

LAMPIRAN**LAMPIRAN I****KUESIONER PENELITIAN**

Assalamualaikum Wr.Wb

Responden yang terhormat,
Perkenalkan saya Karmila Dewi Mahasiswi Fakultas Ekonomi dan Bisnis Universitas Esa Unggul yang sedang melakukan penelitian saya dengan judul "Pengaruh Keragaman Produk, Kualitas Produk dan Harga Terhadap Niat Beli Ulang Melalui Kepuasan Pelanggan Body Mist The Body Shop" dalam rangka penulisan tugas akhir skripsi.

Oleh karena itu, demi tercapainya tujuan penelitian ini, saya mengharapkan ketersediaan saudara/i untuk meluangkan waktu anda untuk menjadi responden dalam penelitian ini dengan cara mengisi kuesioner secara lengkap dan sesuai dengan keadaan yang sebenarnya, karena hasil dari kuesioner sangat mempengaruhi hasil penelitian.

Atas partisipasi dan ketersediaan waktu anda dalam mengisi kuesioner ini, saya ucapkan Terima Kasih...

PETUNJUK:

Isilah data responden dibawah ini kemudian pilihlah jawaban dengan tanda (X) pada jawaban yang tersedia.

1. Usia anda saat ini:
 - a. 17-21 Tahun
 - b. 22-26 Tahun
 - c. 27-31 Tahun
 - d. > 31 Tahun
2. Pendidikan terakhir anda:
 - a. SMA/SMK
 - b. S1
 - c. S2
 - d. S3
3. Pekerjaan anda saat ini :
 - a. Pelajar/Mahasiswa
 - b. Karyawan

- c. Wirausaha
- d. Dan Lainnya
4. Di wilayah mana anda membeli produk body mist The Bosity Shop :
 - a. Jakarta
 - b. Bogor
 - c. Depok
 - d. Tangerang
 - e. Bekasi
5. Berapa kali anda membeli produk Body Mist The Body Shop dalam satu tahun terakhir :
 - a. 1 kali
 - b. 2 kali
 - c. 3 kali
 - d. > 3 kali

CARA PENGISIAN :

1. Sebelum mengisi pernyataan kuesioner di bawah, dimohon untuk membaca petunjuk pengisian dengan baik dan isilah data responden terlebih dahulu.
2. Kuesioner Penelitian ini terdiri dari 22 pernyataan.
3. Berikan tanda checklist (✓) pada kolom pernyataan **Sangat tidak setuju (STS), Tidak Setuju (TS), Setuju (S) dan Sangat Setuju (SS)** sesuai dengan keadaan yang sebenarnya.

| NO. | PERNYATAAN | KETERANGAN | | | |
|-------------------------|---|------------|----|---|----|
| | | STS | TS | S | SS |
| KERAGAMAN PRODUK | | | | | |
| 1. | Ukuran yang tersedia pada produk Body Mist The Body Shop beragam | | | | |
| 2. | Ukuran produk Body Mist The Body Shop tersedia sesuai kebutuhan pelanggan | | | | |
| 3. | Tampilan produk Body Mist The Body Shop sangat beragam | | | | |
| 4. | Tampilan produk Body Mist The Body Shop menarik perhatian saya | | | | |
| KUALITAS PRODUK | | | | | |
| 1. | Aroma Body Mist The Body Shop sangat harum | | | | |
| 2. | Saya merasa aroma Body Mist The Body Shop memiliki daya tarik tersendiri | | | | |
| 3. | Saya merasa wangi produk Body Mist | | | | |

| | | | | | |
|-----------|--|-------------------|-----------|----------|-----------|
| | The Body Shop tahan lama | | | | |
| 4. | Saya merasa produk Body Mist The Body Shop habis dalam jangka pemakaian yang lama | | | | |
| NO | PERNYATAAN | KETERANGAN | | | |
| | HARGA | STS | TS | S | SS |
| 1. | Harga produk Body Mist The Body Shop terjangkau untuk saya | | | | |
| 2. | Harga produk Body Mist The Body Shop sesuai dengan kualitas yang diberikan | | | | |
| 3. | Harga Produk Body Mist The Body Shop mampu bersaing dengan merek pesaing lainnya | | | | |
| 4. | Harga yang ditawarkan sesuai dengan manfaat yang diberikan oleh produk Body Mist The Body Shop | | | | |
| NO | PERNYATAAN | KETERANGAN | | | |
| | KEPUASAN PELANGGAN | STS | TS | S | SS |
| 1. | Saya merasa puas karena kualitas produk Body Mist The Body Shop sangat baik | | | | |
| 2. | Saya merasa puas karena kualitas produk Body Mist The Body Shop sudah tersertifikasi BPOM | | | | |
| 3. | Saya merasa puas karena harga produk Body Mist The Body Shop terjangkau untuk saya | | | | |
| 4. | Saya merasa puas karena harga produk Body Mist The Body Shop sebanding dengan kualitasnya | | | | |
| 5. | Saya merasa senang karena mudah mendapatkan produk Body Mist The Body Shop di store offline | | | | |
| 6. | Saya merasa senang karena mudah mendapatkan produk Body Mist The Body Shop di store online | | | | |
| NO | PERNYATAAN | KETERANGAN | | | |
| | NIAT BELI ULANG | STS | TS | S | SS |
| 1. | Saya berkeinginan untuk membeli kembali produk Body Mist The Body | | | | |

