

Lampiran 1 PRA SURVEY

Bersama ini saya mengharapkan teman-teman mengisi daftar pertanyaan dalam kuesioner (pra survey) ini dengan tujuan sebagai data pendukung untuk mengetahui bagaimana pengaruh *retail mix* terhadap *customer loyalty* pada Matahari *Department Store* dengan *customer satisfaction* sebagai variabel intervening, guna mendukung data dalam menyusun proposal skripsi. Atas ketersediaan teman-teman dalam menjawab kuesioner dengan jujur dan sebaik-baiknya saya ucapkan terima kasih.

Petunjuk Pengisian

Pilihlah satu jawaban dengan memberikan tanda (X) dan sertakan alasan anda.

1. Apakah kondisi gerai Matahari Department Store terkesan luas, bersih, dan mempunyai tata letak yang baik?
 - Rapi
 - Tidak rapiAlasan : _____
2. Apakah Matahari Department Store memiliki banyak variasi merek dan ukuran yang dijual?
 - Banyak variasi
 - Tidak banyak variasiAlasan : _____
3. Apakah Matahari Department Store memiliki metode pembayaran yang bervariasi?
 - Bervariatif
 - Tidak bervariasiAlasan : _____

Lampiran 2 KUESIONER PENELITIAN

Kepada Yang Terhormat Responden

Kuesioner penelitian ini bertujuan untuk mengetahui pengaruh *Retail Mix* dengan objek Matahari *Department Store*. Adapun variabel dalam penelitian ini adalah *store atmosphere*, *merchandise*, *customer service*, *customer satisfaction*, dan *customer loyalty*. Sehubungan dengan hal tersebut saya mengharapkan bantuan anda untuk mengisi kuesioner ini dengan memberikan penilaian secara objektif.

Data yang anda isikan akan dijaga kerahasiaannya dan digunakan untuk kepentingan akademis penelitian saya semata. Atas ketersediaan dan partisipasi Saudara/ i dalam mengisi kuesioner ini saya ucapkan terima kasih.

Hormat Saya,

Yasmin Faradilla

KUESIONER

Bagian Satu Petunjuk Pengisian

Jawablah pertanyaan atau pernyataan berikut ini sesuai dengan kondisi saudara/i

1. Usia
 - a. 17-22 tahun
 - b. 23-25 tahun
 - c. >26 tahun
2. Jenis Kelamin
 - a. Pria
 - b. Wanita
3. Pekerjaan saat ini
 - a. Pegawai Swasta/ Negeri
 - b. Wirausaha
 - c. Pelajar/Mahasiswa
4. Intensi berbelanja di Matahari Department Store dalam 2 bulan terakhir
 - a. 2-3 kali
 - b. 4-6 kali
 - c. 7-10 kali

Bagian Kedua Petunjuk Pengisian

Saya mohon ketersediaan Bpk/Ibu/Saudara/i untuk menjawab pertanyaan-pertanyaan berikut ini. Masing-masing pertanyaan disediakan 4 alternatif dengan memberi tanda centang (√) pada kotak yang tersedia.

SS = Sangat Setuju

S = Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

Store Atmosphere

No	Pernyataan	Penilaian			
		STS	TS	S	SS
		1	2	3	4
1.	Saya merasa bagian depan gerai Matahari Department Store terlihat menarik				
2.	Ketika berada di Matahari Department Store saya melihat terdapat display produk didepan toko				
3.	Ketika berada di Matahari Department Store saya menikmati musik digerainya				
4.	Saya merasa pencahayaan didalam gerai Matahari Department Store sesuai dengan suasana ruangan				
5.	Saya merasa gerai Matahari Department Store sangat luas				
6.	Saya merasa penempatan produk digerai Matahari Department Store terlihat rapi				
7.	Ketika berada digerai Matahari Department Store saya dapat melihat simbol kasir dengan jelas				
8.	Terdapat patung mannequin digerai Matahari Department Store				

Merchandise

No	Pernyataan	Penilaian			
		STS	TS	S	SS
		1	2	3	4
9.	Ketersediaan produk di Matahari Department Store dalam jumlah yang memadai				
10.	Saya merasa produk yang dijual di Matahari Department Store sangat bervariasi				
11.	Ketika berada di Matahari Department Store terdapat banyak merek eksklusif yang dijual				
12.	Saya merasa Matahari Department Store menjaga ketersediaan produk didalam gudangnya				
13.	Ketika melakukan pembayaran saya merasa barcode produknya mudah discan				

Customer Service

No	Pernyataan	Penilaian			
		STS	TS	S	SS
		1	2	3	4
14.	Saya merasa karyawan Matahari Department Store berpenampilan rapi				
15.	Saya merasa tata letak pakaian Matahari Department Store sesuai segmentasi				
16.	Saya merasa karyawan Matahari Department Store cepat tanggap dalam melayani keluhan				
17.	Saya merasa Matahari Department Store memberikan pelayanan yang tepat dengan keluhan saya				
18.	Saya merasa karyawan Matahari Department Store bersedia membantu saya				

19.	Di dalam gerai Mathari Department Store terdapat customer service				
20.	Saya merasa karyawan Matahari Department Store sangat baik dalam berkomunikasi				

