

LAMPIRAN

Lampiran 1

Pra Survei Responden (n=20)

No.	Manfaat Relasional	Nilai Persepsi	Kepuasan	Loyalitas
1	SS	SS	SS	SS
2	RR	RR	RR	TS
3	S	S	S	S
4	S	S	S	S
5	S	S	S	RR
6	RR	RR	RR	RR
7	S	TS	S	RR
8	SS	SS	SS	SS
9	SS	SS	SS	SS
10	TS	S	S	RR
11	TS	TS	TS	TS
12	S	RR	RR	RR
13	S	S	S	S
14	RR	S	S	RR
15	S	RR	S	S
16	S	RR	RR	RR
17	S	RR	RR	RR
18	TS	S	RR	TS
19	RR	TS	TS	TS
20	TS	S	RR	RR

Hasil Tabulasi Pra Survei Responden (n=20)

Pernyataan	Sangat Setuju	Setuju	Ragu-Ragu	Tidak Setuju	Sangat Tidak Setuju
Manfaat Relasional, Ada suatu manfaat yang saya dapatkan ketika datang ke Starbucks Coffee Central Park Mall.	3	9	4	4	0
Nilai Persepsi, Apa yang saya dapatkan dari Starbucks Coffee Central Park Mall sesuai dengan yang saya harapkan.	3	8	6	3	0
Kepuasan, Saya akan membeli kembali produk di Starbucks Coffee Central Park Mall.	3	8	7	2	0
Loyalitas, Ketika berada di Central Park Mall, disaat ingin datang ke gerai kopi, saya hanya akan datang ke gerai Starbucks Coffee.	3	4	9	4	0

Persentase Hasil Pra Survei (n=20)

Hasil	Manfaat Relasional	Nilai Persepsi	Kepuasan	Loyalitas
Sangat Setuju	15.00%	15.00%	15.00%	15.00%
Setuju	45.00%	40.00%	40.00%	20.00%
Ragu-Ragu	20.00%	30.00%	35.00%	45.00%
Tidak Setuju	20.00%	15.00%	10.00%	20.00%
Sangat Tidak Setuju	0.00%	0.00%	0.00%	0.00%

Lampiran 2

KUESIONER Pengaruh Manfaat Relasional Dan Nilai Persepsi Terhadap Kepuasan Serta Dampaknya Pada Loyalitas Pelanggan (Pada Gerai Starbucks Coffee Di Central Park Mall Jakarta Barat).

Identitas Responden:

Jenis Kelamin:

- a. Laki-Laki b. Perempuan

Usia:

- a. 17 – 25 Tahun b. 26 - 35 Tahun c. 36 - 45 Tahun d. > 45 Tahun

Pekerjaan:

- a. Pelajar b. Karyawan c. Lain-lain.

Jumlah kunjungan yang telah dilakukan:

- a. 2-3 kali b. 4-6 kali c. > 6 kali

Petunjuk Umum

- Pilihlah salah satu dari alternatif yang disediakan dengan cara menyilang (X) pada kolom yang tersedia.
- Tersedia empat alternatif jawaban yang dapat saudara/i pilih, yaitu Sangat Setuju (SS), Setuju (S), Ragu-Ragu (RR), Tidak Setuju (TS), Sangat Tidak Setuju (STS).

No.	Pernyataan	Pilihan Jawaban				
		SS	S	RR	TS	STS
1.	Starbucks Coffee merupakan gerai kopi terbaik yang ada di Central Park Mall.					
2.	Saya mengetahui apa yang dapat saya harapkan ketika datang ke Starbucks Coffee Central Park Mall.					
3.	Starbucks Coffee Central Park Mall memberikan layanan yang baik.					
4.	Karyawan Starbucks Coffee Central Park Mall mengenal saya.					
5.	Saya memiliki hubungan pertemanan dengan karyawan Starbucks Coffee Central Park Mall.					

