



**UNIVERSITAS PELITA HARAPAN FAKULTAS  
EKONOMI DAN BISNIS**

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**PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR**

**ANALISIS PENGARUH KUALITAS LAYANAN, MAKANAN, DAN  
ATMOSFER TERHADAP KEPUASAN SERTA NIAT BERKUNJUNG  
KEMBALI KONSUMEN RESTORAN MIE GACOAN SURABAYA**

Oleh:

**Nama : INDY SOEROSO**

**Nomor Pokok Mahasiswa : 02011210040**

**Program Studi : Manajemen**

Telah diperiksa dan disetujui untuk diajukan dan dipertahankan dalam ujian komprehensif guna mencapai gelar Sarjana Manajemen pada Fakultas Ekonomi dan Bisnis Universitas Pelita Harapan, Surabaya.

**Surabaya, 09 MEI 2025.**

**Menyetujui :**

**Dosen**

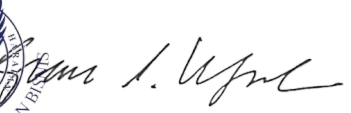
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Ph.D.)**



**UNIVERSITAS PELITA HARAPAN**  
**FAKULTAS EKONOMI DAN BISNIS**

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**PERSETUJUAN TIM PENGUJI TUGAS AKHIR**

Pada hari Jumat 09 Mei 2025, telah diselenggarakan ujian komprehensif untuk memenuhi sebagian persyaratan akademik guna mencapai gelar Sarjana Manajemen Fakultas Ekonomi dan Bisnis Program Studi Manajemen (kampus kota Surabaya) Universitas Pelita Harapan, atas nama:

**Nama : INDY SOEROSO**  
**Nomor Pokok Mahasiswa : 02011210040**  
**Program Studi : Manajemen**

Termasuk ujian Tugas Akhir yang berjudul “ANALISIS PENGARUH KUALITAS LAYANAN, MAKANAN, DAN ATMOSFER TERHADAP KEPUASAN SERTA NIAT BERKUNJUNG KEMBALI KONSUMEN RESTORAN MIE GACOAN SURABAYA.” oleh tim penguji yang terdiri dari:

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|                           |                                                                                                                                                                         |                                         |                                         |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|-----------------------------------------|
| Tandatangan<br>Signature  |   | Meterai yang berlaku<br>Applicable zeal | Meterai yang berlaku<br>Applicable zeal |
| Nama Lengkap<br>Full Name | Indy Soeroso                                                                                                                                                            |                                         |                                         |

## KATA PENGANTAR

Puji dan syukur penulis panjatkan ke hadirat Allah SWT atas rahmat dan hidayah-Nya sehingga penulis dapat menyelesaikan skripsi yang berjudul “**Analisis Pengaruh Faktor-Faktor Kunci terhadap Kesuksesan Restoran: Studi Kasus pada Restoran Mie Gacoan Surabaya.**” Skripsi ini disusun sebagai salah satu syarat untuk memperoleh gelar Sarjana di Universitas Pelita Harapan.

Dalam proses penyusunan skripsi ini, penulis mendapatkan banyak dukungan, bimbingan, dan bantuan dari berbagai pihak. Oleh karena itu, dengan penuh rasa hormat dan terima kasih, penulis ingin menyampaikan penghargaan yang sebesar-besarnya kepada:

1. **Dra. Gracia Shinta S. Ugut MBA, Ph.D**, selaku Rektor Universitas Pelita Harapan, yang telah memberikan kesempatan kepada penulis untuk menempuh pendidikan di universitas ini.
2. **Dr Oliandes Sondakh S.E M.M**, selaku Ketua Program Studi [Nama Program Studi], yang telah memberikan arahan dan dukungan akademik selama penulis menjalani studi.
3. **Dr. Hananiel M. Gunawan, B.A, MBA**, selaku dosen pembimbing skripsi, yang telah memberikan bimbingan, saran, dan motivasi dalam setiap tahapan penelitian ini.
4. Seluruh dosen di Universitas Pelita Harapan, yang telah memberikan ilmu dan wawasan yang sangat berharga selama masa perkuliahan.
5. Keluarga tercinta, yang selalu memberikan doa, dukungan, dan motivasi tanpa henti kepada penulis.
6. Teman-teman seperjuangan dan seluruh pihak yang telah membantu dalam penyusunan skripsi ini, baik secara langsung maupun tidak langsung.

Penulis menyadari bahwa skripsi ini masih jauh dari sempurna. Oleh karena itu, penulis sangat mengharapkan kritik dan saran yang membangun demi perbaikan di masa mendatang. Semoga skripsi ini dapat memberikan manfaat bagi pembaca dan menjadi referensi bagi penelitian selanjutnya.