Customer Satisfaction

No	Pernyataan	Penilaian			
		STS	TS	S	SS
		1	2	3	4
21.	Saya merasa puas dengan produk yang dijual Matahari Department Store				
22.	Saya merasa puas dengan pelayanan yang diberikan Matahari Department Store				
23.	Saya merasa puas dengan penyelesaian masalah yang diberikan Matahari Department Store				
24.	Saya merasa puas dengan reputasi Matahari Department Store				

Customer Loyalty

No	Pernyataan	Penilaian			
		STS	TS	S	SS
		1	2	3	4
25.	Saya berbelanja sesuai kebutuhan di Matahari Department Store				
26.	Saya berbelanja secara teratur di Matahari Department Store				
27.	Saya percaya pada produk yang dijual pada Matahari Department Store				
28.	Saya membeli produk disemua kategori pada Matahari Department Store				
29.	Saya bersedia memberikan rekomendasi kepada orang lain tentang Matahari Department Store				

30.	Saya bersedia menceritakan keunggulan produk kepada orang lain				
31.	Saya tidak tertarik untuk berbelanja produk selain di Matahari Department Store				
32.	Saya menolak penawaran dari Department Store lain				

Lampiran 3 Tabulasi Data Karakteristik 30 Responden

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Pria	12	30
	Wanita	18	
Usia	17-22 tahun	25	30
	23-25 tahun	3	
	>26 tahun	2	
Pekerjaan	Pelajar/Mahasiswa	25	30
	Pegawai Negeri/swasta	4	
	Wirausaha	1	
Intensi Pembelanjaan	2-3 kali	24	30
	4-6 kali	5	
	7-10 kali	1	

Lampiran 4 Tabulasi Data Karakteristik 160 Responden

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Pria	62	160
	Wanita	98	
Usia	17-22 tahun	61	160
	23-25 tahun	31	
	>26 tahun	68	
Pekerjaan	Pelajar/Mahasiswa	68	160
	Pegawai Negeri/swasta	74	
	Wirausaha	18	
Intensi Pembelanjaan	2-3 kali	141	160
	4-6 kali	15	
	7-10 kali	4	

Lampiran 5 Tabulasi Data Pre-Test 30 Responden

No Responden	Store Atmosphere								Merchandise					Customer Service						Customer Satisfaction				Customer Loyalty						TOTAL			
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	P29		P30	P31	P32
1	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	2	3	3	3	3	3	4	4	3	97		
2	3	4	4	3	3	3	3	4	3	4	4	3	4	4	4	3	3	3	4	3	3	3	3	3	3	4	4	4	4	3	3	109	
3	3	3	3	2	2	3	2	3	2	2	2	2	2	3	3	2	3	3	2	3	3	3	3	3	2	2	2	2	3	2	3	81	
4	3	4	3	3	4	4	4	4	1	4	3	2	4	3	4	2	1	3	3	4	3	3	1	2	3	2	3	1	3	4	3	2	93
5	3	3	3	3	4	3	3	4	3	4	4	3	2	3	4	2	3	3	3	3	3	3	3	3	3	2	3	2	2	3	1	1	92
6	3	3	3	3	3	2	3	4	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	92
7	3	4	3	3	4	3	2	4	3	3	4	4	3	4	4	4	3	4	3	4	3	4	3	4	4	4	3	2	3	3	2	2	106
8	3	4	4	4	4	2	2	3	2	4	4	2	3	3	3	2	3	3	3	2	3	2	3	3	1	1	3	2	3	3	2	2	88
9	3	4	3	4	4	4	2	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	3	3	4	4	2	1	114
10	4	3	3	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	124
11	4	4	3	4	4	4	3	3	4	4	3	4	4	4	3	4	4	4	4	3	3	3	4	4	4	4	4	4	3	3	3	2	115
12	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	128
13	4	3	3	4	3	3	4	4	3	3	4	4	4	3	4	4	4	3	3	3	3	3	3	4	4	3	4	3	4	4	3	3	111
14	3	4	4	4	4	3	3	4	3	4	3	4	3	4	3	4	4	3	3	3	4	4	3	4	3	4	4	4	3	4	4	4	115
15	3	4	3	4	3	2	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	1	3	3	3	3	3	3	97

16	3	3	4	3	4	3	3	3	3	3	3	3	3	3	4	3	3	3	3	4	4	3	3	3	4	2	3	2	3	3	3	2	99	
17	4	3	2	1	4	3	2	3	3	3	4	2	2	4	3	4	2	4	3	4	1	2	2	2	3	1	3	3	1	2	2	2	84	
18	4	3	3	4	3	3	4	4	3	4	3	3	4	4	4	3	4	4	4	4	3	3	4	4	4	4	4	3	4	4	4	4	117	
19	3	3	2	3	3	3	3	3	3	2	3	3	3	3	3	2	2	3	3	2	3	3	3	3	3	3	3	2	3	3	2	2	88	
20	3	3	3	4	4	3	3	2	4	4	4	3	3	4	4	3	4	4	3	4	4	4	3	3	3	2	4	3	3	3	2	2	105	
21	3	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	3	3	3	3	3	2	3	3	2	3	2	3	3	2	2	88	
22	3	3	2	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	2	3	2	3	3	2	2	93	
23	3	4	3	3	4	3	4	4	3	4	4	3	2	3	4	2	3	3	4	3	3	3	3	3	4	3	4	4	3	3	2	2	103	
24	2	2	2	3	2	2	3	3	3	3	2	3	3	3	3	3	3	3	3	2	2	2	3	3	3	2	3	3	3	3	1	1	82	
25	2	2	2	3	2	2	3	3	3	3	2	3	3	3	3	3	3	3	3	2	2	3	3	3	3	1	2	3	3	3	1	1	81	
26	4	3	2	4	3	4	2	4	3	4	3	3	3	4	4	3	3	4	2	3	3	4	3	3	3	3	4	2	3	3	1	2	99	
27	3	3	3	4	4	3	4	4	3	4	3	3	4	4	4	3	3	4	4	4	4	4	3	3	4	3	3	3	4	4	2	2	110	
28	3	3	3	4	3	4	3	4	3	4	1	3	3	3	2	1	2	2	3	3	3	2	3	4	3	2	3	3	4	4	2	2	92	
29	2	2	2	3	3	3	3	3	2	3	3	3	3	3	3	2	2	3	2	2	2	2	2	2	2	2	2	3	2	2	3	3	79	
30	3	2	4	4	3	3	3	4	3	3	4	3	4	3	4	2	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	1	1	95