6.	Saya memiliki hubungan yang dekat dengan karyawan Starbucks Coffee Central Park Mall.					
7.	Saya menjadi prioritas utama dalam antrian.					
8.	Saya mendapat potongan harga dibandingkan pelanggan lain.					
9.	Saya mendapat layanan lebih baik dibandingkan pelanggan lain.					
10.	Datang ke gerai Starbucks Coffee Central Park Mall membuat perasaan menjadi senang.					
11.	Gerai Starbucks Coffee Central Park Mall terasa nyaman.					
12.	Ingin selalu mengkonsumsi produk Starbucks Coffee ketika berada di Central Park Mall.					
13.	Mengkonsumsi produk Starbucks Coffee membantu saya untuk diterima di masyarakat.					
14.	Mengkonsumsi produk Starbucks Coffee di Central Park Mall meningkatkan nilai sosial.					
15.	Produk Starbucks Coffee Central Park Mall memiliki kualitas yang konsisten.					
16.	Starbucks Coffee Central Park Mall memiliki kualitas sesuai dengan standart yang telah ditetapkan.					
17.	Harga yang dikeluarkan sesuai dengan kualitas yang didapatkan.					
18.	Harga yang ditawarkan terjangkau.					
19.	Ingin membeli kembali produk Starbucks Coffee Central Park Mall.					
20.	Berbicara hal-hal yang positif tentang produk Starbucks Coffee Central Park Mall kepada orang lain.					
21.	Tidak memperhatikan penawaran dari gerai kopi merek lain.					
22.	Membeli produk lain yang ditawarkan Starbucks Coffee Central Park Mall.					
23.	Ketika ingin datang ke gerai kopi di Central Park Mall, saya hanya akan datang ke Starbucks Coffee.					
24.	Tetap membeli produk Starbucks Coffee tanpa mempedulikan isu negatif yang berkembang.					
25.	Mereferensikan Starbucks Coffee Central Park Mall kepada orang lain.					

Lampiran 3

TABULASI UJI COBA RESPONDEN

No.	Manfaat Relasional (X ₁)									Total	Nilai Persepsi (X ₂)									Total
	1	2	3	4	5	6	7	8	9		10	11	12	13	14	15	16	17	18	
1	5	5	5	5	4	5	5	5	5	44	5	4	4	4	4	4	4	4	4	37
2	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	4	4	4	4	36
3	5	5	5	5	4	5	4	5	4	42	3	4	5	4	4	4	5	4	4	37
4	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	4	4	4	4	36
5	5	4	5	5	4	4	4	4	5	40	4	4	5	4	5	5	5	4	5	41
6	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	4	4	4	4	36
7	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	5	5	5	45
8	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	4	4	4	4	36
9	5	5	4	5	5	5	5	5	5	44	5	5	5	5	4	4	4	4	5	41
10	5	5	5	5	5	4	5	4	5	43	5	5	3	5	5	3	5	5	5	41
11	4	4	4	4	4	4	4	4	4	36	4	5	4	4	5	4	4	4	4	38
12	4	4	4	4	4	4	4	5	4	37	4	4	4	4	4	4	4	4	4	36
13	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	5	5	5	45
14	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	4	4	4	4	36
15	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	4	4	4	4	36
16	5	5	4	4	4	5	5	5	5	42	4	4	5	5	5	5	5	5	5	43
17	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	5	5	5	45
18	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	4	4	4	4	36
19	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	5	5	5	45
20	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	4	4	4	5	37
21	4	4	4	5	4	4	5	4	4	38	4	4	3	4	3	4	4	4	4	34
22	5	5	5	4	5	4	5	4	4	41	5	4	5	4	4	5	4	4	4	39
23	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	4	4	4	4	36
24	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	4	4	4	4	36
25	4	4	4	4	4	4	4	4	5	37	4	4	3	4	4	4	4	4	4	35
26	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	5	5	5	45
27	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	4	4	4	4	36
28	4	4	4	4	5	4	4	4	4	37	4	4	5	4	4	4	4	4	4	37
29	5	4	5	4	5	5	5	5	5	43	4	4	5	5	5	5	5	5	4	42
30	5	5	4	4	4	4	4	5	5	40	5	5	5	4	4	5	4	4	4	40