Surabaya, 14 Februari 2025

**Indy Soeroso**

# ABSTRAK

Indy Soeroso (02011210040)

## **Analisi Pengaruh Faktor Kunci Terhadap Kesuksesan Restoran. Studi Kasus Pada Restoran Mie Gacoan Surabaya.**

Penelitian ini bertujuan untuk menganalisis pengaruh faktor-faktor kunci terhadap kesuksesan operasional Restoran Mie Gacoan di Surabaya. Fokus utama dari penelitian ini adalah untuk mengidentifikasi faktor internal dan eksternal yang berkontribusi terhadap keberhasilan bisnis restoran, termasuk kualitas produk, pelayanan pelanggan, harga, lokasi, dan strategi pemasaran yang diterapkan. Faktor-faktor tersebut dinilai penting karena dapat memengaruhi kepuasan pelanggan, loyalitas konsumen, serta keberlanjutan usaha dalam jangka panjang. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui survei kepada pelanggan yang pernah berkunjung ke restoran, serta wawancara mendalam dengan pihak manajemen untuk mendapatkan gambaran strategi operasional dan pemasaran yang diterapkan. Data yang diperoleh dianalisis menggunakan metode regresi linier berganda guna mengetahui tingkat pengaruh masing-masing variabel terhadap kesuksesan restoran. Hasil analisis menunjukkan bahwa faktor kualitas produk, pelayanan pelanggan, dan lokasi memiliki pengaruh yang signifikan terhadap kesuksesan restoran, yang tercermin dari tingginya tingkat kunjungan dan kepuasan pelanggan. Sementara itu, faktor harga dan strategi pemasaran juga berkontribusi, meskipun pengaruhnya relatif lebih rendah. Berdasarkan temuan ini, pihak manajemen Mie Gacoan di Surabaya diharapkan dapat memfokuskan pengembangan bisnis pada peningkatan kualitas produk dan layanan pelanggan untuk mempertahankan keunggulan kompetitif di tengah persaingan industri kuliner yang semakin ketat.

(xvi+87 halaman; 6 gambar; 23 tabel)

**Kata kunci:** Mie Gacoan, kesuksesan operasional, kualitas produk, pelayanan pelanggan, lokasi, strategi pemasaran, harga, regresi linier berganda, faktor internal, faktor eksternal, daya saing.

## ABSTRACT

Indy Soeroso (02011210040)

### **Analysis of the Influence of Key Factors on the Success of the Restaurant: A Case Study of Mie Gacoan Restaurant in Surabaya.**

This study aims to analyze the influence of key factors on the operational success of Mie Gacoan Restaurant in Surabaya. The main focus of the research is to identify both internal and external factors that contribute to the restaurant's business success, including product quality, customer service, pricing, location, and marketing strategies. These factors are considered essential as they can impact customer satisfaction, consumer loyalty, and long-term business sustainability. The research employs a quantitative approach, collecting data through surveys distributed to customers who have visited the restaurant, as well as in-depth interviews with the management to gain insights into the operational and marketing strategies implemented. The data collected is analyzed using multiple linear regression to determine the impact of each variable on the restaurant's success. The results indicate that product quality, customer service, and location have a significant influence on the restaurant's success, as reflected in high customer satisfaction and visit frequency. On the other hand, pricing and marketing strategies also contribute, though their impact is relatively lower. Based on these findings, the management of Mie Gacoan in Surabaya is advised to focus its business development efforts on improving product quality and customer service in order to maintain a competitive edge in the increasingly competitive culinary industry.

(xvi+87 pages; 6 figures; 23 tables)

**Keywords:** Mie Gacoan, operational success, product quality, customer service, location, marketing strategy, price, multiple linear regression, internal factors, external factors, competitiveness.

## **LAMPIRAN A: KUESIONER PENELITIAN KUESIONER**

1. Jenis Kelamin
  - a. Pria
  - b. Wanita
2. Usia
  - a. < 18 tahun (Berhenti sampai disini)
  - b. 18-35 tahun
  - c. 50-60 tahun
  - d. > 60 tahun (Berhenti sampai disini)
3. Apakah anda berdomisili di Surabaya?
  - a. Ya
  - b. Tidak (Berhenti sampai disini)
4. Apakah anda pernah mengunjungi dan membeli produk Mie Gacoan di Cabang Mayjend dalam kurun waktu 6 bulan terakhir?
  - a. Ya
  - b. Tidak (Berhenti sampai disini)

### **Intruksi Pengisian Kuesioner**

Berilah tanggapan anda dengan memberikan tanda silang (X) pada skala yang tersedia sesuai dengan tingkat persetujuan anda. Semakin besar skor yang anda pilih maka menunjukkan anda semakin setuju terhadap pernyataan tersebut dan sebaliknya.

