CHAPTER V

CONCLUSION AND MANAGERIAL IMPLICATION

5.1. Introduction

In this chapter, researcher will conclude the results of this research, draw some managerial implications, and identify the research limitations. conclusion

5.2. Conclusions

Based on data analysis result and discussion in chapter IV then we could conclude that:

1. From ambient conditions music, scent, cleanliness, only music had significant effect towards customer. Music can affect customer's loyalty event if the customer did not aware of it. The other two variables do not have significant effect toward customer's loyalty intentions. Surprisingly the variable aroma, affect customer's loyalty negatively.

2. Design factors especially implicit communicators do not have significant effect toward customer's loyalty intention. It means the customer does not really care about implicit communicators. While the variable furnishing is not used in this research because the reliability and validity test cannot prove that the variable is consistent and valid.

3. Staff behaviour variables customer orientation and credibility is also insignificant in affecting customer loyalty intention. The customer is does not really care about the credibility of the staff while customer orientation gives a negative result. It could be the customer thinks that the service

staff is irritating because they put too much devotion in satisfying customer wants. This often happen, when the staff offers the product that sometimes customer doesn't seek.

4. Staff image especially competence, had significant effect toward the customer's loyalty intention. This is not surprising since the customer would love to be served by the staff that can explained the service/ goods that they offer. By knowing a great deal of the goods/ service they offer, they could help the customer to choose what they want better. While physical attractiveness insignificantly affect customer's loyalty intention, this means customers does not really care about staff's appearance.

5.3. Managerial Implications

The servicescape has become an important factors in marketing. The customer now is not buying the product that the company offers but also the service that it offers. In this research, some of the hypothesis were supported but mostly not. This maybe cause because the place that the researcher use to conduct the research is around campus, so the community that live and does their activity mostly were students. Students have limited number of income that surely will affect their expense. They will care less about the servicescape as long as they got plenty of food, cheap and delicious.

From the result many hypotheses were not supported. Some variables cannot widely explain the impact of servicescape on loyalty intention.

1. Scent orientation has a negative insignificant effect on loyalty intention. It means the better the scent of the restaurant the less loyalty intention from the customer. However the customer is not really concern about the scent although it negatively affects customer loyalty intention

2. Customer orientation has a negative insignificant effect on loyalty intention. We can conclude that the staff services could annoyed customer if they are being too oriented. The customer is a king, but we should not serve the customer with a non-stop offer or over reacted toward the customer. It will be unwise to give non-stop offer to the customer. They may feel uneasy and they feel like "pushed" by the staff service.

3. Cleanliness, Implicit communicators, Credibility and Physical Attractiveness of staff service is not significant in affecting customer loyalty intention. The variables cleanliness and credibility could be included in defensive attributes while for Implicit Communicators and Physical Attractiveness, the customer does not really care about those variables in servicescape, since it does not affect them significantly.

5.4. Research Limitations

Researcher realizes that there are some limitations in this research. Those limitations will cause weaknesses in the result of research which caused refraction of research result. Limited number of respondents and limited variables

used to identify customer loyalty intention based on Music, Aroma, Cleanliness, Implicit Communicators, Furnishing, Customer orientation, Credibility, Competence and Physical Attractiveness are not enough to explain loyalty intention of the customer. Only 20% of those variables can explain customer's loyalty intention which mean 80% other were affected by unknown variables. The other potential factors could be price, menu, taste, and location. This lead to future research to cover more space and define other variables of servicescape or beyond servicescape to explain what makes customer become loyal.

The other limitation of this research is because there are some different contexts regarding the terms "restaurant". The original article used a fine dining restaurant, while in this research, the restaurant that were used were low-end restaurant or usually known as "warung". The sample that taken was also different therefore some results were not surprising, since the sample were mostly students. For the students, most servicescape factors do not significantly affect their loyalty intention, since they came for the food, not for the servicescape.

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Appendix I

No	Variabel	SS	S	AS	N	AGTS	TD	STS
Lo1	Akankah Anda menyampaikan hal positif mengenai restoran ini kepada orang lain ?							
Lo2	Akankah Anda merekomendasikan restoran ini pada orang yang meminta saran Anda ?							
Lo3	Akankah Anda menganjurkan teman dan relasi Anda untuk melakukan bisnis dengan restoran ini ?							
Lo4	Apakah Anda menjadikan restoran ini sebagai pilihan restoran utama anda?							
Lo5	Akankah Anda melakukan lebih banyak bisnis dengan restoran ini beberapa tahun mendatang ?							
Lo6	Akankah Anda tetap mengunjungi restoran ini walaupun restoran lain lebih murah ?							
Ms1	Musik yang diputar di restoran ini cocok							
Ms2	Musik di restoran ini dimainkan dengan volume yang tepat							
Ms3	Musik yang dimainkan di restoran ini menyenangkan							
Ms4	Musik yang dimainkan di restoran ini tidak menyenangkan							
Sc1	Aroma di restoran ini kurang tepat							
Sc2	Aroma di restoran cocok							
Cl1	Restoran ini dijaga tetap bersih							
Cl2	Restoran ini memiliki jalan dan pintu yang bersih							
Cl3	Restoran ini memiliki toilet yang bersih							
Cl4	Restoran ini tidak dijaga bersih							
In1	Interior restoran ini tidak atraktif							
In2	Interior restoran ini menarik							
In3	Arsitektur interior restoran ini memberikan karakter yang menarik							
In4	Interior restoran didekorasi dalam model yang menarik							
In5	Restoran dicat dalam warna yang tidak menarik bagi Anda							
Fr1	Ada kaki kursi yang tepat di tepat duduk Anda							
Fr2	Ada tempat yang nyaman untuk tangan di kursi Anda							
Co1	Anda merasa tidak puas dengan perlakuan yang anda terima dari staff layanan							
Co2	Staff layanan mengerti kebutuhan Anda							
Co3	Staff layanan menunjukkan komitmen untuk memuaskan kebutuhan Anda							

