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DAFTAR PERTANYAAN KUESIONER**PENGARUH KUALITAS PRODUK, CITRA MEREK, DAN SUASANA CAFE TERHADAP LOYALITAS PELANGGAN STARBUCKS COFFEE MAKASSAR**

Kepada Yth:

Bapak/Ibu/Saudara/Saudari responden,

Di Tempat,

Dengan hormat,

Sehubung dengan penyusunan skripsi pada Departemen Manajemen Fakultas Ekonomi dan Bisnis Universitas Hasanuddin yang berjudul "**PENGARUH KUALITAS PRODUK, CITRA MEREK, DAN SUASANA CAFE TERHADAP LOYALITAS PELANGGAN STARBUCKS COFFEE MAKASSAR**", saya:

Nama : Khairil Amri Syamsuddin

Nim : A021181351

Memohon kesediaan Bapak/Ibu/Saudara/Saudari untuk mengisi kuesioner yang saya ajukan sesuai dengan dengan pengalaman Anda dalam melakukan pembelian di Starbucks Coffee Makassar. Dengan penelitian ini diharapkan menjadi referensi untuk mempelajari permasalahan yang berhubungan dengan pembelian ulang. Informasi yang anda berikan dijamin rahasia dan hanya kepentingan akademis. Atas kesediaannya saya ucapkan terima kasih.

Peneliti

Khairil Amri Syamsuddin

Kualitas Produk (X1)

No	Pertanyaan	SS	S	KS	TS	STS
	Bentuk Produk					
1	Makanan dan minuman yang ditawarkan oleh Starbucks berbeda dari yang lainnya					
2	Makanan dan minuman yang ditawarkan oleh Starbucks dapat disesuaikan dengan keinginan konsumen.					
	Ciri-ciri Produk					
3	makanan dan minuman yang ditawarkan oleh Starbucks unik					
4	Makanan dan minuman yang disajikan Starbucks sesuai (Identik) dengan gambar di buku menu.					
	Kinerja					
5	Starbucks tetap stabil mempertahankan rasa makanan dan minuman.					
6	Karyawan Starbucks tepat waktu dalam memenuhi pesanan meskipun sedang ramai pengunjung.					
7	Minuman dan makanan terjamin kebersihannya					
	Ketetapan dan kesesuaian					
8	Kualitas & rasa standar di cabang mana pun.					
9	Starbucks Bersedia Mengganti Pesanan makanan dan minuman yang tidak sesuai					
	Keandalan					

10	Makanan Dan Minuman Yang Disajikan oleh Starbucks Memiliki Cita Rasa Yang Khas					
11	Pelayanan karyawan Starbucks Coffe yang saya rasakan selalu meningkat.					
12	Karyawan Starbucks responsif dan informatif.					

Citra Merek (X2)

No	Pertanyaan	SS	S	KS	TS	STS
	Recognition (pengakuan)					
1	Starbucks memiliki popularitas yang baik sebagai salah satu perusahaan di bidang kedai kopi.					
2	Image yang dibuat gerai kopi Starbucks dapat meningkatkan status social konsumen					
	Reputation (reputasi)					
3	Starbucks dikenal dengan dengan rasa kopi/ minumannya yang enak.					
4	Starbucks perusahaan yang mampu bersaing dengan perusahaan coffee shop lain yang tersebar di Makassar					
5	Starbucks merupakan kedai kopi yang sudah dipercaya banyak orang karena selain rasa kopinya yang enak, pelayanan yang diberikan juga sangat baik					
	Loyalty (kesetiaan)					
6	Starbucks Coffee tidak pernah mengecewakan Konsumen					

7	Ada kepuasan tersendiri saat mengkonsumsi produk Starbucks Coffee					
8	Saya merasa nyaman ketika nongkrong di Starbucks Coffe					
9	Dengan produk yang berkualitas membuat saya kembali membeli produk Starbucks Coffe					

Suasana Cafe (X3)

