

**LAMPIRAN 1**  
**KUESIONER**

**KUESIONER PENELITIAN**  
**Program Studi Manajemen Program Pascasarjana**  
**Unika Widya Mandala Surabaya**

Responden yang terhormat,

Dalam rangka penyusunan tugas akhir di Program Pascasarjana Unika Widya Mandala Surabaya, saya ingin mencari informasi yang berkaitan dengan kepuasan pelanggan, kepercayaan dan loyalitas *Body Shop* Surabaya di dalam penelitian tentang **PENGARUH STORE ENVIRONMENT, SALESPEOPLE, SALES PROMOTION, ASSORTMENT TERHADAP CONSUMER SATISFACTION DAN LOYALITY DENGAN TRUST SEBAGAI INTERVENING PADA BODY SHOPDI SURABAYA**

Saya mohon kesediaan dari Bapak/Ibu/Saudara(i) untuk membantu penelitian saya dengan mengisi kuesioner ini. Kesediaan Saudara mengisi kuisisioner ini sangat penting bagi saya.Saya mohon kuesioner ini diisi dengan sebenar-benarnya, sesuai dengan apa yang Anda rasakan.

Perlu diinformasikan bahwa pihak penyusun **menjamin kerahasiaan informasi pribadi yang** Bapak/Ibu/Saudara(i) **berikan**. Informasi ini hanya ditujukan untuk kepentingan menyusun tugas akhir. Atas perhatian dan kerjasama Bapak/Ibu/Saudara(i) saya ucapkan terima kasih.

Hormat kami,

Dina Novita

8112411012



Petunjuk Pengisian

Isilah pertanyaan berikut dengan memberikan tanda(  $\surd$  ) pada salah satu

jawaban yang sesuai menurut anda, dengan asumsi:

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

No	Pertanyaan	Keterangan				
		STS	TS	N	S	SS
<i>Store environment (X<sub>1</sub>)</i>						
1	Suasana <i>Body Shop</i> Surabaya sangat nyaman					
2	Tanda <i>Body Shop</i> Surabaya sangat jelas					
3	Penataan ruang toko yang baik di <i>Body Shop</i> Surabaya					
4	<i>Body Shop</i> Surabaya mempunyai temperatur udara yang sejuk					
5	Penataan produk yang menarik di <i>Body Shop</i> Surabaya					
<i>Salespeople (X<sub>2</sub>)</i>						
1	<i>Salespeople</i> di <i>Body Shop</i> Surabaya cara penjualannya lebih baik daripada di supermarket lainnya					
2	<i>Salespeople</i> di <i>Body Shop</i> Surabaya tata bicara sopan sehingga konsumen merasa senang					
3	<i>Salespeople</i> di <i>Body Shop</i> Surabaya melayani konsumen dengan baik					
4	<i>Salespeople</i> di <i>Body Shop</i> Surabaya bersahabat dengan konsumen					
5	<i>Salespeople</i> di <i>Body Shop</i> Surabaya mampu mencocokkan barang yang satu dengan yang lain					

<i>Salespromotion (X<sub>3</sub>)</i>					
1	<i>Body Shop</i> Surabaya memberikan <i>salespromotion</i> harga yang terjangkau untuk konsumen				
2	<i>Salespromotion</i> yang dilakukan <i>Body Shop</i> Surabaya mudah dimengerti oleh konsumen				
3	<i>Body Shop</i> Surabaya memberikan <i>salespromotion</i> yang menarik untuk konsumen				
4	<i>Salespromotion</i> yang dilakukan <i>Body Shop</i> Surabaya membuat konsumen ingin datang dan membeli kembali				
5	<i>Body Shop</i> Surabaya melakukan <i>salespromotion</i> secara berulang – ulang				
<i>Assortment (X<sub>4</sub>)</i>					
1	<i>Body Shop</i> Surabaya dapat menyediakan produk yang bervariasi				
2	<i>Body Shop</i> Surabaya memenuhi berbagai desain produk dan warnanya				
3	<i>Body Shop</i> Surabaya mempunyai berbagai macam variasi produk				
<i>Consumer satisfaction(Y<sub>1</sub>)</i>					
1	<i>Body Shop</i> Surabaya dapat memenuhi harapan saya				
2	<i>Body Shop</i> Surabaya dapat memenuhi harapan saya				
3	Saya merasa puas dengan kualitas barang yang ditawarkan di <i>Body Shop</i> Surabaya				
4	Saya sangat puas dengan apa yang diberikan oleh <i>Body Shop</i> Surabaya				
5	Secara umum, saya merasa puas dengan apa yang diberikan oleh <i>Body Shop</i> Surabaya				
6	Secara umum, saya merasa puas dengan pelayanan yang saya dapatkan di <i>Body Shop</i> Surabaya				
<i>Trust (I<sub>1</sub>)</i>					
1	<i>Body Shop</i> Surabaya memberikan saya rasa percaya pada produk yang dijual pada saat berbelanja disana				
2	Saya merasa yakin kualitas barang yang ditawarkan di <i>Body Shop</i> Surabaya,				
3	<i>Body Shop</i> Surabaya membuat saya <i>enjoy</i> dengan kepercayaan yang saya miliki				

<i>Loyalty(Y<sub>2</sub>)</i>						
1	Saya merekomendasikan <i>Body Shop</i> Surabaya ke orang lain,					
2	Saya mendorong orang lain untuk pergi ke <i>Body Shop</i> Surabaya,					
3	Saya sanggup untuk membayar dengan harga yang lebih tinggi dari toko lain untuk mendapatkan barang yang berkualitas di <i>Body Shop</i> Surabaya,					
4	Saya lebih mengutamakan kualitas daripada harga yang ditawarkan,					
5	Saya akan memilih <i>Body Shop</i> Surabaya sebagai tujuan utama saya jika ingin berbelanja produk <i>personal care</i> ,					
6	Saya akan kembali untuk berbelanja lagi di <i>Body Shop</i> Surabaya dimasa yang akan datang,					
7	Saya akan menceritakan kepada orang lain jika memiliki masalah dengan <i>Body Shop</i> Surabaya.					

TERIMA KASIH

**LAMPIRAN 2**  
**HASIL PENGISIAN KUESIONER**

No	Store Inviroment					Total
	X1.1	X1.2	X1.3	X1.4	X1.5	
1	3	4	4	5	3	19
2	2	2	4	4	2	14
3	4	5	4	4	3	20
4	3	5	5	5	5	23
5	2	2	3	3	3	13
6	3	4	4	3	3	17
7	2	4	5	4	4	19
8	3	4	3	4	4	18
9	2	2	4	4	4	16
10	2	2	4	4	4	16
11	2	3	4	3	3	15
12	5	4	4	4	4	21
13	4	4	4	4	4	20
14	5	4	4	4	2	19
15	4	3	2	4	2	15
16	5	4	4	3	3	19
17	4	4	4	4	3	19
18	5	5	5	5	3	23
19	4	3	3	3	2	15
20	3	3	4	4	3	17
21	3	4	4	3	3	17
22	5	5	5	4	4	23
23	4	5	5	5	4	23
24	5	4	4	3	3	19
25	4	4	4	4	4	20
26	5	4	4	4	3	20
27	3	3	2	3	4	15
28	4	4	4	4	4	20
29	5	5	4	2	3	19
30	3	3	4	4	3	17
31	2	3	4	3	3	15
32	4	4	3	4	3	18
33	5	4	4	4	4	21
34	5	5	5	5	4	24
35	2	4	4	4	3	17
36	4	4	4	4	4	20
37	2	3	4	4	3	16
38	2	4	2	4	2	14
39	4	4	3	3	4	18
40	4	5	3	3	5	20
41	3	3	3	4	3	16
42	3	2	4	3	5	17
43	5	5	5	4	4	23
44	4	5	5	4	4	22
45	3	4	3	5	4	19
46	5	3	4	4	4	20
47	3	4	5	3	4	19
48	4	4	4	4	3	19
49	3	3	3	3	3	15
50	3	5	4	3	3	18
51	3	4	4	5	3	19



No	Store Inviroment					Total
	X1.1	X1.2	X1.3	X1.4	X1.5	
52	5	5	4	4	4	22
53	4	3	4	4	3	18
54	3	5	4	3	3	18
55	3	4	4	4	4	19
56	3	5	4	4	2	18
57	5	4	4	4	4	21
58	3	4	4	4	3	18
59	4	5	3	3	4	19
60	4	4	4	4	3	19
61	4	3	3	3	3	16
62	5	5	4	5	4	23
63	3	3	2	3	4	15
64	3	4	4	4	4	19
65	4	4	4	4	5	21
66	3	4	3	2	3	15
67	4	5	5	5	5	24
68	3	4	4	4	3	18
69	2	3	2	2	5	14
70	4	4	4	4	4	20
71	3	3	5	3	2	16
72	3	5	5	3	5	21
73	3	4	3	3	3	16
74	4	4	4	3	3	18
75	3	4	3	3	4	17
76	4	4	4	4	3	19
77	3	3	3	3	4	16
78	4	5	4	4	3	20
79	3	4	5	4	4	20
80	3	4	5	4	4	20
81	3	4	5	4	4	20
82	3	4	5	4	4	20
83	4	4	5	4	5	22
84	4	5	4	4	4	21
85	4	4	5	4	5	22
86	4	4	4	4	4	20
87	4	4	4	4	4	20
88	4	4	4	4	4	20
89	4	4	4	4	4	20
90	5	5	5	5	5	25
91	5	5	5	5	5	25
92	5	5	5	5	5	25
93	5	5	5	5	5	25
94	5	5	5	5	5	25
95	5	5	5	5	5	25
96	5	5	5	5	5	25
97	4	4	5	4	4	21
98	5	5	5	5	5	25
99	5	5	5	5	5	25
100	2	4	4	3	3	16
101	5	5	5	5	5	25
102	5	5	5	5	5	25

No	Store Inviroment					Total
	X1.1	X1.2	X1.3	X1.4	X1.5	
103	5	5	5	5	5	25
104	5	5	5	5	5	25
105	5	5	5	5	5	25
106	5	5	5	5	5	25
107	5	5	5	5	5	25
108	5	5	5	5	5	25
109	5	5	5	5	5	25
110	5	5	5	5	5	25
111	4	4	4	4	4	20
112	3	4	5	5	4	21
113	4	5	5	5	5	24
114	4	4	4	4	5	21
115	4	4	5	5	4	22
116	5	5	5	5	5	25
117	3	4	5	4	4	20
118	5	4	4	4	4	21
119	5	5	4	4	4	22
120	3	4	5	4	4	20
121	4	4	5	4	4	21
122	4	5	5	5	5	24
123	3	4	4	4	3	18
124	3	4	5	4	4	20
125	4	4	3	4	3	18
126	4	4	3	3	3	17
127	5	3	3	3	4	18
128	3	2	3	3	4	15
129	4	3	3	4	4	18
130	4	4	4	4	4	20
131	4	4	3	4	4	19
132	5	5	4	3	3	20
133	2	4	4	5	4	19
134	3	4	3	4	3	17
135	4	5	3	3	4	19
136	5	2	4	4	4	19
137	3	3	4	3	4	17
138	4	4	4	4	5	21
139	5	2	2	2	5	16
140	4	3	3	5	3	18
141	4	5	5	5	4	23
142	4	3	4	4	3	18
143	3	4	2	2	2	13
144	2	2	4	4	2	14
145	3	4	4	4	5	20
146	3	4	4	4	3	18
147	4	4	4	4	4	20
148	5	4	4	4	4	21
149	3	3	3	3	3	15
150	3	3	4	4	4	18
151	3	3	4	4	3	17
152	4	4	4	4	4	20
153	4	4	4	4	4	20