No.	Kepuasan (Z)				Total	Loyalitas (Y)			Total
	19	20	21	22		23	24	25	
1	4	4	4	4	16	4	4	4	12
2	4	4	4	4	16	4	4	4	12
3	3	4	4	4	15	4	4	4	12
4	4	4	4	4	16	4	4	4	12
5	5	5	5	5	20	5	5	5	15
6	4	4	4	4	16	4	4	4	12
7	5	5	5	4	19	4	4	5	13
8	4	4	4	4	16	4	4	4	12
9	5	5	5	5	20	5	5	5	15
10	4	5	5	5	19	5	4	5	14
11	4	4	4	4	16	4	4	4	12
12	5	5	5	4	19	4	4	4	12
13	5	5	5	5	20	5	5	5	15
14	4	4	4	4	16	4	4	4	12
15	4	4	4	4	16	4	4	4	12
16	5	5	5	5	20	5	5	5	15
17	5	5	5	5	20	5	5	5	15
18	4	4	4	4	16	4	4	4	12
19	5	5	5	5	20	5	5	4	14
20	4	4	4	4	16	4	4	4	12
21	4	4	4	4	16	4	4	4	12
22	5	4	5	5	19	5	5	5	15
23	4	4	4	4	16	4	4	4	12
24	4	4	4	4	16	4	4	4	12
25	4	4	4	4	16	4	4	4	12
26	5	5	4	4	18	4	4	4	12
27	4	4	4	4	16	4	4	4	12
28	4	4	4	4	16	4	4	4	12
29	5	5	4	4	18	5	4	5	14
30	5	4	5	4	18	4	4	4	12

Lampiran 4

UJI VALIDITAS DAN RELIABILITAS Validitas dan Reliabilitas Variabel Manfaat Relasional (X₁)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.836
Bartlett's Test of Sphericity Approx. Chi-Square	230.708
df	36
Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.293	69.926	69.926	6.293	69.926	69.926
2	.763	8.482	78.408			
3	.539	5.988	84.396			
4	.402	4.469	88.865			
5	.348	3.866	92.731			
6	.309	3.434	96.165			
7	.205	2.274	98.439			
8	.090	.997	99.436			
9	.051	.564	100.000			

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	N of Items
.946	9

Validitas dan Reliabilitas Variabel Nilai Persepsi (X₂)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.745
Bartlett's Test of Sphericity Approx. Chi-Square	233.737
df	36
Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.641	62.682	62.682	5.641	62.682	62.682
2	1.190	13.227	75.909	1.190	13.227	75.909
3	.936	10.397	86.306			
4	.360	3.996	90.301			
5	.337	3.740	94.041			
6	.238	2.644	96.685			
7	.157	1.744	98.429			
8	.112	1.248	99.678			
9	.029	.322	100.000			

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	N of Items
.916	9

Validitas dan Reliabilitas Variabel Kepuasan (Z)**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.752
Bartlett's Test of Sphericity	Approx. Chi-Square	76.795
	df	6
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.109	77.734	77.734	3.109	77.734	77.734
2	.480	11.994	89.728			
3	.268	6.695	96.423			
4	.143	3.577	100.000			

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.902	4

Validitas dan Reliabilitas Variabel Loyalitas (Y)**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.656
Bartlett's Test of Sphericity	Approx. Chi-Square
	67.533
	df
	3
	Sig.
	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.572	85.748	85.748	2.572	85.748	85.748
2	.329	10.976	96.724			
3	.098	3.276	100.000			