No	Pertanyaan	SS	S	KS	TS	STS
	Bangunan luar cafe					
1	Tampak depan gerai/desain bangunan Starbucks menarik sehingga saya tertarik untuk masuk ke Starbucks.					
	Logo/symbol					
2	Papan nama Starbucks memiliki desain yang menarik					
	Fasilitas parkir					
3	Tempat parkir yang memadai.					
	Pencahayaan					
4	pencahayaan ruangan Starbucks membangun suasana nyaman.					
	Warna					
5	Warna cat dinding di dalam cafe terkesan teduh.					
	Musik					

6	Music latar di starbucks membangun suasana nyaman.					
	Suhu					
7	Suhu ruangan Starbucks coffee nyaman.					
	Lokasi ruangan					
8	Ruangan di dalam Starbucks terasa luas.					
	Penataan produk					
9	Tata letak produk menarik.					
	Fasilitas cafe					
10	Penataan kursi dan jarak antara meja di starbucks memudahkan saya untuk berlalu lalang					
11	Tersedia area memesan & pengambilan pesanan.					
12	Tersedia area produk-produk pelengkap.					
	Poster					
13	Alat promosi yang ada sudah cukup memberikan informasi.					
	Interior					
14	Dekorasi interior Starbucks yang menarik.					

Loyalitas Pelanggan (Y)

No	Pertanyaan	SS	S	KS	TS	STS
	Melakukan pembelian ulang secara berskala					

1	Saya tetap melakukan pembelian ulang terhadap produk Starbucks.					
2	Saya akan tetap memilih Starbucks Coffee walaupun ada kedai kopi lain dengan harga yang lebih murah.					
	Membeli produk lain yang ditawarkan					
3	Selain transaksi membeli minuman di Starbucks, saya juga membeli produk starbucks yang lain.					
4	Saya melakukan pembelian selain produk yang dipromosikan oleh Starbucks Coffee					
	Merekomendasikan produk dan jasa kepada orang lain					
5	Saya sering menceritakan kualitas dan kenyamanan dari layanan Starbucks kepada orang lain.					
6	Saya mengatakan hal-hal positif kepada orang lain tentang Starbucks.					

Lampiran 3 Data Penelitian

No	Kualtas Produk												Total
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	
1	3	4	4	4	3	3	3	3	3	3	4	3	40
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4	5	5	4	4	4	5	4	4	4	4	4	4	4	59
4	5	5	5	4	4	4	4	4	4	5	5	5	4	62

4	5	5	5	5	5	5	4	5	5	4	5	5	4	66
5	4	4	4	4	4	5	5	5	4	4	4	4	4	60
5	4	4	4	4	5	5	5	4	5	4	5	4	4	62
4	4	4	5	5	5	5	5	5	5	5	5	4	5	66
4	4	4	4	4	4	4	4	4	4	5	5	5	4	59
4	4	4	4	5	5	5	4	4	4	4	4	4	4	59
5	5	4	4	4	4	4	5	5	5	5	4	4	4	62
4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
4	5	5	4	4	4	4	4	4	4	4	4	4	4	58

Loyalitas Pelanggan						Total
Y1	Y2	Y3	Y4	Y5	Y6	
3	4	3	3	3	4	20
4	4	4	4	4	4	24
3	4	4	4	4	4	23
4	4	4	4	3	4	23
4	4	4	4	4	4	24
5	4	5	4	4	4	26
4	5	4	4	4	5	26
5	5	5	5	5	5	30
4	5	5	5	5	4	28
4	5	5	4	5	4	27
5	5	4	4	5	4	27
4	5	5	5	4	5	28
5	5	5	5	5	4	29
4	5	5	5	5	4	28
4	5	5	5	5	4	28
4	5	5	5	5	5	29
4	5	5	4	5	4	27
5	5	5	5	4	5	29
5	4	5	5	5	4	28
5	5	5	5	5	5	30
5	4	4	4	4	4	25
4	4	5	5	4	4	26
5	5	5	5	5	5	30
4	4	5	5	5	5	28
5	5	5	5	5	5	30
5	5	5	5	5	5	30
4	5	5	5	5	5	29
5	5	5	5	5	5	30
5	4	5	5	5	4	28
5	5	5	5	5	4	29
5	4	5	5	5	4	28