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

| <b><i>Service Quality</i></b> |                                                           |  |  |  |  |  |
|-------------------------------|-----------------------------------------------------------|--|--|--|--|--|
| 1.                            | Layanan Mie Gacoan Cabang Mayjend Sungkono Memuaskan      |  |  |  |  |  |
| 2.                            | Layanan Karyawan Mie Gacoan Cabang Mayjend Sungkono Cepat |  |  |  |  |  |
| 3.                            | Karyawan Mie Gacoan selalu bersedia memberikan bantuan    |  |  |  |  |  |
| 4.                            | Karyawan Mie Gacoan Nyaman untuk diajak berinteraksi      |  |  |  |  |  |
| <b><i>Food Quality</i></b>    |                                                           |  |  |  |  |  |
| 5.                            | Visual Presentasi Makanan Mie Gacoan Baik                 |  |  |  |  |  |

|                        |                                                                |  |  |  |  |  |
|------------------------|----------------------------------------------------------------|--|--|--|--|--|
| 6.                     | Aroma Makanan Mie Gacoan Menarik                               |  |  |  |  |  |
| 7.                     | Makanan di Mie Gacoan disajikan dengan suhu yang sesuai        |  |  |  |  |  |
| 8.                     | Makanan di Mie Gacoan lezat                                    |  |  |  |  |  |
| 9.                     | Makanan di Mie Gacoan segar                                    |  |  |  |  |  |
| 10.                    | Mie Gacoan Menawarkan Pilihan Makanan Yang Sehat               |  |  |  |  |  |
| <b>Atmospherics</b>    |                                                                |  |  |  |  |  |
| 11.                    | Mie Gacoan memiliki interior yang bagus                        |  |  |  |  |  |
| 12.                    | Tempat Mie Gacoan Bersih                                       |  |  |  |  |  |
| 13.                    | Pencahayaan di Mie Gacoan Baik                                 |  |  |  |  |  |
| 14.                    | Musik yang disajikan di restoran Mie Gacoan menyenangkan       |  |  |  |  |  |
| 15.                    | Mie Gacoan memiliki Lahan yang luas                            |  |  |  |  |  |
| <b>Other Customers</b> |                                                                |  |  |  |  |  |
| 16.                    | Pelanggan Mie Gacoan Elegan                                    |  |  |  |  |  |
| 17.                    | Pelanggan Mie Gacoan memiliki sikap yang baik                  |  |  |  |  |  |
| 18.                    | Pelanggan di Mie Gacoan Menyenangkan untuk diajak berinteraksi |  |  |  |  |  |

***Perceived Value atau Price***

|                                     |                                                                                      |  |  |  |  |  |
|-------------------------------------|--------------------------------------------------------------------------------------|--|--|--|--|--|
| 19.                                 | Harga makanan di Mie Gacoan terjangkau                                               |  |  |  |  |  |
| 20.                                 | Keseluruhan Makanan di Mie Gacoan sesuai dengan kualitas yang diharapka              |  |  |  |  |  |
| 21.                                 | Kualitas makanan yang di dapatkan di Mie Gacoan sesuai dengan Uang yang dikeluarkan. |  |  |  |  |  |
| <b><i>Customer Satisfaction</i></b> |                                                                                      |  |  |  |  |  |
| 22.                                 | Saya merasa menyantap hidangan di Mie Gacoan menyenangkan.                           |  |  |  |  |  |
| 23.                                 | Saya Menikmati Makan di Restaurant Mie Gacoan Cabang Mayjend                         |  |  |  |  |  |
| 24.                                 | Saya merasa nyaman berada di Restaurant ini                                          |  |  |  |  |  |
| 25.                                 | Secara Keseluruhan Saya Puas dengan Restaurant Mie Gacoan                            |  |  |  |  |  |
| <b><i>Revisit Intention</i></b>     |                                                                                      |  |  |  |  |  |
| 26.                                 | Saya akan mengunjungi Mie Gacoan cabang Mayjend sungkono dalam waktu dekat           |  |  |  |  |  |
| 27.                                 | Saya hendak untuk mengajak teman saya di Mie Gacoan Cabang Mayjend Sungkono          |  |  |  |  |  |
| 28.                                 | Saya lebih memilih Mie Gacoan dibanding restaurant lainnya yang                      |  |  |  |  |  |

|  |                        |  |  |  |  |  |
|--|------------------------|--|--|--|--|--|
|  | menjual makanan serupa |  |  |  |  |  |
|--|------------------------|--|--|--|--|--|



## HASIL UJI SPSS

|                        |       |           |         |               |                    |
|------------------------|-------|-----------|---------|---------------|--------------------|
| <b>Frequency Table</b> |       |           |         |               |                    |
| <b>X1.1</b>            |       |           |         |               |                    |
|                        |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                  | 1     | 3         | 2.1     | 2.1           | 2.1                |
|                        | 2     | 5         | 3.6     | 3.6           | 5.7                |
|                        | 3     | 41        | 29.3    | 29.3          | 35.0               |
|                        | 4     | 55        | 39.3    | 39.3          | 74.3               |
|                        | 5     | 36        | 25.7    | 25.7          | 100.0              |
|                        | Total | 140       | 100.0   | 100.0         |                    |
| <b>X1.2</b>            |       |           |         |               |                    |
|                        |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                  | 1     | 2         | 1.4     | 1.4           | 1.4                |
|                        | 2     | 8         | 5.7     | 5.7           | 7.1                |
|                        | 3     | 41        | 29.3    | 29.3          | 36.4               |
|                        | 4     | 59        | 42.1    | 42.1          | 78.6               |
|                        | 5     | 30        | 21.4    | 21.4          | 100.0              |
|                        | Total | 140       | 100.0   | 100.0         |                    |
| <b>X1.3</b>            |       |           |         |               |                    |
|                        |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                  | 1     | 4         | 2.9     | 2.9           | 2.9                |
|                        | 2     | 9         | 6.4     | 6.4           | 9.3                |
|                        | 3     | 45        | 32.1    | 32.1          | 41.4               |
|                        | 4     | 49        | 35.0    | 35.0          | 76.4               |
|                        | 5     | 33        | 23.6    | 23.6          | 100.0              |
|                        | Total | 140       | 100.0   | 100.0         |                    |
| <b>X1.4</b>            |       |           |         |               |                    |
|                        |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                  | 1     | 4         | 2.9     | 2.9           | 2.9                |
|                        | 2     | 14        | 10.0    | 10.0          | 12.9               |
|                        | 3     | 42        | 30.0    | 30.0          | 42.9               |