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.916	3

No.	Manfaat Relasional (X1)									Total (X1)	Nilai Persepsi (X2)									Total (X2)
	1	2	3	4	5	6	7	8	9		10	11	12	13	14	15	16	17	18	
1	5	5	5	5	5	4	4	4	4	41	5	5	4	4	4	4	4	4	4	38
2	5	5	5	5	4	4	4	4	4	39	4	4	4	4	4	4	4	4	4	36
3	5	5	5	5	4	4	3	3	4	38	4	4	4	4	4	4	4	3	3	34
4	5	5	5	4	4	4	3	3	4	37	5	4	5	4	4	4	3	3	2	34
5	5	5	5	5	5	4	4	4	4	41	5	5	5	4	4	4	4	4	4	39
6	5	5	5	5	4	4	4	4	4	40	5	4	4	4	4	4	4	4	4	37
7	5	5	5	5	4	4	3	4	4	39	5	5	4	4	4	4	4	4	4	38
8	5	4	4	4	4	4	3	3	4	35	5	4	4	4	4	4	4	4	4	37
9	4	4	4	4	4	4	3	3	4	34	4	4	4	4	4	4	4	4	4	36
10	5	5	5	5	4	5	4	4	4	41	4	5	4	4	4	4	4	4	4	37
11	5	5	5	5	4	4	4	4	4	40	4	5	5	4	4	4	4	4	4	38
12	5	5	5	4	4	4	4	4	4	39	4	4	4	4	4	4	4	4	4	36
13	5	5	5	5	4	4	3	3	4	38	4	4	4	4	4	4	4	4	4	36
14	5	5	5	4	4	4	3	3	4	37	4	4	4	4	4	4	3	3	3	33
15	5	5	4	5	4	4	3	3	3	36	5	4	4	4	4	4	3	2	3	33
16	4	5	5	4	4	4	3	3	4	36	4	4	4	4	3	3	3	3	2	30
17	5	4	4	4	4	4	3	3	4	35	4	4	4	4	3	3	3	2	2	29
18	5	5	5	5	4	4	3	4	4	39	4	4	4	4	4	4	4	4	4	36
19	5	5	5	5	4	4	4	4	4	40	4	5	5	5	4	4	4	4	4	39
20	5	5	5	5	4	4	4	4	5	41	5	5	4	4	4	4	4	4	4	38
21	5	5	5	4	4	4	4	4	4	39	4	4	4	4	4	4	4	4	4	36
22	5	5	5	5	5	4	4	4	4	41	5	5	5	4	4	4	4	4	4	39
23	5	5	5	4	4	4	3	3	3	36	4	4	4	4	4	4	4	2	2	32
24	5	5	5	5	5	5	3	4	4	41	4	5	5	4	4	4	4	4	4	38
25	5	5	5	5	5	4	3	3	4	39	4	4	4	4	4	4	4	4	4	36
26	5	5	5	5	5	5	3	3	4	40	5	5	5	4	4	4	4	4	4	39
27	5	5	5	5	5	4	4	4	4	41	5	5	4	5	4	4	4	4	4	39
28	5	5	5	5	4	5	4	4	4	41	5	4	4	4	4	4	4	4	4	37
29	5	5	5	5	4	4	3	3	4	38	4	4	4	4	4	4	4	4	3	35
30	5	5	5	5	5	4	4	4	4	41	5	5	4	4	4	4	4	4	4	38
31	5	5	5	5	4	4	4	4	4	40	4	5	5	5	4	4	4	4	4	39
32	5	5	5	5	4	4	3	4	4	39	4	4	4	4	4	4	4	4	4	36
33	5	5	5	5	4	4	3	3	4	38	4	4	4	4	4	4	4	4	3	35
34	5	5	5	5	4	4	3	4	4	39	4	4	4	4	4	4	4	4	4	36
35	5	5	5	5	4	4	3	3	4	38	4	4	4	4	4	4	4	4	3	35
36	4	4	4	4	4	4	2	3	3	32	4	4	4	4	4	4	4	4	2	34

