tailed)	,000
	N	30
AE3	Pearson Correlation	,925**
	Sig. (2-tailed)	,000
	N	30

AE4	Pearson Correlation	,928**
	Sig. (2-tailed)	,000
	N	30
AE5	Pearson Correlation	,942**
	Sig. (2-tailed)	,000
	N	30
AE6	Pearson Correlation	,928**
	Sig. (2-tailed)	,000
	N	30



Appendix 7: Reliability Test of 30 respondent expectation

➔ Reliability

[DataSet1]

Scale: ALL VARIABLES

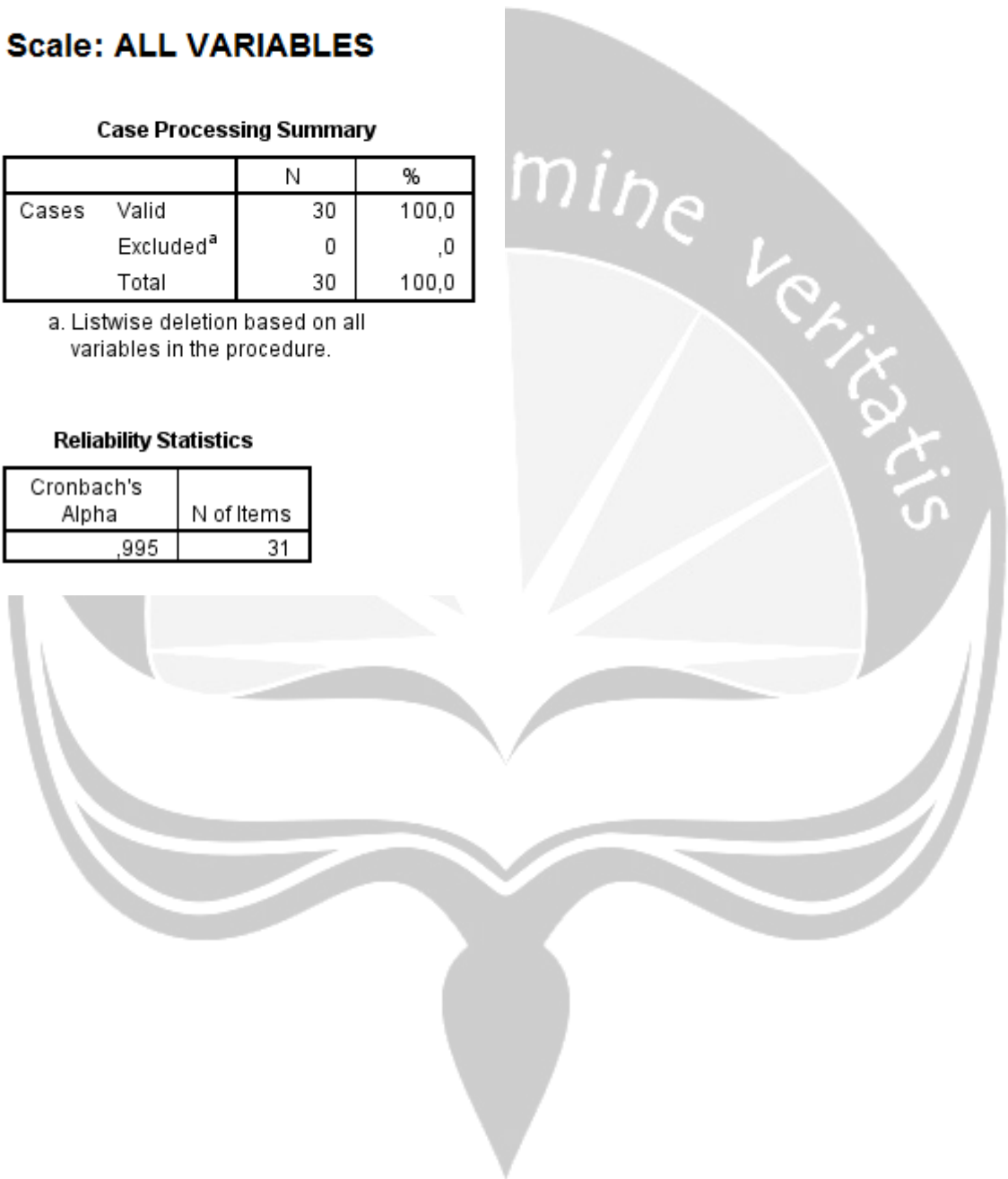
Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,995	31