|                        |       |           |         |               |                    |
|------------------------|-------|-----------|---------|---------------|--------------------|
|                        | 4     | 46        | 32.9    | 32.9          | 75.7               |
|                        | 5     | 34        | 24.3    | 24.3          | 100.0              |
|                        | Total | 140       | 100.0   | 100.0         |                    |
|                        |       |           |         |               |                    |
| <b>X1.5</b>            |       |           |         |               |                    |
|                        |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                  | 1     | 2         | 1.4     | 1.4           | 1.4                |
|                        | 2     | 21        | 15.0    | 15.0          | 16.4               |
|                        | 3     | 61        | 43.6    | 43.6          | 60.0               |
|                        | 4     | 36        | 25.7    | 25.7          | 85.7               |
|                        | 5     | 20        | 14.3    | 14.3          | 100.0              |
|                        | Total | 140       | 100.0   | 100.0         |                    |
|                        |       |           |         |               |                    |
| <b>Service Quality</b> |       |           |         |               |                    |
|                        |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                  | 7     | 1         | 0.7     | 0.7           | 0.7                |
|                        | 11    | 3         | 2.1     | 2.1           | 2.9                |
|                        | 12    | 1         | 0.7     | 0.7           | 3.6                |
|                        | 13    | 8         | 5.7     | 5.7           | 9.3                |
|                        | 14    | 3         | 2.1     | 2.1           | 11.4               |
|                        | 15    | 13        | 9.3     | 9.3           | 20.7               |
|                        | 16    | 17        | 12.1    | 12.1          | 32.9               |
|                        | 17    | 8         | 5.7     | 5.7           | 38.6               |
|                        | 18    | 14        | 10.0    | 10.0          | 48.6               |
|                        | 19    | 20        | 14.3    | 14.3          | 62.9               |
|                        | 20    | 17        | 12.1    | 12.1          | 75.0               |
|                        | 21    | 13        | 9.3     | 9.3           | 84.3               |
|                        | 22    | 7         | 5.0     | 5.0           | 89.3               |
|                        | 23    | 5         | 3.6     | 3.6           | 92.9               |
|                        | 24    | 1         | 0.7     | 0.7           | 93.6               |
|                        | 25    | 9         | 6.4     | 6.4           | 100.0              |
|                        | Total | 140       | 100.0   | 100.0         |                    |
|                        |       |           |         |               |                    |
|                        |       |           |         |               |                    |
|                        |       |           |         |               |                    |
| <b>Frequency Table</b> |       |           |         |               |                    |
|                        |       |           |         |               |                    |
| <b>X2.1</b>            |       |           |         |               |                    |
|                        |       | Frequency | Percent | Valid Percent | Cumulative Percent |

|       |       |     |       |       |       |
|-------|-------|-----|-------|-------|-------|
| Valid | 1     | 3   | 2.1   | 2.1   | 2.1   |
|       | 2     | 3   | 2.1   | 2.1   | 4.3   |
|       | 3     | 34  | 24.3  | 24.3  | 28.6  |
|       | 4     | 62  | 44.3  | 44.3  | 72.9  |
|       | 5     | 38  | 27.1  | 27.1  | 100.0 |
|       | Total | 140 | 100.0 | 100.0 |       |

## X2.2

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 2         | 1.4     | 1.4           | 1.4                |
|       | 2     | 2         | 1.4     | 1.4           | 2.9                |
|       | 3     | 38        | 27.1    | 27.1          | 30.0               |
|       | 4     | 60        | 42.9    | 42.9          | 72.9               |
|       | 5     | 38        | 27.1    | 27.1          | 100.0              |
|       | Total | 140       | 100.0   | 100.0         |                    |

## X2.3

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 3         | 2.1     | 2.1           | 2.1                |
|       | 2     | 5         | 3.6     | 3.6           | 5.7                |
|       | 3     | 30        | 21.4    | 21.4          | 27.1               |
|       | 4     | 59        | 42.1    | 42.1          | 69.3               |
|       | 5     | 43        | 30.7    | 30.7          | 100.0              |
|       | Total | 140       | 100.0   | 100.0         |                    |