No	Variabel	SS	S	AS	N	AGTS	TD	STS
Cr1	Anda merasa aman melakukan transaksi dengan staff layanan							
Cr2	Staff layanan memiliki sikap positif							
Cr3	Anda tidak merasa dicurangi oleh Staff layanan							
Cm1	Staff layanan tidak membantu							
Cm2	Staff layanan memberikan layanan yang cepat							
Cm3	Kualitas layanan yang diberikan rendah							
Cm4	Staff layanan melayani dengan benar sejak awal kedatangan Anda							
Cm5	Staff layanan mampu menyelesaikan masalah Anda							
Ph1	Staff layanan berpenampilan atraktif							
Ph2	Staff layanan tampak berkelas							
Ph3	Staff layanan tampak elegan							
Ph4	Staff layanan berpenampilan seksi							
Vs1	Layanan restoran ini menarik bagi Anda							
Vs2	Anda bisa membicarakan tentang restoran ini untuk waktu yang lama							
Sac1	Mengunjungi restoran ini nyaman untuk Anda (dikarenakan faktor-faktor seperti : jarak, ketersediaan tempat parkir, keramaian dsb)							
Sac2	Mengunjungi restoran ini membuat stres (dikarenakan faktor-faktor seperti : jarak, ketersediaan tempat parkir, keramaian dsb)							
Sac3	Anda membutuhkan usaha yang besar untuk mendapatkan layanan yang ditawarkan restoran ini							
Sac4	Restoran ini mempunyai jam operasi yang nyaman							
Ec1	Anda percaya bahwa suku bunga akan naik dalam beberapa bulan kedepan ?							
Ec2	Anda percaya bahwa inflasi akan meningkat beberapa bulan kedepan							
Ci1	Apakah Anda percaya bahwa tingkat persaingan antar restoran sangat ketat ?							
Ci2	Apakah Anda percaya ada banyak "perang promosi" antar restoran ?							
Ci3	Apakah Anda percaya layanan yang ditawarkan sebuah restoran dapat ditandingi dengan mudah oleh restoran lainnya ?							
Ci4	Apakah Anda percaya bahwa banyak kompetisi harga antar restoran ?							

Appendix II

Sex	Lo1	Lo2	Lo3	Lo4	Lo5	Lo6	Ms1	Ms2	Ms3	Ms4	Sc1	Sc2
2	6	6	6	5	6	5	2	2	2	6	2	6
1	5	4	2	6	4	6	2	6	6	4	5	2
2	6	6	6	5	6	6	4	4	4	4	4	4
2	7	7	7	7	6	7	4	4	4	4	1	1
1	6	6	4	6	4	4	4	4	4	4	4	6
2	6	6	4	4	6	6	4	4	4	4	4	6
2	6	6	4	5	4	5	4	4	4	4	3	6
1	5	6	4	3	4	2	4	4	4	5	2	6
1	6	6	5	5	6	5	3	3	3	3	4	4
1	4	6	2	2	2	6	2	2	2	2	4	4
1	6	6	2	2	2	4	1	1	1	1	4	4
1	4	5	4	2	4	4	2	2	2	2	3	6
1	7	7	5	4	5	6	4	4	4	4	4	4
1	7	7	7	4	5	4	2	3	2	4	4	4
2	6	5	4	4	2	5	2	2	2	2	4	4
1	5	4	3	2	2	4	1	1	1	4	4	4
2	6	6	4	3	3	4	1	1	1	1	3	3
2	7	6	4	3	4	4	1	1	1	1	3	5
1	6	6	4	1	4	6	4	4	4	4	2	5
2	6	6	6	4	4	4	4	4	4	4	5	5
2	6	6	2	2	2	4	2	3	2	4	4	4
2	6	6	2	2	2	6	2	5	6	4	4	4
1	6	6	4	1	4	6	4	4	4	4	2	5
2	7	6	4	3	4	4	1	1	1	1	3	5
2	6	6	4	4	4	5	2	2	2	5	3	5
1	5	6	4	3	4	6	1	1	1	1	4	4
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2	6	6	4	5	4	5	4	4	4	4	3	6
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1	4	5	4	2	4	4	2	2	2	2	3	6
1	7	7	7	4	5	4	2	3	2	4	4	4
1	7	7	5	4	5	6	4	4	4	4	4	4
1	7	7	6	6	5	5	5	5	5	2	1	7
1	7	6	6	7	7	6	7	7	7	2	2	6
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1	6	6	3	6	3	3	6	6	6	3	5	5
1	6	2	5	2	6	4	5	2	4	5	6	3
2	2	2	1	2	1	2	2	2	2	6	6	2
1	3	3	3	2	2	4	4	4	4	4	4	4
2	4	4	2	2	2	4	4	4	4	4	2	6
1	6	6	6	5	5	6	5	5	5	5	2	6
2	6	6	4	2	2	2	2	2	2	2	2	5
2	6	6	4	4	4	5	4	3	3	6	4	4
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1	6	6	6	7	7	7	4	4	4	4	5	4
2	6	6	4	2	1	4	1	2	1	7	3	4
1	6	6	4	2	4	5	1	4	2	4	4	4
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2	5	5	3	2	4	5	3	3	3	3	3	5
1	5	6	4	4	3	3	3	3	3	3	4	4

Sex	Lo1	Lo2	Lo3	Lo4	Lo5	Lo6	Ms1	Ms2	Ms3	Ms4	Sc1	Sc2
2	5	5	3	2	4	5	3	3	3	3	3	5
2	6	6	3	4	4	4	4	4	4	2	2	6
1	6	6	4	5	4	6	4	4	4	4	4	4
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1	6	7	6	4	4	4	4	6	4	4	4	6
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1	6	6	5	5	4	3	5	5	6	2	1	6
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1	6	6	4	6	2	6	2	2	2	6	3	6
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1	4	4	4	2	2	4	4	4	4	4	4	4
1	6	6	6	6	2	6	6	6	6	2	2	4
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1	7	6	5	4	4	4	4	4	4	4	3	5
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2	4	4	4	4	2	2	1	6	6	4	4	6
1	6	4	4	3	1	4	4	4	5	3	5	3
1	6	5	4	3	5	5	2	2	2	2	2	6

