

LAMPIRAN 1: Rekap Data Survey

respondent	age	restaurant/rekuensi	VA1	VA2	VA3	DE1	DE2	DE3	PI1	PI2	PI3	PI4	PI5	PI6	PI7	PI8	PI9	PI10	PI11	PI12	PI13	PI14	PI15	PI16	PI17	PI18	PI19	PI20	PI21	PI22	PI23	PI24	PI25	PI26	PI27	PI28	PI29	PI30	PI31	PI32	PI33	PI34	PI35	PI36	PI37	PI38	PI39	PI40	PI41	PI42	PI43	PI44	PI45	PI46	PI47	PI48	PI49	PI50	PI51	PI52	PI53	PI54	PI55	PI56	PI57	PI58	PI59	PI60	PI61	PI62	PI63	PI64	PI65	PI66	PI67	PI68	PI69	PI70	PI71	PI72	PI73	PI74	PI75	PI76	PI77	PI78	PI79	PI80	PI81	PI82	PI83	PI84	PI85	PI86	PI87	PI88	PI89	PI90	PI91	PI92	PI93	PI94	PI95	PI96	PI97	PI98	PI99	PI100	PI101	PI102	PI103	PI104	PI105	PI106	PI107	PI108	PI109	PI110	PI111	PI112	PI113	PI114	PI115	PI116	PI117	PI118	PI119	PI120	PI121	PI122	PI123	PI124	PI125	PI126	PI127	PI128	PI129	PI130	PI131	PI132	PI133	PI134	PI135	PI136	PI137	PI138	PI139	PI140	PI141	PI142	PI143	PI144	PI145	PI146	PI147	PI148	PI149	PI150	PI151	PI152	PI153	PI154	PI155	PI156	PI157	PI158	PI159	PI160	PI161	PI162	PI163	PI164	PI165	PI166	PI167	PI168	PI169	PI170	PI171	PI172	PI173	PI174	PI175	PI176	PI177	PI178	PI179	PI180	PI181	PI182	PI183	PI184	PI185	PI186	PI187	PI188	PI189	PI190	PI191	PI192	PI193	PI194	PI195	PI196	PI197	PI198	PI199	PI200	PI201	PI202	PI203	PI204	PI205	PI206	PI207	PI208	PI209	PI210	PI211	PI212	PI213	PI214	PI215	PI216	PI217	PI218	PI219	PI220	PI221	PI222	PI223	PI224	PI225	PI226	PI227	PI228	PI229	PI230	PI231	PI232	PI233	PI234	PI235	PI236	PI237	PI238	PI239	PI240	PI241	PI242	PI243	PI244	PI245	PI246	PI247	PI248	PI249	PI250	PI251	PI252	PI253	PI254	PI255	PI256	PI257	PI258	PI259	PI260	PI261	PI262	PI263	PI264	PI265	PI266	PI267	PI268	PI269	PI270	PI271	PI272	PI273	PI274	PI275	PI276	PI277	PI278	PI279	PI280	PI281	PI282	PI283	PI284	PI285	PI286	PI287	PI288	PI289	PI290	PI291	PI292	PI293	PI294	PI295	PI296	PI297	PI298	PI299	PI300	PI301	PI302	PI303	PI304	PI305	PI306	PI307	PI308	PI309	PI310	PI311	PI312	PI313	PI314	PI315	PI316	PI317	PI318	PI319	PI320	PI321	PI322	PI323	PI324	PI325	PI326	PI327	PI328	PI329	PI330	PI331	PI332	PI333	PI334	PI335	PI336	PI337	PI338	PI339	PI340	PI341	PI342	PI343	PI344	PI345	PI346	PI347	PI348	PI349	PI350	PI351	PI352	PI353	PI354	PI355	PI356	PI357	PI358	PI359	PI360	PI361	PI362	PI363	PI364	PI365	PI366	PI367	PI368	PI369	PI370	PI371	PI372	PI373	PI374	PI375	PI376	PI377	PI378	PI379	PI380	PI381	PI382	PI383	PI384	PI385	PI386	PI387	PI388	PI389	PI390	PI391	PI392	PI393	PI394	PI395	PI396	PI397	PI398	PI399	PI400	PI401	PI402	PI403	PI404	PI405	PI406	PI407	PI408	PI409	PI410	PI411	PI412	PI413	PI414	PI415	PI416	PI417	PI418	PI419	PI420	PI421	PI422	PI423	PI424	PI425	PI426	PI427	PI428	PI429	