## X2.4

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 0.7     | 0.7           | 0.7                |
|       | 2     | 8         | 5.7     | 5.7           | 6.4                |
|       | 3     | 38        | 27.1    | 27.1          | 33.6               |
|       | 4     | 55        | 39.3    | 39.3          | 72.9               |
|       | 5     | 38        | 27.1    | 27.1          | 100.0              |
|       | Total | 140       | 100.0   | 100.0         |                    |

## X2.5

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 3         | 2.1     | 2.1           | 2.1                |
|       | 2 | 1         | 0.7     | 0.7           | 2.9                |

|                        |       |           |         |               |                    |
|------------------------|-------|-----------|---------|---------------|--------------------|
|                        | 3     | 14        | 10.0    | 10.0          | 12.9               |
|                        | 4     | 56        | 40.0    | 40.0          | 52.9               |
|                        | 5     | 66        | 47.1    | 47.1          | 100.0              |
|                        | Total | 140       | 100.0   | 100.0         |                    |
| <b>X2.6</b>            |       |           |         |               |                    |
|                        |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                  | 2     | 6         | 4.3     | 4.3           | 4.3                |
|                        | 3     | 64        | 45.7    | 45.7          | 50.0               |
|                        | 4     | 49        | 35.0    | 35.0          | 85.0               |
|                        | 5     | 21        | 15.0    | 15.0          | 100.0              |
|                        | Total | 140       | 100.0   | 100.0         |                    |
| <b>Food Quality</b>    |       |           |         |               |                    |
|                        |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                  | 8     | 1         | 0.7     | 0.7           | 0.7                |
|                        | 13    | 1         | 0.7     | 0.7           | 1.4                |
|                        | 15    | 1         | 0.7     | 0.7           | 2.1                |
|                        | 16    | 2         | 1.4     | 1.4           | 3.6                |
|                        | 17    | 2         | 1.4     | 1.4           | 5.0                |
|                        | 18    | 5         | 3.6     | 3.6           | 8.6                |
|                        | 19    | 6         | 4.3     | 4.3           | 12.9               |
|                        | 20    | 7         | 5.0     | 5.0           | 17.9               |
|                        | 21    | 8         | 5.7     | 5.7           | 23.6               |
|                        | 22    | 17        | 12.1    | 12.1          | 35.7               |
|                        | 23    | 17        | 12.1    | 12.1          | 47.9               |
|                        | 24    | 21        | 15.0    | 15.0          | 62.9               |
|                        | 25    | 12        | 8.6     | 8.6           | 71.4               |
|                        | 26    | 8         | 5.7     | 5.7           | 77.1               |
|                        | 27    | 8         | 5.7     | 5.7           | 82.9               |
|                        | 28    | 10        | 7.1     | 7.1           | 90.0               |
|                        | 29    | 7         | 5.0     | 5.0           | 95.0               |
|                        | 30    | 7         | 5.0     | 5.0           | 100.0              |
|                        | Total | 140       | 100.0   | 100.0         |                    |
| <b>Frequency Table</b> |       |           |         |               |                    |

| X3.1  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1     | 1         | 0.7     | 0.7           | 0.7                |
|       | 2     | 9         | 6.4     | 6.4           | 7.1                |
|       | 3     | 63        | 45.0    | 45.0          | 52.1               |
|       | 4     | 47        | 33.6    | 33.6          | 85.7               |
|       | 5     | 20        | 14.3    | 14.3          | 100.0              |
|       | Total | 140       | 100.0   | 100.0         |                    |
|       |       |           |         |               |                    |
| X3.2  |       |           |         |               |                    |
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2     | 3         | 2.1     | 2.1           | 2.1                |
|       | 3     | 48        | 34.3    | 34.3          | 36.4               |
|       | 4     | 57        | 40.7    | 40.7          | 77.1               |
|       | 5     | 32        | 22.9    | 22.9          | 100.0              |
|       | Total | 140       | 100.0   | 100.0         |                    |
|       |       |           |         |               |                    |
| X3.3  |       |           |         |               |                    |
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2     | 4         | 2.9     | 2.9           | 2.9                |
|       | 3     | 38        | 27.1    | 27.1          | 30.0               |
|       | 4     | 61        | 43.6    | 43.6          | 73.6               |
|       | 5     | 37        | 26.4    | 26.4          | 100.0              |
|       | Total | 140       | 100.0   | 100.0         |                    |
|       |       |           |         |               |                    |
| X3.4  |       |           |         |               |                    |
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1     | 1         | 0.7     | 0.7           | 0.7                |
|       | 2     | 9         | 6.4     | 6.4           | 7.1                |
|       | 3     | 61        | 43.6    | 43.6          | 50.7               |
|       | 4     | 50        | 35.7    | 35.7          | 86.4               |
|       | 5     | 19        | 13.6    | 13.6          | 100.0              |
|       | Total | 140       | 100.0   | 100.0         |                    |
|       |       |           |         |               |                    |
| X3.5  |       |           |         |               |                    |
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2     | 4         | 2.9     | 2.9           | 2.9                |

|  |       |     |       |       |       |
|--|-------|-----|-------|-------|-------|
|  | 3     | 48  | 34.3  | 34.3  | 37.1  |
|  | 4     | 56  | 40.0  | 40.0  | 77.1  |
|  | 5     | 32  | 22.9  | 22.9  | 100.0 |
|  | Total | 140 | 100.0 | 100.0 |       |