CI1	CI2	CI3	CI4	In1	In2	In3	In4	In5	Fr1	Fr2	Co1	Co2
6	6	6	2	7	1	2	2	6	2	2	4	5
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5	5	4	3	6	2	1	1	6	4	2	2	6
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6	6	4	4	6	2	2	2	3	7	7	2	6
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4	4	3	4	5	3	3	3	5	4	3	4	3
6	5	4	3	4	4	3	3	4	2	3	3	2

Cl1	Cl2	Cl3	Cl4	In1	In2	In3	In4	In5	Fr1	Fr2	Co1	Co2
4	4	3	4	5	3	3	3	5	4	3	4	3
5	5	3	3	2	2	2	2	6	6	2	2	6
5	5	5	3	6	2	2	2	6	5	2	3	6
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6	6	4	1	2	6	6	6	2	1	6	2	5
6	4	4	3	4	4	4	4	4	4	4	3	6
5	5	4	4	6	4	4	4	5	6	3	4	3
6	6	4	2	6	4	2	2	6	6	2	2	4
6	6	4	4	4	6	6	4	4	6	6	4	6
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3	3	3	5	4	4	5	5	5	4	3	4	4
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5	5	5	2	7	2	2	2	5	2	2	2	4
5	5	3	3	5	5	3	4	5	5	5	5	3
5	5	3	3	5	3	4	4	5	5	5	5	3
5	5	4	3	6	6	6	4	4	3	3	5	4
5	6	4	2	3	6	3	5	6	5	3	2	6
3	4	4	5	3	5	4	4	6	3	3	4	4
7	6	6	4	4	6	2	4	4	4	4	4	2
2	2	3	3	4	4	4	4	4	6	2	4	4
6	6	4	3	5	5	6	4	3	2	2	5	6
5	5	5	3	2	5	5	5	5	6	5	2	6
6	5	5	3	5	4	4	4	2	5	5	3	5
6	3	4	2	3	6	6	5	6	2	2	2	5
6	6	6	2	5	5	5	2	3	5	1	3	5
6	6	4	4	4	4	3	4	3	6	3	4	4
6	6	6	1	6	6	6	6	1	6	1	1	6
6	6	4	3	3	5	5	4	3	2	2	2	4
7	5	4	2	4	5	4	4	3	1	3	2	4
6	5	7	3	4	6	6	7	6	4	4	6	6
6	6	4	2	2	6	6	6	6	4	4	3	5
5	6	5	4	4	5	5	5	6	5	6	6	1
4	4	4	3	3	4	5	4	5	6	5	3	5
6	5	4	3	4	3	4	3	4	3	4	3	5
7	6	5	1	7	2	2	6	6	6	2	4	6
5	5	4	4	7	1	1	1	7	1	1	6	2
5	5	5	3	4	4	5	3	5	6	1	2	3

Co3	Cr1	Cr2	Cr3	Cm1	Cm2	Cm3	Cm4	Cm5	Ph1	Ph2	Ph3	Ph4
5	5	5	6	2	6	3	6	6	1	1	1	1
5	6	4	2	6	4	2	5	3	4	6	3	5
5	6	6	6	2	6	2	2	4	2	2	2	2
6	6	6	6	2	6	2	6	6	4	2	2	2
6	6	6	6	4	6	4	5	6	4	4	4	4
4	6	6	6	4	6	4	6	4	4	4	4	4
4	4	4	4	3	5	4	4	4	3	3	3	3
6	6	5	7	6	4	4	4	5	5	3	3	3
6	7	6	5	4	4	4	6	7	7	5	3	2
4	6	6	6	2	6	2	6	2	6	6	2	4
5	4	4	4	4	6	4	5	5	2	2	2	1
4	6	6	4	4	6	2	2	4	2	2	2	2
4	7	7	1	1	7	1	7	7	4	4	4	4
4	5	4	6	1	7	4	6	7	4	4	4	4
5	6	7	7	3	4	3	4	4	4	3	3	3
5	6	6	6	2	4	4	4	5	3	3	3	1
6	6	4	6	4	6	6	6	6	6	5	5	5
4	5	6	4	3	7	2	6	6	4	3	3	1
5	6	6	6	2	5	2	5	5	3	3	3	1
4	5	6	6	2	4	4	4	4	2	2	2	2
4	4	5	6	4	3	4	4	4	4	3	3	2
4	4	5	6	4	3	4	4	4	4	3	3	2
5	6	6	6	2	5	2	5	5	3	3	3	1
4	5	6	4	3	7	2	6	4	4	3	3	1
5	6	6	6	3	6	3	6	6	3	4	4	3
1	4	4	5	4	4	4	5	4	1	1	1	1
5	5	5	3	3	5	3	5	5	3	3	3	1
3	5	5	5	4	5	3	5	4	3	3	3	3
4	4	4	4	4	4	4	4	2	6	2	2	2
4	6	6	6	4	6	4	6	4	4	4	4	4
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6	7	6	5	4	4	4	6	7	7	5	3	2
4	6	6	4	4	6	2	2	4	2	2	2	2
4	5	4	6	1	7	4	6	7	4	4	4	4
4	7	7	1	1	7	1	7	7	4	4	4	4
7	7	7	7	1	6	2	7	7	4	4	4	2
6	6	6	6	2	6	2	6	4	6	4	5	2
7	7	7	7	1	7	1	6	6	7	4	6	1
5	6	6	6	4	4	3	4	4	4	4	4	5
6	6	6	6	2	7	2	6	6	6	5	5	2
5	6	6	6	3	5	3	6	6	4	4	4	4
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6	6	4	6	6	2	6	4	2	4	6	2	5
7	6	6	6	2	6	3	6	6	2	1	1	1
5	5	5	5	3	5	3	5	5	3	3	3	1
6	6	6	6	4	6	4	6	4	6	4	4	4
6	6	6	6	2	7	2	6	6	6	6	6	5
6	6	6	6	2	5	2	6	2	5	2	2	2
6	6	6	6	3	5	3	6	5	4	4	4	4
7	7	7	7	1	6	2	6	6	6	5	5	2
6	6	6	6	1	1	1	6	6	4	5	4	1
6	6	6	4	3	2	3	6	4	4	2	3	1
6	6	6	6	2	7	2	7	7	6	4	4	4
6	6	6	6	3	6	2	6	6	3	3	3	3
7	7	7	7	1	7	1	7	7	3	3	3	1
4	5	5	6	3	4	3	5	5	3	5	4	2
3	6	6	4	2	4	3	6	4	4	4	4	1
5	6	6	6	3	5	3	5	5	3	3	3	3
3	4	3	6	3	6	3	5	5	3	3	3	3
6	6	6	6	4	5	4	5	5	5	5	3	2