No	Store Inviroment					Total
	X1.1	X1.2	X1.3	X1.4	X1.5	
154	4	3	3	3	3	16
155	4	4	4	4	4	20
156	3	3	4	4	3	17
157	4	3	3	4	4	18
158	4	3	3	4	3	17
159	4	3	3	4	3	17
160	2	3	3	4	3	15
161	3	3	3	4	4	17
162	3	3	4	4	4	18
163	4	4	3	3	4	18
164	4	3	4	3	3	17
165	4	3	4	3	3	17
166	4	4	4	4	4	20
167	4	4	3	3	3	17
168	4	3	3	4	3	17
169	4	4	4	3	3	18
170	4	4	4	3	4	19
171	4	3	3	3	3	16
172	3	3	4	4	3	17
173	3	4	4	3	4	18
174	3	3	4	4	4	18
175	4	4	4	4	3	19
176	3	3	3	4	4	17
177	3	3	3	4	4	17
178	4	3	3	3	4	17
179	4	3	3	3	3	16
180	4	3	3	4	4	18
181	4	4	4	4	4	20
182	4	3	3	4	4	18
183	4	4	4	4	3	19
184	4	3	3	3	3	16
185	5	4	4	4	2	19
186	4	3	2	4	2	15
187	5	4	4	3	3	19
188	4	4	4	4	3	19
189	5	5	5	5	3	23
190	4	3	3	3	2	15
191	3	3	4	4	3	17
192	3	4	4	3	3	17
193	5	5	5	4	4	23
194	4	5	5	5	4	23
195	5	4	4	3	3	19
196	4	4	4	4	4	20
197	5	4	4	4	3	20
198	3	3	2	3	4	15
199	4	4	4	4	4	20
200	5	5	4	2	3	19

No	Sales People							Total
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	
1	4	5	4	3	5	4	3	28
2	4	4	4	4	4	4	4	28
3	4	4	4	4	4	4	4	28
4	4	4	5	4	4	5	4	30
5	2	3	2	2	3	2	2	16
6	4	4	4	3	4	4	3	26
7	5	5	5	3	5	5	3	31
8	4	4	5	4	4	5	4	30
9	3	4	3	3	4	3	3	23
10	3	4	3	3	4	3	3	23
11	3	2	3	4	2	3	4	21
12	3	4	3	4	4	3	4	25
13	4	5	3	4	5	3	4	28
14	4	4	3	3	4	3	3	24
15	4	3	4	5	3	4	5	28
16	2	3	4	5	3	4	5	26
17	4	4	4	4	4	4	4	28
18	4	5	4	5	5	4	5	32
19	2	5	2	2	5	2	2	20
20	3	5	2	4	5	2	4	25
21	3	4	3	3	4	3	3	23
22	4	4	5	5	4	5	5	32
23	4	4	3	3	4	3	3	24
24	3	3	4	3	3	4	3	23
25	4	5	4	3	5	4	3	28
26	4	4	5	5	4	5	5	32
27	4	4	3	3	4	3	3	24
28	4	4	4	4	4	4	4	28
29	3	4	4	4	4	4	4	27
30	3	4	3	3	3	4	3	23
31	4	5	3	2	4	5	3	26
32	3	4	3	5	3	4	3	25
33	4	3	3	4	4	3	3	24
34	4	4	4	4	4	4	4	28
35	3	3	3	3	3	3	3	21
36	3	4	5	4	3	4	5	28
37	4	5	4	3	4	5	4	29
38	3	4	3	3	3	4	3	23
39	4	4	4	4	4	4	4	28
40	5	5	5	3	5	5	5	33
41	3	4	4	4	3	4	4	26
42	2	3	3	2	2	3	3	18
43	4	4	5	5	4	4	5	31
44	4	3	3	4	4	3	3	24
45	4	4	5	4	4	4	5	30
46	4	5	5	4	4	5	5	32
47	4	3	4	4	4	3	4	26
48	3	3	4	3	3	3	4	23
49	3	3	3	3	3	3	3	21
50	3	4	5	3	3	4	5	27
51	5	3	3	3	5	3	3	25



No	Sales People							Total
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	
103	5	5	5	5	5	5	5	35
104	5	5	5	5	5	5	5	35
105	5	5	5	5	5	5	5	35
106	5	5	5	5	5	5	5	35
107	5	5	5	5	5	5	5	35
108	5	5	5	5	5	5	5	35
109	5	5	5	5	5	5	5	35
110	5	5	5	5	5	5	5	35
111	4	4	4	3	4	4	4	27
112	4	4	4	4	4	4	4	28
113	5	5	5	5	5	5	5	35
114	5	4	4	4	5	4	4	30
115	4	5	4	4	4	5	4	30
116	5	5	5	5	5	5	5	35
117	3	4	4	4	3	4	4	26
118	4	5	5	4	4	5	5	32
119	3	3	4	4	3	3	4	24
120	3	4	4	4	3	4	4	26
121	4	4	5	5	4	4	5	31
122	5	5	5	4	5	5	5	34
123	3	3	4	4	3	3	4	24
124	3	4	4	4	3	4	4	26
125	4	4	4	4	4	4	4	28
126	3	3	3	4	3	3	3	22
127	4	4	5	3	4	4	5	29
128	3	3	3	3	3	3	3	21
129	5	4	4	4	5	4	4	30
130	4	3	4	4	4	3	4	26
131	4	4	3	3	4	4	3	25
132	4	3	5	4	4	3	5	28
133	3	4	4	4	3	4	4	26
134	4	4	4	3	4	4	4	27
135	3	4	2	4	3	4	2	22
136	3	3	3	4	3	3	3	22
137	3	4	3	4	3	4	3	24
138	4	3	4	4	4	3	4	26
139	2	4	3	3	2	4	3	21
140	4	4	3	4	4	4	3	26
141	5	5	5	4	5	5	5	34
142	3	3	3	4	3	3	3	22
143	2	2	3	2	2	2	3	16
144	4	3	3	3	4	3	3	23
145	5	4	5	5	5	4	5	33
146	4	4	4	4	4	4	4	28
147	4	4	4	4	4	4	4	28
148	4	4	5	4	4	4	5	30
149	3	4	3	3	3	4	3	23
150	4	4	3	3	4	4	3	25
151	4	4	4	3	4	4	4	27
152	4	4	4	4	4	4	4	28
153	4	3	4	4	4	3	4	26

No	Sales People							Total
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	
154	3	2	3	3	3	2	3	19
155	4	4	3	3	4	4	3	25
156	3	4	4	4	3	4	4	26
157	3	3	4	3	3	3	4	23
158	3	4	3	4	3	4	3	24
159	3	4	3	4	3	4	3	24
160	3	4	3	3	3	4	3	23
161	4	3	3	3	4	3	3	23
162	3	3	4	3	3	3	4	23
163	4	4	3	4	4	4	3	26
164	4	4	4	3	4	4	4	27
165	3	3	3	4	3	3	3	22
166	4	4	3	3	4	4	3	25
167	3	4	4	4	3	4	4	26
168	3	4	4	3	3	4	4	25
169	3	3	3	4	3	3	3	22
170	4	4	4	3	4	4	4	27
171	4	4	3	3	4	4	3	25
172	4	3	3	4	4	3	3	24
173	4	4	3	3	4	4	3	25
174	4	3	4	4	4	3	4	26
175	3	3	4	4	3	3	4	24
176	3	3	3	3	3	3	3	21
177	4	4	4	3	4	4	4	27
178	3	4	4	3	3	4	4	25
179	4	3	3	4	4	3	3	24
180	3	3	3	4	3	3	3	22
181	3	3	3	4	3	3	3	22
182	4	2	3	3	4	2	3	21
183	4	4	4	4	4	4	4	28
184	3	3	3	3	3	3	3	21
185	4	4	3	3	4	4	3	25
186	4	3	4	5	4	3	4	27
187	2	3	4	5	2	3	4	23
188	4	4	4	4	4	4	4	28
189	4	5	4	5	4	5	4	31
190	2	5	2	2	2	5	2	20
191	3	5	2	4	3	5	2	24
192	3	4	3	3	3	4	3	23
193	4	4	5	5	4	4	5	31
194	4	4	3	3	4	4	3	25
195	3	3	4	3	3	3	4	23
196	4	5	4	3	4	5	4	29
197	4	4	5	5	4	4	5	31
198	4	4	3	3	4	4	3	25
199	4	4	4	4	4	4	4	28
200	3	4	4	4	3	4	4	26

No	Sales Promotion					Total
	X3.1	X3.2	X3.3	X3.4	X3.5	
1	4	2	2	2	2	12
2	4	4	4	4	4	20
3	4	5	4	5	4	22
4	4	4	4	4	4	20
5	4	4	4	4	4	20
6	4	4	4	4	4	20
7	5	4	4	4	4	21
8	5	4	4	4	4	21
9	3	4	4	4	4	19
10	2	3	3	3	3	14
11	3	4	4	4	4	19
12	3	3	3	3	3	15
13	4	4	4	4	4	20
14	3	4	3	4	3	17
15	5	4	5	4	5	23
16	4	4	5	4	5	22
17	5	4	4	4	4	21
18	4	4	5	4	5	22
19	5	3	3	3	3	17
20	4	5	3	5	3	20
21	5	5	4	5	4	23
22	5	4	4	4	4	21
23	4	5	5	5	5	24
24	4	5	4	5	4	22
25	3	4	4	4	4	19
26	5	5	5	5	5	25
27	3	4	4	4	4	19
28	4	5	5	5	5	24
29	4	5	4	4	5	22
30	3	4	4	3	4	18
31	5	4	3	5	4	21
32	4	3	5	4	3	19
33	4	4	3	4	4	19
34	4	5	4	4	5	22
35	3	5	5	3	5	21
36	4	3	4	4	3	18
37	2	4	4	2	4	16
38	3	4	4	3	4	18
39	4	3	4	4	3	18
40	4	5	4	4	5	22
41	3	5	4	3	5	20
42	2	3	2	2	3	12
43	4	4	5	4	4	21
44	5	5	4	5	5	24
45	5	5	5	5	5	25
46	4	4	4	4	4	20
47	5	4	5	5	4	23
48	3	4	4	3	4	18
49	3	3	4	3	3	16
50	3	4	3	3	4	17
51	5	3	3	5	3	19



No	Sales Promotion					Total
	X3.1	X3.2	X3.3	X3.4	X3.5	
52	5	5	5	5	5	25
53	3	4	4	3	4	18
54	3	4	4	3	4	18
55	5	4	4	5	4	22
56	5	4	5	5	4	23
57	3	5	4	3	5	20
58	4	4	4	4	4	20
59	4	3	4	4	3	18
60	5	5	5	5	5	25
61	3	3	3	3	3	15
62	4	4	4	4	4	20
63	3	4	4	3	4	18
64	3	4	4	3	4	18
65	5	5	5	5	5	25
66	3	4	3	3	4	17
67	4	5	5	4	5	23
68	5	5	5	5	5	25
69	4	4	3	4	4	19
70	5	5	5	5	5	25
71	3	3	3	3	3	15
72	3	3	3	3	3	15
73	3	4	4	3	4	18
74	4	4	5	4	4	21
75	5	4	5	5	4	23
76	3	4	4	3	4	18
77	4	3	3	4	3	17
78	3	3	3	3	3	15
79	3	3	4	3	3	16
80	3	3	4	3	3	16
81	3	3	4	3	3	16
82	3	3	4	3	3	16
83	3	4	4	3	4	18
84	3	4	4	3	4	18
85	3	4	4	3	4	18
86	4	4	4	4	4	20
87	3	4	4	3	4	18
88	4	4	4	4	4	20
89	3	4	4	3	4	18
90	5	5	5	5	5	25
91	5	5	5	5	5	25
92	5	5	5	5	5	25
93	5	5	5	5	5	25
94	5	5	5	5	5	25
95	5	5	5	5	5	25
96	5	5	5	5	5	25
97	4	4	4	4	4	20
98	5	4	4	5	4	22
99	4	5	5	4	5	23
100	3	3	4	3	3	16
101	5	5	5	5	5	25
102	5	5	5	5	5	25