Appendix 8: Perception Score of 155 Respondents

N o.	AT 1	AT 2	AT 3	AT 4	AT 5	AT 6	AT 7	AT 8	AT 9	AR L1	AR L2	AR L3	AR L4	AR L5	AR L6	AR L7	AR S1	AR S2	AR S3	AA 1	AA 2	AA 3	AA 4	AA 5	AA 6	AE 1	AE 2	AE 3	AE 4	AE 5	AE 6	Tot al
1	4	3	3	3	4	3	3	3	4	3	4	3	4	3	3	3	3	3	3	3	4	3	3	2	3	3	3	3	5	4	3	101
2	5	5	5	5	4	4	4	4	4	4	4	5	4	4	4	4	3	5	3	3	4	4	4	4	4	4	3	3	3	3	5	124
3	5	3	3	4	5	3	3	3	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4	4	3	4	4	3	4	4	117
4	4	4	3	4	4	3	3	3	4	3	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4	3	4	4	116
5	4	3	2	4	3	2	3	3	3	3	3	3	3	3	2	2	3	3	4	3	3	3	3	2	3	2	3	3	3	3	2	89
6	3	3	2	2	2	2	2	3	3	3	3	2	2	2	2	2	3	3	3	2	2	3	3	2	2	2	2	3	2	3	3	76
7	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	38
8	4	5	5	5	4	5	4	5	5	5	4	4	4	4	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	3	4	133
9	3	4	3	3	4	3	3	3	3	2	4	2	5	2	3	4	3	3	4	3	4	3	3	3	2	3	3	2	4	4	3	98
10	2	2	3	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	2	2	2	2	1	1	2	1	2	2	58
11	5	5	5	5	5	5	4	4	4	3	4	2	4	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	5	5	127
12	3	4	4	3	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	3	4	5	4	3	4	5	4	4	4	124
13	4	5	5	5	5	4	3	2	4	4	4	4	3	2	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	123
14	4	5	3	5	4	3	3	4	4	3	4	3	3	4	5	4	3	4	2	4	4	4	3	5	4	3	3	5	5	5	5	120
15	3	4	4	3	4	2	3	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	116
16	3	4	5	4	5	4	4	4	5	4	5	4	4	4	5	4	4	3	5	3	4	4	5	4	5	4	4	5	4	5	4	131
17	3	3	2	3	3	2	4	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	2	3	3	89
18	5	5	4	4	4	3	3	4	4	3	3	4	3	4	3	3	3	3	4	3	2	3	3	2	3	2	3	3	3	3	2	101
19	5	3	4	3	3	3	4	4	5	3	3	4	3	3	4	3	3	3	3	5	3	4	4	3	3	3	4	3	3	4	3	108
20	5	5	4	5	5	4	3	5	5	4	4	5	4	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	146
21	2	3	3	3	2	3	3	3	3	2	1	2	2	3	3	2	2	2	3	3	3	3	3	2	2	2	2	3	2	3	2	77
22	3	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	121
23	5	3	5	5	5	4	4	4	3	5	3	4	5	4	4	4	5	4	5	5	5	5	5	4	3	5	5	5	5	5	5	137
24	4	4	3	4	3	3	3	2	3	2	2	4	3	4	3	2	3	3	3	2	2	2	3	3	3	3	3	3	2	3	2	89
25	2	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	91
26	5	5	5	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	126
27	3	2	3	3	3	3	1	2	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	87
28	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	124
29	4	4	5	4	5	4	5	5	4	5	5	5	4	5	5	4	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	145
30	4	4	4	5	5	3	3	4	4	5	4	3	3	4	5	4	3	3	4	3	3	4	3	3	3	3	3	3	4	3	4	113
31	5	4	5	4	4	4	4	4	4	4	3	4	4	4	4	4	3	3	4	3	4	4	5	4	4	3	3	3	3	3	4	118