### Atmospherics

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 11    | 1         | 0.7     | 0.7           | 0.7                |
|       | 13    | 4         | 2.9     | 2.9           | 3.6                |
|       | 14    | 6         | 4.3     | 4.3           | 7.9                |
|       | 15    | 28        | 20.0    | 20.0          | 27.9               |
|       | 16    | 12        | 8.6     | 8.6           | 36.4               |
|       | 17    | 4         | 2.9     | 2.9           | 39.3               |
|       | 18    | 11        | 7.9     | 7.9           | 47.1               |
|       | 19    | 7         | 5.0     | 5.0           | 52.1               |
|       | 20    | 30        | 21.4    | 21.4          | 73.6               |
|       | 21    | 8         | 5.7     | 5.7           | 79.3               |
|       | 22    | 3         | 2.1     | 2.1           | 81.4               |
|       | 23    | 11        | 7.9     | 7.9           | 89.3               |
|       | 24    | 2         | 1.4     | 1.4           | 90.7               |
|       | 25    | 13        | 9.3     | 9.3           | 100.0              |
|       | Total | 140       | 100.0   | 100.0         |                    |

### Frequency Table

| X4.1  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1     | 1         | 0.7     | 0.7           | 0.7                |
|       | 2     | 2         | 1.4     | 1.4           | 2.1                |
|       | 3     | 52        | 37.1    | 37.1          | 39.3               |
|       | 4     | 52        | 37.1    | 37.1          | 76.4               |
|       | 5     | 33        | 23.6    | 23.6          | 100.0              |
|       | Total | 140       | 100.0   | 100.0         |                    |

### X4.2

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 4         | 2.9     | 2.9           | 2.9                |

|                        |       |           |         |               |                    |
|------------------------|-------|-----------|---------|---------------|--------------------|
|                        | 3     | 33        | 23.6    | 23.6          | 26.4               |
|                        | 4     | 71        | 50.7    | 50.7          | 77.1               |
|                        | 5     | 32        | 22.9    | 22.9          | 100.0              |
|                        | Total | 140       | 100.0   | 100.0         |                    |
| <b>X4.3</b>            |       |           |         |               |                    |
|                        |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                  | 3     | 41        | 29.3    | 29.3          | 29.3               |
|                        | 4     | 64        | 45.7    | 45.7          | 75.0               |
|                        | 5     | 35        | 25.0    | 25.0          | 100.0              |
|                        | Total | 140       | 100.0   | 100.0         |                    |
| <b>Other Customer</b>  |       |           |         |               |                    |
|                        |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                  | 7     | 2         | 1.4     | 1.4           | 1.4                |
|                        | 8     | 1         | 0.7     | 0.7           | 2.1                |
|                        | 9     | 23        | 16.4    | 16.4          | 18.6               |
|                        | 10    | 13        | 9.3     | 9.3           | 27.9               |
|                        | 11    | 23        | 16.4    | 16.4          | 44.3               |
|                        | 12    | 39        | 27.9    | 27.9          | 72.1               |
|                        | 13    | 11        | 7.9     | 7.9           | 80.0               |
|                        | 14    | 4         | 2.9     | 2.9           | 82.9               |
|                        | 15    | 24        | 17.1    | 17.1          | 100.0              |
|                        | Total | 140       | 100.0   | 100.0         |                    |
| <b>Frequency Table</b> |       |           |         |               |                    |
| <b>X5.1</b>            |       |           |         |               |                    |
|                        |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                  | 2     | 5         | 3.6     | 3.6           | 3.6                |
|                        | 3     | 51        | 36.4    | 36.4          | 40.0               |
|                        | 4     | 49        | 35.0    | 35.0          | 75.0               |
|                        | 5     | 35        | 25.0    | 25.0          | 100.0              |
|                        | Total | 140       | 100.0   | 100.0         |                    |
| <b>X5.2</b>            |       |           |         |               |                    |

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 2         | 1.4     | 1.4           | 1.4                |
|       | 3     | 42        | 30.0    | 30.0          | 31.4               |
|       | 4     | 60        | 42.9    | 42.9          | 74.3               |
|       | 5     | 36        | 25.7    | 25.7          | 100.0              |
|       | Total | 140       | 100.0   | 100.0         |                    |

### X5.3

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 2         | 1.4     | 1.4           | 1.4                |
|       | 3     | 37        | 26.4    | 26.4          | 27.9               |
|       | 4     | 70        | 50.0    | 50.0          | 77.9               |
|       | 5     | 31        | 22.1    | 22.1          | 100.0              |
|       | Total | 140       | 100.0   | 100.0         |                    |