No	Sales Promotion					Total
	X3.1	X3.2	X3.3	X3.4	X3.5	
103	5	5	5	5	5	25
104	5	5	5	5	5	25
105	5	5	5	5	5	25
106	5	5	5	5	5	25
107	5	5	5	5	5	25
108	5	5	5	5	5	25
109	5	5	5	5	5	25
110	5	5	5	5	5	25
111	4	4	4	4	4	20
112	3	4	4	3	4	18
113	5	5	5	5	5	25
114	4	3	3	4	3	17
115	4	4	5	4	4	21
116	5	5	5	5	5	25
117	3	3	4	3	3	16
118	5	5	4	5	5	24
119	5	4	5	5	4	23
120	3	3	4	3	3	16
121	4	5	5	4	5	23
122	4	4	4	4	4	20
123	5	4	5	5	4	23
124	3	3	4	3	3	16
125	3	3	4	3	3	16
126	2	5	5	2	5	19
127	4	3	3	4	3	17
128	4	5	4	4	5	22
129	3	3	4	3	3	16
130	3	5	5	3	5	21
131	4	5	4	4	5	22
132	4	4	5	4	4	21
133	2	5	5	2	5	19
134	4	3	3	4	3	17
135	4	4	4	4	4	20
136	2	2	3	2	2	11
137	3	3	4	3	3	16
138	4	5	5	4	5	23
139	4	4	4	4	4	20
140	3	3	4	3	3	16
141	5	4	4	5	4	22
142	3	3	2	3	3	14
143	3	2	5	3	2	15
144	3	3	4	3	3	16
145	5	5	5	5	5	25
146	5	4	4	5	4	22
147	4	4	4	4	4	20
148	5	5	4	5	5	24
149	3	3	3	3	3	15
150	3	3	3	3	3	15
151	3	4	3	3	4	17
152	4	4	4	4	4	20
153	4	3	3	4	3	17

No	Sales Promotion					Total
	X3.1	X3.2	X3.3	X3.4	X3.5	
154	3	3	4	3	3	16
155	4	3	4	4	3	18
156	3	4	3	3	4	17
157	4	3	4	4	3	18
158	3	3	3	3	3	15
159	3	4	4	3	4	18
160	3	3	3	3	3	15
161	3	4	2	3	4	16
162	4	3	3	4	3	17
163	3	4	4	3	4	18
164	3	4	3	3	4	17
165	3	4	4	3	4	18
166	4	3	4	4	3	18
167	4	3	3	4	3	17
168	3	4	3	3	4	17
169	4	4	3	4	4	19
170	4	4	4	4	4	20
171	3	3	4	3	3	16
172	3	3	3	3	3	15
173	3	3	4	3	3	16
174	4	4	3	4	4	19
175	4	4	3	4	4	19
176	4	4	4	4	4	20
177	4	4	3	4	4	19
178	3	3	3	3	3	15
179	3	3	3	3	3	15
180	4	4	3	4	4	19
181	3	4	3	3	4	17
182	3	3	3	3	3	15
183	4	4	4	4	4	20
184	4	3	3	4	3	17
185	3	4	3	3	4	17
186	5	4	5	5	4	23
187	4	4	5	4	4	21
188	5	4	4	5	4	22
189	4	4	5	4	4	21
190	5	3	3	5	3	19
191	4	5	3	4	5	21
192	5	5	4	5	5	24
193	5	4	4	5	4	22
194	4	5	5	4	5	23
195	4	5	4	4	5	22
196	3	4	4	3	4	18
197	5	5	5	5	5	25
198	3	4	4	3	4	18
199	4	5	5	4	5	23
200	4	5	4	4	5	22

No	Assortment			Total
	X4.1	X4.2	X4.3	
1	3	5	5	13
2	4	3	3	10
3	4	3	4	11
4	3	5	5	13
5	3	2	3	8
6	4	4	4	12
7	3	5	3	11
8	3	4	4	11
9	3	3	4	10
10	3	3	4	10
11	3	3	3	9
12	5	3	5	13
13	3	5	4	12
14	4	4	4	12
15	4	5	5	14
16	4	4	3	11
17	4	4	4	12
18	5	5	5	15
19	2	3	2	7
20	5	3	4	12
21	4	4	5	13
22	4	4	4	12
23	5	4	5	14
24	3	4	5	12
25	4	4	3	11
26	4	4	5	13
27	4	4	4	12
28	4	4	5	13
29	5	4	3	12
30	4	4	3	11
31	4	2	3	9
32	4	3	4	11
33	4	4	4	12
34	4	4	4	12
35	3	3	3	9
36	4	4	4	12
37	5	2	3	10
38	3	3	5	11
39	4	4	4	12
40	4	4	4	12
41	3	3	4	10
42	3	3	3	9
43	4	5	4	13
44	3	4	4	11
45	5	4	4	13
46	4	4	5	13
47	4	4	3	11
48	4	3	4	11
49	4	3	3	10
50	4	4	3	11
51	3	3	3	9

No	Assortment			Total
	X4.1	X4.2	X4.3	
52	4	5	5	14
53	3	3	4	10
54	3	4	3	10
55	3	4	4	11
56	4	2	5	11
57	3	3	4	10
58	3	3	4	10
59	4	4	5	13
60	4	3	4	11
61	4	4	5	13
62	4	5	4	13
63	4	3	4	11
64	3	4	3	10
65	5	5	5	15
66	4	5	4	13
67	5	5	4	14
68	5	5	5	15
69	4	4	4	12
70	4	4	4	12
71	4	4	4	12
72	4	3	3	10
73	3	4	4	11
74	5	4	4	13
75	4	4	4	12
76	3	4	5	12
77	3	3	4	10
78	5	5	5	15
79	4	4	4	12
80	4	4	4	12
81	4	4	4	12
82	4	4	4	12
83	3	3	4	10
84	3	4	4	11
85	3	3	4	10
86	4	4	4	12
87	4	4	4	12
88	4	3	4	11
89	3	3	4	10
90	5	5	5	15
91	5	5	5	15
92	5	5	5	15
93	5	5	5	15
94	5	5	5	15
95	5	5	5	15
96	5	5	5	15
97	4	4	4	12
98	4	4	4	12
99	4	5	5	14
100	4	4	5	13
101	5	5	5	15
102	5	5	5	15

No	Assortment			Total
	X4.1	X4.2	X4.3	
103	5	5	5	15
104	5	5	5	15
105	5	5	5	15
106	5	5	5	15
107	5	5	5	15
108	5	5	5	15
109	5	5	5	15
110	5	5	5	15
111	4	4	4	12
112	3	4	5	12
113	5	5	5	15
114	4	4	4	12
115	4	4	5	13
116	5	5	5	15
117	4	4	4	12
118	5	4	5	14
119	4	3	4	11
120	4	4	4	12
121	4	5	5	14
122	4	4	5	13
123	4	4	3	11
124	4	4	4	12
125	4	4	5	13
126	4	5	4	13
127	4	5	4	13
128	2	4	4	10
129	4	4	4	12
130	4	4	5	13
131	4	5	4	13
132	4	5	4	13
133	4	5	4	13
134	4	4	4	12
135	3	3	4	10
136	4	4	4	12
137	4	4	4	12
138	4	4	4	12
139	4	3	5	12
140	3	5	5	13
141	5	5	5	15
142	4	3	4	11
143	5	3	5	13
144	4	4	4	12
145	5	5	5	15
146	4	4	4	12
147	4	4	4	12
148	4	4	4	12
149	3	3	3	9
150	3	3	3	9
151	2	1	4	7
152	4	4	4	12
153	3	1	4	8

No	Assortment			Total
	X4.1	X4.2	X4.3	
154	3	3	3	9
155	4	3	4	11
156	4	4	4	12
157	4	1	4	9
158	3	4	4	11
159	4	3	4	11
160	4	4	4	12
161	3	3	3	9
162	3	3	4	10
163	3	3	3	9
164	4	4	3	11
165	3	3	4	10
166	3	4	4	11
167	3	3	3	9
168	3	3	4	10
169	4	4	3	11
170	4	3	4	11
171	3	3	3	9
172	4	4	4	12
173	4	3	4	11
174	3	4	4	11
175	3	4	4	11
176	3	4	4	11
177	3	4	3	10
178	4	3	3	10
179	4	3	3	10
180	3	3	3	9
181	3	4	3	10
182	3	4	3	10
183	3	3	4	10
184	3	4	3	10
185	4	4	4	12
186	4	5	5	14
187	4	4	3	11
188	4	4	4	12
189	5	5	5	15
190	2	3	2	7
191	5	3	4	12
192	4	4	5	13
193	4	4	4	12
194	5	4	5	14
195	3	4	5	12
196	4	4	3	11
197	4	4	5	13
198	4	4	4	12
199	4	4	5	13
200	5	4	3	12

No	Consumer Satisfaction					Total
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	
1	4	4	4	3	3	18
2	4	4	3	4	4	19
3	4	5	4	5	5	23
4	4	3	5	5	5	22
5	3	2	2	3	3	13
6	5	3	3	4	4	19
7	4	3	3	4	4	18
8	4	4	5	5	5	23
9	4	3	4	3	3	17
10	4	4	4	3	3	18
11	3	3	4	4	4	18
12	3	2	2	3	3	13
13	4	3	4	4	4	19
14	4	4	4	3	3	18
15	5	3	4	3	3	18
16	4	3	4	3	3	17
17	5	3	4	3	3	18
18	5	4	5	5	5	24
19	3	3	4	3	3	16
20	5	3	5	5	5	23
21	4	3	4	4	4	19
22	5	3	4	5	5	22
23	5	4	4	5	5	23
24	3	3	3	3	3	15
25	4	3	4	4	4	19
26	4	3	4	3	3	17
27	3	4	4	4	4	19
28	4	4	4	4	4	20
29	3	5	5	3	5	21
30	4	3	4	3	4	18
31	3	2	3	4	3	15
32	3	3	4	4	4	18
33	4	3	3	5	3	18
34	4	4	4	4	4	20
35	5	2	3	3	3	16
36	4	4	4	3	4	19
37	3	4	4	5	4	20
38	5	3	4	4	4	20
39	4	4	4	4	4	20
40	4	3	4	4	4	19
41	4	3	5	5	5	22
42	3	3	4	4	4	18
43	5	3	4	5	4	21
44	4	3	3	4	3	17
45	5	5	4	4	4	22
46	5	4	4	5	4	22
47	4	3	4	5	4	20
48	3	3	4	3	4	17
49	4	2	4	3	4	17
50	4	3	4	4	4	19
51	3	4	4	4	4	19