32	4	4	5	5	4	4	4	4	5	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	129		
33	4	4	4	4	4	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	99	
34	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	2	3	5	3	3	3	3	3	3	92		
35	3	3	5	5	4	5	5	5	5	3	3	4	4	5	5	5	4	5	4	4	3	5	5	3	3	4	3	5	3	5	4	129		
36	4	4	4	3	3	3	3	4	4	3	3	2	3	4	3	3	3	3	3	4	3	3	3	4	4	4	3	4	4	4	4	3	105	
37	3	4	4	3	3	3	3	4	5	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	118	
38	4	4	4	3	3	3	3	3	3	3	3	3	3	3	2	1	4	4	3	4	3	2	3	3	3	3	3	3	3	3	3	3	95	
39	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	124	
40	3	3	4	3	4	3	3	3	3	2	3	3	3	3	2	2	3	3	2	3	3	3	3	3	3	3	3	3	4	3	3	4	93	
41	5	3	4	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	95	
42	4	3	5	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	3	3	120
43	3	4	4	4	5	4	4	4	4	4	4	4	5	4	4	4	5	4	4	4	2	4	3	4	4	4	4	4	4	4	4	4	5	124
44	3	4	4	3	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	3	4	5	4	3	4	5	4	4	4	124	
45	5	4	5	4	5	3	3	5	4	5	5	4	4	4	4	4	4	4	3	4	4	4	4	5	4	5	4	4	5	4	5	5	132	
46	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	96	
47	5	3	3	5	2	5	5	5	5	3	3	4	5	3	4	1	5	4	5	5	5	5	3	2	3	3	3	5	5	5	5	5	124	
48	3	3	5	3	3	3	3	3	3	4	4	3	4	4	4	4	4	4	4	4	5	4	4	4	4	4	5	5	5	5	5	5	123	
49	3	4	5	5	5	5	4	5	4	4	4	4	5	4	4	4	4	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	138	
50	4	4	4	5	4	4	4	4	5	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	3	3	4	4	4	4	4	4	122	
51	3	4	5	4	4	3	3	4	4	4	4	3	3	4	4	3	4	3	5	5	4	4	5	4	4	4	4	4	5	5	5	5	124	
52	5	4	5	5	5	4	4	4	5	5	5	5	4	5	5	4	5	4	4	5	5	5	5	5	5	5	4	5	4	5	4	5	144	
53	1	1	1	1	1	3	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	35	
54	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	124	
55	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	123	
56	3	3	3	3	3	3	4	3	3	3	4	3	3	4	3	3	4	3	3	4	4	4	4	3	3	4	3	3	4	3	3	4	102	
57	3	4	5	5	5	4	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	150	
58	4	5	3	4	5	5	5	5	5	2	5	3	5	5	5	5	4	5	5	3	4	4	5	5	3	5	5	5	5	4	5	5	138	
59	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	123	
60	5	5	5	5	5	5	5	5	4	5	5	4	4	4	5	5	5	4	4	4	5	4	5	4	4	4	5	5	5	5	5	4	143	
61	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	3	5	5	5	3	5	5	5	5	5	5	5	149	
62	4	5	5	5	5	3	3	5	5	4	3	5	5	3	5	5	4	4	5	5	3	5	5	5	5	5	5	5	5	5	5	5	141	
63	3	4	3	3	3	4	4	3	4	3	4	4	3	3	4	4	3	3	3	4	3	3	3	4	5	5	3	4	3	3	5	110		
64	3	3	4	4	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	5	3	3	100		

[illegible]

[illegible]