Lampiran 6 Tabulasi Data 160 Responden



4	4	4	4	4	4	4	4	4	32	4	4	4	4	4	20	4	4	4	4	4	4	4	28	4	4	4	4	16	4	4	4	4	4	4	3	3	30
4	3	4	4	4	3	2	4	28	3	4	3	4	2	16	4	4	4	3	4	3	3	25	4	4	4	4	16	4	3	3	2	3	4	3	3	25	
2	4	4	4	4	4	4	4	30	4	4	4	4	4	20	4	4	4	4	4	4	28	4	4	4	4	16	4	4	4	4	4	4	4	4	4	32	
1	2	3	2	3	1	2	3	17	3	4	4	1	3	15	4	4	3	3	4	4	3	25	4	3	4	3	14	4	1	1	2	4	3	3	4	22	
3	3	3	3	3	3	3	3	24	3	3	3	3	3	15	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	4	4	3	3	26	
3	3	3	3	3	3	3	3	24	3	3	3	3	3	15	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	4	4	3	3	26	
3	3	3	3	3	3	3	3	24	3	3	3	3	3	15	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	4	4	3	3	26	
4	4	3	3	4	3	4	4	29	3	4	4	3	3	17	4	4	3	3	3	4	4	25	3	3	3	4	13	4	2	4	3	3	3	4	4	27	
4	4	4	4	3	3	3	3	28	3	3	3	3	3	15	3	3	3	3	3	3	3	21	3	3	3	4	13	3	3	3	2	3	3	4	4	25	
2	3	3	3	4	3	3	3	24	3	3	3	3	3	15	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	4	3	3	4	4	27	
4	4	4	4	4	4	4	4	32	3	3	4	3	4	17	4	4	4	4	4	4	4	28	4	4	4	4	16	3	2	4	2	4	4	2	2	23	
3	3	4	3	3	3	4	3	26	3	3	3	3	4	16	4	3	3	3	3	3	3	22	3	3	3	3	12	3	3	3	3	3	3	3	2	23	
3	3	2	3	3	3	2	3	22	3	3	3	2	3	14	3	3	2	2	3	3	3	19	3	2	3	3	11	4	2	3	2	3	3	3	2	22	
2	4	3	4	4	4	4	3	28	4	4	3	3	4	18	4	4	4	4	4	4	4	28	4	4	4	4	16	4	4	4	4	4	4	4	2	30	
3	4	3	3	3	3	4	4	27	4	4	3	3	4	18	4	4	3	3	4	4	3	25	4	3	3	3	13	4	2	4	4	4	3	3	3	27	
4	4	3	3	4	3	3	1	25	3	3	3	3	3	15	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	3	24	
3	3	4	3	3	4	4	3	27	3	3	4	3	3	16	3	3	3	3	3	3	3	21	3	3	3	3	12	3	2	3	2	3	3	2	2	20	
4	4	4	4	3	4	4	2	29	4	4	1	4	4	17	4	3	4	4	4	4	4	27	4	4	4	4	16	4	2	4	2	4	4	4	4	28	
3	3	3	3	3	3	3	3	24	2	3	3	3	3	14	3	3	3	3	3	3	3	21	3	3	3	3	12	3	2	3	2	3	3	3	3	22	
3	2	3	3	3	2	3	2	21	3	4	3	2	3	15	3	3	4	3	4	3	4	24	3	4	3	3	13	3	4	3	3	4	3	4	3	27	
3	3	3	4	4	3	4	3	27	3	4	4	3	4	18	3	4	4	3	4	3	4	25	4	4	3	4	15	3	3	4	3	3	3	3	3	25	
3	3	3	3	3	3	3	3	24	3	3	3	4	4	17	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	3	24	
3	3	3	3	3	3	2	2	22	3	3	3	3	3	15	3	3	3	3	3	3	3	21	3	3	3	3	12	3	2	3	2	3	3	2	2	20	
2	3	3	2	3	3	3	2	21	3	2	3	2	3	13	3	2	2	3	3	2	2	17	3	3	3	3	12	2	3	2	2	3	3	3	3	21	
3	3	3	3	3	3	3	3	24	3	3	2	3	3	14	3	3	2	3	3	3	3	20	3	3	3	3	12	3	2	3	3	2	2	2	2	19	
3	4	3	4	4	3	4	3	28	4	3	3	3	4	17	4	4	3	3	4	3	3	24	4	4	3	3	14	3	3	4	2	3	3	2	2	22	
4	4	3	3	4	4	3	3	28	4	4	3	3	4	18	3	3	3	3	3	3	3	21	4	4	3	3	14	3	3	3	2	3	3	2	2	21	
3	3	3	3	3	3	3	3	24	3	3	3	3	3	15	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	2	2	22	
3	3	3	3	3	3	3	2	23	3	3	3	3	3	15	3	3	3	3	3	3	3	21	3	3	3	3	12	3	2	3	2	3	3	2	2	20	
3	3	3	3	3	3	3	2	23	3	3	3	3	3	15	3	3	3	3	3	3	3	21	3	3	3	3	12	3	2	3	2	3	3	2	2	20	