No	Consumer Satisfaction					Total
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	
52	4	4	5	5	5	23
53	4	3	3	4	3	17
54	4	3	4	4	4	19
55	4	3	3	4	3	17
56	5	4	3	3	3	18
57	5	4	4	5	4	22
58	4	3	4	3	4	18
59	4	3	4	3	4	18
60	5	3	4	4	4	20
61	5	3	3	4	3	18
62	4	3	4	4	4	19
63	4	4	4	4	4	20
64	3	3	4	4	4	18
65	5	4	5	5	5	24
66	4	4	3	4	3	18
67	4	4	4	3	4	19
68	5	4	4	5	4	22
69	5	4	4	4	4	21
70	4	3	3	3	3	16
71	4	3	3	4	3	17
72	4	3	4	3	4	18
73	3	3	4	4	4	18
74	4	3	3	3	3	16
75	4	3	3	4	3	17
76	4	3	4	3	4	18
77	3	4	4	3	4	18
78	4	4	3	4	3	18
79	3	4	4	4	4	19
80	3	4	4	4	4	19
81	4	4	4	4	4	20
82	3	4	4	4	4	19
83	3	4	5	4	5	21
84	4	4	4	4	4	20
85	3	5	5	4	5	22
86	3	4	5	5	5	22
87	4	4	4	3	4	19
88	4	4	3	4	3	18
89	3	5	5	4	5	22
90	5	5	5	5	5	25
91	5	5	5	5	5	25
92	5	5	5	5	5	25
93	5	5	5	5	5	25
94	5	5	5	5	5	25
95	5	5	4	5	4	23
96	5	5	5	5	5	25
97	4	4	5	5	5	23
98	4	4	5	5	5	23
99	3	5	5	5	5	23
100	4	4	4	3	4	19
101	5	5	5	5	5	25
102	5	5	5	5	5	25

No	Consumer Satisfaction					Total
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	
103	5	5	5	5	5	25
104	5	5	5	5	5	25
105	5	5	5	5	5	25
106	5	5	5	5	5	25
107	5	5	5	5	5	25
108	5	5	5	5	5	25
109	5	5	5	5	5	25
110	5	5	5	5	5	25
111	3	5	5	5	5	23
112	4	4	4	4	4	20
113	5	5	5	4	5	24
114	3	4	5	4	5	21
115	3	4	4	5	4	20
116	5	5	5	5	5	25
117	3	4	4	4	4	19
118	4	5	5	4	5	23
119	4	4	4	4	4	20
120	3	4	4	4	4	19
121	5	4	5	5	5	24
122	5	4	5	5	5	24
123	4	5	5	5	5	24
124	3	4	4	4	4	19
125	5	3	4	3	4	19
126	4	3	5	5	5	22
127	5	4	5	5	5	24
128	4	3	3	3	3	16
129	3	3	5	4	5	20
130	4	4	4	4	4	20
131	3	5	5	4	5	22
132	4	2	4	3	4	17
133	4	3	4	4	4	19
134	4	4	4	4	4	20
135	5	4	5	4	5	23
136	3	4	3	3	3	16
137	4	4	4	3	4	19
138	5	4	5	4	5	23
139	4	4	4	2	4	18
140	4	4	4	4	4	20
141	5	3	5	4	5	22
142	4	2	4	4	4	18
143	3	3	3	4	3	16
144	4	3	4	3	4	18
145	5	4	5	5	5	24
146	4	4	4	4	4	20
147	4	4	3	4	3	18
148	4	3	4	5	4	20
149	3	3	3	3	3	15
150	3	3	3	3	3	15
151	3	4	2	4	2	15
152	4	3	3	3	3	16
153	4	3	3	4	3	17

No	Consumer Satisfaction					Total
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	
154	4	2	2	4	2	14
155	4	4	3	3	3	17
156	4	4	4	4	4	20
157	4	4	3	4	3	18
158	4	4	4	4	4	20
159	3	3	3	3	3	15
160	3	3	3	3	3	15
161	4	4	4	4	4	20
162	3	3	3	3	3	15
163	3	3	3	3	3	15
164	3	3	3	3	3	15
165	3	3	3	3	3	15
166	3	3	3	3	3	15
167	3	3	3	3	3	15
168	4	4	4	4	4	20
169	3	3	3	3	3	15
170	4	4	4	4	4	20
171	3	3	4	4	4	18
172	4	4	2	2	2	14
173	4	4	3	3	3	17
174	4	4	4	4	4	20
175	4	4	4	3	4	19
176	4	4	4	3	4	19
177	3	3	2	2	2	12
178	3	3	4	4	4	18
179	3	3	3	3	3	15
180	3	3	4	4	4	18
181	3	4	3	3	3	16
182	3	4	4	3	4	18
183	3	3	2	4	2	14
184	3	4	4	4	4	19
185	4	4	4	3	4	19
186	5	3	4	3	4	19
187	4	3	4	3	4	18
188	5	3	4	3	4	19
189	5	4	5	5	5	24
190	3	3	4	3	4	17
191	5	3	5	5	5	23
192	4	3	4	4	4	19
193	5	3	4	5	4	21
194	5	4	4	5	4	22
195	3	3	3	3	3	15
196	4	3	4	4	4	19
197	4	3	4	3	4	18
198	3	4	4	4	4	19
199	4	4	4	4	4	20
200	3	5	5	3	5	21

No	Trust			Total
	I1.1	I1.2	I1.3	
1	5	4	5	14
2	4	5	4	13
3	3	3	5	11
4	5	4	5	14
5	3	2	3	8
6	5	4	5	14
7	3	4	4	11
8	4	3	5	12
9	3	4	3	10
10	4	3	3	10
11	3	3	4	10
12	3	3	4	10
13	4	3	4	11
14	4	3	4	11
15	3	5	3	11
16	4	5	4	13
17	3	4	3	10
18	4	5	5	14
19	3	3	4	10
20	4	4	5	13
21	3	3	4	10
22	4	4	5	13
23	5	4	5	14
24	4	4	4	12
25	3	3	4	10
26	4	5	5	14
27	3	4	4	11
28	4	5	4	13
29	4	4	3	11
30	3	4	4	11
31	4	3	5	12
32	3	3	5	11
33	4	3	5	12
34	4	4	5	13
35	3	3	3	9
36	4	4	4	12
37	4	5	4	13
38	3	3	3	9
39	4	4	5	13
40	4	5	5	14
41	4	4	5	13
42	3	3	4	10
43	4	4	5	13
44	4	5	5	14
45	4	4	5	13
46	4	4	4	12
47	4	4	5	13
48	3	4	3	10
49	4	3	4	11
50	3	2	4	9
51	4	4	4	12

No	Trust			Total
	I1.1	I1.2	I1.3	
52	4	4	5	13
53	3	3	4	10
54	3	3	3	9
55	5	3	4	12
56	4	2	4	10
57	4	4	5	13
58	4	4	5	13
59	4	5	4	13
60	5	5	3	13
61	3	3	4	10
62	4	3	4	11
63	3	4	4	11
64	4	4	3	11
65	4	5	5	14
66	4	3	4	11
67	3	3	4	10
68	3	2	4	9
69	4	4	4	12
70	3	4	3	10
71	3	3	4	10
72	3	3	5	11
73	4	4	4	12
74	3	4	4	11
75	4	3	4	11
76	4	4	4	12
77	4	3	5	12
78	4	4	5	13
79	4	3	4	11
80	4	3	4	11
81	4	3	4	11
82	4	3	4	11
83	5	4	5	14
84	4	4	4	12
85	5	4	5	14
86	4	3	4	11
87	3	4	4	11
88	4	4	4	12
89	5	4	5	14
90	5	5	5	15
91	5	5	5	15
92	5	5	5	15
93	5	5	5	15
94	5	5	5	15
95	5	5	5	15
96	5	5	5	15
97	4	4	4	12
98	5	5	5	15
99	5	5	5	15
100	4	4	5	13
101	5	5	5	15
102	5	5	5	15

No	Trust			Total
	I1.1	I1.2	I1.3	
103	5	5	5	15
104	5	5	5	15
105	5	5	5	15
106	5	5	5	15
107	5	5	5	15
108	5	5	5	15
109	5	5	5	15
110	5	5	5	15
111	4	4	5	13
112	5	4	4	13
113	5	5	5	15
114	4	4	4	12
115	4	4	5	13
116	5	5	5	15
117	4	3	4	11
118	3	3	4	10
119	5	4	4	13
120	4	3	4	11
121	4	5	5	14
122	5	5	5	15
123	5	5	5	15
124	4	3	4	11
125	4	4	5	13
126	4	4	4	12
127	4	5	4	13
128	3	3	4	10
129	4	4	4	12
130	4	4	5	13
131	5	4	5	14
132	5	5	4	14
133	3	4	5	12
134	3	3	4	10
135	4	3	5	12
136	4	3	5	12
137	4	4	4	12
138	4	5	4	13
139	4	2	5	11
140	3	3	4	10
141	4	5	5	14
142	3	3	4	10
143	3	3	3	9
144	2	3	3	8
145	5	5	5	15
146	4	4	5	13
147	4	3	3	10
148	3	4	5	12
149	4	3	4	11
150	3	3	3	9
151	2	4	4	10
152	4	2	3	9
153	4	3	3	10

No	Trust			Total
	l1.1	l1.2	l1.3	
154	3	2	3	8
155	3	3	3	9
156	3	3	4	10
157	4	4	3	11
158	3	3	3	9
159	4	3	4	11
160	3	4	3	10
161	4	4	4	12
162	4	3	4	11
163	3	4	4	11
164	3	2	4	9
165	4	3	4	11
166	4	4	4	12
167	4	3	4	11
168	4	3	4	11
169	3	3	4	10
170	4	4	3	11
171	4	3	3	10
172	3	4	4	11
173	3	3	4	10
174	3	3	4	10
175	3	1	4	8
176	3	3	4	10
177	3	4	4	11
178	3	2	3	8
179	2	2	3	7
180	3	4	3	10
181	3	2	3	8
182	3	2	4	9
183	4	3	4	11
184	3	2	4	9
185	4	3	4	11
186	3	5	3	11
187	4	5	4	13
188	3	4	3	10
189	4	5	5	14
190	3	3	4	10
191	4	4	5	13
192	3	3	4	10
193	4	4	5	13
194	5	4	5	14
195	4	4	4	12
196	3	3	4	10
197	4	5	5	14
198	3	4	4	11
199	4	5	4	13
200	4	4	3	11

No	Trust			Total
	I1.1	I1.2	I1.3	
1	5	4	5	14
2	4	5	4	13
3	3	3	5	11
4	5	4	5	14
5	3	2	3	8
6	5	4	5	14
7	3	4	4	11
8	4	3	5	12
9	3	4	3	10
10	4	3	3	10
11	3	3	4	10
12	3	3	4	10
13	4	3	4	11
14	4	3	4	11
15	3	5	3	11
16	4	5	4	13
17	3	4	3	10
18	4	5	5	14
19	3	3	4	10
20	4	4	5	13
21	3	3	4	10
22	4	4	5	13
23	5	4	5	14
24	4	4	4	12
25	3	3	4	10
26	4	5	5	14
27	3	4	4	11
28	4	5	4	13
29	4	4	3	11
30	3	4	4	11
31	4	3	5	12
32	3	3	5	11
33	4	3	5	12
34	4	4	5	13
35	3	3	3	9
36	4	4	4	12
37	4	5	4	13
38	3	3	3	9
39	4	4	5	13
40	4	5	5	14
41	4	4	5	13
42	3	3	4	10
43	4	4	5	13
44	4	5	5	14
45	4	4	5	13
46	4	4	4	12
47	4	4	5	13
48	3	4	3	10
49	4	3	4	11
50	3	2	4	9
51	4	4	4	12



