

Pernyataan Responden																					CITRA MEREK								REPURCHASE INTENTION			KEPUASAN PELANGGAN					
	KP1				KP2				KP3				KP4				KP5				CM								RI			KPL					
	KP1.1	KP1.2	KP1.3	KP1.4	KP2.1	KP2.2	KP2.3	KP2.4	KP2.5	KP3.1	KP3.2	KP3.3	KP3.4	KP4.1	KP4.2	KP4.3	KP4.4	KP5.1	KP5.2	KP5.3	KP5.4	KP5.5	CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	RI1	RI2	RI3	KPL1	KPL2	KPL3	
1	5	5	4	4	4	4	4	4	5	2	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	2	4	3	4	4	4	3	4	4	4	5	
2	4	5	4	4	4	4	3	4	4	2	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	3	4	3	4	4	4	
3	4	5	5	4	4	3	3	4	3	2	4	2	2	4	4	4	4	1	1	2	1	2	5	4	5	4	5	4	4	4	4	4	4	5	5	4	5
4	5	5	5	5	4	5	5	4	4	2	5	1	5	5	5	5	4	5	5	5	3	1	4	4	5	4	5	5	3	4	5	3	3	4	4	5	
5	3	3	2	3	2	2	3	2	2	4	4	4	3	3	3	3	2	4	4	4	4	3	3	3	3	3	3	2	2	3	3	2	3	3	3	3	
6	5	3	3	4	5	5	5	4	5	5	5	5	5	4	5	4	5	5	5	3	4	3	3	4	4	5	3	5	5	4	5	5	5	3	3	5	
7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	
8	3	3	4	4	4	3	4	4	3	5	5	3	5	4	4	4	3	3	5	5	4	2	3	4	4	4	4	5	5	5	5	5	5	3	5	5	5
9	3	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5	5	4	5	5	4	4	4	4	4	4	3	3	4	4	4	4	3	4	5	5	
10	4	4	5	4	5	3	4	5	3	3	4	4	3	4	4	4	3	3	3	3	4	4	3	3	4	5	4	4	4	3	4	4	3	3	4	4	
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13	5	3	3	4	3	4	4	3	4	3	4	3	4	3	3	4	4	3	4	4	3	2	3	4	4	3	2	4	5	4	5	3	3	2	3	3	
14	5	3	3	4	3	4	4	3	4	3	4	4	3	4	2	3	2	3	2	3	3	2	3	2	2	3	3	2	3	2	2	2	2	3	3	3	
15	2	3	2	3	2	3	2	3	3	3	4	4	3	3	3	2	2	4	4	3	4	3	2	2	3	2	2	2	3	2	3	3	3	2	2	2	
16	3	2	3	4	4	3	3	4	4	4	4	5	5	4	5	5	5	4	4	4	3	4	2	3	3	3	4	5	3	2	4	4	3	4	4	4	
17	2	4	4	4	4	4	4	4	2	3	2	5	5	4	4	4	4	2	2	5	2	3	3	3	4	3	4	3	4	3	4	3	3	3	4	4	
18	4	4	4	4	4	4	4	4	4	2	5	2	4	4	4	4	4	2	5	5	5	5	4	4	4	4	4	4	4	4	4	4	1	4	1	4	
19	4	4	4	5	4	3	4	4	4	2	4	3	4	4	4	4	4	4	4	4	3	4	4	3	5	5	5	5	4	3	4	3	2	4	4	4	
20	5	4	4	4	4	3	4	4	3	5	3	5	1	4	4	4	4	5	5	5	2	2	5	4	4	4	4	4	4	4	4	4	4	4	3	4	
21	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	
22	4	5	4	4	4	4	5	4	4	1	3	3	2	5	4	4	4	2	2	2	2	5	5	5	5	5	5	5	5	4	4	4	4	4	4	5	
23	4	4	3	4	3	3	3	3	4	4	3	3	3	3	4	4	2	4	4	3	3	4	4	4	4	4	4	4	3	4	4	4	3	3	3	4	4
24	5	5	3	5	5	3	3	4	3	4	4	4	4	4	3	4	4	5	4	4	3	4	2	4	5	5	1	4	4	4	4	4	2	3	3	4	
25	5	3	3	4	3	4	4	5	5	5	4	4	2	4	5	5	4	5	5	5	4	4	4	4	5	4	3	4	2	3	3	3	3	3	2	3	
26	5	5	5	5	5	4	5	4	4	5	5	5	5	4	4	4	4	5	4	5	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	
27	4	4	4	4	3	2	3	3	3	3	3	4	3	3	4	4	4	4	3	4	4	4	4	4	4	4	2	5	3	4	4	3	3	3	3	4	
28	4	4	4	2	4	2	2	4	4	4	4	4	4	3	4	4	3	4	4	4	2	4	4	3	4	4	4	4	4	3	4	4	3	4	4	4	
29	3	4	4	4	3	3	3	4	4	3	3	4	4	3	4	4	5	4	4	4	4	4	4	3	5	5	3	5	3	4	5	4	4	4	4	4	
30	1	1	1	1	2	3	5	4	4	1	2	4	2	5	4	5	4	4	1	2	1	2	5	4	5	4	5	4	4	4	5	4	5	4	5	4	

LAMPIRAN 2 : FACTOR ANALYSIS KUALITAS PELAYANAN (TANGIBLES)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.772
Bartlett's Test of Sphericity Approx. Chi-Square	56.447
df	6
Sig.	.000

Anti-image Matrices

		KP1.1	KP1.2	KP1.3	KP1.4
Anti-image Covariance	KP1.1	.553	-.081	.001	-.217
	KP1.2	-.081	.378	-.217	-.061
	KP1.3	.001	-.217	.367	-.125
	KP1.4	-.217	-.061	-.125	.419
Anti-image Correlation	KP1.1	.804 ^a	-.176	.003	-.450
	KP1.2	-.176	.762 ^a	-.583	-.154
	KP1.3	.003	-.583	.741 ^a	-.319
	KP1.4	-.450	-.154	-.319	.793 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP1.1	1.000	.610
KP1.2	1.000	.756
KP1.3	1.000	.752
KP1.4	1.000	.755

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP1.1	.781
KP1.2	.869
KP1.3	.867
KP1.4	.869

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

LAMPIRAN 3: FACTOR ANALYSIS KUALITAS PELAYANAN (RELIABILITY)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.654
Bartlett's Test of Sphericity Approx. Chi-Square	56.193
df	10
Sig.	.000

Anti-image Matrices

		KP2.1	KP2.2	KP2.3	KP2.4	KP2.5
Anti-image Covariance	KP2.1	.524	-.130	.020	-.296	.127
	KP2.2	-.130	.345	-.246	.073	-.169
	KP2.3	.020	-.246	.412	-.082	.002
	KP2.4	-.296	.073	-.082	.496	-.206
	KP2.5	.127	-.169	.002	-.206	.613
Anti-image Correlation	KP2.1	.625 ^a	-.307	.044	-.581	.224
	KP2.2	-.307	.636 ^a	-.652	.176	-.369
	KP2.3	.044	-.652	.701 ^a	-.181	.005
	KP2.4	-.581	.176	-.181	.623 ^a	-.373
	KP2.5	.224	-.369	.005	-.373	.693 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP2.1	1.000	.496
KP2.2	1.000	.703
KP2.3	1.000	.648
KP2.4	1.000	.548
KP2.5	1.000	.480

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP2.1	.704
KP2.2	.839
KP2.3	.805
KP2.4	.740
KP2.5	.693

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

LAMPIRAN 4: FACTOR ANALYSIS KUALITAS PELAYANAN (RESPONSIVENESS)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.379
Bartlett's Test of Sphericity Approx. Chi-Square	26.995
df	6
Sig.	.000

Anti-image Matrices

		KP3.1	KP3.2	KP3.3	KP3.4
Anti-image Covariance	KP3.1	.523	-.267	-.338	.061
	KP3.2	-.267	.527	.267	-.303
	KP3.3	-.338	.267	.560	-.158
	KP3.4	.061	-.303	-.158	.709
Anti-image Correlation	KP3.1	.410 ^a	-.509	-.625	.100
	KP3.2	-.509	.349 ^a	.491	-.496
	KP3.3	-.625	.491	.305 ^a	-.251
	KP3.4	.100	-.496	-.251	.496 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP3.1	1.000	.769
KP3.2	1.000	.833
KP3.3	1.000	.882
KP3.4	1.000	.633

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
KP3.1	.801	.357
KP3.2	.681	-.608
KP3.3	.476	.810
KP3.4	.708	-.364

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.599
Bartlett's Test of Sphericity Approx. Chi-Square	11.559
df	3
Sig.	.009

Anti-image Matrices

		KP3.1	KP3.2	KP3.4
Anti-image Covariance	KP3.1	.858	-.230	-.061
	KP3.2	-.230	.694	-.321
	KP3.4	-.061	-.321	.757
Anti-image Correlation	KP3.1	.675 ^a	-.298	-.075
	KP3.2	-.298	.569 ^a	-.442
	KP3.4	-.075	-.442	.596 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP3.1	1.000	.447
KP3.2	1.000	.704
KP3.4	1.000	.592

Extraction Method: Principal
Component Analysis.

Component Matrix^a

	Component
	1
KP3.1	.669
KP3.2	.839
KP3.4	.769

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

LAMPIRAN 5 : FACTOR ANALYSIS KUALITAS PELAYANAN (ASSURANCE)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.728
Bartlett's Test of Sphericity Approx. Chi-Square	55.504
df	6
Sig.	.000

Anti-image Matrices

		KP4.1	KP4.2	KP4.3	KP4.4
Anti-image Covariance	KP4.1	.585	.033	-.201	.068
	KP4.2	.033	.381	-.176	-.097
	KP4.3	-.201	-.176	.255	-.137
	KP4.4	.068	-.097	-.137	.527
Anti-image Correlation	KP4.1	.709 ^a	.071	-.519	.122
	KP4.2	.071	.761 ^a	-.563	-.216
	KP4.3	-.519	-.563	.664 ^a	-.374
	KP4.4	.122	-.216	-.374	.822 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP4.1	1.000	.498
KP4.2	1.000	.753
KP4.3	1.000	.874
KP4.4	1.000	.628

Extraction Method: Principal
Component Analysis.