3	3	3	3	3	4	3	3	25	3	3	3	3	3	15	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	3	3	24
4	3	3	4	3	3	3	3	26	3	3	3	3	3	15	4	4	4	3	3	4	4	26	3	3	3	3	12	3	3	3	3	3	3	2	2	22
3	3	3	3	3	3	3	3	24	3	3	3	3	3	15	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	3	3	24
4	4	4	4	4	4	4	4	32	4	4	4	3	4	19	4	4	4	4	4	4	28	4	4	4	4	16	4	3	4	4	4	4	3	4	30	
2	3	3	2	3	2	3	4	22	2	4	2	3	4	15	3	3	2	2	3	2	3	18	3	3	3	3	12	3	2	3	2	3	3	2	2	20
3	3	3	3	3	3	3	3	24	3	3	3	3	3	15	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	2	2	2	2	2	2	19
3	3	3	3	3	3	3	3	24	3	3	3	3	3	15	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24	3	3	3	3	3	15	4	3	3	3	3	3	3	22	3	3	3	3	12	4	2	3	2	3	3	2	2	21
3	3	4	3	3	3	4	4	27	3	4	4	4	3	18	4	4	4	3	3	2	4	24	4	4	4	3	15	4	3	3	2	4	3	2	2	23
3	4	3	3	4	4	3	4	28	3	3	3	4	4	17	4	4	4	3	3	4	4	26	3	3	3	4	13	3	2	3	2	3	3	2	2	20
3	3	3	3	3	3	3	3	24	3	3	3	3	3	15	3	3	3	3	3	3	3	21	3	3	3	4	13	3	3	3	3	3	3	3	3	24
2	3	3	3	4	3	3	3	24	3	4	4	4	4	19	4	4	4	4	3	3	3	25	3	3	3	3	12	3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24	3	3	3	3	3	15	3	3	3	3	3	3	21	4	4	4	4	16	3	3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24	3	3	3	3	3	15	3	3	3	3	3	3	21	4	3	4	3	14	3	3	3	3	3	3	3	3	3	24
3	2	3	3	3	3	2	3	22	3	3	2	3	4	15	3	3	2	1	3	2	2	16	3	4	4	4	15	4	2	2	1	2	2	1	2	16
3	3	2	4	4	3	2	3	24	4	4	4	3	4	19	3	4	3	4	4	4	4	26	4	3	3	3	13	4	1	3	2	3	2	2	2	19
3	4	4	3	4	3	4	4	29	3	4	4	4	3	18	4	4	3	3	3	4	4	25	4	3	3	3	13	4	4	4	4	4	4	3	3	30
3	4	4	3	4	4	4	4	30	3	4	4	3	2	16	3	4	2	2	3	4	4	22	3	3	3	3	12	2	2	3	2	3	3	1	1	17
3	4	3	3	4	4	2	4	27	3	4	3	3	3	16	3	4	3	3	3	4	3	23	3	3	3	3	12	3	2	3	2	3	3	2	2	20
2	4	3	3	4	3	2	4	25	3	4	4	3	3	17	4	4	3	3	3	3	3	23	3	3	3	3	12	3	2	3	2	3	3	2	2	20
4	4	4	4	4	4	3	4	31	3	4	4	3	3	17	4	4	4	4	4	4	4	28	4	4	4	3	15	4	3	4	2	3	3	2	2	23
3	4	3	3	4	2	3	4	26	3	4	4	3	3	17	4	4	4	3	4	4	4	27	4	4	4	4	16	4	3	4	3	4	4	3	3	28
4	4	4	4	4	4	4	4	32	4	4	4	4	4	20	4	4	4	4	4	4	4	28	4	4	4	4	16	4	3	4	3	4	4	3	3	28
3	2	3	3	3	2	3	3	22	2	3	3	2	2	12	3	2	3	2	3	3	3	19	3	2	4	4	13	3	3	3	2	3	3	3	3	23
3	4	2	2	4	4	4	4	27	3	4	4	3	4	18	4	4	4	3	4	4	4	27	4	4	4	3	15	4	2	4	2	3	3	3	3	24
3	3	3	3	3	3	3	3	24	3	4	4	3	3	17	3	4	3	3	3	4	3	23	3	4	3	3	13	3	2	3	2	3	3	2	1	19
2	4	3	3	4	3	3	4	26	3	4	4	3	3	17	4	4	4	4	4	4	4	28	4	4	4	3	15	4	3	4	2	3	3	4	3	26
3	4	4	4	4	4	3	4	30	3	4	3	3	3	16	4	4	4	3	4	4	4	27	4	4	3	3	14	3	3	4	3	3	3	3	3	25
4	4	4	4	4	3	4	4	31	4	4	4	4	3	19	4	4	3	3	3	4	4	25	3	3	3	3	12	3	3	3	2	4	4	2	2	23
4	4	4	3	4	4	4	4	31	3	4	4	3	3	17	4	4	4	4	4	4	4	28	4	4	4	3	15	4	3	4	4	4	4	4	4	31