No	Trust			Total
	l1.1	l1.2	l1.3	
52	4	4	5	13
53	3	3	4	10
54	3	3	3	9
55	5	3	4	12
56	4	2	4	10
57	4	4	5	13
58	4	4	5	13
59	4	5	4	13
60	5	5	3	13
61	3	3	4	10
62	4	3	4	11
63	3	4	4	11
64	4	4	3	11
65	4	5	5	14
66	4	3	4	11
67	3	3	4	10
68	3	2	4	9
69	4	4	4	12
70	3	4	3	10
71	3	3	4	10
72	3	3	5	11
73	4	4	4	12
74	3	4	4	11
75	4	3	4	11
76	4	4	4	12
77	4	3	5	12
78	4	4	5	13
79	4	3	4	11
80	4	3	4	11
81	4	3	4	11
82	4	3	4	11
83	5	4	5	14
84	4	4	4	12
85	5	4	5	14
86	4	3	4	11
87	3	4	4	11
88	4	4	4	12
89	5	4	5	14
90	5	5	5	15
91	5	5	5	15
92	5	5	5	15
93	5	5	5	15
94	5	5	5	15
95	5	5	5	15
96	5	5	5	15
97	4	4	4	12
98	5	5	5	15
99	5	5	5	15
100	4	4	5	13
101	5	5	5	15
102	5	5	5	15

No	Trust			Total
	I1.1	I1.2	I1.3	
103	5	5	5	15
104	5	5	5	15
105	5	5	5	15
106	5	5	5	15
107	5	5	5	15
108	5	5	5	15
109	5	5	5	15
110	5	5	5	15
111	4	4	5	13
112	5	4	4	13
113	5	5	5	15
114	4	4	4	12
115	4	4	5	13
116	5	5	5	15
117	4	3	4	11
118	3	3	4	10
119	5	4	4	13
120	4	3	4	11
121	4	5	5	14
122	5	5	5	15
123	5	5	5	15
124	4	3	4	11
125	4	4	5	13
126	4	4	4	12
127	4	5	4	13
128	3	3	4	10
129	4	4	4	12
130	4	4	5	13
131	5	4	5	14
132	5	5	4	14
133	3	4	5	12
134	3	3	4	10
135	4	3	5	12
136	4	3	5	12
137	4	4	4	12
138	4	5	4	13
139	4	2	5	11
140	3	3	4	10
141	4	5	5	14
142	3	3	4	10
143	3	3	3	9
144	2	3	3	8
145	5	5	5	15
146	4	4	5	13
147	4	3	3	10
148	3	4	5	12
149	4	3	4	11
150	3	3	3	9
151	2	4	4	10
152	4	2	3	9
153	4	3	3	10

No	Trust			Total
	l1.1	l1.2	l1.3	
154	3	2	3	8
155	3	3	3	9
156	3	3	4	10
157	4	4	3	11
158	3	3	3	9
159	4	3	4	11
160	3	4	3	10
161	4	4	4	12
162	4	3	4	11
163	3	4	4	11
164	3	2	4	9
165	4	3	4	11
166	4	4	4	12
167	4	3	4	11
168	4	3	4	11
169	3	3	4	10
170	4	4	3	11
171	4	3	3	10
172	3	4	4	11
173	3	3	4	10
174	3	3	4	10
175	3	1	4	8
176	3	3	4	10
177	3	4	4	11
178	3	2	3	8
179	2	2	3	7
180	3	4	3	10
181	3	2	3	8
182	3	2	4	9
183	4	3	4	11
184	3	2	4	9
185	4	3	4	11
186	3	5	3	11
187	4	5	4	13
188	3	4	3	10
189	4	5	5	14
190	3	3	4	10
191	4	4	5	13
192	3	3	4	10
193	4	4	5	13
194	5	4	5	14
195	4	4	4	12
196	3	3	4	10
197	4	5	5	14
198	3	4	4	11
199	4	5	4	13
200	4	4	3	11

**LAMPIRAN 3**  
**UJI VALIDITAS DAN REABILITAS**

## Hasil validitas dan Reliabilitas Variabel Store Inviroment

### Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	Store Inviroment
X1.1	Pearson Correlation	1	,497**	,287**	,277**	,300**	,669**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	200	200	200	200	200	200
X1.2	Pearson Correlation	,497**	1	,569**	,412**	,377**	,788**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	200	200	200	200	200	200
X1.3	Pearson Correlation	,287**	,569**	1	,579**	,424**	,777**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	200	200	200	200	200	200
X1.4	Pearson Correlation	,277**	,412**	,579**	1	,404**	,716**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	200	200	200	200	200	200
X1.5	Pearson Correlation	,300**	,377**	,424**	,404**	1	,688**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	200	200	200	200	200	200
Store Inviroment	Pearson Correlation	,669**	,788**	,777**	,716**	,688**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	200	200	200	200	200	200

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,775	5

### Item Statistics

	Mean	Std. Deviation	N
X1.1	3,8100	,89325	200
X1.2	3,9100	,82175	200
X1.3	3,9500	,80669	200
X1.4	3,8800	,74050	200
X1.5	3,7100	,82419	200

### Item -Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	15,4500	6,068	,443	,772
X1.2	15,3500	5,646	,639	,701
X1.3	15,3100	5,743	,627	,706
X1.4	15,3800	6,217	,556	,732
X1.5	15,5500	6,128	,492	,752

## Hasil validitas dan Reliabilitas Variabel Sales People

### Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	Sales People
X2.1	Pearson Correlation	1	,473**	,562**	,448**	,896**	,521**	,511**	,818**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200
X2.2	Pearson Correlation	,473**	1	,378**	,288**	,566**	,824**	,356**	,713**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200
X2.3	Pearson Correlation	,562**	,378**	1	,516**	,453**	,551**	,928**	,826**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200
X2.4	Pearson Correlation	,448**	,288**	,516**	1	,371**	,408**	,589**	,676**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200
X2.5	Pearson Correlation	,896**	,566**	,453**	,371**	1	,399**	,433**	,761**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	200	200	200	200	200	200	200	200
X2.6	Pearson Correlation	,521**	,824**	,551**	,408**	,399**	1	,469**	,771**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	200	200	200	200	200	200	200	200
X2.7	Pearson Correlation	,511**	,356**	,928**	,589**	,433**	,469**	1	,808**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000
	N	200	200	200	200	200	200	200	200
Sales People	Pearson Correlation	,818**	,713**	,826**	,676**	,761**	,771**	,808**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	200	200	200	200	200	200	200	200

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,884	7

### Item Statistics

	Mean	Std. Deviation	N
X2.1	3,7100	,77388	200
X2.2	3,9350	,74400	200
X2.3	3,8350	,83743	200
X2.4	3,7900	,78035	200
X2.5	3,7800	,77758	200
X2.6	3,8800	,77369	200
X2.7	3,8350	,83140	200

**Item -Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	23,0550	13,228	,741	,859
X2.2	22,8300	14,051	,609	,875
X2.3	22,9300	12,829	,745	,858
X2.4	22,9750	14,135	,555	,882
X2.5	22,9850	13,583	,665	,868
X2.6	22,8850	13,539	,678	,867
X2.7	22,9300	12,990	,721	,861

## Hasil validitas dan Reliabilitas Variabel Sales Promotion

### Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	Sales Promotion
X3.1	Pearson Correlation	1	,478**	,449**	,916**	,481**	,815**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	200	200	200	200	200	200
X3.2	Pearson Correlation	,478**	1	,586**	,561**	,955**	,858**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	200	200	200	200	200	200
X3.3	Pearson Correlation	,449**	,586**	1	,486**	,634**	,755**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	200	200	200	200	200	200
X3.4	Pearson Correlation	,916**	,561**	,486**	1	,517**	,851**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	200	200	200	200	200	200
X3.5	Pearson Correlation	,481**	,955**	,634**	,517**	1	,858**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	200	200	200	200	200	200
Sales Promotion	Pearson Correlation	,815**	,858**	,755**	,851**	,858**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	200	200	200	200	200	200

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,885	5

### Item Statistics

	Mean	Std. Deviation	N
X3.1	3,8600	,85089	200
X3.2	4,0050	,77975	200
X3.3	4,0200	,76978	200
X3.4	3,8700	,84061	200
X3.5	3,9900	,78292	200

### Item -Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	15,8850	7,198	,695	,866
X3.2	15,7400	7,249	,771	,848
X3.3	15,7250	7,818	,624	,881
X3.4	15,8750	7,035	,752	,852
X3.5	15,7550	7,231	,772	,848



## Hasil validitas dan Reliabilitas Variabel Assortment

### Correlations

		X4.1	X4.2	X4.3	Assortment
X4.1	Pearson Correlation	1	,463**	,471**	,794**
	Sig. (2-tailed)		,000	,000	,000
	N	200	200	200	200
X4.2	Pearson Correlation	,463**	1	,466**	,820**
	Sig. (2-tailed)	,000		,000	,000
	N	200	200	200	200
X4.3	Pearson Correlation	,471**	,466**	1	,793**
	Sig. (2-tailed)	,000	,000		,000
	N	200	200	200	200
Assortment	Pearson Correlation	,794**	,820**	,793**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	200	200	200	200

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,722	3

### Item Statistics

	Mean	Std. Deviation	N
X4.1	3,8800	,73368	200
X4.2	3,8800	,83009	200
X4.3	4,0850	,72830	200

### Item -Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	7,9650	1,783	,545	,632
X4.2	7,9650	1,572	,542	,640
X4.3	7,7600	1,791	,547	,630

## Hasil validitas dan Reliabilitas Variabel Customer Satisfaction

### Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Consumer Satisfaction
Y1.1	Pearson Correlation	1	,247**	,371**	,421**	,367**	,611**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	200	200	200	200	200	200
Y1.2	Pearson Correlation	,247**	1	,556**	,428**	,547**	,715**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	200	200	200	200	200	200
Y1.3	Pearson Correlation	,371**	,556**	1	,569**	,930**	,882**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	200	200	200	200	200	200
Y1.4	Pearson Correlation	,421**	,428**	,569**	1	,642**	,788**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	200	200	200	200	200	200
Y1.5	Pearson Correlation	,367**	,547**	,930**	,642**	1	,897**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	200	200	200	200	200	200
Consumer Satisfaction	Pearson Correlation	,611**	,715**	,882**	,788**	,897**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	200	200	200	200	200	200

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,839	5

### Item Statistics

	Mean	Std. Deviation	N
Y1.1	3,9650	,74603	200
Y1.2	3,6600	,77938	200
Y1.3	3,9700	,77596	200
Y1.4	3,9200	,79167	200
Y1.5	3,9650	,78540	200

### Item - Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	15,5150	6,955	,418	,863
Y1.2	15,8200	6,390	,548	,832
Y1.3	15,5100	5,618	,798	,762
Y1.4	15,5600	6,006	,650	,804
Y1.5	15,5150	5,507	,822	,754

## Hasil validitas dan Reliabilitas Variabel Trust

### Correlations

		l1.1	l1.2	l1.3	Trust
l1.1	Pearson Correlation	1	,566**	,556**	,850**
	Sig. (2-tailed)		,000	,000	,000
	N	200	200	200	200
l1.2	Pearson Correlation	,566**	1	,422**	,838**
	Sig. (2-tailed)	,000		,000	,000
	N	200	200	200	200
l1.3	Pearson Correlation	,556**	,422**	1	,775**
	Sig. (2-tailed)	,000	,000		,000
	N	200	200	200	200
Trust	Pearson Correlation	,850**	,838**	,775**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	200	200	200	200

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,753	3

### Item Statistics

	Mean	Std. Deviation	N
l1.1	3,8400	,73969	200
l1.2	3,7500	,90087	200
l1.3	4,2050	,70388	200

### Item -Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
l1.1	7,9550	1,842	,664	,581
l1.2	8,0450	1,621	,562	,714
l1.3	7,5900	2,112	,544	,714