PI430	PI431	PI432	PI433	PI434	PI435	PI436	PI437	PI438	PI439	PI440	PI441	PI442	PI443	PI444	PI445	PI446	PI447	PI448	PI449	PI450	PI451	PI452	PI453	PI454	PI455	PI456	PI457	PI458	PI459	PI460	PI461	PI462	PI463	PI464	PI465	PI466	PI467	PI468	PI469	PI470	PI471	PI472	PI473	PI474	PI475	PI476	PI477	PI478	PI479	PI480	PI481	PI482	PI483	PI484	PI485	PI486	PI487	PI488	PI489	PI490	PI491	PI492	PI493	PI494	PI495	PI496	PI497	PI498	PI499	PI500	PI501	PI502	PI503	PI504	PI505	PI506	PI507	PI508	PI509	PI510	PI511	PI512	PI513	PI514	PI515	PI516	PI517	PI518	PI519	PI520	PI521	PI522	PI523	PI524	PI525	PI526	PI527	PI528	PI529	PI530	PI531	PI532	PI533	PI534	PI535	PI536	PI537	PI538	PI539	PI540	PI541	PI542	PI543	PI544	PI545	PI546	PI547	PI548	PI549	PI550	PI551	PI552	PI553	PI554	PI555	PI556	PI557	PI558	PI559	PI560	PI561	PI562	PI563	PI564	PI565	PI566	PI567	PI568	PI569	PI570	PI571	PI572	PI573	PI574	PI575	PI576	PI577	PI578	PI579	PI580	PI581	PI582	PI583	PI584	PI585	PI586	PI587	PI588	PI589	PI590	PI591	PI592	PI593	PI594	PI595	PI596	PI597	PI598	PI599	PI600	PI601	PI602	PI603	PI604	PI605	PI606	PI607	PI608	PI609	PI610	PI611	PI612	PI613	PI614	PI615	PI616	PI617	PI618	PI619	PI620	PI621	PI622	PI623	PI624	PI625	PI626	PI627	PI628	PI629	PI630	PI631	PI632	PI633	PI634	PI635	PI636	PI637	PI638	PI639	PI640	PI641	PI642	PI643	PI644	PI645	PI646	PI647	PI648	PI649	PI650	PI651	PI652	PI653	PI654	PI655	PI656	PI657	PI658	PI659	PI660	PI661	PI662	PI663	PI664	PI665	PI666	PI667	PI668	PI669	PI670	PI671	PI672	PI673	PI674	PI675	PI676	PI677	PI678	PI679	PI680	PI681	PI682	PI683	PI684	PI685	PI686	PI687	PI688	PI689	PI690	PI691	PI692	PI693	PI694	PI695	PI696	PI697	PI698	PI699	PI700	PI701	PI702	PI703	PI704	PI705	PI706	PI707	PI708	PI709	PI710	PI711	PI712	PI713	PI714	PI715	PI716	PI717	PI718	PI719	PI720	PI721	PI722	PI723	PI724	PI725	PI726	PI727	PI728	PI729	PI730	PI731	PI732	PI733	PI734	PI735	PI736	PI737	PI738	PI739	PI740	PI741	PI742	PI743	PI744	PI745	PI746	PI747	PI748	PI749	PI750	PI751	PI752	PI753	PI754	PI755	PI756	PI757	PI758	PI759	PI760	PI761	PI762	PI763	PI764	PI765	PI766	PI767	PI768	PI769	PI770	PI771	PI772	PI773	PI774	PI775	PI776	PI777	PI778	PI779	PI780	PI781	PI782	PI783	PI784	PI785	PI786	PI787	PI788	PI789	PI790	PI791	PI792	PI793	PI794	PI795	PI796	PI797	PI798	PI799	PI800	PI801	PI802	PI803	PI804	PI805	PI806	PI807	PI808	PI809	PI810	PI811	PI812	PI813	PI814	PI815	PI816	PI817	PI818	PI819	PI820	PI821	PI822	PI823	PI824	PI825	PI826	PI827	PI828	PI829	PI830	PI831	PI832	PI833	PI834	PI835	PI836	PI837	PI838	PI839	PI840	PI841	PI8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LAMPIRAN 2 Data Analysis JAMOVIE