3	4	3	3	3	3	3	4	26	3	4	3	3	3	16	3	4	3	3	3	3	3	22	3	3	3	3	12	3	3	3	3	3	2	2	22	
4	4	4	4	4	4	4	4	32	4	4	4	4	4	20	4	4	4	4	4	4	4	28	4	4	4	4	16	4	3	4	4	3	4	3	3	28
3	4	4	3	4	4	4	4	30	4	4	4	4	4	20	4	4	4	4	4	4	4	28	3	3	3	3	12	4	3	3	3	3	3	3	3	25
4	4	4	4	4	4	3	4	31	4	4	4	4	3	19	4	4	4	3	4	4	4	27	3	3	3	3	12	3	3	4	3	3	3	3	3	25
4	4	4	4	4	4	4	4	32	4	4	4	4	4	20	4	4	4	4	4	4	4	28	4	4	4	4	16	4	4	4	4	4	4	3	3	30
3	3	3	3	3	3	3	3	24	3	3	3	3	3	15	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	3	24
4	3	4	4	4	4	4	4	31	3	4	4	3	3	17	4	4	4	4	4	4	4	28	4	4	4	4	16	4	4	4	4	4	3	3	3	29
3	3	3	3	4	4	4	4	28	4	4	4	4	3	19	4	4	4	4	4	4	4	28	4	4	4	3	15	4	4	4	3	3	4	4	4	30
4	4	4	4	4	4	4	4	32	4	4	4	4	3	19	4	4	4	3	4	3	4	26	4	4	3	3	14	4	2	3	4	4	4	3	3	27
3	4	3	3	4	2	4	4	27	4	4	4	4	4	20	4	4	4	4	3	4	3	26	3	3	3	3	12	3	2	3	3	4	4	3	3	25
3	3	4	3	4	3	3	4	27	3	4	4	3	4	18	4	4	4	4	4	4	4	28	4	4	4	4	16	4	2	4	2	4	4	3	3	26
3	3	2	3	3	2	3	3	22	2	2	2	2	3	11	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	2	2	2	2	2	19
3	4	3	3	4	3	3	4	27	3	4	3	3	3	16	3	4	3	3	3	4	3	23	3	3	3	3	12	4	3	4	3	4	4	4	4	30
4	4	4	4	4	4	3	4	31	2	4	4	2	3	15	4	4	4	3	4	4	3	26	4	4	4	4	16	4	3	4	2	4	4	3	3	27
4	4	4	4	4	4	4	4	32	4	4	4	4	4	20	4	4	4	4	4	4	4	28	4	4	4	4	16	4	4	4	4	4	4	4	4	32
3	3	4	3	4	3	3	4	27	3	4	3	3	3	16	3	4	3	3	3	3	3	22	3	3	3	3	12	4	2	3	2	3	3	2	2	21
4	4	4	4	4	3	3	4	30	4	4	4	4	3	19	3	4	4	4	4	4	4	27	3	3	3	3	12	4	3	4	4	4	4	3	3	29
4	4	4	4	4	4	4	4	32	4	4	4	4	4	20	4	4	4	4	4	4	4	28	4	4	4	4	16	4	4	4	4	4	4	4	4	30
3	3	3	3	4	4	3	4	27	3	4	4	3	3	17	4	4	4	4	4	4	4	28	3	3	4	3	13	4	3	4	2	3	3	2	2	23
3	4	4	4	4	3	4	4	30	3	4	4	3	3	17	4	4	4	4	4	4	4	28	3	3	3	3	12	4	3	4	3	4	4	3	3	28
4	4	4	3	4	4	4	4	31	4	4	4	4	4	20	4	4	4	4	4	4	4	28	4	4	4	4	16	4	3	4	3	4	4	3	4	29
4	4	4	4	4	4	4	4	32	3	4	4	3	3	17	4	4	4	4	4	4	4	28	4	4	4	4	16	4	3	4	3	4	4	4	4	30
4	4	4	3	4	4	4	4	31	4	4	4	4	3	19	4	4	4	4	4	4	4	28	4	4	4	4	16	4	2	4	2	4	4	2	2	24
2	4	3	3	4	3	2	4	25	2	4	4	2	3	15	4	4	4	4	4	4	4	28	3	4	3	3	13	4	2	4	2	4	4	2	2	24
4	4	3	4	4	4	4	4	31	3	4	4	3	3	17	4	4	4	4	4	4	4	28	4	4	4	4	16	4	3	4	3	4	4	2	2	26
4	4	4	3	4	4	2	4	29	3	4	4	3	3	17	4	4	4	4	4	3	4	27	4	4	4	4	16	4	3	3	2	4	4	2	2	24
3	4	4	4	4	3	3	4	29	4	4	4	4	3	19	4	4	4	4	4	4	4	28	4	4	4	4	16	4	3	3	3	4	4	3	3	27
3	4	4	4	4	4	3	4	30	4	4	4	4	4	20	4	4	4	4	4	4	4	28	3	3	4	3	13	4	3	4	2	4	4	3	3	27
3	3	3	3	3	3	3	3	24	3	3	3	3	3	15	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	3	24
2	4	4	4	4	4	2	4	28	3	4	4	3	4	18	4	4	4	4	3	4	3	26	4	4	4	4	16	4	3	4	3	4	4	2	2	26