## Hasil validitas dan Reliabilitas Variabel Loyalty

### Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	Y2.7	Loyalty
Y2.1	Pearson Correlation	1	,521**	,555**	,477**	,638**	,439**	,512**	,780**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200
Y2.2	Pearson Correlation	,521**	1	,320**	,326**	,451**	,531**	,391**	,676**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200
Y2.3	Pearson Correlation	,555**	,320**	1	,432**	,492**	,434**	,673**	,738**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200
Y2.4	Pearson Correlation	,477**	,326**	,432**	1	,496**	,373**	,548**	,696**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200
Y2.5	Pearson Correlation	,638**	,451**	,492**	,496**	1	,495**	,790**	,822**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	200	200	200	200	200	200	200	200
Y2.6	Pearson Correlation	,439**	,531**	,434**	,373**	,495**	1	,545**	,724**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	200	200	200	200	200	200	200	200
Y2.7	Pearson Correlation	,512**	,391**	,673**	,548**	,790**	,545**	1	,843**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000
	N	200	200	200	200	200	200	200	200
Loyalty	Pearson Correlation	,780**	,676**	,738**	,696**	,822**	,724**	,843**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	200	200	200	200	200	200	200	200

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,872	7

### Item Statistics

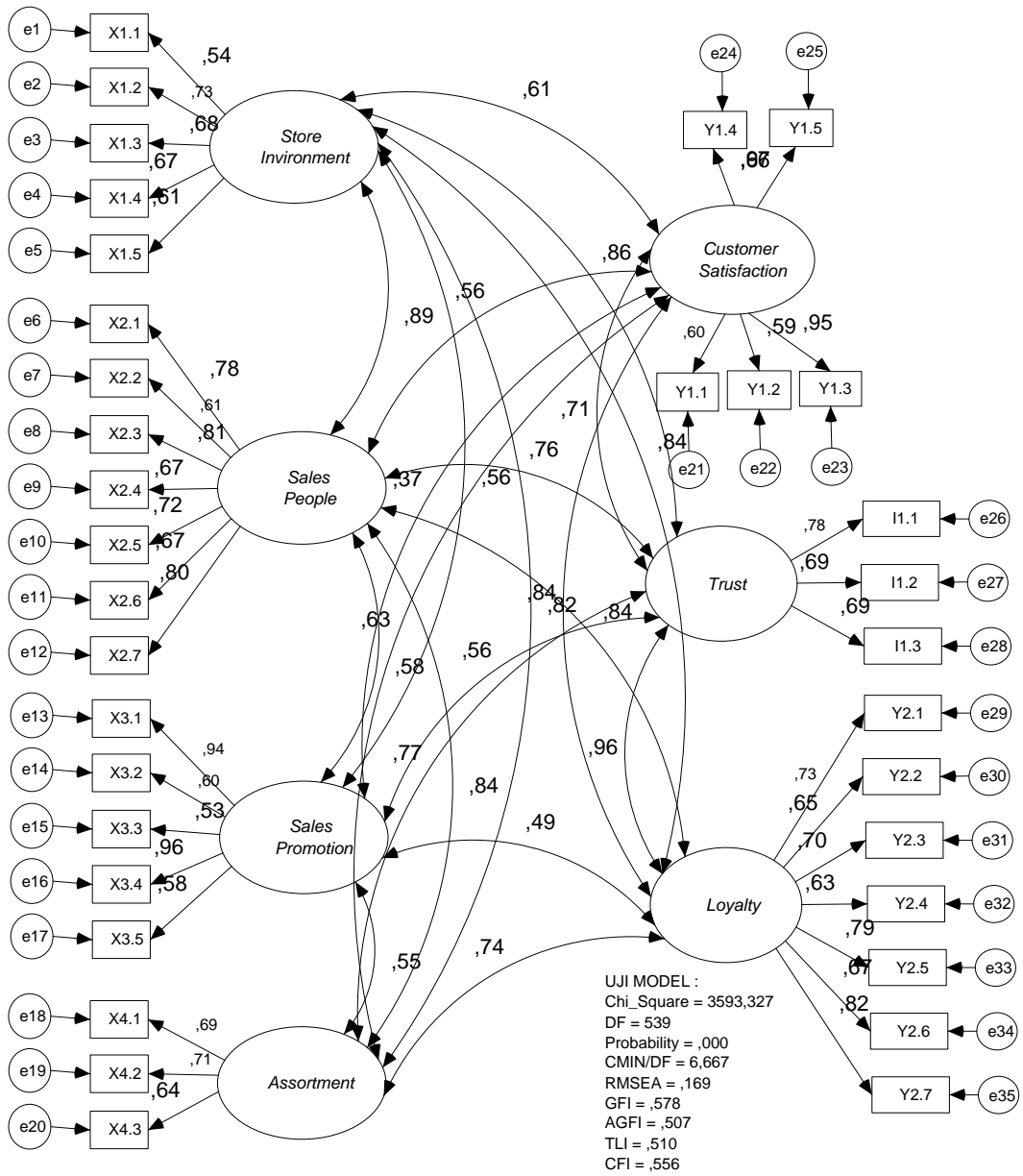
	Mean	Std. Deviation	N
Y2.1	3,8600	,72320	200
Y2.2	3,8450	,80885	200
Y2.3	4,1350	,76136	200
Y2.4	3,7000	,79572	200
Y2.5	3,9750	,73284	200
Y2.6	3,9650	,75938	200
Y2.7	3,9700	,76290	200

**Item -Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	23,5900	12,163	,692	,848
Y2.2	23,6050	12,431	,542	,869
Y2.3	23,3150	12,237	,631	,856
Y2.4	23,7500	12,359	,569	,865
Y2.5	23,4750	11,869	,747	,841
Y2.6	23,4850	12,331	,613	,859
Y2.7	23,4800	11,588	,772	,837

**LAMPIRAN 4**  
**ANALISIS FAKTOR KONFIRMATORI**

## Analisis Faktor Konfirmatori



## Uji Outlier

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore: X1.2	200	-2,3243	1,3264	,0000	1,0000
Zscore: X1.3	200	-2,4173	1,3016	,0000	1,0000
Zscore: X1.4	200	-2,5388	1,5125	,0000	1,0000
Zscore: X1.5	200	-2,0748	1,5652	,0000	1,0000
Zscore: X2.1	200	-2,2096	1,6669	,0000	1,0000
Zscore: X2.2	200	-2,6008	1,4314	,0000	1,0000
Zscore: X2.3	200	-2,1912	1,3912	,0000	1,0000
Zscore: X2.4	200	-2,2938	1,5506	,0000	1,0000
Zscore: X2.5	200	-2,2892	1,5690	,0000	1,0000
Zscore: X2.6	200	-2,4299	1,4476	,0000	1,0000
Zscore: X2.7	200	-2,2071	1,4012	,0000	1,0000
Zscore: X3.1	200	-2,1859	1,3398	,0000	1,0000
Zscore: X3.2	200	-2,5713	1,2760	,0000	1,0000
Zscore: X3.3	200	-2,6241	1,2731	,0000	1,0000
Zscore: X3.4	200	-2,2246	1,3443	,0000	1,0000
Zscore: X3.5	200	-2,5418	1,2900	,0000	1,0000
Zscore: X4.1	200	-2,5624	1,5265	,0000	1,0000
Zscore: X4.2	200	-2,4695	1,3493	,0000	1,0000
Zscore: X4.3	200	-2,8628	1,2563	,0000	1,0000
Zscore: Y1.1	200	-1,2935	1,3873	,0000	1,0000
Zscore: Y1.2	200	-2,1299	1,7193	,0000	1,0000
Zscore: Y1.3	200	-2,5388	1,3274	,0000	1,0000
Zscore: Y1.4	200	-2,4253	1,3642	,0000	1,0000
Zscore: Y1.5	200	-2,5019	1,3178	,0000	1,0000
Zscore: I1.1	200	-2,4875	1,5682	,0000	1,0000
Zscore: I1.2	200	-2,0526	1,3876	,0000	1,0000
Zscore: I1.3	200	-1,7119	1,1294	,0000	1,0000
Zscore: Y2.1	200	-2,5719	1,5763	,0000	1,0000
Zscore: Y2.2	200	-2,2810	1,4279	,0000	1,0000
Zscore: Y2.3	200	-2,8042	1,1361	,0000	1,0000
Zscore: Y2.4	200	-2,1364	1,6337	,0000	1,0000
Zscore: Y2.5	200	-2,6950	1,3987	,0000	1,0000
Zscore: Y2.6	200	-2,5876	1,3630	,0000	1,0000
Zscore: Y2.7	200	-2,5823	1,3501	,0000	1,0000
Valid N (listwise)	200				



Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
I1.1	2	5	0,038	0,221	-0,720	-2,080
I1.2	1	5	-0,191	-1,104	-0,601	-1,734
I1.3	3	5	-0,309	-1,781	-0,957	-2,763
X1.1	2	5	-0,255	-1,474	-0,748	-2,159
X1.2	2	5	-0,323	-1,864	-0,512	-1,478
X1.3	2	5	-0,428	-2,468	-0,291	-0,840
X1.4	2	5	-0,253	-1,459	-0,233	-0,672
X1.5	2	5	-0,068	-0,390	-0,618	-1,783
X2.1	2	5	-0,037	-0,216	-0,487	-1,406
X2.2	2	5	-0,189	-1,092	-0,492	-1,419
X2.3	2	5	-0,043	-0,249	-0,918	-2,650
X2.4	2	5	-0,062	-0,355	-0,594	-1,714
X2.5	2	5	-0,048	-0,276	-0,587	-1,694
X2.6	2	5	-0,182	-1,053	-0,525	-1,515
X2.7	2	5	0,000	-0,001	-0,967	-2,790
X3.1	2	5	-0,024	-0,139	-1,060	-3,061
X3.2	2	5	-0,200	-1,154	-0,850	-2,455
X3.3	2	5	-0,299	-1,727	-0,585	-1,690
X3.4	2	5	-0,057	-0,329	-0,995	-2,874
X3.5	2	5	-0,172	-0,990	-0,886	-2,558
X4.1	2	5	-0,116	-0,670	-0,484	-1,398
X4.2	1	5	-0,619	-3,574	0,812	2,344
X4.3	2	5	-0,287	-1,659	-0,596	-1,721
Y1.1	3	5	0,056	0,325	-1,193	-3,444
Y1.2	2	5	0,161	0,931	-0,617	-1,781
Y1.3	2	5	-0,401	-2,316	-0,229	-0,662
Y1.4	2	5	-0,040	-0,232	-0,995	-2,873
Y1.5	2	5	-0,251	-1,447	-0,628	-1,813
Y2.1	2	5	-0,023	-0,134	-0,587	-1,694
Y2.2	2	5	-0,112	-0,644	-0,725	-2,092
Y2.3	2	5	-0,368	-2,123	-0,780	-2,251
Y2.4	2	5	0,108	0,623	-0,691	-1,994
Y2.5	2	5	-0,269	-1,550	-0,330	-0,952
Y2.6	2	5	-0,149	-0,860	-0,747	-2,156
Y2.7	2	5	-0,086	-0,496	-0,936	-2,701
Multivariate					376,817	52,356