### Perceived Value or Price

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 7     | 1         | 0.7     | 0.7           | 0.7                |
|       | 8     | 5         | 3.6     | 3.6           | 4.3                |
|       | 9     | 24        | 17.1    | 17.1          | 21.4               |
|       | 10    | 15        | 10.7    | 10.7          | 32.1               |
|       | 11    | 16        | 11.4    | 11.4          | 43.6               |
|       | 12    | 35        | 25.0    | 25.0          | 68.6               |
|       | 13    | 11        | 7.9     | 7.9           | 76.4               |
|       | 14    | 13        | 9.3     | 9.3           | 85.7               |
|       | 15    | 20        | 14.3    | 14.3          | 100.0              |
|       | Total | 140       | 100.0   | 100.0         |                    |

### Frequency Table

### Y.1

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 4         | 2.9     | 2.9           | 2.9                |
|       | 2 | 9         | 6.4     | 6.4           | 9.3                |
|       | 3 | 45        | 32.1    | 32.1          | 41.4               |
|       | 4 | 49        | 35.0    | 35.0          | 76.4               |

|                          |       |           |         |               |                    |
|--------------------------|-------|-----------|---------|---------------|--------------------|
|                          | 5     | 33        | 23.6    | 23.6          | 100.0              |
|                          | Total | 140       | 100.0   | 100.0         |                    |
| <b>Y.2</b>               |       |           |         |               |                    |
|                          |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                    | 1     | 4         | 2.9     | 2.9           | 2.9                |
|                          | 2     | 14        | 10.0    | 10.0          | 12.9               |
|                          | 3     | 42        | 30.0    | 30.0          | 42.9               |
|                          | 4     | 46        | 32.9    | 32.9          | 75.7               |
|                          | 5     | 34        | 24.3    | 24.3          | 100.0              |
|                          | Total | 140       | 100.0   | 100.0         |                    |
| <b>Y.3</b>               |       |           |         |               |                    |
|                          |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                    | 1     | 2         | 1.4     | 1.4           | 1.4                |
|                          | 2     | 21        | 15.0    | 15.0          | 16.4               |
|                          | 3     | 61        | 43.6    | 43.6          | 60.0               |
|                          | 4     | 36        | 25.7    | 25.7          | 85.7               |
|                          | 5     | 20        | 14.3    | 14.3          | 100.0              |
|                          | Total | 140       | 100.0   | 100.0         |                    |
| <b>Revisit Intention</b> |       |           |         |               |                    |
|                          |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                    | 5     | 3         | 2.1     | 2.1           | 2.1                |
|                          | 6     | 2         | 1.4     | 1.4           | 3.6                |
|                          | 7     | 8         | 5.7     | 5.7           | 9.3                |
|                          | 8     | 8         | 5.7     | 5.7           | 15.0               |
|                          | 9     | 26        | 18.6    | 18.6          | 33.6               |
|                          | 10    | 14        | 10.0    | 10.0          | 43.6               |
|                          | 11    | 26        | 18.6    | 18.6          | 62.1               |
|                          | 12    | 26        | 18.6    | 18.6          | 80.7               |
|                          | 13    | 9         | 6.4     | 6.4           | 87.1               |
|                          | 14    | 5         | 3.6     | 3.6           | 90.7               |
|                          | 15    | 13        | 9.3     | 9.3           | 100.0              |
|                          | Total | 140       | 100.0   | 100.0         |                    |
| <b>Frequency Table</b>   |       |           |         |               |                    |

|                              |       |           |         |               |                    |
|------------------------------|-------|-----------|---------|---------------|--------------------|
|                              |       |           |         |               |                    |
| <b>Z.1</b>                   |       |           |         |               |                    |
|                              |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                        | 1     | 1         | 0.7     | 0.7           | 0.7                |
|                              | 2     | 6         | 4.3     | 4.3           | 5.0                |
|                              | 3     | 57        | 40.7    | 40.7          | 45.7               |
|                              | 4     | 55        | 39.3    | 39.3          | 85.0               |
|                              | 5     | 21        | 15.0    | 15.0          | 100.0              |
|                              | Total | 140       | 100.0   | 100.0         |                    |
| <b>Z.2</b>                   |       |           |         |               |                    |
|                              |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                        | 2     | 3         | 2.1     | 2.1           | 2.1                |
|                              | 3     | 31        | 22.1    | 22.1          | 24.3               |
|                              | 4     | 78        | 55.7    | 55.7          | 80.0               |
|                              | 5     | 28        | 20.0    | 20.0          | 100.0              |
|                              | Total | 140       | 100.0   | 100.0         |                    |
| <b>Z.3</b>                   |       |           |         |               |                    |
|                              |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                        | 2     | 3         | 2.1     | 2.1           | 2.1                |
|                              | 3     | 37        | 26.4    | 26.4          | 28.6               |
|                              | 4     | 73        | 52.1    | 52.1          | 80.7               |
|                              | 5     | 27        | 19.3    | 19.3          | 100.0              |
|                              | Total | 140       | 100.0   | 100.0         |                    |
| <b>Z.4</b>                   |       |           |         |               |                    |
|                              |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                        | 2     | 3         | 2.1     | 2.1           | 2.1                |
|                              | 3     | 56        | 40.0    | 40.0          | 42.1               |
|                              | 4     | 59        | 42.1    | 42.1          | 84.3               |
|                              | 5     | 22        | 15.7    | 15.7          | 100.0              |
|                              | Total | 140       | 100.0   | 100.0         |                    |
| <b>Customer Satisfaction</b> |       |           |         |               |                    |
|                              |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                        | 9     | 1         | 0.7     | 0.7           | 0.7                |