5	5	5	5	5	5	30
5	4	5	5	4	5	28
5	5	5	4	4	4	27
5	5	4	5	5	5	29
4	5	5	5	5	4	28
4	5	5	5	5	4	28
4	5	5	5	4	4	27
4	4	4	4	4	4	24
4	4	4	4	4	4	24
4	4	3	4	3	4	22
4	3	3	4	3	3	20
4	4	3	4	4	4	23
3	4	4	4	4	3	22
3	3	3	3	3	3	18
3	4	4	4	3	4	22
3	4	3	3	3	3	19
3	3	3	4	4	4	21
4	4	3	3	3	3	20
3	3	3	4	4	4	21
3	4	3	4	4	3	21
3	4	4	4	4	3	22
3	4	3	3	3	3	19
3	4	4	4	4	4	23
4	4	4	3	3	3	21
4	4	4	3	4	4	23
4	4	5	4	4	4	25
4	4	4	4	4	4	24
4	5	4	4	4	5	26
4	4	5	5	4	4	26
5	4	5	5	5	4	28
4	4	4	5	5	5	27
5	4	5	5	4	4	27
5	5	4	5	5	5	29
5	5	4	4	4	4	26
4	4	5	5	4	5	27
4	4	4	4	4	4	24
4	3	4	4	3	4	22
3	3	3	4	4	4	21
4	4	4	4	4	3	23
3	4	4	4	4	3	22
4	4	4	4	4	4	24
4	3	4	4	4	4	23
4	4	4	4	4	4	24
4	3	4	4	4	4	23

3	3	3	3	3	3	18
4	4	3	4	4	4	23
3	4	4	4	4	4	23
4	4	4	4	4	4	24
4	3	4	3	3	3	20
3	4	4	4	3	4	22
3	3	3	4	4	4	21
4	3	3	3	3	3	19
4	3	3	3	4	4	21
4	3	3	3	3	3	19
3	4	4	4	3	4	22
3	4	4	4	3	4	22
3	4	4	4	3	3	21
4	4	4	4	4	4	24
3	4	4	3	4	4	22
4	5	5	4	5	5	28
5	4	5	4	5	4	27
5	4	5	5	5	5	29
4	4	4	4	4	4	24
5	4	5	4	4	5	27
5	5	5	5	5	5	30
4	5	5	5	4	5	28
5	5	5	5	5	4	29
4	5	5	5	5	4	28
4	5	5	4	4	4	26

Correlations

Validitas X2

		Correlations									
		2.1	2.2	2.3	2.4	2.5	2.6	2.7	2.8	2.9	CitraMerek
X2.1	Pearson										,775**
	Correlation		534**	472**	477**	562**	474**	559**	519**	622**	
	Sig.(2-tailed)		000	000	000	000	000	000	000	000	,000
	N		00	00	00	00	00	00	00	00	100
X2.2.	Pearson										,745**
	Correlation	534**		636**	532**	441**	362**	431**	489**	610**	
	Sig.(2-tailed)	000		000	000	000	000	000	000	000	,000
	N	00	00	00	00	00	00	00	00	00	100
X2.3	Pearson										,736**
	Correlation	472**	636**		640**	467**	384**	406**	426**	545**	
	Sig.(2-tailed)	000	000		000	000	000	000	000	000	,000
	N	00	00	00	00	00	00	00	00	00	100
X2.4	Pearson										,709**
	Correlation	477**	532**	640**		409**	377**	426**	443**	503**	
	Sig.(2-tailed)	000	000	000		000	000	000	000	000	,000
	N	00	00	00	00	00	00	00	00	00	100
X2.5	Pearson										,744**
	Correlation	562**	441**	467**	409**		525**	593**	466**	594**	
	Sig.(2-tailed)	000	000	000	000		000	000	000	000	,000
	N	00	00	00	00	00	00	00	00	00	100
X2.6	Pearson										,704**
	Correlation	474**	362**	384**	377**	525**		602**	554**	502**	