Component Matrix^a

	Component
	1
KP4.1	.706
KP4.2	.868
KP4.3	.935
KP4.4	.792

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

LAMPIRAN 6 : FACTOR ANALYSIS KUALITAS PELAYANAN (EMPATHY)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.739
Bartlett's Test of Sphericity Approx. Chi-Square	57.004
df	10
Sig.	.000

Anti-image Matrices

		KP5.1	KP5.2	KP5.3	KP5.4	KP5.5
Anti-image Covariance	KP5.1	.583	-.141	-.118	.047	-.045
	KP5.2	-.141	.304	-.180	-.183	.055
	KP5.3	-.118	-.180	.429	-.011	-.018
	KP5.4	.047	-.183	-.011	.466	-.254
	KP5.5	-.045	.055	-.018	-.254	.762
Anti-image Correlation	KP5.1	.830 ^a	-.335	-.235	.090	-.067
	KP5.2	-.335	.699 ^a	-.499	-.485	.114
	KP5.3	-.235	-.499	.793 ^a	-.024	-.031
	KP5.4	.090	-.485	-.024	.708 ^a	-.427
	KP5.5	-.067	.114	-.031	-.427	.652 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP5.1	1.000	.550
KP5.2	1.000	.804
KP5.3	1.000	.695
KP5.4	1.000	.621
KP5.5	1.000	.237

Extraction Method: Principal
Component Analysis.

Component Matrix^a

	Component
	1
KP5.1	.741
KP5.2	.896
KP5.3	.834
KP5.4	.788
KP5.5	.487

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.759
Bartlett's Test of Sphericity Approx. Chi-Square	50.426
df	6
Sig.	.000

Anti-image Matrices

		KP5.1	KP5.2	KP5.3	KP5.4
Anti-image Covariance	KP5.1	.585	-.140	-.119	.039
	KP5.2	-.140	.308	-.181	-.203
	KP5.3	-.119	-.181	.430	-.020
	KP5.4	.039	-.203	-.020	.570
Anti-image Correlation	KP5.1	.833 ^a	-.330	-.238	.068
	KP5.2	-.330	.695 ^a	-.499	-.485
	KP5.3	-.238	-.499	.785 ^a	-.041
	KP5.4	.068	-.485	-.041	.769 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP5.1	1.000	.591
KP5.2	1.000	.844
KP5.3	1.000	.739
KP5.4	1.000	.565

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP5.1	.769
KP5.2	.919
KP5.3	.860
KP5.4	.752

Extraction Method:
Principal Component Analysis.

a. 1 components extracted.

LAMPIRAN 7 : FACTOR ANALYSIS CITRA MEREK

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.791
Bartlett's Test of Sphericity Approx. Chi-Square	107.247
df	28
Sig.	.000

Anti-image Matrices

		CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8
Anti-image Covariance	CM1	.379	-.104	-.073	-.033	-.256	.096	.168	-.108
	CM2	-.104	.410	-.051	.002	.000	-.064	-.111	-.126
	CM3	-.073	-.051	.333	-.142	-.009	-.081	.037	-.060
	CM4	-.033	.002	-.142	.366	.032	-.146	-.085	-.027
	CM5	-.256	.000	-.009	.032	.512	-.125	-.174	.172
	CM6	.096	-.064	-.081	-.146	-.125	.450	.024	-.050
	CM7	.168	-.111	.037	-.085	-.174	.024	.678	-.146
	CM8	-.108	-.126	-.060	-.027	.172	-.050	-.146	.409
Anti-image Correlation	CM1	.685 ^a	-.264	-.205	-.090	-.581	.234	.331	-.274
	CM2	-.264	.889 ^a	-.139	.006	.001	-.148	-.211	-.308
	CM3	-.205	-.139	.879 ^a	-.408	-.022	-.210	.078	-.162
	CM4	-.090	.006	-.408	.855 ^a	.073	-.359	-.171	-.069
	CM5	-.581	.001	-.022	.073	.559 ^a	-.261	-.296	.375
	CM6	.234	-.148	-.210	-.359	-.261	.837 ^a	.044	-.116
	CM7	.331	-.211	.078	-.171	-.296	.044	.659 ^a	-.278
	CM8	-.274	-.308	-.162	-.069	.375	-.116	-.278	.800 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CM1	1.000	.784
CM2	1.000	.678
CM3	1.000	.733
CM4	1.000	.702
CM5	1.000	.746
CM6	1.000	.597
CM7	1.000	.427
CM8	1.000	.693

Extraction Method: Principal
Component Analysis.

Component Matrix^a

	Component	
	1	2
CM1	.700	.542
CM2	.821	-.065
CM3	.856	.002
CM4	.823	-.157
CM5	.506	.700
CM6	.765	-.108
CM7	.491	-.431
CM8	.760	-.340

Extraction Method: Principal
Component Analysis.

a. 2 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.799
Bartlett's Test of Sphericity Approx. Chi-Square	78.592
df	15
Sig.	.000

Anti-image Matrices

		CM1	CM2	CM3	CM4	CM5	CM6
Anti-image Covariance	CM1	.443	-.151	-.110	-.026	-.268	.097
	CM2	-.151	.505	-.084	-.038	.038	-.097
	CM3	-.110	-.084	.343	-.155	.024	-.092
	CM4	-.026	-.038	-.155	.383	.033	-.157
	CM5	-.268	.038	.024	.033	.625	-.127
	CM6	.097	-.097	-.092	-.157	-.127	.456
Anti-image Correlation	CM1	.725 ^a	-.320	-.283	-.062	-.509	.216
	CM2	-.320	.878 ^a	-.201	-.087	.067	-.202
	CM3	-.283	-.201	.831 ^a	-.427	.051	-.234
	CM4	-.062	-.087	-.427	.823 ^a	.068	-.376
	CM5	-.509	.067	.051	.068	.698 ^a	-.239
	CM6	.216	-.202	-.234	-.376	-.239	.802 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CM1	1.000	.559
CM2	1.000	.627
CM3	1.000	.753
CM4	1.000	.674
CM5	1.000	.338
CM6	1.000	.602

Extraction Method: Principal
Component Analysis.

Component Matrix^a

	Component
	1
CM1	.748
CM2	.792
CM3	.868
CM4	.821
CM5	.581
CM6	.776

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

LAMPIRAN 8 : FACTOR ANALYSIS REPURCHASE INTENTION

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.614
Bartlett's Test of Sphericity Approx. Chi-Square	15.688
df	3
Sig.	.001

Anti-image Matrices

		RI1	RI2	RI3
Anti-image Covariance	RI1	.679	-.327	-.061
	RI2	-.327	.615	-.225
	RI3	-.061	-.225	.821
Anti-image Correlation	RI1	.606 ^a	-.505	-.082
	RI2	-.505	.579 ^a	-.317
	RI3	-.082	-.317	.709 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
RI1	1.000	.641
RI2	1.000	.739
RI3	1.000	.480

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
RI1	.801
RI2	.860
RI3	.692

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

LAMPIRAN 9 : FACTOR ANALYSIS KEPUASAN PELANGGAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.707
Bartlett's Test of Sphericity Approx. Chi-Square	34.941
df	3
Sig.	.000

Anti-image Matrices

		KPL1	KPL2	KPL3
Anti-image Covariance	KPL1	.434	-.131	-.250
	KPL2	-.131	.594	-.159
	KPL3	-.250	-.159	.417
Anti-image Correlation	KPL1	.680 ^a	-.258	-.587
	KPL2	-.258	.806 ^a	-.320
	KPL3	-.587	-.320	.668 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KPL1	1.000	.790
KPL2	1.000	.684
KPL3	1.000	.806

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KPL1	.889
KPL2	.827
KPL3	.898

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

LAMPIRAN 10 : RELIABILITAS KUALITAS PELAYANAN (TANGIBLES)**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.863	.868	4

Inter-Item Correlation Matrix

	KP1.1	KP1.2	KP1.3	KP1.4
KP1.1	1.000	.536	.499	.649
KP1.2	.536	1.000	.762	.631
KP1.3	.499	.762	1.000	.659
KP1.4	.649	.631	.659	1.000

Inter-Item Covariance Matrix

	KP1.1	KP1.2	KP1.3	KP1.4
KP1.1	1.206	.580	.541	.618
KP1.2	.580	.971	.741	.540
KP1.3	.541	.741	.976	.566
KP1.4	.618	.540	.566	.754

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.858	3.700	3.967	.267	1.072	.014	4
Item Variances	.977	.754	1.206	.452	1.599	.034	4
Inter-Item Covariances	.598	.540	.741	.201	1.372	.005	4
Inter-Item Correlations	.623	.499	.762	.262	1.526	.008	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.4333	11.082	3.32891	4

LAMPIRAN 11 : RELIABILITAS KUALITAS PELAYANAN (RELIABILITY)**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.809	.813	5

Inter-Item Correlation Matrix

	KP2.1	KP2.2	KP2.3	KP2.4	KP2.5
KP2.1	1.000	.453	.387	.626	.239
KP2.2	.453	1.000	.755	.374	.533
KP2.3	.387	.755	1.000	.405	.440
KP2.4	.626	.374	.405	1.000	.445
KP2.5	.239	.533	.440	.445	1.000

Inter-Item Covariance Matrix

	KP2.1	KP2.2	KP2.3	KP2.4	KP2.5
KP2.1	.823	.352	.315	.368	.177
KP2.2	.352	.731	.579	.207	.372
KP2.3	.315	.579	.806	.236	.323
KP2.4	.368	.207	.236	.420	.236
KP2.5	.177	.372	.323	.236	.668

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.700	3.400	3.833	.433	1.127	.029	5
Item Variances	.689	.420	.823	.403	1.962	.027	5
Inter-Item Covariances	.316	.177	.579	.402	3.273	.013	5
Inter-Item Correlations	.466	.239	.755	.516	3.161	.019	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.5000	9.776	3.12664	5

LAMPIRAN 12 : RELIABILITAS KUALITAS PELAYANAN (RESPONSIVENESS)**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.607	.635	3

Inter-Item Correlation Matrix

	KP3.1	KP3.2	KP3.4
KP3.1	1.000	.370	.242
KP3.2	.370	1.000	.488
KP3.4	.242	.488	1.000

Inter-Item Covariance Matrix

	KP3.1	KP3.2	KP3.4
KP3.1	1.471	.379	.333
KP3.2	.379	.714	.469
KP3.4	.333	.469	1.292

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.589	3.333	3.900	.567	1.170	.083	3
Item Variances	1.159	.714	1.471	.757	2.061	.157	3
Inter-Item Covariances	.394	.333	.469	.136	1.407	.004	3
Inter-Item Correlations	.367	.242	.488	.247	2.020	.012	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.7667	5.840	2.41666	3

LAMPIRAN 13 : RELIABILITAS KUALITAS PELAYANAN (ASSURANCE)**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.832	.845	4

Inter-Item Correlation Matrix

	KP4.1	KP4.2	KP4.3	KP4.4
KP4.1	1.000	.439	.633	.335
KP4.2	.439	1.000	.772	.618
KP4.3	.633	.772	1.000	.660
KP4.4	.335	.618	.660	1.000