|                               |       |      |                |       |       |
|-------------------------------|-------|------|----------------|-------|-------|
|                               | 10    | 1    | 0.7            | 0.7   | 1.4   |
|                               | 11    | 4    | 2.9            | 2.9   | 4.3   |
|                               | 12    | 22   | 15.7           | 15.7  | 20.0  |
|                               | 13    | 10   | 7.1            | 7.1   | 27.1  |
|                               | 14    | 15   | 10.7           | 10.7  | 37.9  |
|                               | 15    | 24   | 17.1           | 17.1  | 55.0  |
|                               | 16    | 29   | 20.7           | 20.7  | 75.7  |
|                               | 17    | 10   | 7.1            | 7.1   | 82.9  |
|                               | 18    | 6    | 4.3            | 4.3   | 87.1  |
|                               | 19    | 5    | 3.6            | 3.6   | 90.7  |
|                               | 20    | 13   | 9.3            | 9.3   | 100.0 |
|                               | Total | 140  | 100.0          | 100.0 |       |
|                               |       |      |                |       |       |
| <b>Descriptive Statistics</b> |       |      |                |       |       |
|                               | N     | Mean | Std. Deviation |       |       |
| X1.1                          | 140   | 3.83 | 0.929          |       |       |
| X1.2                          | 140   | 3.76 | 0.903          |       |       |
| X1.3                          | 140   | 3.70 | 0.994          |       |       |
| X1.4                          | 140   | 3.66 | 1.044          |       |       |
| X1.5                          | 140   | 3.36 | 0.954          |       |       |
| Valid N (listwise)            | 140   |      |                |       |       |
|                               |       |      |                |       |       |
| <b>Descriptive Statistics</b> |       |      |                |       |       |
|                               | N     | Mean | Std. Deviation |       |       |
| X2.1                          | 140   | 3.92 | 0.890          |       |       |
| X2.2                          | 140   | 3.93 | 0.854          |       |       |
| X2.3                          | 140   | 3.96 | 0.928          |       |       |
| X2.4                          | 140   | 3.86 | 0.907          |       |       |
| X2.5                          | 140   | 4.29 | 0.844          |       |       |
| X2.6                          | 140   | 3.61 | 0.793          |       |       |
| Valid N (listwise)            | 140   |      |                |       |       |
|                               |       |      |                |       |       |
| <b>Descriptive Statistics</b> |       |      |                |       |       |
|                               | N     | Mean | Std. Deviation |       |       |
| X3.1                          | 140   | 3.54 | 0.843          |       |       |
| X3.2                          | 140   | 3.84 | 0.798          |       |       |
| X3.3                          | 140   | 3.94 | 0.807          |       |       |
| X3.4                          | 140   | 3.55 | 0.834          |       |       |
| X3.5                          | 140   | 3.83 | 0.813          |       |       |
| Valid N (listwise)            | 140   |      |                |       |       |

| Descriptive Statistics |     |      |                |  |  |
|------------------------|-----|------|----------------|--|--|
|                        | N   | Mean | Std. Deviation |  |  |
| X5.1                   | 140 | 3.81 | 0.853          |  |  |
| X5.2                   | 140 | 3.93 | 0.783          |  |  |
| X5.3                   | 140 | 3.93 | 0.736          |  |  |
| Valid N (listwise)     | 140 |      |                |  |  |
|                        |     |      |                |  |  |
| Descriptive Statistics |     |      |                |  |  |
|                        | N   | Mean | Std. Deviation |  |  |
| Y.1                    | 140 | 3.70 | 0.994          |  |  |
| Y.2                    | 140 | 3.66 | 1.044          |  |  |
| Y.3                    | 140 | 3.36 | 0.954          |  |  |
| Valid N (listwise)     | 140 |      |                |  |  |
|                        |     |      |                |  |  |
| Descriptive Statistics |     |      |                |  |  |
|                        | N   | Mean | Std. Deviation |  |  |
| Z.1                    | 140 | 3.64 | 0.815          |  |  |
| Z.2                    | 140 | 3.94 | 0.712          |  |  |
| Z.3                    | 140 | 3.89 | 0.730          |  |  |
| Z.4                    | 140 | 3.71 | 0.752          |  |  |
| Valid N (listwise)     | 140 |      |                |  |  |