	Sig(2-tailed)	000	000	000	000	000	000	000	000	000	,000
	N	00	00	00	00	00	00	00	00	00	100
X2.7	Pearson										,776**
	Correlation	559**	431**	406**	426**	593**	602**		589**	638**	
	Sig.(2-tailed)	000	000	000	000	000	000		000	000	,000
	N	00	00	00	00	00	00	00	00	00	100
X2.8	Pearson										,749**
	Correlation	519**	489**	426**	443**	466**	554**	589**		571**	
	Sig.(2-tailed)	000	000	000	000	000	000	000		000	,000
	N	00	00	00	00	00	00	00	00	00	100
X2.9	Pearson										,826**
	Correlation	622**	610**	545**	503**	594**	502**	638**	571**		
	Sig.(2-tailed)	000	000	000	000	000	000	000	000		,000
	N	00	00	00	00	00	00	00	00	00	100
Citra Merek	Pearson										1
	Correlation	775**	745**	736**	709**	744**	704**	776**	749**	826**	
	Sig. (2-tailed)	000	000	000	000	000	000	000	000	000	
	N	00	00	00	00	00	00	00	00	00	100

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

CORRELATIONS

/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5 X3.6 X3.7 X3.8 X3.9 X3.10

X3.11 X3.12 X3.13 X3.14 SuasanaCafe

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

X3.11	Pearson															
	Correlation	352*	436*	498*	492*	448*	401*	323*	399*	573*	610**		517**	504**	570**	728**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000		.000	.000	.000	.000
	N	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00
X3.12	Pearson															
	Correlation	379*	436*	474*	565*	501*	322*	268*	324*	421*	515**	517**		639**	521**	702**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.007	.001	.000	.000	.000		.000	.000	.000
	N	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00
X3.13	Pearson															
	Correlation	315*	365*	470*	462*	458*	350*	239*	381*	412*	416**	504**	639**		391**	649**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000	.017	.000	.000	.000	.000	.000		.000	.000
	N	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00
X3.14	Pearson															
	Correlation	443*	401*	491*	517*	490*	509*	409*	465*	467*	533**	570**	521**	391**		736**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00
Suas an Cafe	Pearson															
	Correlation	585*	672*	696*	764*	701*	707*	656*	686*	746*	783**	728**	702**	649**	736**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00

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

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

CORRELATIONS

```

/VARIABLES=Y1 Y2 Y3 Y4 Y5 Y6 LoyalitasPelanggan
/PRINT=TWOTAIL NOSIG

```

/MISSING=PAIRWISE.

Correlations VALIDITAS Y

		Correlations						Loyalit asPelanggan
		1	2	3	4	5	6	
Y 1	Pearson							,758**
	Correlation		466**	604**	545**	585**	509**	
	Sig. (2-tailed)		000	000	000	000	000	,000
N								100
		00	00	00	00	00	00	
Y 2	Pearson							,790**
	Correlation	466**		672**	594**	622**	538**	
	Sig. (2-tailed)	000		000	000	000	000	,000
N								100
		00	00	00	00	00	00	
Y3	Pearson							,873**
	Correlation	604**	672**		752**	678**	560**	
	Sig.(2-tailed)	000	000		000	000	000	,000
N								100
		0	00	00	00	00	00	
Y4	Pearson							,868**
	Correlation	545**	594**	752**		736**	649**	
	Sig. (2-tailed)	000	000	000		000	000	,000
N								100
		00	00	00	00	00	00	
Y5	Pearson							,857**
	Correlation	585**	622**	678**	736**		583**	
	Sig. (2-tailed)	000	000	000	000		000	,000
N								100
		00	00	00	00	00	00	

Y6	Pearson							
	Correlation	509**	538**	560**	649**	583**		,772**
	Sig. (2-tailed)	000	000	000	000	000		,000
N								100
		00	00	00	00	00	00	
Loyalitas	Pearson							1
	Correlation	758**	790**	873**	868**	857**	772**	
	Sig. (2-tailed)	000	000	000	000	000	000	
Pelanggan	N							100
		00	00	00	00	00	00	