Co3	Cr1	Cr2	Cr3	Cm1	Cm2	Cm3	Cm4	Cm5	Ph1	Ph2	Ph3	Ph4
3	4	3	6	3	6	3	5	5	3	3	3	3
5	6	6	4	2	4	3	6	4	4	4	4	1
6	6	6	6	3	6	3	6	6	3	3	3	3
7	7	7	1	1	7	1	7	7	3	3	3	1
4	6	6	6	4	5	5	6	6	5	5	6	4
6	6	6	6	2	6	4	6	6	1	1	1	1
5	5	6	6	2	5	3	6	5	4	4	4	3
4	5	6	6	3	3	4	4	5	3	3	4	2
6	6	6	6	2	6	2	6	6	5	4	4	4
6	5	5	5	3	5	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	3	3	3	3
4	3	4	5	6	5	4	3	2	2	2	3	1
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5	6	6	6	2	5	2	6	6	6	5	5	2
6	6	6	6	2	6	2	6	6	4	4	4	4
3	4	5	4	4	3	4	3	4	1	1	1	1
6	4	4	4	2	6	2	6	6	2	2	2	2
6	6	6	6	4	6	4	4	4	4	4	4	4
6	6	4	4	1	6	4	7	7	6	6	6	7
6	6	6	6	4	6	4	4	4	6	2	2	2
4	4	4	4	4	5	4	5	4	4	4	4	4
6	6	6	4	2	4	4	4	4	5	4	4	2
4	6	4	2	4	6	2	5	5	5	4	4	5
4	6	4	5	3	3	5	5	4	4	4	4	5
4	6	4	5	3	3	4	5	4	4	4	4	5
5	3	3	4	2	4	3	6	3	4	3	3	7
6	5	6	6	3	3	3	6	4	4	4	4	4
4	4	4	4	3	4	4	5	4	5	4	4	4
2	6	6	4	2	2	4	4	4	6	6	6	2
4	6	6	6	3	4	4	4	4	4	2	2	2
6	6	6	5	3	5	3	6	6	2	2	2	2
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5	7	7	7	2	6	3	5	5	3	2	2	2
5	5	5	5	3	3	3	5	5	2	1	1	1
4	4	4	4	4	3	4	4	4	3	4	4	3
6	4	4	4	1	6	1	6	4	4	4	4	4
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4	6	6	6	2	2	2	4	6	4	4	4	4
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4	5	6	2	2	2	4	4	3	3	2	3	3
6	6	6	4	2	6	2	6	6	2	2	2	2
3	4	4	4	5	4	5	3	4	1	1	1	1
6	4	4	4	3	5	4	6	3	5	5	3	7

Vs1	Vs2	Sac1	Sac2	Sac3	Sac4	Ec1	Ec2	Ci1	Ci2	Ci3	Ci4
4	3	6	2	2	6	2	6	7	7	2	6
6	2	6	4	3	5	2	6	6	4	2	3
4	2	5	3	2	6	6	4	6	6	6	6
4	6	6	2	2	6	4	4	6	6	6	6
5	4	6	4	4	4	6	6	6	6	6	6
6	4	6	4	4	4	6	6	6	6	6	6
4	3	7	3	3	3	4	4	7	7	7	7
4	3	3	4	3	7	6	4	5	6	4	7
7	6	7	5	4	2	6	7	7	6	6	7
4	6	6	4	2	6	6	4	6	6	4	4
4	4	5	6	3	4	5	4	5	4	5	3
2	4	4	6	4	4	6	4	4	6	5	4
4	4	7	1	1	7	7	7	7	7	4	7
5	5	4	5	2	7	5	4	5	5	6	5
4	4	7	1	4	4	5	7	7	7	6	7
4	4	5	3	3	4	5	5	6	6	3	6
4	4	6	4	5	4	1	6	4	4	4	4
6	6	7	1	4	3	4	4	4	4	4	4
5	5	1	6	2	2	6	2	6	6	6	6
3	3	6	2	2	2	4	4	7	7	7	7
4	4	5	4	4	4	3	3	3	4	4	4
4	4	5	4	4	4	5	5	5	4	4	4
5	5	1	6	5	5	6	1	6	6	6	6
6	6	7	1	4	3	4	4	4	4	4	4
4	3	6	2	2	6	2	6	6	6	5	6
1	1	5	4	1	4	4	4	7	7	7	7
5	4	5	3	3	5	4	4	5	5	3	6
3	4	6	3	3	4	3	6	6	6	6	6
4	4	2	4	2	6	6	6	6	6	6	6
6	4	6	4	4	4	6	6	6	6	6	6
4	3	7	3	3	3	4	4	7	7	7	7
7	6	7	5	4	2	6	7	7	6	6	7
2	4	4	6	4	4	6	4	4	6	5	4
5	5	4	5	2	7	5	4	5	5	6	5
4	4	7	1	1	7	7	7	7	7	4	7
7	7	7	1	2	6	4	3	5	4	4	4
6	4	5	2	4	5	4	4	6	6	3	6
6	6	4	1	4	6	4	3	7	7	7	7
5	5	6	3	4	6	4	4	5	5	4	4
6	5	5	2	2	6	6	5	6	6	6	6
4	4	6	3	3	6	4	6	6	6	6	6
5	5	6	3	3	6	6	6	6	6	3	6
4	6	6	2	4	6	6	6	6	6	2	4
4	3	6	2	2	6	2	5	1	1	2	7
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4	4	6	2	2	4	6	6	6	6	4	6
6	6	7	1	2	6	4	4	6	5	5	6
5	2	5	2	2	7	2	2	6	6	6	6
4	4	5	3	3	6	6	6	7	7	4	6
6	6	3	5	2	2	4	4	6	7	5	7
6	6	6	1	4	6	4	4	6	6	6	6
3	2	6	2	2	4	6	4	7	6	5	7
6	5	6	2	2	6	4	4	6	7	7	7
6	4	6	3	3	6	6	3	6	6	6	6
6	5	6	1	1	7	4	4	7	7	7	7
3	4	4	4	4	4	4	4	5	5	5	6
4	4	5	5	2	5	4	3	7	7	7	7
4	3	5	3	2	6	4	5	7	7	7	7
3	3	5	3	3	5	3	5	6	6	3	6
3	2	6	2	5	5	7	7	6	6	5	6

