Uji analisis Deskriptif

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Umur** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17-20 | 31 | 29.8 | 29.8 | 29.8 |
| 21-30 | 73 | 70.2 | 70.2 | 100.0 |
| Total | 104 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Jenis Kelamin** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-laki | 26 | 25.0 | 25.0 | 25.0 |
| Perempuan | 78 | 75.0 | 75.0 | 100.0 |
| Total | 104 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pekerjaan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Swasta | 12 | 11.5 | 11.5 | 11.5 |
| Pelajar/Mahasiswa | 83 | 79.8 | 79.8 | 91.3 |
| Lainnya | 9 | 8.7 | 8.7 | 100.0 |
| Total | 104 | 100.0 | 100.0 |  |

UJI JAWABAN RESPONDEN

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X2.1 | X2.2 | X2.3 | X2.4 | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | Y.1 | Y.2 |
| N | Valid | 104 | 104 | 104 | 104 | 104 | 104 | 104 | 104 | 104 | 104 | 104 | 104 | 104 | 104 | 104 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.24 | 4.20 | 4.09 | 4.14 | 4.15 | 4.17 | 4.24 | 4.01 | 4.13 | 4.04 | 4.17 | 4.16 | 4.20 | 4.17 | 4.14 |
| Median | | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| Std. Deviation | | .704 | .702 | .826 | .756 | .734 | .781 | .717 | .898 | .777 | .800 | .645 | .752 | .755 | .818 | .793 |
| Variance | | .495 | .493 | .682 | .571 | .539 | .611 | .514 | .806 | .603 | .639 | .416 | .565 | .570 | .669 | .629 |
| Range | | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 4 | 4 |
| Minimum | | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 3 | 2 | 2 | 1 | 1 |
| Maximum | | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

Deskripsi Jawaban Responden

HARGA

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | Indikator / Pernyataan | N | Mean | Keterangan |
| X1.1 | Saya merasa harga produk yang di tawarkan terjangkau | 104 | |  | | --- | | 4.24 | | Tinggi |
| X1.2 | Saya merasa harga produk sesuai dengan kualitasnya | 104 | |  | | --- | | 4.20 | | Tinggi |
| X1.3 | Saya merasa harga produk yang di tawarkan bersaing dengan produk sejenis di pasaran | 104 | |  | | --- | | 4.09 | | Tinggi |
| X1.4 | Saya merasa harga produk yang di tawarkan sesuai dengan manfaat yang saya terima | 104 | |  | | --- | | 4.14 | | Tinggi |

Kualitas Produk

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | Indikator / Pernyataan | N | Mean | Keterangan |
| X2.1 | Saya merasa Mie Setan yang disajikan kepada konsumen masih hangat | 104 | |  | | --- | | 4.15 | | Tinggi |
| X2.2 | Saya merasa tampilan Mie Setan menarik | 104 | |  | | --- | | 4.17 | | Tinggi |
| X2.3 | Saya merasa Mie Setan memiliki cita rasa yang enak | 104 | |  | | --- | | 4.24 | | Tinggi |
| X2.4 | Saya merasa Mie Setan memiliki banyak menu yang menarik tiap bulannya | 104 | |  | | --- | | 4.01 | | Tinggi |

Kualitas Pelayanan

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | Indikator / Pernyataan | N | Mean | Keterangan |
| X3.1 | Saya merasa karyawan ramah dan professional dalam melayani konsumen | 104 | |  | | --- | | 4.13 | | Tinggi |
| X3.2 | Saya merasa karyawan memberikan respon secara tepat terhadap kebutuhan konsumen | 104 | 4.04 | Tinggi |
| X3.3 | Saya merasa pelayanan sudah sesuai dengan yang di harapkan | 104 | 4.17 | Tinggi |
| X3.4 | Saya merasa karyawan selalu memberikan informasi yang jelas kepada konsumen | 104 | 4.16 | Tinggi |
| X3.5 | Saya merasa fasilitas di Mie Setan, seperti area makan, toilet, dan area umum yang lainnya terawat dengan baik | 104 | 4.20 | Tinggi |

Kepuasan Konsumen

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | Indikator / Pernyataan | N | Mean | Keterangan |
| X2.1 | Saya akan berkunjung embali ke restoran Mie Setan | 104 | |  | | --- | | 4.17 | | Tinggi |
| X2.2 | Saya akan merekomendasikan tempat ini kepada orang lain | 104 | 4.14 | Tinggi |