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

```

RELIABILITY
/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8
X1.9 X1.10 X1.11 X1.12 KualitasProduk
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Correlations VALIDITAS Y

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Loyalitas Pelanggan
Y1	Pearson	1	,466*	,604*	,545*	,585*	,509*	,758*
	Correlation		*	*	*	*	*	*
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
N		100	100	100	100	100	100	100
Y2	Pearson	,466*	1	,672*	,594*	,622*	,538*	,790*
	Correlation	*		*	*	*	*	*

	Sig.(2-tailed)	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
Y3	Pearson Correlation	,604*	,672*	1	,752*	,678*	,560*	,873*
	Sig.(2-tailed)	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100
Y4	Pearson Correlation	,545*	,594*	,752*	1	,736*	,649*	,868*
	Sig.(2-tailed)	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100
Y5	Pearson Correlation	,585*	,622*	,678*	,736*	1	,583*	,857*
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100
Y6	Pearson Correlation	,509*	,538*	,560*	,649*	,583*	1	,772*
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100
LoyalitasP elang-gan	Pearson Correlation	,758*	,790*	,873*	,868*	,857*	,772*	1
	Sig.(2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

```
RELIABILITY
/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8 X1.9 X1.10 X1.11
X1.12 KualitasProduk
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

- **Lampiran 5**
- **Uji Reabilitas**
- **Variabel X1 Kualitas Produk**

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,777	13

```
RELIABILITY
/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8 X1.9 X1.10
X1.11 X1.12 KualitasProduk
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

- **Variabel X2 Citra Merek**

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,779	10

```
RELIABILITY
/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2.6 X2.7 X2.8 X2.9
CitraMerek
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

- **Variabel X3 Suasana Cafe**

Case Processing Summary

		N	%
--	--	---	---

Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,765	15

```
RELIABILITY
/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5 X3.6 X3.7 X3.8 X3.9 X3.10
X3.11 X3.12 X3.13 X3.14 SuasanaCafe
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

- **Variabel Y Loyalitas Pelanggan**

Case Processing Summary

Cases	Valid	N	%
		100	100,0
		0	,0
Total	100	100,0	

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

Reliability Statistics

Cronbach's Alpha	N of Items
,803	7

```
RELIABILITY
/VARIABLES=Y1 Y2 Y3 Y4 Y5 Y6 LoyalitasPelanggan
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

- **Analisis Deskriptif**

Statistics

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	Kualitas Produk
N Valid	100	100	100	100	100	100	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	4,09	4,11	4,15	4,12	4,02	4,10	4,07	4,05	4,12	4,11	4,11	4,05	49,105
Std. Error of Mean	,064	,067	,063	,062	,065	,067	,064	,069	,069	,063	,067	,066	,628
Median	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	49,000
Mode	4	4	4	4	4	4	4	4	4	4	4	4	48
Std. Deviation	,637	,665	,626	,624	,651	,674	,640	,687	,686	,634	,665	,657	6,2797
Variance	,406	,442	,391	,389	,424	,455	,409	,472	,470	,402	,442	,432	39,4242
Range	2	2	2	2	2	2	2	2	2	2	2	2	24
Minimum	3	3	3	3	3	3	3	3	3	3	3	3	36
Maximum	5	5	5	5	5	5	5	5	5	5	5	5	60
Sum	409	411	415	412	402	410	407	405	412	411	411	405	4910

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	16	16,0	16,0	16,0
4	59	59,0	59,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	17	17,0	17,0	17,0
4	55	55,0	55,0	72,0
5	28	28,0	28,0	100,0
Total	100	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	13,0	13,0	13,0
	4	59	59,0	59,0	72,0
	5	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	14,0	14,0	14,0
	4	60	60,0	60,0	74,0
	5	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	20,0	20,0	20,0
	4	58	58,0	58,0	78,0
	5	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	18,0	18,0	18,0
	4	54	54,0	54,0	72,0
	5	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	17,0	17,0	17,0
	4	59	59,0	59,0	76,0
	5	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	21,0	21,0	21,0
	4	53	53,0	53,0	74,0
	5	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

X1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	18,0	18,0	18,0
	4	52	52,0	52,0	70,0
	5	30	30,0	30,0	100,0
	Total	100	100,0	100,0	

