

Appendix 1. RESEARCH QUESTIONNAIRE

Assalamualaikum Wr. Wb.

I am Desi Urdianti, a student of the International Program of Management and Business, Yogyakarta Muhammadiyah University. I am currently writing a thesis entitled "Factors That Impact Customer Perceived Value in Japanese Ethnic Restaurant". In this regard, I request the availability and participation of friends to take the time to become research respondents and fill out this questionnaire honestly and truthfully. All information provided will be kept confidential and only used for academic purposes.

For your attention and availability to fill out this questionnaire, I thank you very much.

Wassalamualaikum Wr. Wb.

A. Respondent Screening

Instructions: Please answer this question truthfully

Have you ever made a purchase at Marugame Udon at least once?

☐ Yes ☐ No

Have you ever made transactions directly (offline) at Marugame Udon?

☐ Yes ☐ No

Instructions: If you answered "Yes" to all of the questions above, then you are welcome to answer the following questions, but if one of the questions is answered "No", then it will be enough until here and I thank you for your participation.

B. Respondent Profile

Instruction: Respondents are expected to fill out all the questions carefully

1. Name

(mention) ...

2. Age

(mention) ...

3. Most Visited Marugame Udon Branch (City)

(mention) ...

1. Gender

☐ Male ☐ Female

4. Education

- ☐ SD/SMP ☐ SMA ☐ Diploma/S1
☐ S2 ☐ S3 ☐ Doctor

5. Occupation

- ☐ Student (school) ☐ Student (college) ☐ Teacher/Lecturer
☐ Private sector employee ☐ Entrepreneur
☐ Others (mention)

6. Monthly Expenditure

- ☐ ≤ 2.5 million ☐ > 2.5 million - 5 million
☐ > 5 million - 7.5 million ☐ > 7.5 million - 10 million
☐ > 10 million

7. How many times have you visited Marugame Udon

- ☐ 1-3 times ☐ 4 - 6 times ☐ > 6 times

C. Research Question

Instruction: Please fill in the following statement according to your perception.

1. Food Quality

No	Questions/Questions	ED	D	SD	N	SA	A	EA
		1	2	3	4	5	6	7
1.	Marugame Udon serves delicious food							
2.	Marugame Udon serves hygienic food							
3.	Marugame Udon always serves fresh food							
4.	The food at Marugame Udon is visually attractive							
5.	The aroma of the food at Marugame Udon is exciting							

2. Employee Service Quality

No	Questions/Questions	ED	D	SD	N	SA	A	EA
		1	2	3	4	5	6	7
1.	Marugame Udon has friendly employees							
2.	Marugame Udon employees provide fast service							

3.	Marugame Udon employees serve food exactly as I ordered							
4.	Marugame Udon employees are always willing to help me							

3. Dining Atmospheric Quality

No	Questions/Questions	ED	D	SD	N	SA	A	EA
		1	2	3	4	5	6	7
1.	Marugame udon have attractive interior design and décor (the ambience)							
2.	The furnishing at Marugame Udon is appropriate							
3.	The dining areas at Marugame udon are thoroughly clean							
4.	Marugame udon has comfortable seating space							

4. Price Fairness

No	Questions/Questions	ED	D	SD	N	SA	A	EA
		1	2	3	4	5	6	7
1.	The price of food at Marugame Udon is quite affordable							
2.	Food prices at Marugame Udon are acceptable							
3.	The price at Marugame Udon seemed appropriate for what I received							

5. Restaurant Authenticity

No	Questions/Questions	ED	D	SD	N	SA	A	EA
		1	2	3	4	5	6	7
1.	The taste of the food at Marugame udon authentically Japanese							
2.	The menu/name of the dishes at Marugame udon authentically Japanese							
3.	The ambience or interior design at Marugame Udon authentically Japanese							
4.	The appearances of the employees at Marugame Udon authentically Japanese							

6. Customer Perceived Value

No	Questions/Questions	ED	D	SD	N	SA	A	EA
		1	2	3	4	5	6	7
1.	The service at Marugame Udon is good and meets my expectations							
2.	The food at Marugame Udon is delicious and meets my expectations							
3.	Overall, the dining experience at Marugame Udon was good as my expectations							
4.	Marugame Udon offers good value according to my expectation							