One Sample T-Test H1

One Sample T-Test

	Statistic	df	p	Mean difference	95% Confidence Interval		Effect Size	95% Confidence Interval		
					Lower	Upper		Lower	Upper	
VA1_Prof_Attractive	Student's t	390	< .001	4.22	3.95	4.50	Cohen's d	4.90	3.77	6.00
VA2_Lighting_Influence	Student's t	390	< .001	4.10	3.78	4.42	Cohen's d	4.07	3.11	5.02
QE1_Confidence_Delicious	Student's t	390	< .001	4.03	3.74	4.31	Cohen's d	4.52	3.47	5.56

Note: $H_0: \mu = 0$

One Sample T-Test H2

One Sample T-Test

	Statistic	df	p	Mean difference	95% Confidence Interval		Effect Size	95% Confidence Interval		
					Lower	Upper		Lower	Upper	
QE1_Confidence_Delicious	Student's t	390	< .001	4.03	3.74	4.31	Cohen's d	4.52	3.47	5.56
QE2_Premium_Quality	Student's t	390	< .001	4.17	3.90	4.45	Cohen's d	4.78	3.67	5.88
QE3_Higher_Price	Student's t	390	< .001	3.73	3.42	4.03	Cohen's d	3.88	2.96	4.79

Note: $H_0: \mu = 0$

LAMPIRAN 3 Data Analisis JAMOVIE

One Sample T-Test H3

One Sample T-Test

	Statistic	df	p	Mean difference	95% Confidence Interval		Effect Size	95% Confidence Interval			
					Lower	Upper		Lower	Upper		
EG1_Taste_Expectation	Student's t	31.4	39.0	< .001	3.98	3.72	4.23	Cohen's d	4.97	3.82	6.08
EG2_Appetizing_Look	Student's t	30.7	39.0	< .001	3.95	3.69	4.21	Cohen's d	4.85	3.73	5.95
EG3_Overall_Expectation	Student's t	32.8	39.0	< .001	3.98	3.73	4.22	Cohen's d	5.18	3.99	6.34

Note. $H_0: \mu = 0$

Pengaruh Simultan terhadap Daya Tarik Konsumen (H4)

Model Fit Measures

Model	R	R ²	Overall Model Test			
			F	df1	df2	p
1	0.686	0.470	10.7	3	36	< .001

Note. Models estimated using sample size of N=40


Model Coefficients - VA_MEAN

Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate
			Lower	Upper			
Intercept	0.602	0.617	-0.6489	1.853	0.976	0.336	
QE_Mean	0.520	0.212	0.0899	0.949	2.452	0.019	0.481
EG_Mean	0.183	0.216	-0.2548	0.621	0.848	0.402	0.163
NP_Mean	0.120	0.165	-0.2137	0.454	0.730	0.470	0.111