Vs1	Vs2	Sac1	Sac2	Sac3	Sac4	Ec1	Ec2	Ci1	Ci2	Ci3	Ci4
3	3	5	3	3	5	3	5	6	6	3	6
4	4	5	5	2	5	4	3	6	6	6	6
4	3	5	3	2	6	4	5	7	7	7	7
6	5	6	1	1	6	4	4	7	7	7	7
4	4	4	4	4	5	4	6	4	6	4	5
6	1	6	4	2	6	7	7	7	7	1	7
5	5	5	3	2	6	6	5	7	6	6	7
4	4	6	4	4	5	3	5	7	7	7	7
4	4	2	2	2	6	1	1	6	6	6	6
5	3	5	3	3	6	6	3	7	7	6	6
5	4	4	2	2	5	4	4	7	6	7	7
4	4	6	4	2	4	4	4	3	4	2	5
4	4	6	2	2	5	4	4	6	6	6	6
6	6	6	2	2	2	2	6	6	6	7	7
5	3	3	6	4	4	4	4	4	4	4	4
6	3	6	6	1	6	4	4	6	6	6	6
6	4	6	2	4	4	4	4	6	6	6	6
4	3	5	4	3	5	5	5	7	6	5	6
4	6	6	2	2	6	2	2	6	6	2	6
6	4	6	2	2	6	4	4	4	4	4	4
7	7	7	7	7	7	7	7	7	7	7	7
4	4	6	4	4	6	2	2	6	6	4	4
5	4	4	4	4	4	4	4	5	5	5	5
5	6	7	2	5	5	4	4	7	7	7	7
5	4	4	4	4	4	4	4	4	4	4	4
4	3	4	4	3	5	4	4	4	4	4	4
4	3	4	4	3	6	4	4	4	4	4	4
7	7	7	6	3	3	4	4	6	7	3	4
5	5	4	3	2	4	4	4	4	4	4	4
4	3	3	3	4	5	5	5	5	5	6	6
6	6	6	2	7	6	6	6	7	7	7	7
4	4	6	2	2	4	2	2	6	4	2	7
5	4	5	3	3	6	3	6	6	6	6	2
6	6	6	2	2	5	5	5	6	6	6	6
5	5	5	3	4	6	6	6	7	7	7	7
5	5	6	1	2	4	6	5	7	7	7	7
3	3	5	3	3	5	4	4	7	6	7	5
4	4	3	4	4	4	3	3	6	6	3	6
6	3	6	1	1	6	4	4	6	6	3	6
2	4	3	4	2	2	4	2	5	4	2	4
4	2	5	3	2	5	2	3	6	7	7	7
6	4	6	1	5	6	4	6	4	4	6	5
6	6	6	3	3	6	6	6	5	6	6	6
4	5	5	4	5	6	4	4	7	7	2	7
4	3	4	3	3	4	4	5	7	7	6	7
5	4	4	5	3	4	4	4	6	7	7	7
4	2	4	2	2	6	2	6	7	7	6	7
3	1	6	4	5	6	7	7	6	6	6	6
5	5	5	4	3	5	6	6	6	6	6	6

Appendix III

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	109	100.0
	Excluded[a]	0	.0
	Total	109	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.783	6

Item Statistics

	Mean	Std. Deviation	N
Lo1	5.7890	.89312	109
Lo2	5.6330	1.01526	109
Lo3	4.1376	1.12602	109
Lo4	3.8991	1.46531	109
Lo5	3.7615	1.29027	109
Lo6	4.7982	1.20784	109

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Lo1	22.2294	18.567	.612	.740
Lo2	22.3853	18.054	.578	.742
Lo3	23.8807	16.958	.631	.727
Lo4	24.1193	15.680	.538	.754
Lo5	24.2569	16.859	.524	.753
Lo6	23.2202	18.544	.391	.784

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
28.0183	24.074	4.90650	6

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	109	100.0
	Excluded[a]	0	.0
	Total	109	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.723	4

Item Statistics

	Mean	Std. Deviation	N
Ms1	3.5229	1.56700	109
Ms2	3.7248	1.52675	109
Ms3	3.5963	1.53429	109
Ms4	4.6239	1.33880	109

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ms1	11.9450	9.793	.740	.508
Ms2	11.7431	9.859	.763	.496
Ms3	11.8716	9.706	.779	.483
Ms4	10.8440	18.596	-.076	.924

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.4679	19.511	4.41707	4

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	109	100.0
	Excluded[a]	0	.0
	Total	109	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.757	2

Item Statistics

	Mean	Std. Deviation	N
Sc1	4.5872	1.24135	109
Sc2	4.6881	1.16028	109

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Sc1	4.6881	1.346	.610	.[a]
Sc2	4.5872	1.541	.610	.[a]

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.2752	4.646	2.15540	2

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	109	100.0
	Excluded[a]	0	.0
	Total	109	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.684	4

Item Statistics

	Mean	Std. Deviation	N
CI1	5.4587	1.03219	109
CI2	5.2661	1.07705	109
CI3	4.1835	1.26319	109
CI4	4.8073	1.30155	109

