

APPENDIX 1

RESULT OF DESCRIPTIF STATISTICS AND FREQUENCY

Variable	RESULT						
Safety (X ₁)	Descriptive Statistics						
		N	Range	Minimum	Maximum	Mean	Std. Deviation
	TOTAL_x1	100	12	13	25	20.46	2.418
	Valid N (listwise)	100					
	TOTAL_x1						
		Frequency	Percent	Valid Percent	Cumulative Percent		
	Valid 13	1	1.0	1.0	1.0		
	14	1	1.0	1.0	2.0		
	15	3	3.0	3.0	5.0		
	16	1	1.0	1.0	6.0		
	17	4	4.0	4.0	10.0		
	18	6	6.0	6.0	16.0		
	19	8	8.0	8.0	24.0		
20	29	29.0	29.0	53.0			
21	18	18.0	18.0	71.0			
22	14	14.0	14.0	85.0			
23	3	3.0	3.0	88.0			
24	5	5.0	5.0	93.0			
25	7	7.0	7.0	100.0			
Total	100	100.0	100.0				
Orderliness (X ₂)	Descriptive Statistics						
		N	Range	Minimum	Maximum	Mean	Std. Deviation
	TOTAL_X2	100	21	9	30	23.61	3.097
Valid N (listwise)	100						

		TOTAL_X2					
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	9	1	1.0	1.0	1.0		
	17	1	1.0	1.0	2.0		
	18	1	1.0	1.0	3.0		
	19	4	4.0	4.0	7.0		
	20	3	3.0	3.0	10.0		
	21	10	10.0	10.0	20.0		
	22	7	7.0	7.0	27.0		
	23	23	23.0	23.0	50.0		
	24	21	21.0	21.0	71.0		
	25	8	8.0	8.0	79.0		
	26	6	6.0	6.0	85.0		
	27	5	5.0	5.0	90.0		
	28	3	3.0	3.0	93.0		
	29	1	1.0	1.0	94.0		
	30	6	6.0	6.0	100.0		
	Total		100	100.0	100.0		

Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. Deviation
TOTAL_X3	100	17	13	30	23.73	3.123
Valid N (listwise)	100					

		TOTAL_X3				
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	13	1	1.0	1.0	1.0	
	16	1	1.0	1.0	2.0	
	18	4	4.0	4.0	6.0	
	19	3	3.0	3.0	9.0	
	20	4	4.0	4.0	13.0	

Cleanliness
(X₃)

	21	7	7.0	7.0	20.0
	22	7	7.0	7.0	27.0
	23	13	13.0	13.0	40.0
	24	30	30.0	30.0	70.0
	25	7	7.0	7.0	77.0
	26	8	8.0	8.0	85.0
	27	1	1.0	1.0	86.0
	28	7	7.0	7.0	93.0
	29	1	1.0	1.0	94.0
	30	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. Deviation
TOTAL_X4	100	15	10	25	19.59	2.370
Valid N (listwise)	100					

TOTAL_X4					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	10	1.0	1.0	1.0	1.0
	15	2.0	2.0	2.0	3.0
	16	6.0	6.0	6.0	9.0
	17	10.0	10.0	10.0	19.0
	18	8.0	8.0	8.0	27.0
	19	13.0	13.0	13.0	40.0
	20	33.0	33.0	33.0	73.0
	21	9.0	9.0	9.0	82.0
	22	10.0	10.0	10.0	92.0
	23	3.0	3.0	3.0	95.0
	24	1.0	1.0	1.0	96.0
	25	4.0	4.0	4.0	100.0
Total	100	100.0	100.0		

Cool Atmosphere (X₄)

	Descriptive Statistics						
		N	Range	Minimum	Maximum	Mean	Std. Deviation
	TOTAL_X5	100	7	8	15	11.73	1.711
	Valid N (listwise)	100					
Beauty (X ₅)	TOTAL_X5						
			Frequency	Percent	Valid Percent	Cumulative Percent	
	Valid	8	2	2.0	2.0	2.0	
		9	10	10.0	10.0	12.0	
		10	13	13.0	13.0	25.0	
		11	11	11.0	11.0	36.0	
		12	38	38.0	38.0	74.0	
		13	14	14.0	14.0	88.0	
		14	2	2.0	2.0	90.0	
		15	10	10.0	10.0	100.0	
	Total	100	100.0	100.0			
	Descriptive Statistics						
		N	Range	Minimum	Maximum	Mean	Std. Deviation
	TOTAL_X6	100	15	5	20	15.97	2.524
	Valid N (listwise)	100					
Friendliness (X ₆)	TOTAL_X6						
			Frequency	Percent	Valid Percent	Cumulative Percent	
	Valid	5	1	1.0	1.0	1.0	
		8	1	1.0	1.0	2.0	
		11	2	2.0	2.0	4.0	
		12	5	5.0	5.0	9.0	
		13	1	1.0	1.0	10.0	
		14	8	8.0	8.0	18.0	
		15	12	12.0	12.0	30.0	