126	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	124		
127	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	123	
128	3	3	2	2	3	3	2	2	2	2	3	2	2	3	2	2	3	2	3	3	2	2	3	3	3	2	3	4	3	3	80
129	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	123	
130	4	3	4	5	4	3	3	3	2	2	2	2	3	2	3	2	3	3	4	4	3	4	4	1	4	3	3	4	4	4	99
131	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	124	
132	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	122	
133	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	122	
134	4	4	4	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	123	
135	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	123	
136	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	122	
137	4	4	4	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	123	
138	2	2	3	1	3	2	2	2	2	3	3	3	2	2	2	2	3	3	3	3	3	2	2	2	2	3	3	3	3	2	76
139	4	5	5	5	4	4	5	3	4	4	4	5	4	4	5	5	4	4	5	4	4	4	5	4	4	3	5	5	4	5	135
140	4	4	4	4	4	4	4	5	3	5	3	2	3	3	2	3	3	3	4	4	2	3	4	3	2	3	3	4	4	3	106
141	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	120	
142	4	4	4	5	5	4	4	4	4	4	3	3	3	3	2	2	3	3	3	4	2	4	4	4	3	3	3	4	4	3	110
143	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	104
144	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	3	3	3	4	4	3	4	4	4	4	3	3	4	4	4	115
145	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	3	3	3	4	4	3	4	4	4	4	3	3	4	4	4	115
146	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	3	3	4	4	3	4	4	4	4	4	4	4	4	4	4	118
147	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	123
148	5	3	4	5	5	4	4	5	3	4	3	3	3	3	3	2	3	3	3	4	3	4	4	3	2	3	3	3	5	3	110
149	4	4	4	5	5	4	4	4	4	4	3	3	3	3	3	3	4	3	4	3	3	4	4	3	3	3	3	4	5	4	115
150	4	4	5	5	5	4	4	5	4	5	3	4	3	4	3	3	4	4	4	4	3	4	4	4	4	3	3	4	5	4	124
151	5	5	5	5	5	4	4	5	4	5	5	4	3	4	3	3	4	4	5	5	3	4	4	4	3	3	3	4	5	5	130
152	3	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	2	3	3	3	2	2	2	3	2	3	82

Appendix 9: Expectation Score of 155 Respondents

N O	AT 1	AT 2	AT 3	AT 4	AT 5	AT 6	AT 7	AT 8	AT 9	AR L1	AR L2	AR L3	AR L4	AR L5	AR L6	AR L7	AR S1	AR S2	AR S3	AA 1	AA 2	AA 3	AA 4	AA 5	AA 6	AE 1	AE 2	AE 3	AE 4	AE 5	AE 6	tot al
1	5	4	5	3	4	5	5	4	4	4	4	4	4	3	4	5	5	3	5	4	5	3	3	4	5	5	4	3	5	5	5	131
2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	155
3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	155
4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	155
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	155
6	3	3	2	2	2	2	2	3	3	3	3	2	2	2	2	2	3	3	3	2	2	3	3	2	2	2	2	3	2	3	3	76
7	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	38
8	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	149
9	5	5	4	3	5	5	4	4	5	5	4	3	5	3	4	5	3	5	5	4	5	5	4	3	4	3	5	5	5	5	4	134
10	2	2	3	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	64
11	4	5	5	5	5	5	4	5	5	4	5	3	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	148
12	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	3	4	5	4	4	5	4	4	4	128
13	3	5	5	5	5	3	3	2	4	4	4	5	4	2	5	4	3	3	4	5	5	4	5	3	4	3	5	4	4	5	5	125
14	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	155
15	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	155
16	4	4	5	4	5	4	4	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	146
17	3	3	3	3	3	3	5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	95
18	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	155
19	5	5	5	4	3	5	5	5	5	5	5	5	3	3	5	5	4	4	4	5	5	5	5	3								