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CI1	14.2569	6.989	.598	.545
CI2	14.4495	6.898	.576	.553
CI3	15.5321	6.733	.456	.627
CI4	14.9083	7.529	.293	.739

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.7156	11.317	3.36400	4

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	109	100.0
	Excluded^a	0	.0
	Total	109	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.567	5

Item Statistics

	Mean	Std. Deviation	N
In1	3.5046	1.48837	109
In2	3.9266	1.38582	109
In3	3.7982	1.33180	109
In4	3.7982	1.31078	109
In5	4.2110	1.49117	109

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
In1	15.7339	12.253	.341	.502
In2	15.3119	10.383	.640	.315
In3	15.4404	10.564	.656	.314
In4	15.4404	10.434	.693	.294
In5	15.0275	20.268	-.333	.832

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.2385	18.017	4.24460	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	109	100.0
	Excluded[a]	0	.0
	Total	109	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.585	2

Item Statistics

	Mean	Std. Deviation	N
Fr1	4.7982	1.63741	109
Fr2	3.7798	1.83766	109

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fr1	3.7798	3.377	.416	.[a]
Fr2	4.7982	2.681	.416	.[a]

a. The value is negative due to a negative average covariance
   among items. This violates reliability model assumptions. You
   may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.5780	8.561	2.92592	2

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	109	100.0
	Excluded[a]	0	.0
	Total	109	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.781	3

Item Statistics

	Mean	Std. Deviation	N
Co1	4.7890	1.27710	109
Co2	4.7248	1.34627	109
Co3	4.9266	1.16035	109

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Co1	9.6514	5.063	.574	.752
Co2	9.7156	4.520	.639	.683
Co3	9.5138	5.197	.651	.675

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.4404	9.989	3.16061	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	109	100.0
	Excluded[a]	0	.0
	Total	109	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.617	3

Item Statistics

	Mean	Std. Deviation	N
Cr1	5.4404	1.03128	109
Cr2	5.4220	1.03004	109
Cr3	5.1284	1.34784	109

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cr1	10.5505	3.602	.518	.402
Cr2	10.5688	3.414	.583	.313
Cr3	10.8624	3.620	.245	.826

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.9908	6.694	2.58735	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	109	100.0
	Excluded[a]	0	.0
	Total	109	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.769	5

Item Statistics

	Mean	Std. Deviation	N
Cm1	5.1376	1.18218	109
Cm2	4.9633	1.40057	109
Cm3	4.8440	1.13182	109
Cm4	5.1193	1.19973	109
Cm5	4.7982	1.31078	109

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cm1	19.7248	13.849	.569	.717
Cm2	19.8991	13.277	.491	.747
Cm3	20.0183	14.426	.528	.731
Cm4	19.7431	13.619	.586	.711
Cm5	20.0642	13.375	.538	.727

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.8624	20.249	4.49993	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	109	100.0
	Excluded[a]	0	.0
	Total	109	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.822	4

Item Statistics

	Mean	Std. Deviation	N
Ph1	3.8532	1.38661	109
Ph2	3.4404	1.25780	109
Ph3	3.2844	1.13930	109
Ph4	2.8716	1.49753	109

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ph1	9.5963	10.521	.658	.770
Ph2	10.0092	10.287	.805	.703
Ph3	10.1651	11.547	.712	.753
Ph4	10.5780	11.413	.465	.869

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.4495	18.361	4.28496	4
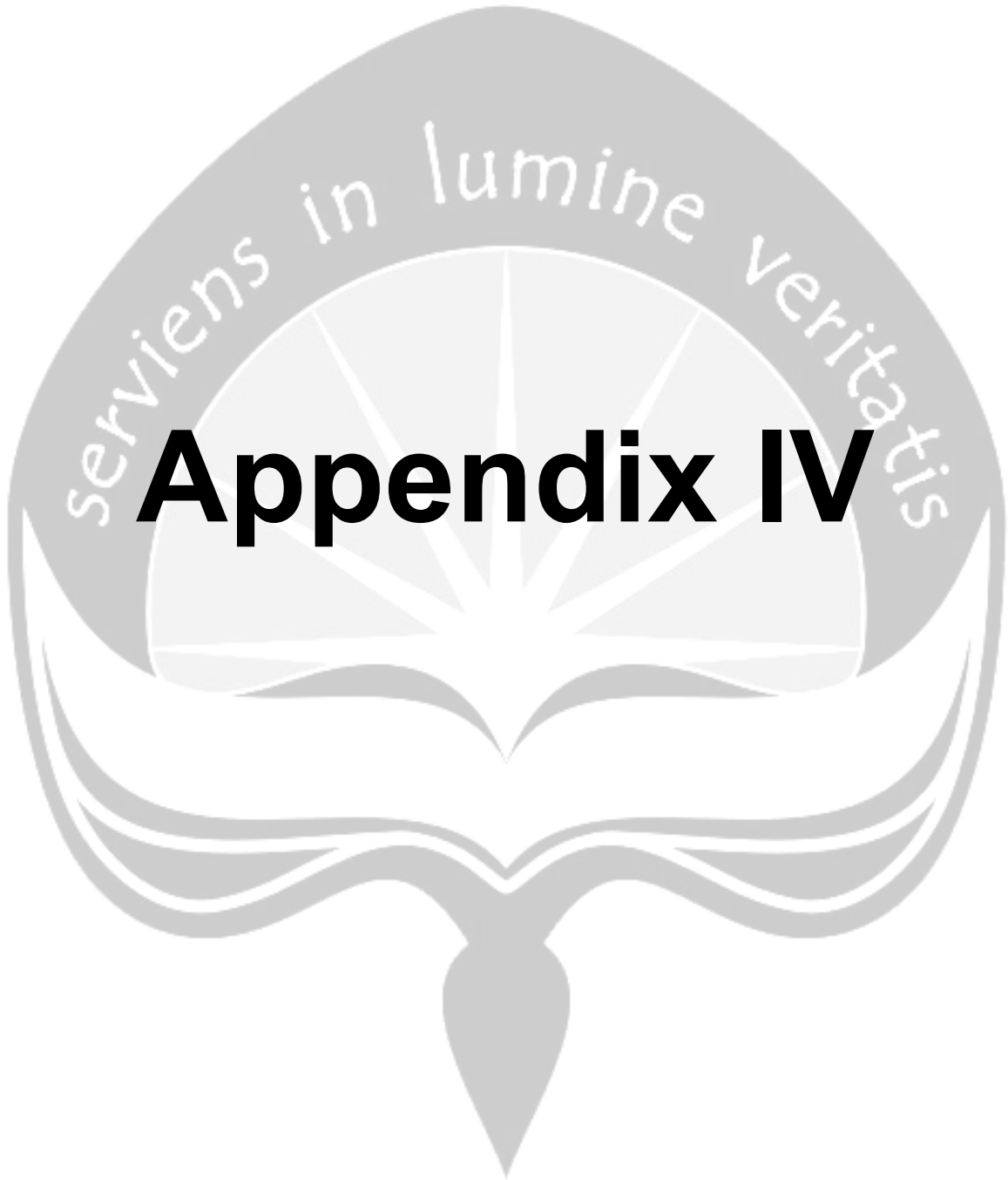
Appendix IV