**Observations farthest from the centroid (Mahalanobis distance) (Group number 1)**

Observation number	Mahalanobis d-squared	p1	p2
20	65,703	,001	,000
19	65,677	,001	,000
16	65,575	,001	,000
191	65,524	,001	,000
151	65,457	,001	,000
190	65,367	,001	,000
1	65,244	,001	,000
24	64,647	,001	,000
7	64,588	,001	,000
12	63,683	,001	,000
200	63,291	,001	,000
187	63,344	,001	,000
15	63,225	,001	,000
139	63,264	,001	,000
14	63,045	,001	,000
56	62,623	,001	,000
29	62,000	,001	,000
25	61,708	,001	,000
186	60,012	,002	,000
143	59,692	,002	,000
18	59,267	,002	,000
31	58,772	,003	,000
69	57,979	,004	,000
157	57,926	,009	,000
177	57,562	,010	,000
10	55,917	,014	,000
3	55,354	,016	,000
154	55,098	,017	,000
2	53,355	,024	,000
172	53,227	,025	,000
23	51,979	,032	,000
22	51,850	,033	,000
194	51,832	,033	,000
9	51,028	,039	,000
13	49,317	,055	,000
127	48,890	,060	,000
37	48,757	,061	,000
32	48,724	,062	,000
72	47,934	,071	,000
148	47,881	,072	,000
11	47,145	,082	,000

Observation number	Mahalanobis d-squared	p1	p2
133	46,895	,086	,000
4	46,387	,094	,000
26	46,073	,100	,000
66	45,972	,102	,000
175	45,816	,104	,000
153	45,794	,105	,000
135	45,209	,116	,000
8	45,064	,119	,000
5	44,858	,123	,000
27	44,540	,130	,000
182	44,500	,130	,000
197	44,300	,135	,000
152	44,241	,136	,000
161	44,130	,139	,000
42	43,619	,151	,000
51	43,369	,157	,000
183	42,699	,174	,000
179	42,340	,184	,000
6	42,244	,186	,000
132	41,831	,198	,000
100	41,800	,199	,000
142	41,603	,205	,000
180	41,506	,208	,000
136	41,476	,209	,000
123	41,340	,213	,000
78	41,295	,215	,000
68	40,983	,225	,000
195	40,025	,257	,004
60	40,023	,257	,002
144	39,942	,260	,002
178	39,935	,260	,001
54	39,665	,270	,002
21	39,568	,273	,002
193	39,192	,287	,005
33	39,074	,292	,004
126	38,384	,319	,028
131	38,291	,322	,026
38	38,135	,329	,029
40	37,927	,337	,037
171	37,788	,343	,040
163	37,719	,346	,035
44	37,519	,354	,044

Observation number	Mahalanobis d-squared	p1	p2
50	37,349	,362	,051
67	36,770	,387	,150
45	36,435	,402	,228
196	35,893	,426	,430
185	35,863	,428	,390
188	35,800	,431	,367
164	35,719	,434	,354
184	35,589	,440	,365
17	35,544	,443	,335
173	35,099	,463	,511
159	34,836	,476	,594
35	34,814	,477	,551
57	34,709	,482	,551
192	34,282	,503	,715
118	33,893	,521	,832
59	33,870	,523	,803
47	33,215	,554	,947

Condition number of Sample Correlations = 6.950406e+001

Determinant of sample covariance matrix = 1.4316e+006

**Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Y2.1 <--- <i>Loyalty</i>	1,000				
Y2.2 <--- <i>Loyalty</i>	,995	,110	9,070	***	par_1
X1.2 <--- <i>Store Invironment</i>	1,249	,170	7,347	***	par_2
X1.1 <--- <i>Store Invironment</i>	1,000				
X1.3 <--- <i>Store Invironment</i>	1,140	,168	6,779	***	par_3
Y2.3 <--- <i>Loyalty</i>	1,010	,102	9,895	***	par_4
X1.4 <--- <i>Store Invironment</i>	1,028	,153	6,739	***	par_5
X1.5 <--- <i>Store Invironment</i>	1,044	,163	6,405	***	par_6
X2.4 <--- <i>Sales People</i>	,870	,091	9,565	***	par_7
X2.3 <--- <i>Sales People</i>	1,127	,100	11,252	***	par_8
X2.1 <--- <i>Sales People</i>	1,000				
X2.2 <--- <i>Sales People</i>	,746	,086	8,700	***	par_9
X3.3 <--- <i>Sales Promotion</i>	,514	,062	8,336	***	par_10
X3.1 <--- <i>Sales Promotion</i>	1,000				
X3.2 <--- <i>Sales Promotion</i>	,586	,060	9,731	***	par_11
X4.3 <--- <i>Assortment</i>	,926	,117	7,891	***	par_12
X4.1 <--- <i>Assortment</i>	1,000				
X4.2 <--- <i>Assortment</i>	1,162	,137	8,474	***	par_13
Y1.3 <--- <i>Customer Satisfaction</i>	2,471	,413	5,982	***	par_14
X2.5 <--- <i>Sales People</i>	,923	,084	11,052	***	par_15
X2.6 <--- <i>Sales People</i>	,855	,089	9,644	***	par_16
X2.7 <--- <i>Sales People</i>	1,103	,101	10,957	***	par_17
X3.4 <--- <i>Sales Promotion</i>	1,014	,036	27,930	***	par_18
X3.5 <--- <i>Sales Promotion</i>	,567	,061	9,233	***	par_19
Y1.5 <--- <i>Customer Satisfaction</i>	2,557	,427	5,984	***	par_20
Y1.4 <--- <i>Customer Satisfaction</i>	1,737	,321	5,415	***	par_21
Y1.2 <--- <i>Customer Satisfaction</i>	1,534	,295	5,192	***	par_22
Y1.1 <--- <i>Customer Satisfaction</i>	1,000				
I1.1 <--- <i>Trust</i>	1,000				
I1.2 <--- <i>Trust</i>	1,083	,109	9,934	***	par_23
I1.3 <--- <i>Trust</i>	,845	,084	10,052	***	par_24
Y2.4 <--- <i>Loyalty</i>	,950	,108	8,809	***	par_25
Y2.5 <--- <i>Loyalty</i>	1,099	,102	10,813	***	par_26
Y2.6 <--- <i>Loyalty</i>	,957	,103	9,266	***	par_27
Y2.7 <--- <i>Loyalty</i>	1,186	,107	11,074	***	par_28

**Standardized Regression Weights: (Group number 1 - Default model)**

	Estimate
Y2.1 <--- <i>Loyalty</i>	,730
Y2.2 <--- <i>Loyalty</i>	,650
X1.2 <--- <i>Store Invironment</i>	,734
X1.1 <--- <i>Store Invironment</i>	,540
X1.3 <--- <i>Store Invironment</i>	,682
Y2.3 <--- <i>Loyalty</i>	,700
X1.4 <--- <i>Store Invironment</i>	,670
X1.5 <--- <i>Store Invironment</i>	,612
X2.4 <--- <i>Sales People</i>	,673
X2.3 <--- <i>Sales People</i>	,812
X2.1 <--- <i>Sales People</i>	,780
X2.2 <--- <i>Sales People</i>	,605
X3.3 <--- <i>Sales Promotion</i>	,533
X3.1 <--- <i>Sales Promotion</i>	,938
X3.2 <--- <i>Sales Promotion</i>	,600
X4.3 <--- <i>Assortment</i>	,645
X4.1 <--- <i>Assortment</i>	,691
X4.2 <--- <i>Assortment</i>	,709
Y1.3 <--- <i>Customer Satisfaction</i>	,951
X2.5 <--- <i>Sales People</i>	,717
X2.6 <--- <i>Sales People</i>	,667
X2.7 <--- <i>Sales People</i>	,801
X3.4 <--- <i>Sales Promotion</i>	,962
X3.5 <--- <i>Sales Promotion</i>	,578
Y1.5 <--- <i>Customer Satisfaction</i>	,972
Y1.4 <--- <i>Customer Satisfaction</i>	,655
Y1.2 <--- <i>Customer Satisfaction</i>	,588
Y1.1 <--- <i>Customer Satisfaction</i>	,600
I1.1 <--- <i>Trust</i>	,780
I1.2 <--- <i>Trust</i>	,694
I1.3 <--- <i>Trust</i>	,693
Y2.4 <--- <i>Loyalty</i>	,631
Y2.5 <--- <i>Loyalty</i>	,792
Y2.6 <--- <i>Loyalty</i>	,666
Y2.7 <--- <i>Loyalty</i>	,821

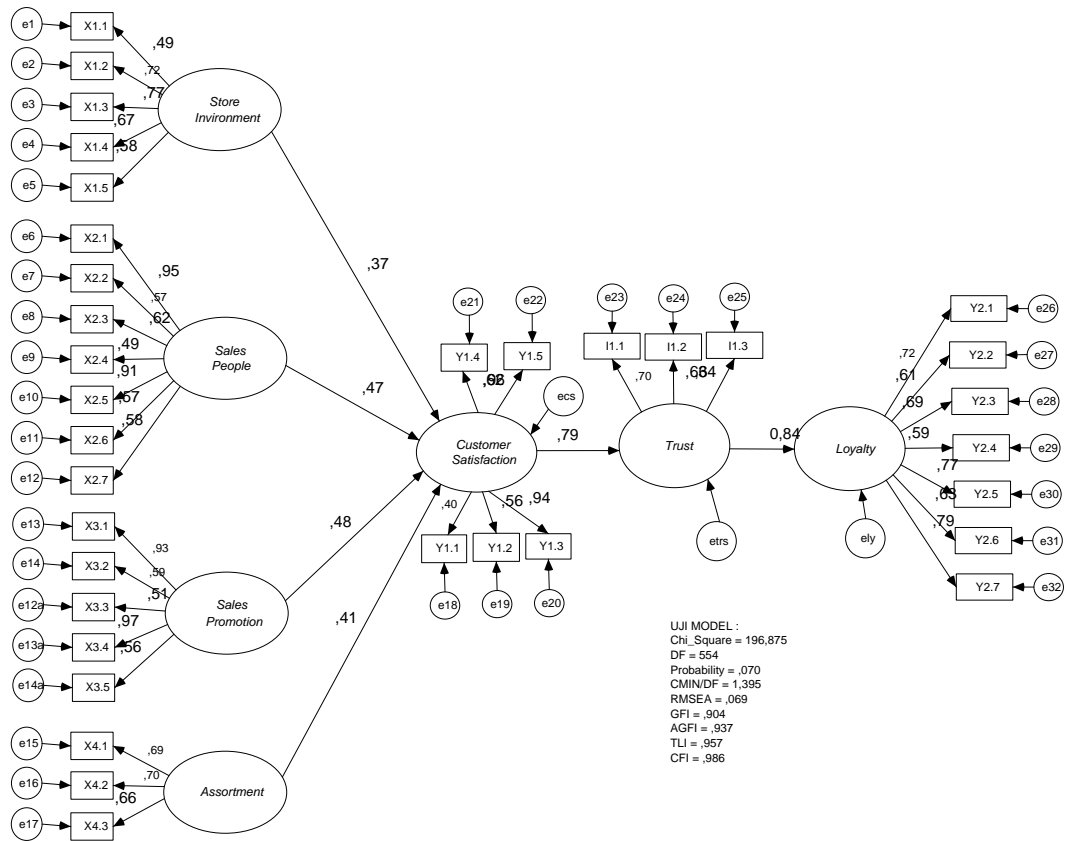
**Correlations: (Group number 1 - Default model)**