| | | | | | |
|----|---|--|--|--|--|
| | Shop | | | | |
| 2. | Saya berkeinginan untuk membeli variasi produk Body Mist The Body Shop lainnya | | | | |
| 3. | Saya akan merekomendasikan produk Body Mist The Body Shop kepada teman-teman saya | | | | |
| 4. | Saya akan membagikan kesan baik saat memakai produk Body Mist The Body Shop kepada teman-teman saya | | | | |

LAMPIRAN II

Tabulasi Data Karakteristik 110 Responden

| Keterangan | | Jumlah Responden | | | |
|---------------------|-------------------|------------------|-----|-------|------|
| Usia | 17-21 tahun | 43 | 110 | 39.5% | 100% |
| | 22-26 tahun | 50 | | 45% | |
| | 27-31 tahun | 12 | | 10.5% | |
| | >31 tahun | 5 | | 5% | |
| Pendidikan Terakhir | SMA/SMK | 53 | 110 | 48.6% | 100% |
| | S1 | 47 | | 42.7% | |
| | S2 | 10 | | 8.6% | |
| | S3 | 0 | | 0% | |
| Pekerjaan | Pelajar/Mahasiswa | 55 | 110 | 50% | 100% |
| | Karyawan | 35 | | 31.4% | |
| | Wirasaha | 13 | | 11.8% | |
| | Dan Lain-lain | 7 | | 6.8% | |
| Wilayah Pembelian | Jakarta | 51 | 110 | 46.4% | 100% |
| | Bogor | 14 | | 12.3% | |
| | Depok | 9 | | 9.1% | |
| | Tangerang | 22 | | 20% | |
| | Bekasi | 14 | | 12.3% | |
| Frekuensi Pembelian | 1 kali | 19 | 110 | 16.8% | 100% |
| | 2 kali | 41 | | 37.7% | |
| | 3 kali | 25 | | 22.7% | |
| | >3 kali | 25 | | 22.7% | |

LAMPIRAN III

DATA RESPONDEN

| Res - 110 | X1 (KERAGAMAN PRODUK) | | | | X2 (Kualitas Produk) | | | | X3 (Harga) | | | | Z (Kepuasan Pelanggan) | | | | | | Y (Niat Beli Ulang) | | | |
|--------------|-----------------------|---|---|---|----------------------|---|---|---|------------|---|---|---|------------------------|---|---|---|---|---|---------------------|---|---|---|
| | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 | 4 |
| 1 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 |
| 5 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 7 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 |
| 8 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 11 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| 12 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 1 | 4 | 4 | 3 | 4 |
| 13 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 18 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 |
| 19 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 21 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 22 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 23 | 1 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 24 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 3 |
| 25 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 1 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 4 | 4 | 4 |
| 26 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 27 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 28 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 30 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 31 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 2 |
| 32 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 |
| 33 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |

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| 34 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 2 | 2 | 3 | 4 | 2 | 3 | 4 | 1 | 2 | 3 | 1 | 3 | 3 |
| 35 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 36 | 4 | 2 | 1 | 3 | 2 | 3 | 4 | 1 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 4 | 3 | 2 | 4 | 3 | 2 | 4 |
| 37 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 |
| 38 | 2 | 2 | 4 | 3 | 4 | 3 | 4 | 1 | 1 | 2 | 4 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 4 |
| 39 | 4 | 2 | 4 | 4 | 3 | 2 | 4 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 1 | 3 | 2 |
| 40 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 |
| 41 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 42 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 |
| 43 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 44 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 46 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 |
| 47 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 48 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| 49 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 51 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 52 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 53 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 54 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 55 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 56 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 57 | 1 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 58 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 59 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 60 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 61 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 62 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| 63 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 64 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 65 | 2 | 2 | 2 | 3 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 66 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 67 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 68 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 69 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 70 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 71 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 72 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 73 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 74 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

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| 75 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | |
| 76 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 2 |
| 77 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | |
| 78 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 79 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 |
| 80 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 1 | 3 | 3 |
| 81 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 82 | 3 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 3 | 3 |
| 83 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| 84 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 85 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 86 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |
| 87 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 88 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 89 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 90 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 91 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 |
| 92 | 3 | 3 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 4 | 4 | 4 | 3 | 3 | 1 | 3 | 4 | 4 | 3 | 4 | 2 | 2 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 |
| 94 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 |
| 95 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 96 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 |
| 97 | 2 | 1 | 3 | 4 | 2 | 2 | 1 | 3 | 1 | 4 | 2 | 2 | 2 | 1 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 |
| 98 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 99 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 100 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 101 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 102 | 1 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 |
| 103 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 104 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 105 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 |
| 106 | 1 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 107 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 108 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 109 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 110 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 |