Age

age	Frequency	Percentage
16-20	33	30.27522936
21-25	42	38.53211009
26-30	18	16.51376147
31-35	12	11.00917431
36-40	4	3.69724771
total	109	100

Gender

gender	Frequency	Percentage
Male	65	59.63302752
Female	44	40.36697248
Total	109	100%

Appendix V

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
LO	4.6699	.81767	109
MS	3.6145	1.43749	109
SC	4.6376	1.07770	109
CL	4.9289	.84100	109
IN	3.7569	1.12549	109
CO	4.8136	1.05385	109
CR	5.3299	.86293	109
CM	4.9725	.89999	109
PH	3.3624	1.07124	109

Correlations

		LO	MS	SC	CL	IN	CO	CR	CM	PH
Pearson Correlation	LO	1.000	.322	.124	.240	.287	.197	.173	.367	.240
	MS	.322	1.000	.072	.276	.298	.097	.065	.094	.241
	SC	.124	.072	1.000	.467	.212	.217	.088	.339	.001
	CL	.240	.276	.467	1.000	.180	.350	.238	.408	-.009
	IN	.287	.298	.212	.180	1.000	.095	.081	.084	.424
	CO	.197	.097	.217	.350	.095	1.000	.477	.524	.131
	CR	.173	.065	.088	.238	.081	.477	1.000	.394	.125
	CM	.367	.094	.339	.408	.084	.524	.394	1.000	.125
	PH	.240	.241	.001	-.009	.424	.131	.125	.125	1.000
Sig. (1-tailed)	LO	.	.000	.099	.006	.001	.020	.036	.000	.006
	MS	.000	.	.227	.002	.001	.158	.252	.165	.006
	SC	.099	.227	.	.000	.013	.012	.181	.000	.498
	CL	.006	.002	.000	.	.030	.000	.006	.000	.463
	IN	.001	.001	.013	.030	.	.163	.203	.193	.000
	CO	.020	.158	.012	.000	.163	.	.000	.000	.088
	CR	.036	.252	.181	.006	.203	.000	.	.000	.098
	CM	.000	.165	.000	.000	.193	.000	.000	.	.097
	PH	.006	.006	.498	.463	.000	.088	.098	.097	.
N	LO	109	109	109	109	109	109	109	109	109
	MS	109	109	109	109	109	109	109	109	109
	SC	109	109	109	109	109	109	109	109	109
	CL	109	109	109	109	109	109	109	109	109
	IN	109	109	109	109	109	109	109	109	109
	CO	109	109	109	109	109	109	109	109	109
	CR	109	109	109	109	109	109	109	109	109
	CM	109	109	109	109	109	109	109	109	109
	PH	109	109	109	109	109	109	109	109	109

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	PH, SC, CR, MS, CM, IN, CL, CO[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: LO

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.509[a]	.259	.200	.73128

a. Predictors: (Constant), PH, SC, CR, MS, CM, IN, CL, CO

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.730	8	2.341	4.378	.000[a]
	Residual	53.476	100	.535		
	Total	72.206	108			

a. Predictors: (Constant), PH, SC, CR, MS, CM, IN, CL, CO

b. Dependent Variable: LO

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.078	.599		3.470	.001
	MS	.122	.054	.214	2.263	.026
	SC	-.043	.077	-.057	-.563	.575
	CL	.049	.106	.051	.466	.642
	IN	.121	.073	.167	1.663	.099
	CO	-.030	.085	-.039	-.353	.725
	CR	.014	.095	.015	.152	.880
	CM	.305	.100	.336	3.066	.003
	PH	.060	.075	.079	.802	.424