37	5	5	5	5	5	4	4	4	4	41	4	5	4	4	4	4	4	4	37
38	5	5	5	5	4	4	3	3	4	38	4	4	4	4	4	4	4	4	36
39	5	5	5	5	4	4	3	3	4	38	4	4	4	4	4	4	4	3	35
40	5	4	4	4	4	4	3	3	4	35	5	5	4	4	4	4	3	2	35
41	5	5	5	5	5	5	3	3	5	41	5	4	4	4	4	4	4	3	36
42	5	5	4	4	4	4	3	3	3	35	4	5	4	4	4	4	4	2	35
43	5	5	5	5	4	4	3	3	4	38	5	5	5	4	4	4	4	4	39
44	5	5	5	5	4	4	3	3	4	38	5	5	5	5	5	4	4	2	39
45	5	5	4	5	4	4	3	3	4	37	4	5	5	5	4	4	4	4	39
46	5	5	4	4	4	4	3	3	3	35	5	4	4	5	4	4	4	4	38
47	5	4	4	5	4	4	3	3	3	35	5	4	4	4	4	4	4	4	37
48	5	5	5	5	4	3	3	3	4	37	4	4	4	4	4	4	3	3	34
49	5	5	5	5	4	4	3	3	3	37	5	4	4	4	4	4	3	2	34
50	4	4	5	5	4	4	3	4	4	37	4	4	4	4	4	4	4	2	34
51	5	4	5	5	4	4	3	3	4	37	4	4	4	4	4	4	3	2	33
52	5	5	5	5	4	3	3	3	3	36	4	4	4	4	4	4	2	2	32
53	5	5	4	4	4	4	3	3	4	36	4	4	4	4	4	4	2	2	32
54	5	5	4	5	4	4	3	3	4	37	4	4	5	4	4	4	2	2	33
55	5	5	5	4	4	4	3	3	4	37	4	5	4	4	4	3	3	3	33
56	4	5	5	5	4	4	3	3	4	37	5	4	5	4	4	3	3	2	33
57	4	4	4	4	3	3	3	3	3	31	4	4	4	4	4	3	3	2	32
58	5	4	4	3	3	3	3	3	3	31	4	4	4	4	4	4	2	2	32
59	5	4	4	4	4	4	2	2	2	31	4	4	4	4	4	3	3	3	32
60	4	4	4	4	4	4	3	2	2	31	4	4	4	4	4	3	3	2	32
61	4	4	4	4	4	4	2	2	2	30	4	4	4	4	4	3	3	3	32
62	5	4	4	4	4	3	2	2	2	30	5	4	4	4	4	3	3	2	32
63	5	5	5	5	4	4	3	3	3	37	4	4	4	4	4	3	3	2	31
64	5	5	5	5	4	4	3	3	3	37	5	4	4	4	4	3	3	2	31
65	5	5	4	5	5	5	2	3	2	36	4	4	4	4	4	3	2	2	31
66	5	5	4	4	4	4	3	3	4	36	4	4	4	4	4	3	3	2	31
67	5	5	5	4	4	4	3	3	2	35	4	4	4	4	3	3	3	3	31
68	5	5	4	4	4	4	3	3	3	35	4	4	4	3	3	3	3	3	30
69	5	5	5	5	4	3	3	3	2	35	4	4	4	4	4	3	2	2	30
70	5	5	4	4	4	4	3	3	3	35	5	4	4	4	3	3	2	2	30
71	4	4	4	4	4	4	3	3	4	34	4	4	4	4	4	3	2	2	30
72	5	5	5	4	4	4	2	2	3	34	5	5	4	3	3	3	2	2	30
73	5	4	5	4	4	4	3	3	2	34	4	4	4	4	4	3	2	2	30
74	5	5	4	4	4	4	3	3	3	35	4	5	4	4	4	4	4	4	37
75	4	5	4	4	4	4	3	3	3	34	4	4	4	4	3	3	2	2	29
76	4	4	4	4	4	4	3	3	3	33	5	5	5	3	3	2	2	2	29
77	5	5	5	4	4	4	2	2	2	33	4	4	4	4	3	3	2	2	29

119	4	4	4	4	4	4	2	3	4	33	4	4	4	4	4	4	4	4	3	35
120	5	5	5	4	4	4	3	3	3	36	4	4	4	4	4	4	4	2	1	31
121	4	4	4	4	4	4	3	3	4	34	4	4	4	4	4	4	4	4	3	35
122	5	4	4	4	4	4	3	3	4	35	4	4	4	4	4	4	4	3	2	33
123	5	5	5	5	4	4	2	2	3	35	4	4	4	4	4	4	4	3	2	33
124	5	5	5	5	4	4	2	2	3	35	4	4	4	4	4	4	4	4	2	34
125	5	4	4	4	4	4	3	3	4	35	5	5	4	4	4	4	4	3	1	34