		Estimate
<i>Store Invironment</i>	<--> <i>Sales People</i>	,885
<i>Store Invironment</i>	<--> <i>Sales Promotion</i>	,561
<i>Store Invironment</i>	<--> <i>Assortment</i>	,821
<i>Loyalty</i>	<--> <i>Store Invironment</i>	,838
<i>Store Invironment</i>	<--> <i>Trust</i>	,865
<i>Store Invironment</i>	<--> <i>Customer Satisfaction</i>	,611
<i>Sales People</i>	<--> <i>Sales Promotion</i>	,581
<i>Sales People</i>	<--> <i>Assortment</i>	,838
<i>Loyalty</i>	<--> <i>Sales People</i>	,838
<i>Sales People</i>	<--> <i>Trust</i>	,763
<i>Sales People</i>	<--> <i>Customer Satisfaction</i>	,557
<i>Sales Promotion</i>	<--> <i>Assortment</i>	,551
<i>Loyalty</i>	<--> <i>Sales Promotion</i>	,487
<i>Sales Promotion</i>	<--> <i>Trust</i>	,564
<i>Sales Promotion</i>	<--> <i>Customer Satisfaction</i>	,372
<i>Loyalty</i>	<--> <i>Assortment</i>	,740
<i>Assortment</i>	<--> <i>Trust</i>	,766
<i>Assortment</i>	<--> <i>Customer Satisfaction</i>	,630
<i>Loyalty</i>	<--> <i>Trust</i>	,961
<i>Loyalty</i>	<--> <i>Customer Satisfaction</i>	,844
<i>Customer Satisfaction</i>	<--> <i>Trust</i>	,705

**LAMPIRAN 5**  
**HASIL ANALISIS MODEL PERSAMAAN STRUKTURAL**



## HASIL ANALISIS MODEL PERSAMAAN STRUKTURAL



**Regression Weights: (Group number 1 - Default model)**

		Estimate	S.E.	C.R.	P	Label
<i>Customer Satisfaction</i>	<--- <i>Store Invironment</i>	,238	,084	2,850	,004	par_29
<i>Customer Satisfaction</i>	<--- <i>Sales People</i>	,085	,037	2,297	,007	par_30
<i>Customer Satisfaction</i>	<--- <i>Sales Promotion</i>	,072	,027	2,667	,005	par_31
<i>Customer Satisfaction</i>	<--- <i>Assortment</i>	,222	,070	3,170	,002	par_32
<i>Trust</i>	<--- <i>Customer Satisfaction</i>	1,411	,254	5,557	***	par_33
<i>Loyalty</i>	<--- <i>Trust</i>	1,044	,100	10,465	***	par_34
Y2.1	<--- <i>Loyalty</i>	1,000				
Y2.2	<--- <i>Loyalty</i>	,952	,106	8,943	***	par_1
X1.2	<--- <i>Store Invironment</i>	1,357	,215	6,298	***	par_2
X1.1	<--- <i>Store Invironment</i>	1,000				
X1.3	<--- <i>Store Invironment</i>	1,413	,245	5,768	***	par_3
Y2.3	<--- <i>Loyalty</i>	1,011	,099	10,198	***	par_4
X1.4	<--- <i>Store Invironment</i>	1,129	,204	5,545	***	par_5
X1.5	<--- <i>Store Invironment</i>	1,092	,203	5,389	***	par_6
X2.4	<--- <i>Sales People</i>	,519	,071	7,364	***	par_7
X2.3	<--- <i>Sales People</i>	,700	,072	9,768	***	par_8
X2.1	<--- <i>Sales People</i>	1,000				
X2.2	<--- <i>Sales People</i>	,576	,067	8,633	***	par_9
X3.3	<--- <i>Sales Promotion</i>	,499	,062	8,049	***	par_10
X3.1	<--- <i>Sales Promotion</i>	1,000				
X3.2	<--- <i>Sales Promotion</i>	,576	,060	9,571	***	par_11
X4.3	<--- <i>Assortment</i>	,939	,139	6,753	***	par_12
X4.1	<--- <i>Assortment</i>	1,000				
X4.2	<--- <i>Assortment</i>	1,139	,176	6,467	***	par_13
Y1.3	<--- <i>Customer Satisfaction</i>	2,359	,377	6,248	***	par_14
X2.5	<--- <i>Sales People</i>	,959	,040	23,799	***	par_15
X2.6	<--- <i>Sales People</i>	,596	,068	8,780	***	par_16
X2.7	<--- <i>Sales People</i>	,653	,074	8,866	***	par_17
X3.4	<--- <i>Sales Promotion</i>	1,032	,037	27,749	***	par_18
X3.5	<--- <i>Sales Promotion</i>	,550	,062	8,894	***	par_19
Y1.5	<--- <i>Customer Satisfaction</i>	2,426	,388	6,254	***	par_20
Y1.4	<--- <i>Customer Satisfaction</i>	1,687	,298	5,665	***	par_21
Y1.2	<--- <i>Customer Satisfaction</i>	1,502	,277	5,431	***	par_22
Y1.1	<--- <i>Customer</i>	1,000				

		Estimate	S.E.	C.R.	P	Label
	<i>Satisfaction</i>					
II.1	<--- <i>Trust</i>	1,000				
II.2	<--- <i>Trust</i>	1,104	,120	9,200	***	par_23
II.3	<--- <i>Trust</i>	,871	,094	9,272	***	par_24
Y2.4	<--- <i>Loyalty</i>	,916	,105	8,731	***	par_25
Y2.5	<--- <i>Loyalty</i>	1,073	,097	11,018	***	par_26
Y2.6	<--- <i>Loyalty</i>	,923	,100	9,181	***	par_27
Y2.7	<--- <i>Loyalty</i>	1,151	,103	11,165	***	par_28

**Standardized Regression Weights: (Group number 1 - Default model)**

		Estimate
<i>Customer Satisfaction</i>	<--- <i>Store Invironment</i>	,374
<i>Customer Satisfaction</i>	<--- <i>Sales People</i>	,466
<i>Customer Satisfaction</i>	<--- <i>Sales Promotion</i>	,482
<i>Customer Satisfaction</i>	<--- <i>Assortment</i>	,405
<i>Trust</i>	<--- <i>Customer Satisfaction</i>	,791
<i>Loyalty</i>	<--- <i>Trust</i>	,839
Y2.1	<--- <i>Loyalty</i>	,721
Y2.2	<--- <i>Loyalty</i>	,606
X1.2	<--- <i>Store Invironment</i>	,722
X1.1	<--- <i>Store Invironment</i>	,490
X1.3	<--- <i>Store Invironment</i>	,766
Y2.3	<--- <i>Loyalty</i>	,690
X1.4	<--- <i>Store Invironment</i>	,667
X1.5	<--- <i>Store Invironment</i>	,580
X2.4	<--- <i>Sales People</i>	,491
X2.3	<--- <i>Sales People</i>	,616
X2.1	<--- <i>Sales People</i>	,953
X2.2	<--- <i>Sales People</i>	,571
X3.3	<--- <i>Sales Promotion</i>	,515
X3.1	<--- <i>Sales Promotion</i>	,933
X3.2	<--- <i>Sales Promotion</i>	,587
X4.3	<--- <i>Assortment</i>	,656
X4.1	<--- <i>Assortment</i>	,693
X4.2	<--- <i>Assortment</i>	,698
Y1.3	<--- <i>Customer Satisfaction</i>	,937
X2.5	<--- <i>Sales People</i>	,910
X2.6	<--- <i>Sales People</i>	,568
X2.7	<--- <i>Sales People</i>	,579
X3.4	<--- <i>Sales Promotion</i>	,975
X3.5	<--- <i>Sales Promotion</i>	,558
Y1.5	<--- <i>Customer Satisfaction</i>	,955
Y1.4	<--- <i>Customer Satisfaction</i>	,623

			Estimate
Y1.2	<---	<i>Customer Satisfaction</i>	,558
Y1.1	<---	<i>Customer Satisfaction</i>	,401
I1.1	<---	<i>Trust</i>	,698
I1.2	<---	<i>Trust</i>	,628
I1.3	<---	<i>Trust</i>	,635
Y2.4	<---	<i>Loyalty</i>	,592
Y2.5	<---	<i>Loyalty</i>	,767
Y2.6	<---	<i>Loyalty</i>	,627
Y2.7	<---	<i>Loyalty</i>	,793

**LAMPIRAN 6**

**PROFIL *THE BODY SHOP***

## **Profil *Body Shop***

Toko pertama dari *The Body Shop*® dibuka pada tanggal 26 Maret 1976 di Brighton, di daerah Selatan pantai Inggris. Pada tahun 1978 sebuah kios kecil di Brussels menjadi toko franchise pertama yang dibuka di luar negeri, dan di tahun 1982 2 toko baru dibuka setiap bulannya. Pada tahun 1985, di tahun pertamanya sebagai perusahaan publik, *The Body Shop* mensponsori poster untuk *Greenpeace*. Setahun kemudian, menciptakan sebuah Departemen yang menangani Proyek Lingkungan Hidup, saat kampanye besar *The Body Shop* adalah "Save the Whale" bersama *Greenpeace*, pada tahun 1986.

Produk *Community Trade The Body Shop*® yang pertama, sebuah *Footsie Roller*, diproduksi tahun 1986 oleh seorang pemasok di selatan India. Perdagangan *Footsie Rollers* ini berkembang menjadi perdagangan dengan *Teddy Exports* di India, salah satu pemasok utama *Community Trade* kami.

Di tahun 1990, setelah satu tahun peluncurannya di Amerika Serikat, terdapat 2,500 aplikasi untuk membuka franchise, dengan permintaan produk *The Body Shop*® yang terus menerus, melihat perkembangannya di 39 negaranya dalam waktu 14 tahun setelah toko pertama dibuka.

*The Body Shop At Home*™, bagian penjualan langsung, diluncurkan di Inggris pada tahun 1994, di Kanada pada tahun 1995, di Australia pada tahun 1997, dan di Amerika Serikat pada tahun 2001. Sampai saat ini sudah berjalan di 48 negara bagian di Amerika Serikat dan terus berkembang.

Di tahun 1997, *The Body Shop*® menjadi perusahaan kosmetik internasional pertama yang menandatangani *the Humane Cosmetics Standard*, yang didukung oleh kelompok perlindungan binatang internasional.

Di tahun 1997, *The Body Shop*® merayakan ulang tahunnya yang ke 21 dengan meluncurkan desain toko terbaru, yang memenangkan penghargaan bergengsi *Retail Week Store Design of the Year*.

Pada tahun 1999, *The Body Shop*® menciptakan 4 unit bisnis di Inggris, Eropa, Amerika dan Asia mengubah sistem operasi dan struktur manajemen kewilayah masing-masing.

2001 menjadi tahun pertama peluncuran *The Body Shop*® *customer reward program* di Amerika Serikat. Hal ini menjadi sangat populer, saat ini menjadi kunci utama pemasaran global, dikenal sebagai *program Love Your Body*™ (di Indonesia dikenal sebagai *The Body Shop People Membership Program*) dengan memberikan penghargaan kepada pelanggan potongan 10%

darisemuapembelian, hadiahgratis dansebuahhadiahulangtahun, sertakeuntungan – keuntungan lain yang hanyabisadidapatkanolehanggota.

Selamatahun 2003 *The Body Shop*® membukatokonya di Estonia danTurki.

*The Body Shop*® membukacabangnya di Yordaniadan Russia padatahun 2005, jumlahtokodi seluruhduniamenjadi 2,045.

PadaJanuari 2008 Sophie Gaspermentbergabungbersama*TheBody Shop*®, menjabatsebagai*Chief Executive* sejakJuni 2008. PadabulanAgustus 2008 diluncurkantampilan*brand* barudari*The Body Shop*®.

### ***Body Shop Indonesia***

Indonesia memilikilebihdari 52 toko di seluruh Indonesia and beroperasi sebagai The Body Shop Franchisee, PT. Monica HijauLestari, di bawahlisensi The Body Shop International plc.

PT Monica Hijau-Lestari

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### **Lokasitoko Body Shop di Surabaya**

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#### **Pakuwon Supermall-Surabaya**

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Surabaya

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### **Tunjungan Plaza 4**

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Email: [tbs-tp4@thebodyshop.co.id](mailto:tbs-tp4@thebodyshop.co.id)

### **Galaxy Mall**

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### **Ciputra World**

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