X1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	15,0	15,0	15,0
	4	59	59,0	59,0	74,0
	5	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

X1.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	17,0	17,0	17,0
	4	55	55,0	55,0	72,0
	5	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

X1.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	19,0	19,0	19,0
	4	57	57,0	57,0	76,0

5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

Statistics X2

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	CitraMerek
N Valid	100	100	100	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0	0	0	0
Mean	3,98	4,16	4,06	4,10	4,05	4,03	4,04	4,08	3,99	36,49
Std. Error of Mean	,068	,065	,066	,063	,061	,063	,067	,066	,064	,438
Median	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	37,00
Mode	4	4	4	4	4	4	4	4	4	40
Std. Deviation	,681	,647	,664	,628	,609	,627	,665	,662	,643	4,382
Variance	,464	,419	,441	,394	,371	,393	,443	,438	,414	19,202
Range	2	2	2	2	2	2	2	2	2	18
Minimum	3	3	3	3	3	3	3	3	3	27
Maximum	5	5	5	5	5	5	5	5	5	45
Sum	398	416	406	410	405	403	404	408	399	3649

Frequency Table

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	24	24,0	24,0	24,0
	4	54	54,0	54,0	78,0
	5	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	14,0	14,0	14,0
	4	56	56,0	56,0	70,0

	5	30	30,0	30,0	100,0
	Total	100	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	19,0	19,0	19,0
	4	56	56,0	56,0	75,0
	5	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	15,0	15,0	15,0
	4	60	60,0	60,0	75,0
	5	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	16,0	16,0	16,0
	4	63	63,0	63,0	79,0
	5	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	18,0	18,0	18,0
	4	61	61,0	61,0	79,0
	5	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	3	20	20,0	20,0	20,0
	4	56	56,0	56,0	76,0
	5	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	18,0	18,0	18,0
	4	56	56,0	56,0	74,0
	5	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

X2.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	21,0	21,0	21,0
	4	59	59,0	59,0	80,0
	5	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

Statistics X3 Suasana Cafe

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	X3.11	X3.12	X3.13	X3.14	Suasana Cafe
N	Valid	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3,99	4,01	4,04	3,97	4,02	4,08	4,16	4,02	4,04	4,05	4,08	4,08	3,93	3,98	56,45
Std. Error of Mean		,059	,066	,067	,066	,060	,061	,058	,064	,063	,067	,063	,063	,059	,065	,619
Median		4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	58,50
Mode		4	4	4	4	4	4	4	4	4	4	4	4	4	4	50 ^a
Std. Deviation		,595	,659	,665	,658	,603	,614	,581	,635	,634	,672	,631	,631	,590	,651	6,194
Variance		,353	,434	,443	,433	,363	,377	,338	,404	,402	,452	,398	,398	,349	,424	38,371
Range		2	2	2	2	2	2	2	2	2	2	2	2	2	2	22
Minimum		3	3	3	3	3	3	3	3	3	3	3	3	3	3	44
Maximum		5	5	5	5	5	5	5	5	5	5	5	5	5	5	66
Sum		399	401	404	397	402	408	416	402	404	405	408	408	393	398	5645

a. Multiple modes exist. The smallest value is shown

Frequency Table

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	18,0	18,0	18,0
	4	65	65,0	65,0	83,0
	5	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	21,0	21,0	21,0
	4	57	57,0	57,0	78,0
	5	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	20,0	20,0	20,0
	4	56	56,0	56,0	76,0
	5	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	23	23,0	23,0	23,0
	4	57	57,0	57,0	80,0
	5	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	3	17	17,0	17,0	17,0
	4	64	64,0	64,0	81,0
	5	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	15,0	15,0	15,0
	4	62	62,0	62,0	77,0
	5	23	23,0	23,0	100,0
	Total	100	100,0	100,0	

X3.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10,0	10,0	10,0
	4	64	64,0	64,0	74,0
	5	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

X3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	19,0	19,0	19,0
	4	60	60,0	60,0	79,0
	5	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

X3.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	18,0	18,0	18,0
	4	60	60,0	60,0	78,0
	5	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