4	4	3	3	4	4	2	4	28	4	4	4	4	4	20	3	4	3	3	3	4	4	24	4	3	3	4	14	4	4	4	4	4	4	1	1	26
4	4	4	4	4	3	2	4	29	2	4	4	2	3	15	4	4	3	3	4	4	3	25	4	4	4	4	16	4	2	4	2	4	4	1	1	22
3	3	3	3	4	3	3	4	26	3	3	3	3	3	15	3	4	3	3	3	3	3	22	3	3	3	3	12	3	3	3	3	3	3	1	1	20
3	4	3	3	4	3	3	4	27	3	4	4	3	3	17	4	4	4	4	4	4	4	28	3	4	4	4	15	4	3	3	2	3	3	2	2	22
3	4	3	2	4	4	2	4	26	2	4	4	2	3	15	3	4	3	3	3	3	3	22	3	3	3	3	12	3	2	4	2	4	4	2	2	23
4	4	3	3	4	3	2	4	27	3	4	3	3	3	16	3	4	3	3	4	3	3	23	4	3	3	3	13	4	2	4	2	4	4	2	1	23
3	3	3	3	4	4	3	4	27	3	4	4	3	3	17	4	4	3	3	3	4	3	24	4	3	3	4	14	4	3	4	2	4	4	1	1	23
4	4	4	3	4	4	3	4	30	3	3	2	3	3	14	3	4	3	3	4	2	3	22	4	4	3	4	15	4	2	4	2	4	3	1	1	21
3	3	3	3	4	3	3	4	26	3	4	4	3	2	16	3	4	3	3	3	3	3	22	3	3	3	3	12	4	2	4	3	4	4	1	1	23
4	4	4	4	4	4	3	4	31	4	4	4	4	3	19	4	4	4	4	4	4	4	28	4	4	4	4	16	4	3	4	3	4	4	2	2	26
2	4	4	4	4	4	2	4	28	3	3	3	3	2	14	4	4	3	3	3	3	3	23	3	3	3	3	12	4	3	4	3	4	4	3	3	28
3	3	3	3	3	2	3	3	23	3	3	3	3	3	15	3	3	3	3	3	3	4	22	3	3	2	3	11	3	3	3	3	3	4	4	3	26
3	4	4	3	3	3	3	4	27	3	4	4	3	4	18	4	4	3	3	3	4	3	24	3	3	3	3	12	3	3	4	4	4	4	3	3	28
3	3	3	2	2	3	2	3	21	2	2	2	2	2	10	3	3	2	3	3	2	3	19	3	3	3	3	12	3	2	2	2	2	3	2	3	19
3	4	3	3	4	4	4	4	29	1	4	3	2	4	14	3	4	2	1	3	3	4	20	3	3	2	2	10	3	2	3	1	3	4	3	2	21
3	3	3	3	4	3	3	4	26	3	4	4	3	2	16	3	4	2	3	3	3	3	21	3	3	3	3	12	3	2	3	2	2	3	3	1	19
3	3	3	3	3	2	3	4	24	3	2	2	3	3	13	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	2	2	22
3	4	3	3	4	3	2	4	26	3	3	4	4	3	17	4	4	4	3	4	3	4	26	3	4	4	3	14	4	4	3	2	3	3	2	2	23
3	4	4	4	4	2	2	3	26	2	4	4	2	3	15	3	3	2	3	3	3	2	19	3	2	3	3	11	1	1	3	2	3	3	2	2	17
3	4	3	4	4	4	2	4	28	4	4	3	4	4	19	4	4	4	4	4	4	4	28	4	4	3	4	15	4	3	3	3	4	4	2	1	24