Inter-Item Covariance Matrix

	KP4.1	KP4.2	KP4.3	KP4.4
KP4.1	.507	.200	.321	.221
KP4.2	.200	.409	.352	.366
KP4.3	.321	.352	.507	.434
KP4.4	.221	.366	.434	.855

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.933	3.800	4.100	.300	1.079	.016	4
Item Variances	.570	.409	.855	.446	2.090	.038	4
Inter-Item Covariances	.316	.200	.434	.234	2.172	.007	4
Inter-Item Correlations	.576	.335	.772	.437	2.304	.023	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.7333	6.064	2.46259	4

LAMPIRAN 14 : RELIABILITAS KUALITAS PELAYANAN (EMPATHY)**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.845	.844	4

Inter-Item Correlation Matrix

	KP5.1	KP5.2	KP5.3	KP5.4
KP5.1	1.000	.614	.579	.366
KP5.2	.614	1.000	.738	.654
KP5.3	.579	.738	1.000	.495
KP5.4	.366	.654	.495	1.000

Inter-Item Covariance Matrix

	KP5.1	KP5.2	KP5.3	KP5.4
KP5.1	1.275	.808	.730	.446
KP5.2	.808	1.357	.960	.823
KP5.3	.730	.960	1.247	.598
KP5.4	.446	.823	.598	1.168

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.625	3.267	3.833	.567	1.173	.064	4
Item Variances	1.262	1.168	1.357	.190	1.162	.006	4
Inter-Item Covariances	.727	.446	.960	.514	2.152	.030	4
Inter-Item Correlations	.574	.366	.738	.372	2.018	.015	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.5000	13.776	3.71158	4

LAMPIRAN 15 : RELIABILITAS CITRA MEREK**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.847	.859	6

Inter-Item Correlation Matrix

	CM1	CM2	CM3	CM4	CM5	CM6
CM1	1.000	.563	.570	.446	.580	.343
CM2	.563	1.000	.626	.558	.323	.531
CM3	.570	.626	1.000	.733	.343	.635
CM4	.446	.558	.733	1.000	.279	.674
CM5	.580	.323	.343	.279	1.000	.345
CM6	.343	.531	.635	.674	.345	1.000

Inter-Item Covariance Matrix

	CM1	CM2	CM3	CM4	CM5	CM6
CM1	.782	.391	.391	.310	.563	.276
CM2	.391	.616	.382	.345	.278	.379
CM3	.391	.382	.602	.448	.292	.448
CM4	.310	.345	.448	.621	.241	.483
CM5	.563	.278	.292	.241	1.206	.345
CM6	.276	.379	.448	.483	.345	.828

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.861	3.633	4.133	.500	1.138	.044	6
Item Variances	.776	.602	1.206	.603	2.002	.053	6
Inter-Item Covariances	.371	.241	.563	.322	2.333	.007	6
Inter-Item Correlations	.503	.279	.733	.454	2.628	.020	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.1667	15.799	3.97478	6

LAMPIRAN 16 : RELIABILITAS REPURCHASE INTENTION

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.667	.689	3

Inter-Item Correlation Matrix

	RI1	RI2	RI3
RI1	1.000	.562	.296
RI2	.562	1.000	.417
RI3	.296	.417	1.000

Inter-Item Covariance Matrix

	RI1	RI2	RI3
RI1	.616	.326	.232
RI2	.326	.547	.308
RI3	.232	.308	.999

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.678	3.367	3.933	.567	1.168	.083	3
Item Variances	.721	.547	.999	.452	1.826	.059	3
Inter-Item Covariances	.289	.232	.326	.094	1.406	.002	3
Inter-Item Correlations	.425	.296	.562	.266	1.900	.014	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.0333	3.895	1.97368	3

LAMPIRAN 17 : RELIABILITAS KEPUASAN PELANGGAN**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.834	.841	3

Inter-Item Correlation Matrix

	KPL1	KPL2	KPL3
KPL1	1.000	.581	.731
KPL2	.581	1.000	.603
KPL3	.731	.603	1.000

Inter-Item Covariance Matrix

	KPL1	KPL2	KPL3
KPL1	.585	.413	.439
KPL2	.413	.861	.439
KPL3	.439	.439	.616

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.778	3.633	4.067	.433	1.119	.063	3
Item Variances	.687	.585	.861	.276	1.472	.023	3
Inter-Item Covariances	.430	.413	.439	.026	1.064	.000	3
Inter-Item Correlations	.639	.581	.731	.150	1.258	.005	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.3333	4.644	2.15492	3

Responden	Pernyataan	Gender	Usia	Pendidikan	Pekerjaan	Pengeluaran	Informasi	Transaksi	PELAYANAN																CITRA MEREK								REPURCHASE INTENTION			KEPUASAN PELANGGAN						
									P1				P2				P3				P4				P5				CM								RI			KPL		
									P1.1	P1.2	P1.3	P1.4	P2.1	P2.2	P2.3	P2.4	P3.1	P3.2	P3.3	P3.4	P4.1	P4.2	P4.3	P4.4	P5.1	P5.2	P5.3	P5.5	CM1	CM2	CM3	CM5	CM7	CM8	RI1	RI2	RI3	KPL1	KPL2	KPL3		
1	2	1	1	3	3	2	1	3	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
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33	1	1	1	3	2	4	1	3	4	4	4	3	4	5	4	4	4	4	4	5	4	4	4	3	5	5	4	4	4	4	5	5	3	2	1	4	4	4	4			
34	1	1	1	1	2	1	2	4	4	4	3	3	3	4	3	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	5	4	4	5	4	5	3	4			
35	2	1	1	1	1	1	2	4	4	4	4	4	4	4	4	4	4	5	4	4	3	4	4	4	3	4	4	4	4	4	4	3	4	4	4	3	3	3	3			
36	1	1	3	3	4	1	3	4	3	4	4	4	3	4	4	4	4	5	5	5	5	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3		
37	1	1	1	3	1	5	1	4	5	5	5	4	4	3	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5	4	5	3	4	5	4		
38	1	1	1	1	2	1	1	5	5	5	5	4	4	4	4	4	5	4	5	4	4	5	5	3	4	5	4	4	5	4	5	5	5	5	4	5	4	5	5			
39	1	1	3	3	3	5	4	3	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5			
40	1	1	1	1	1	1	1	5	5	5	4	3	5	4	4	4	4	4	3	4	5	4	4	4	5	4	4	4	4	4	3	5	4	4	5	4	5	5	5			
41	1	1	3	3	3	5	2	5	3	3	4	4	5	4	5	4	4	5	4	4	5	4	4	5	4	4	4	4	4	4	4	4	4	5								

Responden	Pernyataan	Gender	Usia	Pendidikan	Pekerjaan	Pengeluaran	Informasi	Transaksi	PELAYANAN																CITRA MEREK								REPURCHASE			KEPUASAN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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									P1.1	P1.2	P1.3	P1.4	P2.1	P2.2	P2.3	P2.4	P3.1	P3.2	P3.3	P3.4	P4.1	P4.2	P4.3	P4.4	P5.1	P5.2	P5.3	P5.5	CM1	CM2	CM3	CM5	CM7	CM8	RI1	RI2	RI3	KPL1	KPL2	KPL3																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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LAMPIRAN 19 : FACTOR ANALYSIS KUALITAS PELAYANAN (TANGIBLES)**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.716
Bartlett's Test of Sphericity Approx. Chi-Square	164.105
df	6
Sig.	.000

Anti-image Matrices

		KP1.1	KP1.2	KP1.3	KP1.4
Anti-image Covariance	KP1.1	.726	.004	-.097	-.240
	KP1.2	.004	.589	-.190	-.257
	KP1.3	-.097	-.190	.740	-.084
	KP1.4	-.240	-.257	-.084	.523
Anti-image Correlation	KP1.1	.736 ^a	.006	-.133	-.389
	KP1.2	.006	.695 ^a	-.288	-.463
	KP1.3	-.133	-.288	.807 ^a	-.135
	KP1.4	-.389	-.463	-.135	.674 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP1.1	1.000	.478
KP1.2	1.000	.634
KP1.3	1.000	.505
KP1.4	1.000	.716

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP1.1	.692
KP1.2	.796
KP1.3	.711
KP1.4	.846

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

LAMPIRAN 20 : FACTOR ANALYSIS KUALITAS PELAYANAN (RELIABILITY)**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.790
Bartlett's Test of Sphericity Approx. Chi-Square	300.717
df	10
Sig.	.000

Anti-image Matrices

		KP2.1	KP2.2	KP2.3	KP2.4	KP2.5
Anti-image Covariance	KP2.1	.574	-.041	-.073	-.217	-.070
	KP2.2	-.041	.553	-.260	.032	-.044
	KP2.3	-.073	-.260	.411	-.128	-.089
	KP2.4	-.217	.032	-.128	.507	-.141
	KP2.5	-.070	-.044	-.089	-.141	.670
Anti-image Correlation	KP2.1	.830 ^a	-.072	-.149	-.402	-.112
	KP2.2	-.072	.737 ^a	-.545	.061	-.072
	KP2.3	-.149	-.545	.750 ^a	-.281	-.170
	KP2.4	-.402	.061	-.281	.784 ^a	-.241
	KP2.5	-.112	-.072	-.170	-.241	.887 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP2.1	1.000	.588
KP2.2	1.000	.520
KP2.3	1.000	.724
KP2.4	1.000	.639
KP2.5	1.000	.515

Extraction Method: Principal
Component Analysis.**Component Matrix^a**

	Component
	1
KP2.1	.767
KP2.2	.721
KP2.3	.851
KP2.4	.799
KP2.5	.718

Extraction Method:
Principal Component
Analysis.a. 1 components
extracted.

LAMPIRAN 21 : FACTOR ANALYSIS KUALITAS PELAYANAN (RESPONSIVENESS)**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.636
Bartlett's Test of Sphericity Approx. Chi-Square	116.048
df	3
Sig.	.000

Anti-image Matrices

		KP3.1	KP3.2	KP3.4
Anti-image Covariance	KP3.1	.756	-.233	-.064
	KP3.2	-.233	.549	-.310
	KP3.4	-.064	-.310	.626
Anti-image Correlation	KP3.1	.724 ^a	-.362	-.093
	KP3.2	-.362	.595 ^a	-.529
	KP3.4	-.093	-.529	.633 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP3.1	1.000	.544
KP3.2	1.000	.766
KP3.4	1.000	.666

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP3.1	.738
KP3.2	.875
KP3.4	.816

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

LAMPIRAN 22 : FACTOR ANALYSIS KUALITAS PELAYANAN (ASSURANCE)**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.784
Bartlett's Test of Sphericity	Approx. Chi-Square
	254.129
	df
	6
	Sig.
	.000

Anti-image Matrices

		KP4.1	KP4.2	KP4.3	KP4.4
Anti-image Covariance	KP4.1	.611	-.089	-.169	-.027
	KP4.2	-.089	.461	-.208	-.091
	KP4.3	-.169	-.208	.381	-.151
	KP4.4	-.027	-.091	-.151	.659
Anti-image Correlation	KP4.1	.840 ^a	-.168	-.351	-.043
	KP4.2	-.168	.776 ^a	-.497	-.166
	KP4.3	-.351	-.497	.722 ^a	-.301
	KP4.4	-.043	-.166	-.301	.858 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP4.1	1.000	.593
KP4.2	1.000	.727
KP4.3	1.000	.801
KP4.4	1.000	.548

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP4.1	.770
KP4.2	.852
KP4.3	.895
KP4.4	.740

Extraction Method:
Principal Component Analysis.

a. 1 components extracted.