a. Dependent Variable: LO

Appendix VI
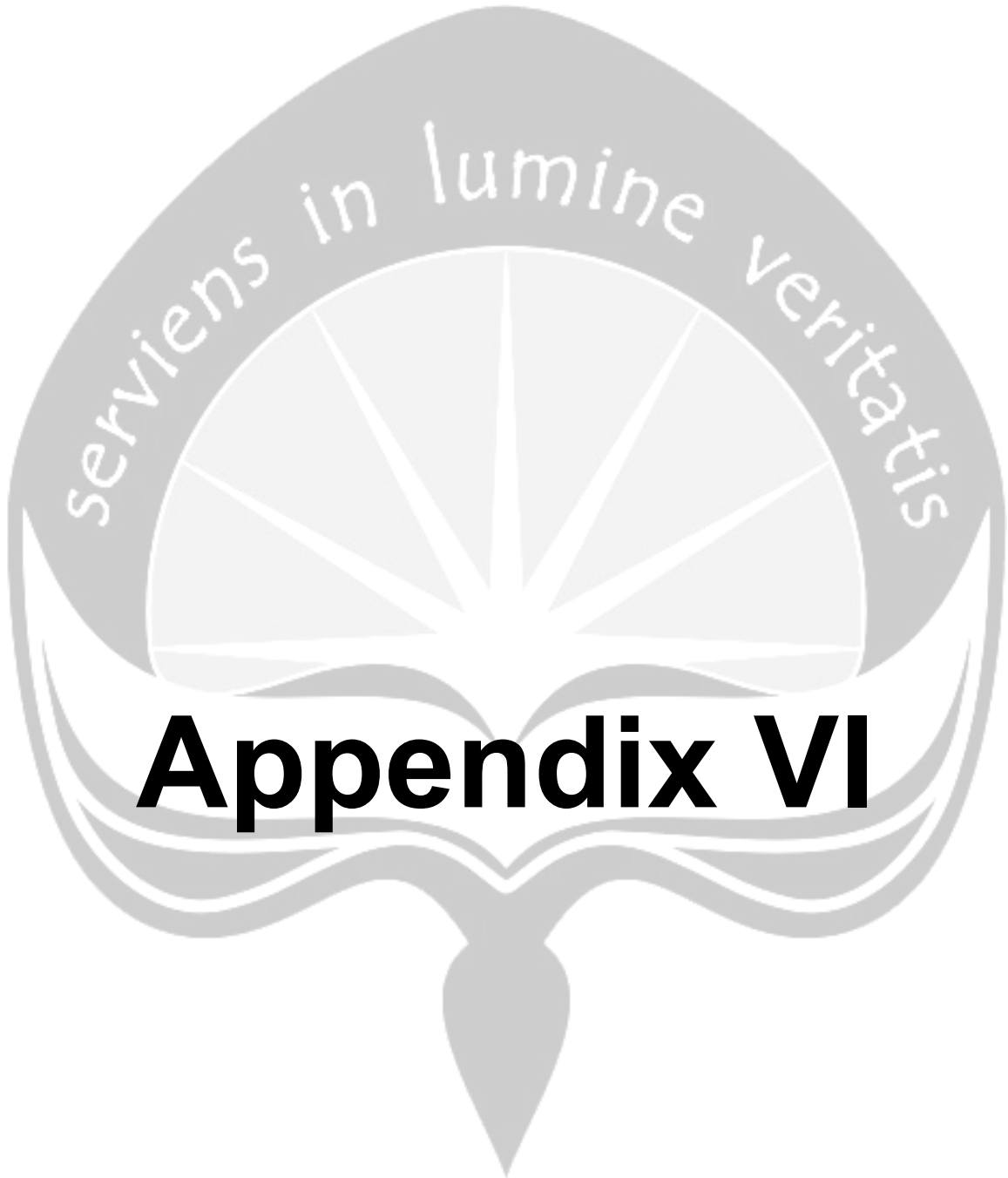
TABEL DISTRIBUSI R

Df	5%	DF	5%	DF	5%	DF	5%
1	0.997	51	0.271	101	0.194	151	0.159
2	0.950	52	0.268	102	0.193	152	0.158
3	0.878	53	0.266	103	0.192	153	0.158
4	0.811	54	0.263	104	0.191	154	0.157
5	0.754	55	0.261	105	0.190	155	0.157
6	0.707	56	0.259	106	0.189	156	0.156
7	0.666	57	0.256	107	0.188	157	0.156
8	0.632	58	0.254	108	0.187	158	0.155
9	0.602	59	0.252	109	0.187	159	0.155
10	0.576	60	0.250	110	0.186	160	0.154
11	0.553	61	0.248	111	0.185	161	0.154
12	0.532	62	0.246	112	0.184	162	0.153
13	0.514	63	0.244	113	0.183	163	0.153
14	0.497	64	0.242	114	0.182	164	0.152
15	0.482	65	0.240	115	0.182	165	0.152
16	0.468	66	0.239	116	0.181	166	0.151
17	0.456	67	0.237	117	0.180	167	0.151
18	0.444	68	0.235	118	0.179	168	0.151
19	0.433	69	0.234	119	0.179	169	0.150
20	0.423	70	0.232	120	0.178	170	0.150
21	0.413	71	0.230	121	0.177	171	0.149
22	0.404	72	0.229	122	0.176	172	0.149
23	0.396	73	0.227	123	0.176	173	0.148
24	0.388	74	0.226	124	0.175	174	0.148
25	0.381	75	0.224	125	0.174	175	0.148
26	0.374	76	0.223	126	0.174	176	0.147
27	0.367	77	0.221	127	0.173	177	0.147
28	0.361	78	0.220	128	0.172	178	0.146
29	0.355	79	0.219	129	0.172	179	0.146
30	0.349	80	0.217	130	0.171	180	0.146
31	0.344	81	0.216	131	0.170	181	0.145
32	0.339	82	0.215	132	0.170	182	0.145
33	0.334	83	0.213	133	0.169	183	0.144
34	0.329	84	0.212	134	0.168	184	0.144
35	0.325	85	0.211	135	0.168	185	0.144
36	0.320	86	0.210	136	0.167	186	0.143
37	0.316	87	0.208	137	0.167	187	0.143
38	0.312	88	0.207	138	0.166	188	0.142
39	0.308	89	0.206	139	0.165	189	0.142
40	0.304	90	0.205	140	0.165	190	0.142
41	0.301	91	0.204	141	0.164	191	0.141
42	0.297	92	0.203	142	0.164	192	0.141
43	0.294	93	0.202	143	0.163	193	0.141
44	0.291	94	0.201	144	0.163	194	0.140
45	0.288	95	0.200	145	0.162	195	0.140
46	0.285	96	0.199	146	0.161	196	0.139
47	0.282	97	0.198	147	0.161	197	0.139
48	0.279	98	0.197	148	0.160	198	0.139
49	0.276	99	0.196	149	0.160	199	0.138
50	0.273	100	0.195	150	0.159	200	0.138

Appendix VII

Picture 1

Table setting at Jeng Raras Restaurant

Picture 2
The interior design and walkways at at Jeng Raras Restaurant

Picture 3
The interior design of Ayam dekat Kampus Restaurant

Picture 3
The table setting and service escape of Ayam dekat Kampus Restaurant