

DAFTAR LAMPIRAN

HALAMAN

Surat Ijin Penelitian

Lembar Kuesioner Pretest

Lampiran 1: Hasil Kuesioner Pretest 107

Lampiran 2: Factor Analysis Kualitas Pelayanan (Tangibles)..... 108

Lampiran 3: Factor Analysis Kualitas Pelayanan (Reliability) 109

Lampiran 4: Factor Analysis Kualitas Pelayanan (Responsiveness) 110

Lampiran 5: Factor Analysis Kualitas Pelayanan (Assurance)..... 112

Lampiran 6: Factor Analysis Kualitas Pelayanan (Empathy) 113

Lampiran 7: Factor Analysis Citra Merek 115

Lampiran 8: Factor Analysis Repurchase Intention..... 118

Lampiran 9: Factor Analysis Kepuasan Pelanggan 119

Lampiran 10: Reliabilitas Kualitas Pelayanan (Tangibles)..... 120

Lampiran 11: Reliabilitas Kualitas Pelayanan (Reliability)..... 121

Lampiran 12: Reliabilitas Kualitas Pelayanan (Responsiveness) 122

Lampiran 13: Reliabilitas Kualitas Pelayanan (Assurance)..... 123

Lampiran 14: Reliabilitas Kualitas Pelayanan (Empathy) 124

Lampiran 15: Reliabilitas Citra Merek 125

Lampiran 16: Reliabilitas Repurchase Intention..... 126

Lampiran 17: Reliabilitas Kepuasan Pelanggan 127

Lembar Kuesioner 160 Responden

Lampiran 18: Hasil Kuesioner 160 Responden 128

Lampiran 19: Factor Analysis Kualitas Pelayanan (Tangibles)..... 130

Lampiran 20: Factor Analysis Kualitas Pelayanan (Reliability)..... 131

Lampiran 21: Factor Analysis Kualitas Pelayanan (Responsiveness)	132
Lampiran 22: Factor Analysis Kualitas Pelayanan (Assurance).....	133
Lampiran 23 Factor Analysis Kualitas Pelayanan (Empathy)	134
Lampiran 24: Factor Analysis Citra Merek	135
Lampiran 25: Factor Analysis Repurchase Intention.....	136
Lampiran 26: Factor Analysis Kepuasan Pelanggan	137
Lampiran 27: Reliabilitas Kualitas Pelayanan (Tangibles).....	138
Lampiran 28: Reliabilitas Kualitas Pelayanan (Reliability).....	139
Lampiran 29: Reliabilitas Kualitas Pelayanan (Responsiveness)	140
Lampiran 30: Reliabilitas Kualitas Pelayanan (Assurance).....	141
Lampiran 31: Reliabilitas Kualitas Pelayanan (Empathy).....	142
Lampiran 32: Reliabilitas Citra Merek	143
Lampiran 33: Reliabilitas Repurchase Intention.....	144
Lampiran 34: Reliabilitas Kepuasan Pelanggan	145
Lampiran 35: Hasil Uji Anova-Gender.....	146
Lampiran 36: Hasil Uji Anova-Usia	147
Lampiran 37: Hasil Uji Anova-Pendidikan.....	148
Lampiran 38: Hasil Uji Anova-Pekerjaan.....	149
Lampiran 39: Hasil Uji Anova-Pengeluaran.....	150
Lampiran 40: Hasil Uji Anova-Mengetahui Starbucks.....	151
Lampiran 41: Hasil Uji Anova-Transaksi	153
Lampiran 42: Hasil Uji SEM LISREL 8.51.....	154