LAMPIRAN 23 : FACTOR ANALYSIS KUALITA PELAYANAN (EMPATHY)**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.763
Bartlett's Test of Sphericity Approx. Chi-Square	211.911
df	6
Sig.	.000

Anti-image Matrices

		KP5.1	KP5.2	KP5.3	KP5.4
Anti-image Covariance	KP5.1	.552	-.220	-.124	-.005
	KP5.2	-.220	.444	-.196	-.125
	KP5.3	-.124	-.196	.539	-.109
	KP5.4	-.005	-.125	-.109	.801
Anti-image Correlation	KP5.1	.766 ^a	-.443	-.227	-.008
	KP5.2	-.443	.715 ^a	-.402	-.209
	KP5.3	-.227	-.402	.783 ^a	-.166
	KP5.4	-.008	-.209	-.166	.854 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP5.1	1.000	.652
KP5.2	1.000	.769
KP5.3	1.000	.694
KP5.4	1.000	.387

Extraction Method: Principal
Component Analysis.**Component Matrix^a**

	Component
	1
KP5.1	.807
KP5.2	.877
KP5.3	.833
KP5.4	.622

Extraction Method:
Principal Component
Analysis.a. 1 components
extracted.

LAMPIRAN 24 : FACTOR ANALYSIS CITRA MEREK**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.794
Bartlett's Test of Sphericity Approx. Chi-Square	332.447
df	15
Sig.	.000

Anti-image Matrices

		CM1	CM2	CM3	CM4	CM5	CM6
Anti-image Covariance	CM1	.510	-.225	-.064	-.085	-.196	.101
	CM2	-.225	.524	-.168	-.062	.078	-.030
	CM3	-.064	-.168	.538	-.092	-.052	-.135
	CM4	-.085	-.062	-.092	.532	-.098	-.211
	CM5	-.196	.078	-.052	-.098	.672	-.117
	CM6	.101	-.030	-.135	-.211	-.117	.630
Anti-image Correlation	CM1	.742 ^a	-.435	-.122	-.164	-.334	.178
	CM2	-.435	.768 ^a	-.316	-.117	.131	-.052
	CM3	-.122	-.316	.853 ^a	-.171	-.087	-.232
	CM4	-.164	-.117	-.171	.839 ^a	-.165	-.364
	CM5	-.334	.131	-.087	-.165	.800 ^a	-.180
	CM6	.178	-.052	-.232	-.364	-.180	.758 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CM1	1.000	.555
CM2	1.000	.551
CM3	1.000	.626
CM4	1.000	.626
CM5	1.000	.433
CM6	1.000	.422

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
CM1	.745
CM2	.742
CM3	.791
CM4	.791
CM5	.658
CM6	.649

Extraction Method:
Principal Component
Analysis.a. 1 components
extracted.

LAMPIRAN 25 : FACTOR ANALYSIS REPURCHASE INTENTION**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.615
Bartlett's Test of Sphericity Approx. Chi-Square	128.293
df	3
Sig.	.000

Anti-image Matrices

		RI1	RI2	RI3
Anti-image Covariance	RI1	.626	-.302	-.011
	RI2	-.302	.501	-.266
	RI3	-.011	-.266	.706
Anti-image Correlation	RI1	.628 ^a	-.539	-.017
	RI2	-.539	.576 ^a	-.448
	RI3	-.017	-.448	.672 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
RI1	1.000	.640
RI2	1.000	.797
RI3	1.000	.569

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
RI1	.800
RI2	.893
RI3	.754

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

LAMPIRAN 26 : FACTOR ANALYSIS KEPUASAN PELANGGAN**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.740
Bartlett's Test of Sphericity Approx. Chi-Square	237.617
df	3
Sig.	.000

Anti-image Matrices

		KPL1	KPL2	KPL3
Anti-image Covariance	KPL1	.406	-.182	-.188
	KPL2	-.182	.443	-.156
	KPL3	-.188	-.156	.435
Anti-image Correlation	KPL1	.722 ^a	-.428	-.447
	KPL2	-.428	.754 ^a	-.355
	KPL3	-.447	-.355	.747 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KPL1	1.000	.812
KPL2	1.000	.787
KPL3	1.000	.792

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KPL1	.901
KPL2	.887
KPL3	.890

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

LAMPIRAN 27 : RELIABILITAS KUALITAS PELAYANAN (TANGIBLES)**Case Processing Summary**

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.755	.759	4

Inter-Item Correlation Matrix

	KP1.1	KP1.2	KP1.3	KP1.4
KP1.1	1.000	.329	.322	.510
KP1.2	.329	1.000	.463	.598
KP1.3	.322	.463	1.000	.422
KP1.4	.510	.598	.422	1.000

Inter-Item Covariance Matrix

	KP1.1	KP1.2	KP1.3	KP1.4
KP1.1	.610	.194	.176	.272
KP1.2	.194	.572	.245	.308
KP1.3	.176	.245	.491	.201
KP1.4	.272	.308	.201	.464

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.045	4.000	4.138	.138	1.034	.004	4
Item Variances	.534	.464	.610	.146	1.314	.005	4
Inter-Item Covariances	.233	.176	.308	.132	1.749	.002	4
Inter-Item Correlations	.441	.322	.598	.276	1.856	.010	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.1813	4.929	2.22018	4

LAMPIRAN 28 : RELIABILITAS KUALITAS PELAYANAN (RELIABILITY)**Case Processing Summary**

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.828	.830	5

Inter-Item Correlation Matrix

	KP2.1	KP2.2	KP2.3	KP2.4	KP2.5
KP2.1	1.000	.390	.521	.609	.434
KP2.2	.390	1.000	.664	.374	.374
KP2.3	.521	.664	1.000	.573	.492
KP2.4	.609	.374	.573	1.000	.505
KP2.5	.434	.374	.492	.505	1.000

Inter-Item Covariance Matrix

	KP2.1	KP2.2	KP2.3	KP2.4	KP2.5
KP2.1	.803	.349	.443	.445	.322
KP2.2	.349	.999	.629	.305	.309
KP2.3	.443	.629	.898	.443	.385
KP2.4	.445	.305	.443	.665	.340
KP2.5	.322	.309	.385	.340	.682

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.734	3.413	3.856	.444	1.130	.036	5
Item Variances	.809	.665	.999	.334	1.502	.020	5
Inter-Item Covariances	.397	.305	.629	.324	2.062	.009	5
Inter-Item Correlations	.494	.374	.664	.290	1.774	.010	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.6688	11.984	3.46178	5

LAMPIRAN 29 : RELIABILITAS KUALITAS PELAYANAN (RESPONSIVENESS)**Case Processing Summary**

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.727	.738	3

Inter-Item Correlation Matrix

	KP3.1	KP3.2	KP3.4
KP3.1	1.000	.487	.360
KP3.2	.487	1.000	.607
KP3.4	.360	.607	1.000

Inter-Item Covariance Matrix

	KP3.1	KP3.2	KP3.4
KP3.1	1.230	.484	.425
KP3.2	.484	.803	.578
KP3.4	.425	.578	1.130

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.663	3.550	3.819	.269	1.076	.019	3
Item Variances	1.055	.803	1.230	.427	1.531	.050	3
Inter-Item Covariances	.496	.425	.578	.153	1.361	.005	3
Inter-Item Correlations	.485	.360	.607	.247	1.684	.012	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.9875	6.138	2.47754	3

LAMPIRAN 30 : RELIABILITAS KUALITAS PELAYANAN (ASSURANCE)**Case Processing Summary**

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.829	.831	4

Inter-Item Correlation Matrix

	KP4.1	KP4.2	KP4.3	KP4.4
KP4.1	1.000	.532	.606	.390
KP4.2	.532	1.000	.714	.505
KP4.3	.606	.714	1.000	.564
KP4.4	.390	.505	.564	1.000

Inter-Item Covariance Matrix

	KP4.1	KP4.2	KP4.3	KP4.4
KP4.1	.767	.392	.428	.294
KP4.2	.392	.706	.483	.365
KP4.3	.428	.483	.648	.391
KP4.4	.294	.365	.391	.741

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.894	3.750	4.075	.325	1.087	.020	4
Item Variances	.716	.648	.767	.119	1.183	.003	4
Inter-Item Covariances	.392	.294	.483	.189	1.643	.004	4
Inter-Item Correlations	.552	.390	.714	.324	1.831	.011	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.5750	7.567	2.75076	4

LAMPIRAN 31 : RELIABILITAS KUALITAS PELAYANAN (EMPATHY)**Case Processing Summary**

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.795	4

Inter-Item Correlation Matrix

	KP5.1	KP5.2	KP5.3	KP5.4
KP5.1	1.000	.645	.551	.303
KP5.2	.645	1.000	.644	.418
KP5.3	.551	.644	1.000	.389
KP5.4	.303	.418	.389	1.000

Inter-Item Covariance Matrix

	KP5.1	KP5.2	KP5.3	KP5.4
KP5.1	1.163	.730	.620	.346
KP5.2	.730	1.100	.705	.465
KP5.3	.620	.705	1.089	.431
KP5.4	.346	.465	.431	1.125

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.652	3.419	3.844	.425	1.124	.036	4
Item Variances	1.119	1.089	1.163	.075	1.068	.001	4
Inter-Item Covariances	.549	.346	.730	.384	2.109	.023	4
Inter-Item Correlations	.492	.303	.645	.343	2.132	.019	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.6063	11.070	3.32722	4

LAMPIRAN 32 : RELIABILITAS CITRA MEREK**Case Processing Summary**

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.819	.825	6

Inter-Item Correlation Matrix

	CM1	CM2	CM3	CM4	CM5	CM6
CM1	1.000	.601	.483	.464	.469	.223
CM2	.601	1.000	.564	.459	.280	.310
CM3	.483	.564	1.000	.529	.383	.464
CM4	.464	.459	.529	1.000	.447	.542
CM5	.469	.280	.383	.447	1.000	.371
CM6	.223	.310	.464	.542	.371	1.000