4	3	3	2	4	4	4	4	28	4	4	4	4	4	20	4	4	4	4	4	4	28	4	4	4	4	16	4	4	4	4	4	4	4	4	4	32
4	4	3	4	4	4	3	3	29	4	4	3	4	4	19	4	3	4	4	4	4	3	26	3	3	4	4	14	4	4	4	4	3	3	3	2	27
4	4	4	4	4	4	4	4	32	4	4	4	4	4	20	4	4	4	4	4	4	28	4	4	4	4	16	4	4	4	4	4	4	4	4	4	32
4	3	3	4	3	3	4	4	28	3	3	4	4	4	18	3	4	4	4	3	3	3	24	3	3	3	4	13	4	3	4	3	4	4	3	3	28
3	4	4	4	4	3	3	4	29	3	4	3	4	3	17	4	3	4	4	3	3	3	24	4	4	3	4	15	3	4	4	4	3	4	4	4	30
3	4	3	4	3	2	3	4	26	3	3	3	3	3	15	3	3	3	3	3	3	3	21	3	3	3	3	12	4	1	3	3	3	3	2	2	21
3	3	4	3	4	3	3	3	26	3	3	3	3	3	15	3	4	3	3	3	3	4	23	4	3	3	3	13	4	2	3	2	3	3	3	2	22
4	3	2	1	4	3	2	3	22	3	3	4	2	2	14	4	3	4	2	4	3	4	24	1	2	2	2	7	3	1	3	3	1	2	2	2	17
4	3	3	4	3	3	4	4	28	3	4	3	3	4	17	4	4	3	4	4	4	4	27	3	3	4	4	14	4	4	4	3	4	4	4	4	31
3	3	2	3	3	3	3	3	23	3	2	3	3	3	14	3	3	2	2	3	3	2	18	3	3	3	3	12	3	3	3	2	3	3	2	2	21
3	3	3	4	4	3	3	2	25	4	4	4	3	3	18	4	4	3	4	4	3	4	26	4	4	3	3	14	3	2	4	3	3	3	2	2	22
3	2	3	3	3	3	3	3	23	2	3	3	3	3	14	3	3	3	2	3	3	3	20	3	3	2	3	11	3	2	3	2	3	3	2	2	20
3	3	2	3	3	3	3	3	23	3	4	3	3	3	16	3	3	3	3	3	3	3	21	3	3	3	3	12	4	2	3	2	3	3	2	2	21
3	4	3	3	4	3	4	4	28	3	4	4	3	2	16	3	4	2	3	3	4	3	22	3	3	3	3	12	4	3	4	4	3	3	2	2	25
2	2	2	3	2	2	3	3	19	3	3	2	3	3	14	3	3	3	3	3	3	2	20	2	2	3	3	10	3	2	3	3	3	3	1	1	19
2	2	2	3	2	2	3	3	19	3	3	2	3	3	14	3	3	3	3	3	3	2	20	2	3	3	3	11	3	1	2	3	3	3	1	1	17
4	3	2	4	3	4	2	4	26	3	4	3	3	3	16	4	4	3	3	4	2	3	23	3	4	3	3	13	3	3	4	2	3	3	1	2	21
3	3	3	4	4	3	4	4	28	3	4	3	3	4	17	4	4	3	3	4	4	4	26	4	4	3	3	14	4	3	3	3	4	4	2	2	25
3	3	3	4	3	4	3	4	27	3	4	1	3	3	14	3	2	1	2	2	3	3	16	3	2	3	4	12	3	2	3	3	4	4	2	2	23
2	2	2	3	3	3	3	3	21	2	3	3	3	3	14	3	3	2	2	3	2	2	17	2	2	2	2	8	2	2	2	3	2	2	3	3	19
3	2	4	4	3	3	3	4	26	3	3	4	3	4	17	3	4	2	3	3	3	2	20	3	3	3	3	12	3	3	3	3	3	3	3	3	24
503	540	512	523	555	512	500	547	4192	500	559	535	501	518	2613	554	570	518	509	539	536	534	3760	531	526	522	529	2108	546	427	529	427	519	523	410	402	3783

Lampiran 7 Pernyataan Responden Tertinggi dan Terendah

Variabel	Pernyataan	Nilai Tertinggi
Store Atmosphere	Terdapat patung mannequin digerai Matahari Department Store	547
Merchandise	Saya merasa produk yang dijual di Matahari Department Store sangat bervariasi	559
Customer Service	Saya merasa tata letak pakaian Matahari Department Store sesuai Segmentasi	570
Customer Satisfaction	Saya merasa puas dengan produk yang dijual Matahari Department Store	531
Customer Loyalty	Saya berbelanja sesuai kebutuhan di Matahari Department Store	546

Variabel	Pernyataan	Nilai Terendah
Store Atmosphere	Ketika berada di Matahari Department Store saya melihat simbil kasir dengan jelas	500
Merchandise	Ketersediaan produk di Matahari Department Store dalam jumlah yang memadai	500
Customer Service	Saya merasa Matahari Department Store memberikan pelayanan yang tepat dengan keluhan saya	509
Customer Satisfaction	Saya merasa puas dengan penyelesaian masalah yang diberikan Matahari Department Store	522
Customer Loyalty	Saya menolak penawaran dari Department Store lain	402