27	3	2	3	3	3	3	1	2	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	87
28	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	12 4
29	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15 5
30	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15 5
31	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15 5
32	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15 5
33	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15 5
34	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	2	3	5	3	3	3	3	91
35	4	5	5	5	4	5	5	5	5	5	5	5	4	5	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	4	14 9
36	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15 4
37	4	4	4	5	5	5	5	4	5	4	4	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	13 1
38	4	4	4	3	3	3	3	3	3	3	3	3	3	3	2	1	4	4	3	4	3	2	3	3	3	3	3	3	3	3	95
39	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	12 4
40	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	12 4
41	3	3	3	3	3	3	3	3	3	3	3	3	3	5	3	3	5	3	3	3	3	3	3	3	3	3	3	3	3	3	97
42	4	2	5	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	3	3	12 0
43	4	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	4	4	3	5	4	5	5	4	5	5	5	5	14 6
44	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	3	4	5	4	4	4	5	4	12 8
45	2	5	5	4	5	3	3	5	4	4	4	5	5	4	5	5	3	4	4	5	5	5	5	3	5	4	5	5	5	5	13 6
46	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	4	3	3	3	2	2	2	2	2	3	3	3	3	3	91
47	4	5	3	5	4	5	5	5	5	5	5	5	5	3	5	5	5	5	5	4	4	5	5	5	4	4	4	5	5	3	14 1
48	5	3	4	3	5	5	5	5	5	3	3	4	4	4	5	4	4	5	5	4	4	5	5	4	4	4	3	4	4	4	13 0
49	4	4	4	5	5	5	4	5	4	3	3	3	5	3	3	4	4	5	5	5	4	4	4	4	5	5	5	5	5	5	13 3
50	5	5	4	4	4	4	5	5	5	5	3	4	5	5	5	5	5	5	3	4	4	4	4	3	4	3	4	5	5	3	13 4
51	5	4	5	4	4	5	4	4	4	5	5	4	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	4	5	5	14 6
52	5	5	5	5	5	4	4	4	5	5	5	5	4	5	5	4	5	4	4	5	5	5	5	5	5	4	5	4	5	4	14 5
53	1	1	1	1	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	33
54	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15 5

55	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15 5		
56	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	4	4	4	3	3	3	3	3	3	3	3	3	3	98	
57	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15 5		
58	1	1	2	2	1	1	1	1	1	4	2	2	1	1	1	1	2	1	1	3	3	1	1	1	2	1	1	1	1	1	1	44	
59	5	5	5	5	5	4	4	5	5	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	14 7		
60	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15 5		
61	5	5	5	5	5	5	5	5	5	5	4	5	4	5	4	5	5	4	4	5	5	4	5	5	5	5	4	4	4	5	4	14 4	
62	4	4	4	5	5	5	4	5	4	3	4	4	4	5	5	5	5	5	5	5	4	5	4	4	5	5	5	5	5	5	5	14 2	
63	5	5	5	4	5	5	5	5	4	5	4	5	4	3	5	5	3	3	5	5	4	4	5	5	5	5	4	4	4	5	5	14 0	
64	4	4	5	5	4	5	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	5	4	4	4	5	5	4	5	5	4	13 5	
65	5	5	5	5	5	2	2	3	5	5	5	5	5	5	5	5	4	4	4	4	5	5	4	5	5	5	4	5	4	4	4	13 8	
66	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	12 4	
67	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	13 8	
68	5	4	4	5	5	5	5	4	4	4	4	4	5	5	5	4	5	5	5	4	4	5	4	5	5	4	4	5	4	4	5	14 1	
69	5	4	4	5	5	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	13 3	
70	3	3	4	4	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	5	5	5	3	4	5	5	5	4	5	5	14 0
71	4	4	5	4	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	14 7
72	5	4	4	4	5	5	5	5	5	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	13 2
73	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	14 9
74	3	3	4	4	3	4	4	4	3	3	4	3	3	3	3	4	3	3	3	4	4	4	4	4	4	3							

[illegible]

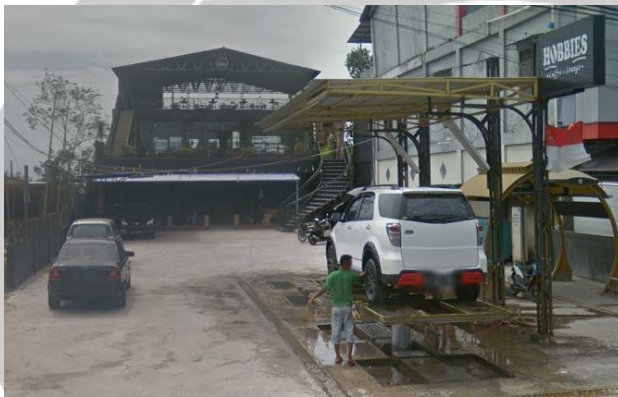
11_0	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15_3
11_1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	12_4
11_2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	12_4
11_3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15_5
11_4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15_5
11_5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15_5
11_6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15_5
11_7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15_5
11_8	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	12_4
11_9	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	12_4
12_0	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15_5
12_1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	12_4
12_2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	15_5
12_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	12_4
12_4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	12_4
12_5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	12_4
12_6	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	12_3
12_7	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	12_4
12_8	3	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	12_3
12_9	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	12_4
13_0	4	4	4	5	4	3	3																								