Inter-Item Covariance Matrix

	CM1	CM2	CM3	CM4	CM5	CM6
CM1	1.245	.644	.472	.451	.587	.221
CM2	.644	.923	.474	.385	.301	.265
CM3	.472	.474	.767	.404	.376	.362
CM4	.451	.385	.404	.761	.437	.420
CM5	.587	.301	.376	.437	1.257	.370
CM6	.221	.265	.362	.420	.370	.791

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.716	3.306	4.038	.731	1.221	.075	6
Item Variances	.957	.761	1.257	.496	1.652	.055	6
Inter-Item Covariances	.411	.221	.644	.423	2.914	.012	6
Inter-Item Correlations	.439	.223	.601	.378	2.698	.011	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.2937	18.083	4.25241	6

LAMPIRAN 33 : RELIABILITAS REPURCHASE INTENTION**Case Processing Summary**

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.740	.749	3

Inter-Item Correlation Matrix

	RI1	RI2	RI3
RI1	1.000	.611	.343
RI2	.611	1.000	.542
RI3	.343	.542	1.000

Inter-Item Covariance Matrix

	RI1	RI2	RI3
RI1	.626	.422	.276
RI2	.422	.762	.482
RI3	.276	.482	1.038

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.615	3.263	3.906	.644	1.197	.106	3
Item Variances	.809	.626	1.038	.411	1.656	.044	3
Inter-Item Covariances	.394	.276	.482	.206	1.745	.009	3
Inter-Item Correlations	.499	.343	.611	.268	1.783	.016	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.8438	4.787	2.18786	3

LAMPIRAN 34 : RELIABILITAS KEPUASAN PELANGGAN**Case Processing Summary**

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.873	.873	3

Inter-Item Correlation Matrix

	KPL1	KPL2	KPL3
KPL1	1.000	.702	.709
KPL2	.702	1.000	.676
KPL3	.709	.676	1.000

Inter-Item Covariance Matrix

	KPL1	KPL2	KPL3
KPL1	.689	.479	.493
KPL2	.479	.676	.466
KPL3	.493	.466	.702

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.733	3.625	3.906	.281	1.078	.023	3
Item Variances	.689	.676	.702	.026	1.039	.000	3
Inter-Item Covariances	.479	.466	.493	.027	1.059	.000	3
Inter-Item Correlations	.696	.676	.709	.033	1.049	.000	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.2000	4.941	2.22281	3

LAMPIRAN 35 : HASIL UJI ANOVA (ONE WAY) - GENDER

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kualipel1	,006	1	158	,937
Kualipel2	2,467	1	158	,118
Kualipel3	,683	1	158	,410
Kualipel4	1,420	1	158	,235
Kualipel5	,044	1	158	,835
Citramrk	4,715	1	158	,031
Repurinten	,528	1	158	,469
Kpsnplg	,135	1	158	,714

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualipel1	Between Groups	,547	1	,547	,545	,461
	Within Groups	158,453	158	1,003		
	Total	159,000	159			
Kualipel2	Between Groups	1,205	1	1,205	1,207	,274
	Within Groups	157,795	158	,999		
	Total	159,000	159			
Kualipel3	Between Groups	1,051	1	1,051	1,051	,307
	Within Groups	157,949	158	1,000		
	Total	159,000	159			
Kualipel4	Between Groups	,220	1	,220	,219	,641
	Within Groups	158,780	158	1,005		
	Total	159,000	159			
Kualipel5	Between Groups	1,217	1	1,217	1,219	,271
	Within Groups	157,783	158	,999		
	Total	159,000	159			
Citramrk	Between Groups	,017	1	,017	,016	,898
	Within Groups	158,983	158	1,006		
	Total	159,000	159			
Repurinten	Between Groups	,047	1	,047	,047	,829
	Within Groups	158,953	158	1,006		
	Total	159,000	159			
Kpsnplg	Between Groups	,156	1	,156	,155	,694
	Within Groups	158,844	158	1,005		
	Total	159,000	159			

LAMPIRAN 36 : HASIL UJI ANOVA (ONE WAY) - USIA

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kualipel1	,440	2	157	,645
Kualipel2	,021	2	157	,979
Kualipel3	,654	2	157	,521
Kualipel4	,636	2	157	,531
Kualipel5	1,546	2	157	,216
Citramrk	1,129	2	157	,326
Repurinten	,666	2	157	,515
Kpsnplg	2,521	2	157	,084

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualipel1	Between Groups	,134	2	,067	,066	,936
	Within Groups	158,866	157	1,012		
	Total	159,000	159			
Kualipel2	Between Groups	1,342	2	,671	,668	,514
	Within Groups	157,658	157	1,004		
	Total	159,000	159			
Kualipel3	Between Groups	3,054	2	1,527	1,537	,218
	Within Groups	155,946	157	,993		
	Total	159,000	159			
Kualipel4	Between Groups	,975	2	,488	,484	,617
	Within Groups	158,025	157	1,007		
	Total	159,000	159			
Kualipel5	Between Groups	1,437	2	,719	,716	,490
	Within Groups	157,563	157	1,004		
	Total	159,000	159			
Citramrk	Between Groups	,043	2	,022	,021	,979
	Within Groups	158,957	157	1,012		
	Total	159,000	159			
Repurinten	Between Groups	,479	2	,239	,237	,789
	Within Groups	158,521	157	1,010		
	Total	159,000	159			
Kpsnplg	Between Groups	,534	2	,267	,265	,768
	Within Groups	158,466	157	1,009		
	Total	159,000	159			

LAMPIRAN 37 : HASIL UJI ANOVA (ONE WAY) – TINGKAT PENDIDIKAN

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kualipel1	,204	2	157	,816
Kualipel2	4,451	2	157	,013
Kualipel3	,410	2	157	,665
Kualipel4	1,387	2	157	,253
Kualipel5	,287	2	157	,751
Citramrk	,113	2	157	,893
Repurinten	1,456	2	157	,236
Kpsnplg	,911	2	157	,404

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualipel1	Between Groups	1,427	2	,714	,711	,493
	Within Groups	157,573	157	1,004		
	Total	159,000	159			
Kualipel2	Between Groups	2,077	2	1,039	1,039	,356
	Within Groups	156,923	157	1,000		
	Total	159,000	159			
Kualipel3	Between Groups	2,748	2	1,374	1,381	,254
	Within Groups	156,252	157	,995		
	Total	159,000	159			
Kualipel4	Between Groups	,310	2	,155	,154	,858
	Within Groups	158,690	157	1,011		
	Total	159,000	159			
Kualipel5	Between Groups	1,342	2	,671	,668	,514
	Within Groups	157,658	157	1,004		
	Total	159,000	159			
Citramrk	Between Groups	,875	2	,437	,434	,649
	Within Groups	158,125	157	1,007		
	Total	159,000	159			
Repurinten	Between Groups	,386	2	,193	,191	,826
	Within Groups	158,614	157	1,010		
	Total	159,000	159			
Kpsnplg	Between Groups	2,149	2	1,075	1,076	,344
	Within Groups	156,851	157	,999		
	Total	159,000	159			

**LAMPIRAN 38 : HASIL UJI ANOVA (ONE WAY) –
PEKERJAAN**

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kualipel1	1,488	2	157	,229
Kualipel2	,035	2	157	,965
Kualipel3	,032	2	157	,968
Kualipel4	,446	2	157	,641
Kualipel5	,008	2	157	,992
Citramrk	2,349	2	157	,099
Repurinten	1,485	2	157	,230
Kpsnplg	1,960	2	157	,144

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualipel1	Between Groups	2,954	2	1,477	1,486	,229
	Within Groups	156,046	157	,994		
	Total	159,000	159			
Kualipel2	Between Groups	5,856	2	2,928	3,002	,053
	Within Groups	153,144	157	,975		
	Total	159,000	159			
Kualipel3	Between Groups	2,473	2	1,236	1,240	,292
	Within Groups	156,527	157	,997		
	Total	159,000	159			
Kualipel4	Between Groups	2,886	2	1,443	1,451	,237
	Within Groups	156,114	157	,994		
	Total	159,000	159			
Kualipel5	Between Groups	,574	2	,287	,284	,753
	Within Groups	158,426	157	1,009		
	Total	159,000	159			
Citramrk	Between Groups	2,580	2	1,290	1,295	,277
	Within Groups	156,420	157	,996		
	Total	159,000	159			
Repurinten	Between Groups	1,892	2	,946	,945	,391
	Within Groups	157,108	157	1,001		
	Total	159,000	159			
Kpsnplg	Between Groups	2,504	2	1,252	1,256	,288
	Within Groups	156,496	157	,997		
	Total	159,000	159			

**LAMPIRAN 39 : HASIL UJI ANOVA (ONE WAY) –
PENGELUARAN**

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kualipel1	1,418	5	154	,221
Kualipel2	1,173	5	154	,325
Kualipel3	,645	5	154	,666
Kualipel4	,765	5	154	,576
Kualipel5	,205	5	154	,960
Citramrk	1,961	5	154	,087
Repurinten	1,031	5	154	,402
Kpsnplg	1,817	5	154	,113

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualipel1	Between Groups	9,376	5	1,875	1,930	,092
	Within Groups	149,624	154	,972		
	Total	159,000	159			
Kualipel2	Between Groups	5,329	5	1,066	1,068	,380
	Within Groups	153,671	154	,998		
	Total	159,000	159			
Kualipel3	Between Groups	12,709	5	2,542	2,676	,024
	Within Groups	146,291	154	,950		
	Total	159,000	159			
Kualipel4	Between Groups	2,216	5	,443	,435	,823
	Within Groups	156,784	154	1,018		
	Total	159,000	159			
Kualipel5	Between Groups	3,306	5	,661	,654	,659
	Within Groups	155,694	154	1,011		
	Total	159,000	159			
Citramrk	Between Groups	1,878	5	,376	,368	,870
	Within Groups	157,122	154	1,020		
	Total	159,000	159			
Repurinten	Between Groups	,666	5	,133	,130	,985
	Within Groups	158,334	154	1,028		
	Total	159,000	159			
Kpsnplg	Between Groups	,833	5	,167	,162	,976
	Within Groups	158,167	154	1,027		
	Total	159,000	159			