X3.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	20,0	20,0	20,0
	4	55	55,0	55,0	75,0
	5	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

X3.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	16,0	16,0	16,0
	4	60	60,0	60,0	76,0
	5	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

X3.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	16,0	16,0	16,0
	4	60	60,0	60,0	76,0
	5	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

X3.13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	21,0	21,0	21,0
	4	65	65,0	65,0	86,0
	5	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

X3.14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	22	22,0	22,0	22,0
	4	58	58,0	58,0	80,0
	5	20	20,0	20,0	100,0

Total	100	100,0	100,0
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Statistics Y Loyalitas Pelanggan

	Y1	Y2	Y3	Y4	Y5	Y6	LoyalitasPelanggan
N Valid	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0
Mean	4,06	4,20	4,25	4,24	4,14	4,08	24,97
Std. Error of Mean	,071	,067	,074	,067	,071	,063	,339
Median	4,00	4,00	4,00	4,00	4,00	4,00	25,00
Mode	4	4	5	4	4	4	28
Std. Deviation	,708	,667	,744	,668	,711	,631	3,389
Variance	,501	,444	,553	,447	,505	,398	11,484
Range	2	2	2	2	2	2	12
Minimum	3	3	3	3	3	3	18
Maximum	5	5	5	5	5	5	30
Sum	406	420	425	424	414	408	2497

Frequency Table

Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	22	22,0	22,0	22,0
4	50	50,0	50,0	72,0
5	28	28,0	28,0	100,0
Total	100	100,0	100,0	

Y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	14	14,0	14,0	14,0
4	52	52,0	52,0	66,0
5	34	34,0	34,0	100,0
Total	100	100,0	100,0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	18,0	18,0	18,0
	4	39	39,0	39,0	57,0
	5	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	13,0	13,0	13,0
	4	50	50,0	50,0	63,0
	5	37	37,0	37,0	100,0
	Total	100	100,0	100,0	

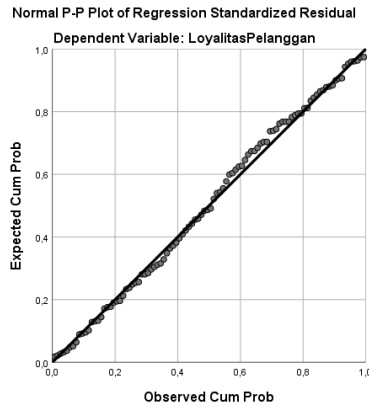
Y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	19,0	19,0	19,0
	4	48	48,0	48,0	67,0
	5	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

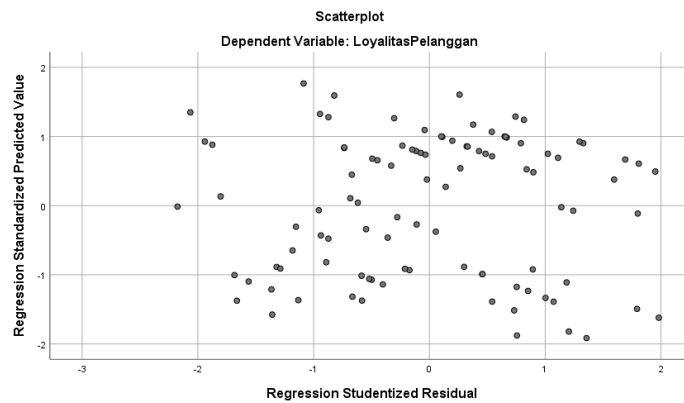
Y6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	16,0	16,0	16,0
	4	60	60,0	60,0	76,0
	5	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

- Uji Asumsi Klasik
 - A. uji normalitas (P-PLOT)



B. Uji Heteroskedastisitas



- Regression Koefisien Determinan R2

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. Change	F	Durbin-Watson
					R Square Change	F Change	df1			
1	,839 ^a	,703	,694	1,874	,703	75,866	3	96	,000	1,748

a. Predictors: (Constant), SuasanaCafe, KualitasProduk, CitraMerek

b. Dependent Variable: LoyalitasPelanggan