Lampiran IV Output SmartPLS

Outer Loading

| | Harga | Kepuasan Pelanggan | Keragaman Produk | Kualitas Produk | Niat Beli Ulang |
|------|-------|--------------------|------------------|-----------------|-----------------|
| X1.1 | | | 0,519 | | |
| X1.2 | | | 0,646 | | |
| X1.3 | | | 0,836 | | |
| X1.4 | | | 0,838 | | |
| X2.1 | | | | 0,838 | |
| X2.2 | | | | 0,868 | |
| X2.3 | | | | 0,795 | |
| X2.4 | | | | 0,715 | |
| X3.1 | 0,405 | | | | |
| X3.2 | 0,846 | | | | |
| X3.3 | 0,854 | | | | |
| X3.4 | 0,872 | | | | |
| Y1.1 | | | | | 0,852 |
| Y1.2 | | | | | 0,816 |
| Y1.3 | | | | | 0,818 |
| Y1.4 | | | | | 0,818 |
| Z1.1 | | 0,865 | | | |
| Z1.2 | | 0,811 | | | |
| Z1.3 | | 0,321 | | | |
| Z1.4 | | 0,795 | | | |
| Z1.5 | | 0,824 | | | |
| Z1.6 | | 0,774 | | | |

Path Coefficient

| | Sampel Asli (O) | Rata-rata Sampel (M) | Standar Deviasi (STDEV) | T Statistik (O/STDEV) | P Values |
|--|-----------------|----------------------|-------------------------|-------------------------|----------|
| Harga -> Kepuasan Pelanggan | 0,633 | 0,635 | 0,061 | 10,379 | 0,000 |
| Harga -> Niat Beli Ulang | 0,130 | 0,115 | 0,116 | 1,122 | 0,263 |
| Kepuasan Pelanggan -> Niat Beli Ulang | 0,405 | 0,414 | 0,133 | 3,050 | 0,002 |
| Keragaman Produk -> Kepuasan Pelanggan | 0,198 | 0,201 | 0,055 | 3,602 | 0,000 |
| Keragaman Produk -> Niat Beli Ulang | 0,070 | 0,074 | 0,081 | 0,863 | 0,388 |
| Kualitas Produk -> Kepuasan Pelanggan | 0,099 | 0,096 | 0,058 | 1,704 | 0,089 |
| Kualitas Produk -> Niat Beli Ulang | 0,224 | 0,225 | 0,104 | 2,148 | 0,032 |

R Square

| | <i>R Square</i> | <i>Adjusted R Square</i> |
|--------------------|-----------------|--------------------------|
| Kepuasan Pelanggan | 0,682 | 0,678 |
| Niat Beli Ulang | 0,525 | 0,516 |

F Square

| | Harga | Kepuasan Pelanggan | Keragaman Produk | Kualitas Produk | Niat Beli Ulang |
|--------------------|-------|--------------------|------------------|-----------------|-----------------|
| Harga | | 0,745 | | | 0,012 |
| Kepuasan Pelanggan | | | | | 0,110 |
| Keragaman Produk | | 0,075 | | | 0,006 |
| Kualitas Produk | | 0,016 | | | 0,055 |
| Niat Beli Ulang | | | | | |

Validitas dan Reliabilitas Konstruk

| | Cronbach's Alpha | rho_A | Reliabilitas Komposit | Rata-rata Varians Diekstrak (AVE) |
|--------------------|------------------|-------|-----------------------|-----------------------------------|
| Harga | 0,739 | 0,793 | 0,845 | 0,592 |
| Kepuasan Pelanggan | 0,828 | 0,849 | 0,882 | 0,570 |
| Keragaman Produk | 0,708 | 0,774 | 0,808 | 0,522 |
| Kualitas Produk | 0,819 | 0,831 | 0,881 | 0,650 |
| Niat Beli Ulang | 0,846 | 0,854 | 0,896 | 0,683 |

Validitas Diskriminan

| | Harga | Kepuasan Pelanggan | Keragaman Produk | Kualitas Produk | Niat Beli Ulang |
|--------------------|-------|--------------------|------------------|-----------------|-----------------|
| Harga | 0,770 | | | | |
| Kepuasan Pelanggan | 0,798 | 0,755 | | | |
| Keragaman Produk | 0,531 | 0,593 | 0,722 | | |
| Kualitas Produk | 0,603 | 0,598 | 0,591 | 0,806 | |
| Niat Beli Ulang | 0,625 | 0,684 | 0,512 | 0,585 | 0,826 |