**LAMPIRAN 40 : HASIL UJI ANOVA (ONE WAY) –
MENGETAHUI STARBUCKS**

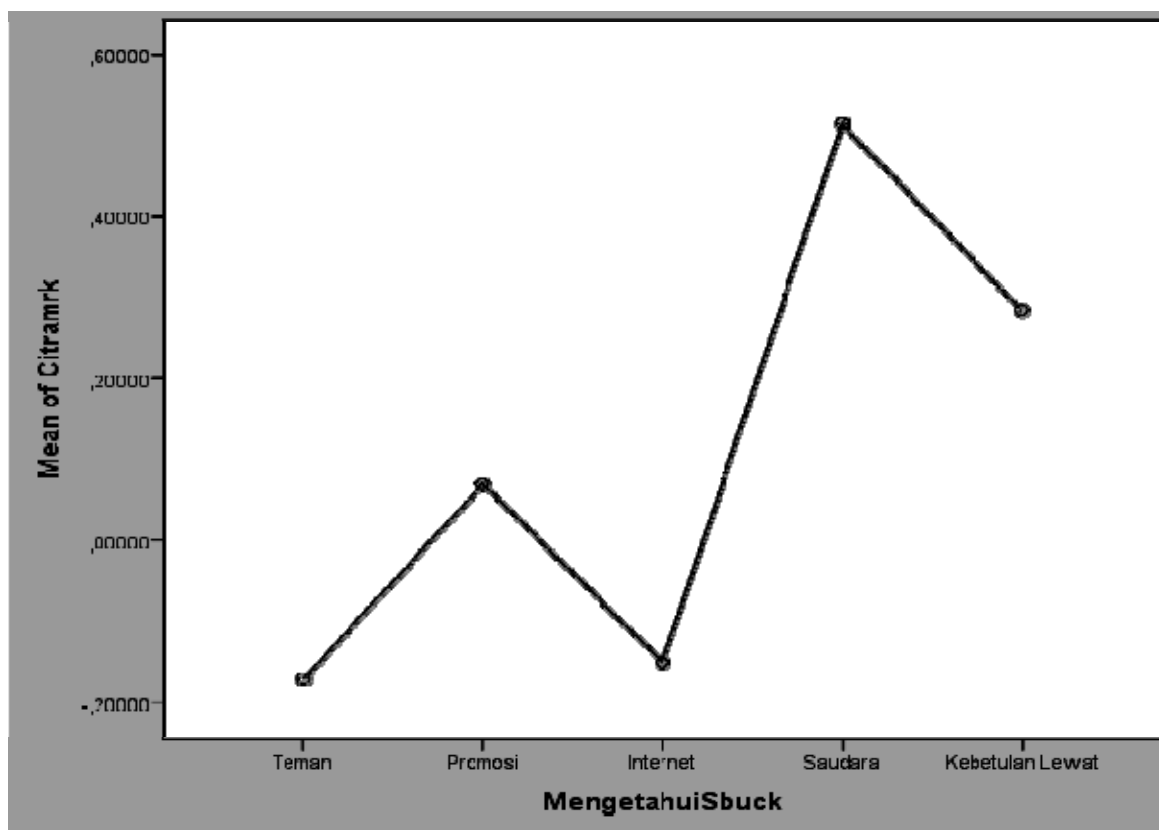
Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kualipel1	,650	4	155	,627
Kualipel2	,226	4	155	,924
Kualipel3	,611	4	155	,655
Kualipel4	,958	4	155	,432
Kualipel5	,762	4	155	,552
Citramrk	,466	4	155	,761
Repurinten	1,325	4	155	,263
Kpsnplg	1,713	4	155	,150

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualipel1	Between Groups	2,851	4	,713	,707	,588
	Within Groups	156,149	155	1,007		
	Total	159,000	159			
Kualipel2	Between Groups	4,292	4	1,073	1,075	,371
	Within Groups	154,708	155	,998		
	Total	159,000	159			
Kualipel3	Between Groups	2,676	4	,669	,663	,618
	Within Groups	156,324	155	1,009		
	Total	159,000	159			
Kualipel4	Between Groups	6,495	4	1,624	1,650	,164
	Within Groups	152,505	155	,984		
	Total	159,000	159			
Kualipel5	Between Groups	4,067	4	1,017	1,017	,400
	Within Groups	154,933	155	1,000		
	Total	159,000	159			
Citramrk	Between Groups	10,291	4	2,573	2,682	,034
	Within Groups	148,709	155	,959		
	Total	159,000	159			
Repurinten	Between Groups	8,245	4	2,061	2,119	,081
	Within Groups	150,755	155	,973		
	Total	159,000	159			
Kpsnplg	Between Groups	3,477	4	,869	,866	,486
	Within Groups	155,523	155	1,003		
	Total	159,000	159			

Gambar 4.8 Means Plot antara Mengetahui Starbucks dan Citra Merek



Sumber: Output SPSS 22.0 Hasil Olahan Peneliti, 2016

LAMPIRAN 41 : HASIL UJI ANOVA (ONE WAY)
- TRANSAKSI

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kualipel1	2,785	2	157	,065
Kualipel2	,538	2	157	,585
Kualipel3	,986	2	157	,375
Kualipel4	,462	2	157	,631
Kualipel5	2,862	2	157	,060
Citramrk	,307	2	157	,736
Repurinten	1,254	2	157	,288
Kpsnplg	,007	2	157	,993

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualipel1	Between Groups	,474	2	,237	,234	,791
	Within Groups	158,526	157	1,010		
	Total	159,000	159			
Kualipel2	Between Groups	,130	2	,065	,064	,938
	Within Groups	158,870	157	1,012		
	Total	159,000	159			
Kualipel3	Between Groups	,594	2	,297	,295	,745
	Within Groups	158,406	157	1,009		
	Total	159,000	159			
Kualipel4	Between Groups	3,206	2	1,603	1,615	,202
	Within Groups	155,794	157	,992		
	Total	159,000	159			
Kualipel5	Between Groups	2,780	2	1,390	1,397	,250
	Within Groups	156,220	157	,995		
	Total	159,000	159			
Citramrk	Between Groups	,335	2	,168	,166	,847
	Within Groups	158,665	157	1,011		
	Total	159,000	159			
Repurinten	Between Groups	1,317	2	,659	,656	,520
	Within Groups	157,683	157	1,004		
	Total	159,000	159			
<u>Kpsnplg</u>	Between Groups	,261	2	,130	,129	,879

Within Groups	158,739	157	1,011		
Total	159,000	159			

LAMPIRAN 42 : OUTPUT UJI SEM LISREL 8.51

L I S R E L 8.51

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\New folder\PITHA.pr2:

Raw Data from file DATARESP.psf

Latent Variables: Kualplyn Citmrk Repinten Kepplgn

Relationships:

!KP1.1 = Kualplyn

KP1.2 = Kualplyn

!KP1.3 = Kualplyn

KP1.4 = Kualplyn

KP2.1 = Kualplyn

KP2.2 = Kualplyn

KP2.3 = Kualplyn

KP2.4 = Kualplyn

KP2.5 = Kualplyn

!KP3.1 = Kualplyn

KP3.2 = Kualplyn

!KP3.4 = Kualplyn

KP4.1 = Kualplyn

KP4.2 = Kualplyn

KP4.3 = Kualplyn

KP4.4 = Kualplyn

!KP5.1 = Kualplyn

!KP5.2 = Kualplyn

!KP5.3 = Kualplyn

!KP5.4 = Kualplyn

CM1 = Citmrk

CM2 = Citmrk

CM3 = Citmrk

CM4 = Citmrk

CM5 = Citmrk

CM6 = Citmrk

RI1 = Repinten

RI2 = Repinten

RI3 = Repinten

KPL1 = Kepplgn

KPL2 = Kepplgn

KPL3 = Kepplgn

Kepplgn = Kualplyn Citmrk

Repinten = Kepplgn Kualplyn Citmrk

set error covariance of KP1.4 and KP1.2 free
 set error covariance of KP2.3 and KP2.2 free
 set error covariance of CM2 and CM1 free
 set error covariance of RI3 and RI2 free
 set error covariance of KP4.3 and KP4.2 free
 set error covariance of KP4.3 and RI2 free
 set error covariance of KP4.3 and KPL3 free
 set error covariance of KPL1 and RI1 free
 set error covariance of CM5 and CM2 free
 set error covariance of CM6 and RI1 free
 set error covariance of CM6 and RI2 free
 set error covariance of KP2.4 and RI3 free

admissibility check off
 path diagram
 end of problem

Sample Size = 160

Covariance Matrix

RI1	RI2	RI3	KPL1	KPL2	KPL3	
-----	-----	-----	-----	-----	-----	
RI1	0.63					
RI2	0.42	0.76				
RI3	0.28	0.48	1.04			
KPL1	0.33	0.39	0.30	0.69		
KPL2	0.33	0.33	0.35	0.48	0.68	
KPL3	0.44	0.43	0.36	0.49	0.47	0.70
KP1.2	0.18	0.21	0.16	0.29	0.27	0.32
KP1.4	0.19	0.21	0.12	0.25	0.19	0.23
KP2.1	0.32	0.34	0.16	0.31	0.30	0.38
KP2.2	0.31	0.28	0.16	0.21	0.19	0.23
KP2.3	0.44	0.35	0.30	0.28	0.27	0.36
KP2.4	0.31	0.37	0.15	0.32	0.23	0.29
KP2.5	0.33	0.27	0.23	0.30	0.23	0.33
KP3.2	0.29	0.28	0.11	0.28	0.17	0.25
KP4.1	0.35	0.31	0.29	0.41	0.34	0.46
KP4.2	0.35	0.37	0.23	0.41	0.32	0.39
KP4.3	0.36	0.26	0.24	0.34	0.35	0.43
KP4.4	0.35	0.36	0.23	0.30	0.27	0.33
CM1	0.32	0.33	0.46	0.46	0.33	0.41
CM2	0.31	0.36	0.43	0.34	0.27	0.36
CM3	0.35	0.29	0.27	0.34	0.24	0.37
CM4	0.38	0.32	0.29	0.38	0.34	0.38
CM5	0.41	0.39	0.41	0.58	0.50	0.55
CM6	0.44	0.40	0.21	0.38	0.35	0.39

Covariance Matrix

KP1.2	KP1.4	KP2.1	KP2.2	KP2.3	KP2.4	
-----	-----	-----	-----	-----	-----	
KP1.2	0.57					
KP1.4	0.31	0.46				
KP2.1	0.31	0.32	0.80			
KP2.2	0.21	0.26	0.35	1.00		
KP2.3	0.20	0.29	0.44	0.63	0.90	
KP2.4	0.23	0.26	0.44	0.30	0.44	0.66

KP2.5	0.20	0.23	0.32	0.31	0.39	0.34
KP3.2	0.14	0.21	0.36	0.29	0.39	0.33
KP4.1	0.20	0.21	0.28	0.39	0.45	0.37
KP4.2	0.30	0.28	0.35	0.25	0.37	0.39
KP4.3	0.23	0.20	0.36	0.26	0.37	0.35
KP4.4	0.28	0.25	0.38	0.33	0.40	0.38
CM1	0.25	0.24	0.18	0.24	0.38	0.25
CM2	0.25	0.28	0.30	0.24	0.32	0.29
CM3	0.30	0.30	0.27	0.24	0.33	0.30
CM4	0.27	0.28	0.38	0.30	0.44	0.36
CM5	0.32	0.25	0.29	0.22	0.47	0.38
CM6	0.20	0.24	0.31	0.29	0.34	0.27