No.	Kepuasan (Z)				Total (Z)	Kepuasan (Y)			Total (Y)
	19	20	21	22		23	24	25	
1	5	5	5	5	20	5	5	5	15
2	5	5	4	4	18	5	5	4	14
3	5	4	4	4	17	5	4	4	13
4	5	4	4	4	17	4	4	4	12
5	5	5	5	5	20	5	5	5	15
6	5	5	5	4	19	5	5	4	14
7	5	5	5	5	20	5	5	4	14
8	4	4	3	3	14	2	4	4	10
9	4	4	3	3	14	2	3	5	10
10	5	5	5	5	20	5	5	5	15
11	5	5	5	4	19	5	5	5	15
12	5	5	4	4	18	5	5	4	14
13	5	5	4	4	18	5	4	4	13
14	4	4	4	4	16	4	4	4	12
15	4	4	4	4	16	4	4	4	12
16	4	4	4	3	15	3	4	4	11
17	4	4	4	3	15	3	5	3	11
18	5	5	4	3	17	5	5	4	14
19	4	5	5	5	19	5	5	5	15
20	5	5	5	5	20	5	5	5	15
21	5	5	4	4	18	5	5	4	14
22	5	5	5	4	19	5	5	5	15
23	4	4	4	4	16	3	4	4	11
24	5	5	5	5	20	5	5	5	15
25	5	5	4	4	18	5	5	4	14
26	5	4	4	4	17	5	5	5	15
27	5	5	5	5	20	5	5	5	15
28	5	5	5	5	20	5	5	5	15
29	5	4	4	4	17	5	4	4	13
30	5	5	5	5	20	5	5	5	15

31	5	5	5	4	19	5	5	5	15
32	5	5	4	4	18	5	5	4	14
33	5	4	4	4	17	5	4	4	13
34	5	5	4	4	18	5	5	4	14
35	5	5	5	4	19	5	4	4	13
36	4	4	2	3	13	2	3	4	9
37	5	5	5	5	20	5	5	5	15
38	5	5	4	4	18	5	4	4	13
39	5	5	5	4	19	5	4	4	13
40	4	4	3	4	15	4	4	3	11
41	4	4	3	3	14	4	4	3	11
42	5	4	2	4	15	3	4	4	11
43	5	4	2	3	14	4	4	3	11
44	5	5	2	2	14	4	4	2	10
45	4	4	2	4	14	2	4	4	10
46	5	4	1	4	14	1	4	5	10
47	5	5	2	2	14	3	4	3	10
48	5	4	4	4	17	4	4	4	12
49	4	4	4	4	16	4	4	4	12
50	5	5	4	3	17	4	4	4	12
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56	5	5	2	5	17	3	5	4	12
57	4	4	2	2	12	3	3	3	9
58	4	4	1	3	12	2	3	3	8
59	4	4	2	2	12	3	3	2	8
60	4	4	2	2	12	2	2	4	8
61	4	4	1	2	11	2	2	4	8
62	5	4	1	1	11	2	3	3	8
63	4	4	1	2	11	2	3	3	8
64	4	4	2	1	11	2	2	4	8
65	5	4	1	1	11	2	2	4	8
66	4	3	2	2	11	2	3	3	8
67	3	3	2	2	10	2	3	3	8
68	3	3	3	2	11	3	2	2	7
69	4	3	3	1	11	3	2	2	7
70	3	4	2	2	11	1	3	3	7
71	3	4	1	2	10	3	2	2	7

72	3	4	2	1	10	1	3	3	7
73	3	4	2	2	11	1	3	3	7
74	4	4	3	3	14	2	4	4	10
75	4	4	1	1	10	1	2	4	7
76	3	3	1	2	9	2	2	3	7
77	3	3	2	2	10	1	3	3	7
78	3	3	2	2	10	1	2	3	6
79	3	3	1	3	10	1	2	3	6
80	3	3	1	2	9	1	2	3	6
81	3	3	2	2	10	1	2	3	6
82	4	4	1	1	10	1	2	4	7
83	3	4	2	1	10	2	3	2	7
84	4	4	4	4	16	2	5	5	12
85	4	5	3	4	16	2	4	5	11
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94	4	4	1	3	12	3	3	3	9
95	4	4	3	4	15	3	4	4	11
96	4	4	3	4	15	3	4	4	11
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98	4	4	2	3	13	1	4	4	9
99	4	4	1	3	12	2	3	4	9
100	5	4	4	4	17	5	4	4	13
101	3	3	3	3	12	3	3	3	9
102	4	4	3	4	15	4	4	3	11
103	4	5	4	4	17	4	5	4	13
104	4	4	3	3	14	4	4	3	11
105	4	5	4	4	17	4	5	4	13
106	4	4	2	3	13	4	4	2	10
107	5	4	1	3	13	2	4	4	10
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109	4	4	1	4	13	3	3	3	9
110	4	5	3	4	16	4	5	3	12
111	4	5	4	4	17	4	5	4	13
112	4	4	2	4	14	3	3	4	10