	16	42	42.0	42.0	72.0
	17	9	9.0	9.0	81.0
	18	3	3.0	3.0	84.0
	19	2	2.0	2.0	86.0
	20	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Memorabilia or Memories (X ₇)	Descriptive Statistics						
		N	Range	Minimum	Maximum	Mean	Std. Deviation
	TOTAL_X7	100	9	11	20	15.27	2.107
	Valid N (listwise)	100					
TOTAL_X7							
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	11	1	1.0	1.0	1.0		
	12	9	9.0	9.0	10.0		
	13	11	11.0	11.0	21.0		
	14	19	19.0	19.0	40.0		
	15	11	11.0	11.0	51.0		
	16	24	24.0	24.0	75.0		
	17	14	14.0	14.0	89.0		
	18	2	2.0	2.0	91.0		
	19	4	4.0	4.0	95.0		
	20	5	5.0	5.0	100.0		
	Total	100	100.0	100.0			

Source: Results of processing data by SPSS, 2017

APPENDIX 2
RESULT OF VALIDITY TEST

Variable	r_{count}	r_{table}	Statement
X _{1.1}	0.448	0.196	Valid
X _{1.2}	0.518	0.196	Valid
X _{1.3}	0.589	0.196	Valid
X _{1.4}	0.693	0.196	Valid
X _{1.5}	0.790	0.196	Valid
X _{2.1}	0.739	0.196	Valid
X _{2.2}	0.589	0.196	Valid
X _{2.3}	0.717	0.196	Valid
X _{2.4}	0.437	0.196	Valid
X _{2.5}	0.710	0.196	Valid
X _{2.6}	0.437	0.196	Valid
X _{3.1}	0.710	0.196	Valid
X _{3.2}	0.437	0.196	Valid
X _{3.3}	0.589	0.196	Valid
X _{3.4}	0.693	0.196	Valid
X _{3.5}	0.790	0.196	Valid
X _{3.6}	0.739	0.196	Valid

X _{4.1}	0.589	0.196	Valid
X _{4.2}	0.717	0.196	Valid
X _{4.3}	0.410	0.196	Valid
X _{4.4}	0.589	0.196	Valid
X _{4.5}	0.749	0.196	Valid
X _{5.1}	0.693	0.196	Valid
X _{5.2}	0.587	0.196	Valid
X _{5.3}	0.308	0.196	Valid
X _{6.1}	0.790	0.196	Valid
X _{6.2}	0.739	0.196	Valid
X _{6.3}	0.589	0.196	Valid
X _{6.4}	0.717	0.196	Valid
X _{7.1}	0.410	0.196	Valid
X _{7.2}	0.691	0.196	Valid
X _{7.3}	0.325	0.196	Valid
X _{7.4}	0.689	0.196	Valid

Source: Results of processing data by SPSS,2017

APPENDIX 3
RESULT OF RELIABILITY TEST

Reliability Statistics

Cronbach's Alpha	N of Items
0.943	33

Source: Results of processing data by SPSS, 2017

APPENDIX 4

RESULT OF RELIABILITY TEST

No.	Aspect	Indicator		Estimation				
				SA	A	M	DA	SDA
1	Safety	1	Each floor of the Museum is secure to across					
		2	Condition of the floors in Museum is secure to across					
		3	Parking area stay safe					
		4	The queue in the ticketing area is running well					
		5	Bag and shoes stay safe					
2.	Orderliness	1	The management are time in controlling the operational hours of the SMB II Museum orderly					
		2	Local guides of SMB II Museum guide the visitor in an orderly manner					
		3	Parking attendants park the vehicle in an orderly manner					
		4	The clerks serve the purchasing of tickets in an orderly manner					
		5	Shoes and bag are always neat					
		6	Queue to the Toilet were running well					
3.	Cleanliness	1	Cloth and Appearance of the attendant of SMB II Museum is clean and good smell.					
		2	Area of SMB II Museum is clean					
		3	The indoor area in Museum is clean					
		4	Parking Area is clean					
		5	The toilet is clean					
		6	Praying place is clean					
4.	Cool Atmosphere	1	The air in SMB II Museum is cool and comfortable					
		2	The air in surroundings are cool and comfortable					
		3	The toilet has good smell					

		4	The air in praying place is cool and comfortable					
		5	Go green already done by the management					
5.	Beauty	1	The layout of the collections arrangement is interest and unique					
		2	The collextions are interest					
		3	The shining of the provided lamp is enough					
6.	Friendliness	1	The local guide serve visitors with hospitality					
		2	The parking attendant serve the visitors with hospitality					
		3	The clerk and ticketing attendant serve the visitors with hospitality					
		4	The attendant give the information completely and respectfully					
7.	Memorabilia or Memories	1	I was impressed with the SMB II Museum					
		2	I feel happy with the services provided by attendants of SMB II Museum					
		3	I like to visit SMB II Museum in the next time					
		4	I will be ready to inform the information of SMB II Museum for everyone					

APPENDIX 5
DOCUMENTATIONS OF RESEARCH