Covariance Matrix

KP2.5	KP3.2	KP4.1	KP4.2	KP4.3	KP4.4	
KP2.5	0.68					
KP3.2	0.29	0.80				
KP4.1	0.32	0.29	0.77			
KP4.2	0.31	0.32	0.39	0.71		
KP4.3	0.38	0.30	0.43	0.48	0.65	
KP4.4	0.35	0.29	0.29	0.36	0.39	0.74
CM1	0.28	0.11	0.37	0.41	0.27	0.26
CM2	0.29	0.16	0.32	0.33	0.27	0.26
CM3	0.26	0.20	0.35	0.39	0.35	0.33
CM4	0.33	0.30	0.34	0.30	0.32	0.34
CM5	0.38	0.23	0.50	0.41	0.40	0.32
CM6	0.31	0.28	0.33	0.37	0.38	0.42

Covariance Matrix

CM1	CM2	CM3	CM4	CM5	CM6	
CM1	1.25					
CM2	0.64	0.92				
CM3	0.47	0.47	0.77			
CM4	0.45	0.38	0.40	0.76		
CM5	0.59	0.30	0.38	0.44	1.26	
CM6	0.22	0.27	0.36	0.42	0.37	0.79

Number of Iterations = 33

LISREL Estimates (Maximum Likelihood)

Measurement Equations

RI1 = 0.66*Repinten, Errorvar.= 0.19 , R² = 0.70
(0.036)
5.29

RI2 = 0.65*Repinten, Errorvar.= 0.36 , R² = 0.54
(0.066) (0.047)
9.79 7.63

RI3 = 0.45*Repinten, Errorvar.= 0.85 , R² = 0.19
(0.083) (0.098)
5.43 8.70

KPL1 = 0.71*Kepplgn, Errorvar.= 0.19 , R² = 0.73
 (0.029)
 6.34

KPL2 = 0.63*Kepplgn, Errorvar.= 0.28 , R² = 0.58
 (0.056) (0.036)
 11.22 7.84

KPL3 = 0.72*Kepplgn, Errorvar.= 0.18 , R² = 0.75
 (0.053) (0.028)
 13.59 6.35

KP1.2 = 0.40*Kualplyn, Errorvar.= 0.41 , R² = 0.28
 (0.058) (0.048)
 6.90 8.62

KP1.4 = 0.42*Kualplyn, Errorvar.= 0.29 , R² = 0.38
 (0.050) (0.034)
 8.37 8.45

KP2.1 = 0.61*Kualplyn, Errorvar.= 0.43 , R² = 0.47
 (0.064) (0.052)
 9.56 8.25

KP2.2 = 0.51*Kualplyn, Errorvar.= 0.73 , R² = 0.26
 (0.077) (0.085)
 6.70 8.63

KP2.3 = 0.68*Kualplyn, Errorvar.= 0.43 , R² = 0.52
 (0.067) (0.053)
 10.24 8.10

KP2.4 = 0.63*Kualplyn, Errorvar.= 0.27 , R² = 0.59
 (0.056) (0.035)
 11.28 7.81

KP2.5 = 0.56*Kualplyn, Errorvar.= 0.37 , R² = 0.45
 (0.059) (0.045)
 9.36 8.29

KP3.2 = 0.50*Kualplyn, Errorvar.= 0.55 , R² = 0.32
 (0.068) (0.064)
 7.46 8.57

KP4.1 = 0.60*Kualplyn, Errorvar.= 0.41 , R² = 0.47
 (0.063) (0.049)
 9.58 8.24

KP4.2 = 0.62*Kualplyn, Errorvar.= 0.32 , R² = 0.54
 (0.059) (0.041)
 10.52 7.96

KP4.3 = 0.60*Kualplyn, Errorvar.= 0.29 , R² = 0.55
 (0.056) (0.035)
 10.69 8.28

KP4.4 = 0.60*Kualplyn, Errorvar.= 0.39 , R² = 0.48
 (0.061) (0.047)

9.71 8.22

CM1 = 0.65*Citmrk, Errorvar.= 0.83 , R² = 0.34
 (0.085) (0.099)
 7.63 8.40

CM2 = 0.58*Citmrk, Errorvar.= 0.60 , R² = 0.36
 (0.073) (0.072)
 7.98 8.30

CM3 = 0.60*Citmrk, Errorvar.= 0.41 , R² = 0.47
 (0.063) (0.051)
 9.45 8.06

CM4 = 0.64*Citmrk, Errorvar.= 0.35 , R² = 0.55
 (0.061) (0.045)
 10.48 7.73

CM5 = 0.76*Citmrk, Errorvar.= 0.68 , R² = 0.46
 (0.082) (0.085)
 9.29 8.02

CM6 = 0.59*Citmrk, Errorvar.= 0.45 , R² = 0.44
 (0.065) (0.055)
 9.04 8.18

Error Covariance for RI3 and RI2 = 0.21
 (0.050)
 4.23

Error Covariance for KPL1 and RI1 = -0.08
 (0.021)
 -3.76

Error Covariance for KP1.4 and KP1.2 = 0.14
 (0.031)
 4.51

Error Covariance for KP2.3 and KP2.2 = 0.28
 (0.054)
 5.18

Error Covariance for KP2.4 and RI3 = -0.12
 (0.038)
 -3.15

Error Covariance for KP4.3 and RI2 = -0.10
 (0.023)
 -4.27

Error Covariance for KP4.3 and KPL3 = 0.077
 (0.020)
 3.91

Error Covariance for KP4.3 and KP4.2 = 0.12
 (0.028)
 4.17

Error Covariance for CM2 and CM1 = 0.29
(0.066)
4.44

Error Covariance for CM5 and CM2 = -0.18
(0.051)
-3.47

Error Covariance for CM6 and RI1 = 0.10
(0.031)
3.32

Error Covariance for CM6 and RI2 = 0.11
(0.032)
3.49

Structural Equations

Repinten = 0.64*Kepplgn + 0.44*Kualplyn - 0.12*Citmrk, Errorvar.= 0.17 , $R^2 = 0.83$
(0.24) (0.19) (0.34) (0.074)
2.72 2.35 -0.35 2.28

Kepplgn = - 0.016*Kualplyn + 0.91*Citmrk, Errorvar.= 0.20 , $R^2 = 0.80$
(0.19) (0.20) (0.061)
-0.084 4.61 3.29

Reduced Form Equations

Repinten = 0.43*Kualplyn + 0.46*Citmrk, Errorvar.= 0.25, $R^2 = 0.75$
(0.18) (0.18)
2.45 2.56

Kepplgn = - 0.016*Kualplyn + 0.91*Citmrk, Errorvar.= 0.20, $R^2 = 0.80$
(0.19) (0.20)
-0.084 4.61

Correlation Matrix of Independent Variables

Kualplyn	Citmrk
-----	-----
Kualplyn	1.00
Citmrk	0.88 1.00
(0.03)	
26.44	

Covariance Matrix of Latent Variables

Repinten	Kepplgn	Kualplyn	Citmrk	
-----	-----	-----	-----	
Repinten	1.00			
Kepplgn	0.88	1.00		
Kualplyn	0.84	0.78	1.00	
Citmrk	0.84	0.89	0.88	1.00

Goodness of Fit Statistics

Degrees of Freedom = 234

Minimum Fit Function Chi-Square = 426.90 (P = 0.00)
 Normal Theory Weighted Least Squares Chi-Square = 397.13 (P = 0.00)
 Estimated Non-centrality Parameter (NCP) = 163.13
 90 Percent Confidence Interval for NCP = (111.97 ; 222.16)

Minimum Fit Function Value = 2.68
 Population Discrepancy Function Value (F0) = 1.03
 90 Percent Confidence Interval for F0 = (0.70 ; 1.40)
 Root Mean Square Error of Approximation (RMSEA) = 0.066
 90 Percent Confidence Interval for RMSEA = (0.055 ; 0.077)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.011

Expected Cross-Validation Index (ECVI) = 3.33
 90 Percent Confidence Interval for ECVI = (3.01 ; 3.70)
 ECVI for Saturated Model = 3.77
 ECVI for Independence Model = 15.98

Chi-Square for Independence Model with 276 Degrees of Freedom = 2492.81

Independence AIC = 2540.81
 Model AIC = 529.13
 Saturated AIC = 600.00
 Independence CAIC = 2638.61
 Model CAIC = 798.09
 Saturated CAIC = 1822.55

Normed Fit Index (NFI) = 0.83
 Non-Normed Fit Index (NNFI) = 0.90
 Parsimony Normed Fit Index (PNFI) = 0.70
 Comparative Fit Index (CFI) = 0.91
 Incremental Fit Index (IFI) = 0.91
 Relative Fit Index (RFI) = 0.80

Critical N (CN) = 107.99

Root Mean Square Residual (RMR) = 0.049
 Standardized RMR = 0.059
 Goodness of Fit Index (GFI) = 0.83
 Adjusted Goodness of Fit Index (AGFI) = 0.78
 Parsimony Goodness of Fit Index (PGFI) = 0.65

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
KP1.2	Citmrk	8.8	0.40
KP4.1	Citmrk	9.6	0.48

Time used: 0.156 Seconds

LEMBAR KUESIONER

Nama :

Usia :

No. HP :

Bagian II : TANGGAPAN RESPONDEN

Petunjuk Pengisian :

Para responden yang saya hormati, mohon memberi jawaban dengan beri tanda silang (X) pada pilihan jawaban yang tersedia dibawah ini sesuai dengan kecenderungan jawaban anda.

Keterangan Pilihan Jawaban

1 : Sangat Tidak Setuju

4 : Setuju

2 : Tidak Setuju

5 : Sangat Setuju

3 : Antara Setuju dan Tidak Setuju

No.	PERNYATAAN	JAWABAN				
		1	2	3	4	5
1.	<i>Starbucks Coffee</i> memiliki mesin penggiling kopi modern.					
2.	Interior dining room <i>Starbucks Coffee</i> menarik.					
3.	Barista <i>Starbucks Coffee</i> berpenampilan rapi.					
4.	Tampilan dining room <i>Starbucks Coffee</i> sesuai dengan standard <i>Coffee Shop</i> .					
5.	Minuman yang disajikan oleh <i>Starbucks Coffee</i> sesuai dengan waktu yang dijanjikan.					
6.	Ketika saya memiliki masalah, <i>Starbucks Coffee</i> memberi solusi yang menentramkan hati.					
7.	<i>Starbucks Coffee</i> dapat diandalkan.					
8.	<i>Starbucks Coffee</i> melayani dengan cepat, sesuai dengan waktu yang dijanjikan.					
9.	<i>Starbucks Coffee</i> memiliki keakuratan pencatatan pesanan pelanggan.					