113	4	4	3	3	14	3	4	3	10
114	4	4	3	4	15	4	4	3	11
115	4	5	1	4	14	3	3	4	10
116	4	4	3	4	15	4	4	3	11
117	4	5	4	4	17	4	5	4	13
118	4	4	4	4	16	4	4	4	12
119	4	4	2	3	13	4	4	2	10
120	4	4	3	4	15	4	4	3	11
121	4	4	3	3	14	3	4	3	10
122	4	4	3	4	15	2	4	5	11
123	4	4	3	4	15	3	4	4	11
124	5	5	1	4	15	2	5	4	11
125	5	5	2	3	15	3	4	4	11

Lampiran 6

DATA RESPONDEN

Karakteristik Responden	Keterangan	Jumlah	Persentase (%)
Jenis Kelamin	Laki-laki	58	46%
	Perempuan	67	54%
Jumlah		125	100%
Usia	17 – 25	45	36%
	26 – 35	51	41%
	36 – 45	23	18%
	> 45	6	5%
Jumlah		125	100%
Pekerjaan	Pelajar	43	34%
	Karyawan	70	56%
	Lain – Lain	12	10%
Jumlah		125	100%
Jumlah kunjungan yang telah dilakukan	2 – 3	51	41%
	4 – 6	61	49%
	> 6	13	10%
Jumlah		125	100%

Lampiran 7

UJI ASUMSI KLASIK

Normalitas

One-Sample Kolmogorov-Smirnov Test

		Manfaat_Relasional	Nilai_Persepsi	Kepuasan	Loyalitas
N		125	125	125	125
Normal Parameters ^{a,b}	Mean	35.8560	33.8880	14.8320	10.8880
	Std.	2.99651	2.88549	2.99929	2.54386
	Deviation				
Most Extreme	Absolute	.076	.077	.077	.078
Differences	Positive	.076	.077	.075	.076
	Negative	-.075	-.074	-.077	-.078
Test Statistic		.076	.077	.077	.078
Asymp. Sig. (2-tailed)		.070 ^c	.067 ^c	.065 ^c	.062 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

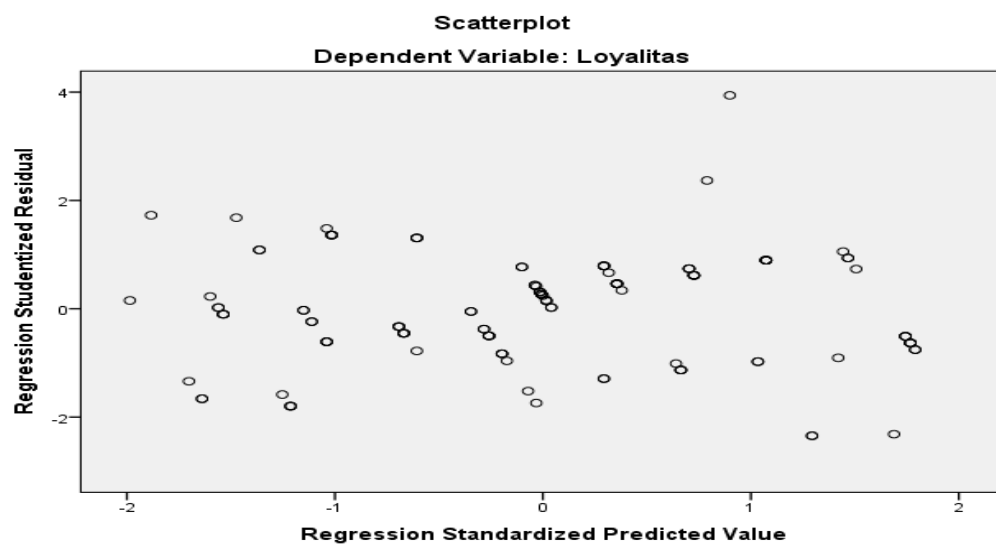
Multikolinieritas

Coefficients^a

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-5.146	.790		-6.510	.000		
Manfaat_Relasional	.098	.026	.116	3.831	.000	.324	3.089
Nilai_Persepsi	.059	.021	.067	2.753	.007	.502	1.992
Kepuasan	.710	.028	.837	24.909	.000	.261	3.831

a. Dependent Variable: Loyalitas

Heterokedastisitas



Lampiran 8

UJI REGRESI MODEL 1

Descriptive Statistics

	Mean	Std. Deviation	N
Kepuasan	14.8320	2.99929	125
Manfaat_Relasional	35.8560	2.99651	125
Nilai_Persepsi	33.8880	2.88549	125