P26	Pearson Correlation	.474**	.306	.298	.266	.288	.447**	.341	.461	.458	.220	.225	.715**	.504**	.557**	.411*	.439	.531**	.439	.481**	.334	.505**	.603**	.564**	.601**	.487**	1	.614**	.450	.510	.514**	.471**	.451	.779**
	Sig. (2-tailed)	.008	.100	.109	.155	.123	.013	.065	.010	.011	.242	.232	.000	.005	.001	.024	.015	.003	.015	.007	.071	.004	.000	.001	.000	.006	.000	.000	.013	.004	.004	.009	.012	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P27	Pearson Correlation	.681**	.460	.349	.360	.448	.393	.393	.315	.513**	.565**	.476**	.481**	.381*	.575**	.456*	.430	.559**	.402*	.543**	.357	.441*	.441	.431	.543**	.384	.614**	1	.499**	.487**	.453	.409	.415	.786**
	Sig. (2-tailed)	.000	.011	.059	.051	.013	.032	.032	.090	.004	.001	.008	.007	.038	.001	.011	.018	.001	.028	.002	.053	.015	.015	.017	.002	.036	.000	.005	.006	.012	.025	.023	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P28	Pearson Correlation	.203	.177	.250	.145	.119	.076	.337	.203	.641**	.267	.156	.538**	.262	.437**	.025	.404	.579**	.204	.576**	.049	.147	.165	.445	.503**	.279	.450	.499**	1	.337	.256	.405	.405	.556**
	Sig. (2-tailed)	.281	.350	.183	.444	.530	.690	.069	.281	.000	.153	.411	.002	.161	.016	.894	.027	.001	.281	.001	.799	.438	.385	.014	.005	.135	.013	.005	.005	.069	.172	.026	.027	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P29	Pearson Correlation	.220	.243	.369	.588	.065	.282	.500	.458	.369	.407	-.031	.534	.758**	.272	.305	.187	.437	.100	.613**	.227	.616**	.417	.442	.695**	.421	.510	.487**	.337	1	.821**	.340	.270	.680**
	Sig. (2-tailed)	.242	.197	.045	.001	.732	.130	.005	.011	.045	.026	.872	.002	.000	.146	.101	.322	.016	.601	.000	.228	.000	.022	.015	.000	.021	.004	.006	.069	.000	.066	.149	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P30	Pearson Correlation	.284	.373	.459	.409	.147	.320	.493**	.527**	.199	.435	-.037	.391	.627**	.279	.284	.182	.356	.032	.537**	.426	.619**	.446	.199	.635**	.354	.514	.453	.256	.821**	1	.502**	.398	.668**
	Sig. (2-tailed)	.129	.043	.011	.025	.438	.085	.006	.003	.292	.016	.848	.033	.000	.136	.129	.336	.054	.865	.002	.019	.000	.014	.292	.000	.055	.004	.012	.172	.000	.005	.029	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P31	Pearson Correlation	.399	.408	.394	.066	.298	.192	.458	.162	.128	.199	.180	.340	.407	.300	.087	.379	.307	.160	.361	.477**	.371*	.204	.128	.361	.274	.471**	.409	.405	.340	.502**	1	.871**	.601**
	Sig. (2-tailed)	.029	.025	.031	.727	.109	.310	.011	.392	.501	.291	.341	.066	.025	.107	.647	.039	.099	.399	.050	.008	.044	.278	.501	.050	.143	.009	.025	.026	.066	.005	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P32	Pearson Correlation	.448	.296	.299	.015	.096	.152	.377	.211	.073	.117	.167	.254	.238	.333	.053	.300	.330	.162	.159	.328	.294	.233	.242	.350	.177	.451*	.415	.405	.270	.398	.871**	1	.522**
	Sig. (2-tailed)	.013	.112	.109	.937	.615	.422	.040	.263	.701	.540	.379	.175	.205	.072	.782	.107	.075	.393	.401	.077	.115	.215	.197	.058	.349	.012	.023	.027	.149	.029	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.629**	.543**	.492**	.413	.543**	.498**	.444	.472**	.631**	.556**	.421	.721**	.625**	.701**	.560**	.601**	.719**	.565**	.720**	.581**	.697**	.697**	.600**	.715**	.622**	.779**	.786**	.556**	.680**	.668**	.601**	.522**	1
	Sig. (2-tailed)	.000	.002	.006	.023	.002	.005	.014	.008	.000	.001	.021	.000	.000	.000	.001	.000	.000	.001	.000	.001	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Lampiran 9 Hasil Uji Reliabilitas

Hasil Uji Reliabilitas X₁

Reliability Statistics

Cronbach's Alpha	N of Items
.740	8

Hasil Uji Reliabilitas X₂

Reliability Statistics

Cronbach's Alpha	N of Items
.674	5

Hasil Uji Reliabilitas X₃

Reliability Statistics

Cronbach's Alpha	N of Items
.853	7

Hasil Uji Reliabilitas Z

Reliability Statistics

Cronbach's Alpha	N of Items
.817	4

Hasil Uji Reliabilitas Y

Reliability Statistics

Cronbach's Alpha	N of Items
.856	8

Lampiran 10 Analisis Jalur Tahap 1 Hasil Uji t Store Atmosphere, Merchandise dan Customer Service terhadap Customer Satisfaction

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.941	.785		2.472	.015
Store Atmosphere	.136	.046	.253	2.940	.004
Customer Service	.313	.052	.542	6.082	.000
Merchandise	.019	.079	.022	.237	.813

a. Dependent Variable: Customer Satisfaction

Nilai Koefisien Determinasi Store Atmosphere, Merchandise dan Customer Service terhadap Customer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.591	.583	1.296

a. Predictors: (Constant), Merchandise, Store Atmosphere, Customer Service

Lampiran 11 Nilai Koefisien Regresi dan Uji t *Store Atmosphere* dan *Customer Service* terhadap *Customer Satisfaction*

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.983	.762		2.602	.010
Store Atmosphere	.141	.042	.261	3.372	.001
Customer Service	.319	.045	.553	7.127	.000

a. Dependent Variable: Customer Satisfaction

Nilai Koefisien Determinasi *Store Atmosphere* dan *Customer Service* terhadap *Customer Satisfaction*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.591	.586	1.292

a. Predictors: (Constant), Customer Service, Store Atmosphere

Lampiran 12 Nilai Koefisien Regresi dan Uji t Store Atmosphere, Merchandise, Customer Service dan Customer Satisfaction terhadap Customer Loyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.520	1.713		-.887	.376
	Store Atmosphere	.252	.102	.220	2.478	.014
	Merchandise	.439	.169	.238	2.605	.010
	Customer Service	.276	.123	.224	2.249	.026
	Customer Satisfaction	.372	.171	.175	2.171	.031

a. Dependent Variable: Customer Loyalty

Nilai Koefisien Determinasi Store Atmosphere, Merchandise, Customer Service, Customer Satisfaction terhadap Customer Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767 ^a	.589	.578	2.774

a. Predictors: (Constant), Customer Satisfaction, Merchandise, Store Atmosphere, Customer Service