No.	PERNYATAAN	JAWABAN				
		1	2	3	4	5
10.	<i>Starbucks Coffee</i> tidak memberikan informasi yang jelas kepada pelanggan kapan pesanan akan selesai.					
11.	Saya tidak menerima layanan secara cepat dari pelayan <i>Starbucks Coffee</i> .					
12.	Barista <i>Starbucks Coffee</i> tidak bersedia membantu apabila pelanggan mengalami kebingungan.					
13.	Barista <i>Starbucks Coffee</i> terlalu sibuk untuk menanggapi permintaan pelanggan dengan cepat.					
14.	Saya memberikan kepercayaan kepada barista <i>Starbucks Coffee</i> .					
15.	Saya merasa aman saat melakukan transaksi pembayaran di kasir <i>Starbucks Coffee</i> .					
16.	Barista <i>Starbucks Coffee</i> bersikap sopan.					
17.	Barista mendapat dukungan yang cukup dari <i>Starbucks Coffee</i> untuk melakukan pekerjaannya.					
18.	<i>Starbucks Coffee</i> tidak memberikan perhatian khusus kepada pelanggan.					
19.	Barista <i>Starbucks Coffee</i> tidak memberikan perhatian khusus kepada pelanggan.					
20.	Barista <i>Starbucks Coffee</i> tidak memahami keinginan pelanggan.					
21.	<i>Starbucks Coffee</i> bukan pilihan utama Anda.					
22.	<i>Starbucks Coffee</i> tidak memiliki jam operasional yang nyaman bagi pelanggan.					
23.	Harga yang ditawarkan <i>Starbucks Coffee</i> terjangkau.					
24.	Rasa minuman <i>Starbucks Coffee</i> sebanding dengan harga yang ditawarkan.					
25.	<i>Starbucks Coffee</i> memiliki suasana yang menyenangkan.					
26.	<i>Starbucks Coffee</i> selalu ramai dikunjungi.					
27.	Saya merasa nyaman berkunjung sendirian ke <i>Starbucks Coffee</i> .					

No.	PERNYATAAN	JAWABAN				
		1	2	3	4	5
28.	Saya dapat mengingat dengan cepat logo <i>Starbucks Coffee</i> .					
29.	Tempat duduk <i>Starbucks Coffee</i> seringkali penuh.					
30.	Harga yang ditawarkan <i>Starbucks Coffee</i> masuk akal.					
31.	Saya akan datang kembali ke <i>Starbucks Coffee</i> .					
32.	Apabila diminta untuk memilih, saya akan memilih <i>Starbucks Coffee</i> .					
33.	Saya tidak akan mempertimbangkan <i>Coffee Shop</i> lain.					
34.	Saya senang dengan hasil pekerjaan pelayan <i>Starbucks Coffee</i> .					
35.	Saya puas dengan kinerja barista <i>Starbucks Coffee</i> .					
36.	Saya puas dengan keseluruhan pelayanan yang diberikan <i>Starbucks Coffee</i> .					

Demikian pertanyaan dan pernyataan pada lembar kuesioner ini. Atas waktu dan kesediaannya menjawab kuesioner ini, saya mengucapkan banyak terima kasih.

Jakarta, Januari 2016

Penulis

LEMBAR KUESIONER

Kepada Yth,

Bapak/Ibu Sdr/i

Pelanggan *Starbucks Coffee* Cabang Citra Garden

Jakarta Barat

Saya mohon kesediaan anda untuk menjawab pertanyaan maupun pernyataan pada lembar kuesioner mengenai **“PENGARUH KUALITAS PELAYANAN, CITRA MEREK TERHADAP REPURCHASE INTENTION DENGAN MEDIASI KEPUASAN PELANGGAN (Studi Pada *Starbucks Coffee* Cabang Citra Garden, Jakarta Barat)”**. Atas waktu dan kesediaan anda dalam mengisi kuesioner, saya mengucapkan banyak terima kasih.

Bagian I : IDENTITAS RESPONDEN

Petunjuk Pengisian

Berilah tanda silang (X) pada setiap pilihan jawaban yang tersedia di bawah ini !

1. Jenis kelamin :

- ☐ Laki-laki
- ☐ Perempuan

2. Usia saat ini:

- ☐ 18 – 25 Tahun
- ☐ 26 – 35 Tahun
- ☐ 36 – 45 Tahun
- ☐ > 45 Tahun

3. Pendidikan terakhir:

- ☐ SMA
- ☐ Diploma
- ☐ Sarjana (S1)
- ☐ Master (S2)
- ☐ Doktor (S3)
- ☐ Lainnya.....(sebutkan)

4. Pekerjaan responden :

- ☐ Pelajar / mahasiswa
- ☐ Wiraswasta
- ☐ Pegawai Swasta
- ☐ Guru / Dosen
- ☐ PNS
- ☐ Ibu Rumah Tangga
- ☐ Lainnya.....(sebutkan)

5. Berapa pengeluaran rutin Anda setiap bulannya ?

Pengeluaran rutin termasuk :

- Kebutuhan sehari-hari (makanan, minuman, ongkos transportasi umum atau bensin)
- Tagihan bulanan (listrik, air, tagihan telepon, sewa kontrakan)
- Pendidikan (uang sekolah)
- Servis kendaraan (motor atau mobil)
- Voucher isi ulang

Tidak termasuk :

- Pembelian / cicilan big ticket item (rumah, mobil, arisan), baju.
- Entertainment (nonton bioskop, liburan)
- Biaya tak terduga (berobat ke dokter, kondangan)
 - ☐ Kurang Dari Rp. 700.000
 - ☐ Rp. 700.000 – Rp. 1.000.000
 - ☐ Rp. 1.000.000 – Rp. 1.500.000
 - ☐ Rp. 1.500.000 – Rp. 2.000.000

☐ Rp. 2.000.000 – Rp. 3.000.000

☐ Lebih Dari Rp. 3.000.000

6. Dari mana responden mengetahui keberadaan *Starbucks Coffee*

Cabang Citra Garden:

☐ Teman

☐ Promosi

☐ Internet

☐ Saudara

☐ Kebetulan lewat

☐ Lainnya.....(sebutkan)

7. Berapa kali dalam satu bulan anda bertransaksi di *Starbucks Coffee*

Cabang Citra Garden:

☐ 1 kali

☐ 2 kali

☐ 3 kali

☐ > 3 kali

Bagian II : TANGGAPAN RESPONDEN

Petunjuk Pengisian :

Berilah tanda silang (X) pada pilihan jawaban yang tersedia dibawah ini sesuai dengan kecenderungan jawaban anda.

Keterangan Pilihan Jawaban

- | | |
|-----------------------------------|-------------------|
| 1. Sangat Tidak Setuju | 4 : Setuju |
| 2. Tidak Setuju | 5 : Sangat Setuju |
| 3. Antara Setuju dan Tidak Setuju | |

No.	PERNYATAAN	JAWABAN				
		1	2	3	4	5
1.	<i>Starbucks Coffee</i> memiliki mesin penggiling kopi modern.					
2.	Interior <i>dining room Starbucks Coffee</i> menarik.					
3.	Barista <i>Starbucks Coffee</i> berpenampilan rapi.					
4.	Tampilan <i>dining room Starbucks Coffee</i> sesuai dengan <i>standard coffee shop</i> .					
5.	Minuman yang disajikan oleh <i>Starbucks Coffee</i> sesuai dengan waktu yang dijanjikan.					
6.	Ketika saya memiliki masalah, <i>Starbucks Coffee</i> memberi solusi yang menentramkan hati.					
7.	<i>Starbucks Coffee</i> dapat diandalkan.					
8.	<i>Starbucks Coffee</i> melayani dengan cepat sesuai dengan waktu yang dijanjikan.					
9.	<i>Starbucks Coffee</i> memiliki keakuratan pencatatan pesanan saya.					
10.	<i>Starbucks Coffee</i> tidak memberikan informasi yang jelas kepada saya, kapan pesanan akan selesai.					
11.	Saya tidak menerima layanan secara cepat dari barista <i>Starbucks Coffee</i> .					

No.	PERNYATAAN	JAWABAN				
		1	2	3	4	5
12.	Barista <i>Starbucks Coffee</i> terlalu sibuk untuk menanggapi permintaan saya dengan cepat.					
13.	Saya memberikan kepercayaan kepada barista <i>Starbucks Coffee</i> .					
14.	Saya merasa aman saat melakukan transaksi pembayaran di kasir <i>Starbucks Coffee</i> .					
15.	Barista <i>Starbucks Coffee</i> bersikap sopan.					
16.	Barista mendapat dukungan yang cukup dari <i>Starbucks Coffee</i> untuk melakukan pekerjaannya.					
17.	<i>Starbucks Coffee</i> tidak memberikan perhatian khusus kepada saya.					
18.	Barista <i>Starbucks Coffee</i> tidak memberikan perhatian khusus kepada saya.					
19.	Barista <i>Starbucks Coffee</i> tidak memahami keinginan pelanggan.					
20.	Sebenarnya <i>Starbucks Coffee</i> bukan pilihan utama saya.					
21.	Harga yang ditawarkan <i>Starbucks Coffee</i> terjangkau.					
22.	Rasa minuman <i>Starbucks Coffee</i> sebanding dengan harga yang ditawarkan.					
23.	<i>Starbucks Coffee</i> memiliki suasana yang menyenangkan.					
24.	<i>Starbucks Coffee</i> selalu ramai dikunjungi.					
25.	Saya merasa nyaman berkunjung sendirian ke <i>Starbucks Coffee</i> .					
26.	Saya dapat mengingat dengan cepat logo <i>Starbucks Coffee</i> .					
27.	Saya akan datang kembali ke <i>Starbucks Coffee</i> .					

No.	PERNYATAAN	JAWABAN				
		1	2	3	4	5
28.	Apabila diminta untuk memilih, saya akan memilih <i>Starbucks Coffee</i> .					
29.	Saya tidak akan mempertimbangkan <i>coffee shop</i> lain.					
30.	Saya senang dengan hasil pekerjaan barista <i>Starbucks Coffee</i> .					
31.	Saya puas dengan kinerja barista <i>Starbucks Coffee</i> .					
32.	Saya puas dengan keseluruhan pelayanan yang diberikan <i>Starbucks Coffee</i> .					

Demikian pertanyaan dan pernyataan pada lembar kuesioner ini. Atas waktu dan kesediannya menjawab kuesioner ini, saya mengucapkan banyak terima kasih.

Jakarta, Januari 2016

Penulis