[illegible]

APPENDIX 10: DOCUMENTATION OF RESEARCH



Front view of Hobbies Café and Lounge



Parking space of Hobbies Café and Lounge



Atmosphere of Hobbies café and Lounge 2nd floor(1)



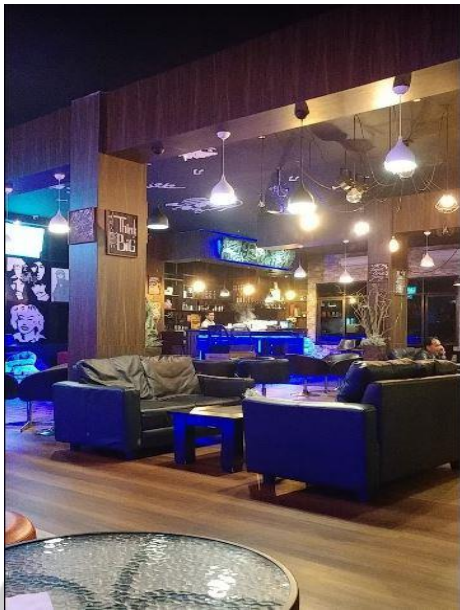
Atmosphere of Hobbies café
and Lounge 2nd floor (2)



Atmosphere of Hobbies café
and Lounge 2nd floor (3)



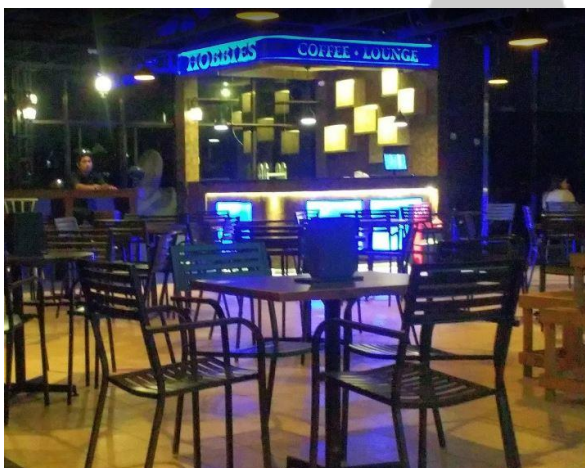
Atmosphere of Hobbies café
and Lounge 2nd floor (4)



Atmosphere of Hobbies café and Lounge
2nd floor (indoor)



Atmosphere of Hobbies café and Lounge
3rd floor



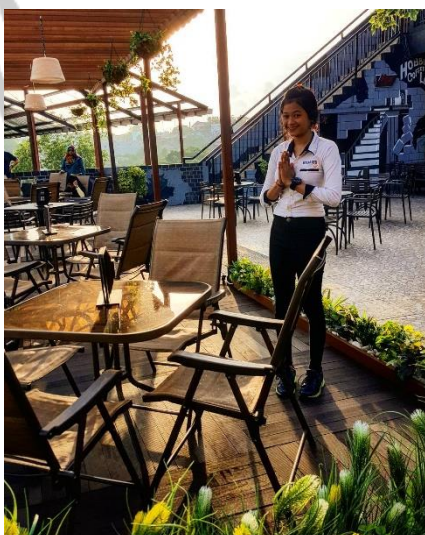
Atmosphere of Hobbies café and
Lounge 3rd floor



Customers of Hobbies
Café and Lounge



Customers of Hobbies
Café and Lounge



One of the waitress of Hobbies Café and
Lounge