LAMPIRAN 4 Dokumentasi Penelitian

Link G-Form : <https://forms.gle/zPNHX1MLwaiUmpsa7>

<https://forms.gle/zPNHX1MLwaiUmpsa7>

H1: : kualitas fotografi makanan berpengaruh signifikan dengan daya tarik	H2: Fotografi profesional berpengaruh signifikan dengan daya tarik	
<p>Skala Penilaian:</p> <ul style="list-style-type: none">• 1 = Sangat Tidak Setuju• 2 = Tidak Setuju• 3 = Netral• 4 = Setuju• 5 = Sangat Setuju	<p>Skala Penilaian:</p> <ul style="list-style-type: none">• 1 = Sangat Tidak Setuju• 2 = Tidak Setuju• 3 = Netral• 4 = Setuju• 5 = Sangat Setuju	
Photo A		
Photo B		
<p>Gambar A lebih menarik dan membuat saya lebih tertarik untuk mengunjungi restoran dibandingkan gambar B *</p> <p>1 2 3 4 5</p> <p>Sangat Tidak Setuju <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Sangat Setuju</p>		
<p>Foto makanan dengan pencahayaan dan komposisi yang baik (seperti gambar A) * sangat mempengaruhi keputusan saya untuk mengunjungi restoran</p> <p>1 2 3 4 5</p> <p>Sangat Tidak Setuju <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> Sangat Setuju</p>		<p>Foto profesional ini membuat restoran terlihat lebih menarik bagi saya *</p> <p>1 2 3 4 5</p> <p>Sangat Tidak Setuju <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> Sangat Setuju</p>
<p>Saya akan menghindari restoran yang menampilkan foto makanan berkualitas rendah (seperti pencahayaan buruk atau komposisi sederhana) dalam media promosi mereka *</p> <p>1 2 3 4 5</p> <p>Sangat Tidak Setuju <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Sangat Setuju</p>	<p>Melihat foto dengan kualitas profesional seperti ini, saya mengharapkan makanan tersebut memiliki kualitas premium *</p> <p>1 2 3 4 5</p> <p>Sangat Tidak Setuju <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> Sangat Setuju</p>	
	<p>Presentasi makanan dalam foto ini membuat saya bersedia membayar harga yang lebih tinggi</p> <p>1 2 3 4 5</p> <p>Sangat Tidak Setuju <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> Sangat Setuju</p> <p>Clear selection</p>	

LAMPIRAN 5 Dokumentasi Penelitian

Link G-Form : <https://forms.gle/zPNHX1MLwaiUmpsa7> Link G-Form :


<https://forms.gle/zPNHX1MLwaiUmpsa7>

H3: kesenjangan ekspektasi foto makanan dengan realitas rasa berpengaruh terhadap daya tarik konsumen

Skala Penilaian:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Foto A



Bagaimana Anda menilai ekspektasi rasa dari makanan ini? *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Berdasarkan foto makanan ini, seberapa menggugah selera hidangan ini terlihat bagi Anda? *

1 2 3 4 5


Sangat Tidak Setuju Sangat Setuju

Bagaimana ekspektasi keseluruhan Anda terhadap hidangan ini berdasarkan foto? *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Foto B manipulasi digital berlebihan



Set A (fotografi natural) membuat saya lebih percaya terhadap kualitas makanan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Set A (fotografi natural) terlihat lebih realistis dan dapat dipercaya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya lebih menyukai Set A (fotografi natural) dibanding Set B (manipulasi digital) *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Set B (manipulasi digital) membuat makanan terlihat terlalu "sempurna" dan tidak nyata *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

LAMPIRAN 6 Lembar konsultasi dengan dosen pembimbing



AKADEMI SAGES

A Noble and Excellent Academy

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 Jl. Desa Duren Sewu Km. 03 Pandaan – Pasuruan
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KARTU BIMBINGAN TUGAS AKHIR/ MAGANG*

Nama : Ryan Fhuria Elkauf Sar NIM : 22110025
 PROGRAM STUDI : Diploma Tiga Seni Kuliner
 JUDUL : Dan Pak Foto Grafis Makanan terhadap Panya, fariq konsumern Di Restoran
 DOSEN PEMBIMBING : Fitin Lestari, Ningsih, S.E., M.M
Jorla Darmalany

No	Tanggal	Catatan	TTD Dosen
1	Mei/22/2025	Pembuatan Babidanz	
2	Juni/10/2025	Behar kan rumus masalah dan rubah judul	
3	Juli/10/2025	tambahkan sitasi; Behar kan Bab 3	
4	Juli/24/2025	survei kurang sesuai; tambahkan	
5	Juli/25/2025	Fix kerang ke konsepnya dan survei	
6	Juli/29/2025	Pembahasan tambahkan sitasi; Ruelifian	
7	Juli/31/2025	simpul dan saran disim Pelwan fide usaha anka	
8	augus/4/2025	kurus; bab 4 dan bab 5	
9			
10			
11			
12			
13			
14			

*) Minimal jumlah bimbingan sebagai syarat untuk ujian adalah 7x

Makalah di setujui pada 11/11/2025 dan Mahasiswa telah layak untuk diujikan pada sidang Tugas akhir.

Dosen Pembimbing