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Nilai_Persepsi, Manfaat_Relasi onal ^b		Enter

a. Dependent Variable: Kepuasan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.739	.735	1.54496

a. Predictors: (Constant), Nilai_Persepsi, Manfaat_Relasional

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	824.270	2	412.135	172.665	.000 ^b
	Residual	291.202	122	2.387		
	Total	1115.472	124			

a. Dependent Variable: Kepuasan

b. Predictors: (Constant), Nilai_Persepsi, Manfaat_Relasional

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-18.912	1.838		-10.288	.000
Manfaat_Relasional	.625	.058	.624	10.688	.000
Nilai Persepsi	.334	.061	.322	5.506	.000

a. Dependent Variable: Kepuasan

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.8278	19.7568	14.8320	2.57824	125
Std. Predicted Value	-1.941	1.910	.000	1.000	125
Standard Error of Predicted Value	.146	.322	.234	.050	125
Adjusted Predicted Value	9.8200	19.7871	14.8374	2.58152	125
Residual	-4.75358	2.45601	.00000	1.53245	125
Std. Residual	-3.077	1.590	.000	.992	125
Stud. Residual	-3.129	1.599	-.002	1.005	125
Deleted Residual	-4.91609	2.48625	-.00541	1.57387	125
Stud. Deleted Residual	-3.249	1.610	-.007	1.018	125
Mahal. Distance	.110	4.387	1.984	1.205	125
Cook's Distance	.000	.112	.009	.018	125
Centered Leverage Value	.001	.035	.016	.010	125

a. Dependent Variable: Kepuasan

Lampiran 9

UJI REGRESI MODEL 2

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalitas	10.8880	2.54386	125
Manfaat_Relasional	35.8560	2.99651	125
Nilai_Persepsi	33.8880	2.88549	125
Kepuasan	14.8320	2.99929	125

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan, Nilai_Persepsi, Manfaat_Relasi onal ^b		Enter

a. Dependent Variable: Loyalitas

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.982 ^a	.964	.963	.48613

a. Predictors: (Constant), Kepuasan, Nilai_Persepsi,
Manfaat_Relasional

b. Dependent Variable: Loyalitas

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	773.837	3	257.946	1091.502	.000 ^b
	Residual	28.595	121	.236		
	Total	802.432	124			

a. Dependent Variable: Loyalitas

b. Predictors: (Constant), Kepuasan, Nilai_Persepsi, Manfaat_Relasional

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-5.146	.790		-6.510	.000
Manfaat_Relasional	.098	.026	.116	3.831	.000
Nilai_Persepsi	.059	.021	.067	2.753	.007
Kepuasan	.710	.028	.837	24.909	.000

a. Dependent Variable: Loyalitas

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5.9272	15.3603	10.8880	2.49812	125
Std. Predicted Value	-1.986	1.790	.000	1.000	125
Standard Error of Predicted Value	.049	.162	.084	.022	125
Adjusted Predicted Value	5.9237	15.3748	10.8888	2.49890	125
Residual	-1.12128	1.86661	.00000	.48021	125
Std. Residual	-2.307	3.840	.000	.988	125
Stud. Residual	-2.345	3.940	-.001	1.006	125
Deleted Residual	-1.15940	1.96501	-.00084	.49834	125
Stud. Deleted Residual	-2.391	4.202	.000	1.020	125
Mahal. Distance	.280	12.729	2.976	2.188	125
Cook's Distance	.000	.205	.010	.022	125
Centered Leverage Value	.002	.103	.024	.018	125

a. Dependent Variable: Loyalitas

Lampiran 10

ANALISIS JALUR

