

Lampiran 1

Kuesioner

Dalam rangka memenuhi persyaratan tugas akhir (skripsi), saya Benard (3103008054) mahasiswa Universitas Katolik Widya Mandala Surabaya, sedang melakukan penelitian mengenai “Analisis Hubungan antara Citra Toko, Kepercayaan, Kepuasan Pelanggan dan Loyalitas Pelanggan Pada Carrefour Bubutan”.

Untuk keperluan penelitian tersebut. Apabila bapak/ibu/saudara pernah berbelanja di Carrefour Bubutan Surabaya, maka saya mohon kesediaan bapak/ibu/saudara untuk bersedia mengisi kuesioner dibawah ini dengan memberikan tanda silang (x) pada pilihan jawaban yang tersedia (rentang 1 sampai 5). Setiap pertanyaan hanya mengharapkan satu jawaban. Setiap angka akan mewakili tingkat kesesuaian dengan pendapat bapak/ibu/saudara, dimana:

STS = Sangat Tidak Setuju.

TS = Tidak Setuju.

N = Netral.

S = Setuju.

SS = Sangat Setuju.

Data atau informasi yang terkumpul akan saya gunakan untuk keperluan skripsi. Atas perhatian dan kesediaan bapak/ibu/saudara, saya mengucapkan terima kasih untuk kesediaan bapak/ibu/saudara dalam mengisi kuesioner ini dengan benar.

Hormat Saya,

Bernard

Lampiran 1 (lanjutan)

1. Bagian ini menyatakan identitas responden.
 - a. Jenis Kelamin.
 1. Perempuan.
 2. Laki-laki.
 - b. Usia.
 1. 18 – 25 Tahun.
 2. 26 – 35 Tahun.
 3. 36 – 45 Tahun.
 4. 46 – 55 Tahun
 5. Lebih dari 55 Tahun.
 - c. Pendidikan Terakhir.
 1. SMU/SMK
 2. DIPLOMA
 3. S1
 4. S2/S3
 5. Lainnya.....
 - d. Pengeluaran Perbulan.
 1. Kurang dari Rp. 2.000.000,00
 2. Rp. 2.000.000,00 sampai kurang dari Rp. 3.000.000,00
 3. Rp. 3.000.000,00 sampai kurang dari Rp. 4.000.000,00
 4. Rp. 4.000.000,00 sampai kurang dari Rp. 5.000.000,00
 5. Rp. 5.000.000,00 atau lebih
 - e. Apakah anda pernah berbelanja di pernah berbelanja di Carrefour Bubutan?
 1. Ya
 2. Tidak ^(*)
 - f. Frekuensi berbelanja anda di Carrefour Bubutan dalam 1 bulan?
 1. 2 kali
 2. 3 kali
 3. 4 kali
 4. Lebih dari 4 kali

(*) bila menjawab “Tidak” anda tidak perlu melanjutkan pengisian kuesioner.

Lampiran 1 (lanjutan)

2. Bagian ini menyatakan daftar pertanyaan kepada responden.

no	Item Pertanyaan	Jawaban Responden				
		STS	TS	N	S	SS
Citra Toko						
1.	<i>Carrefour</i> Bubutan memiliki tata letak produk sesuai dengan kategorinya.					
2.	<i>Carrefour</i> Bubutan memiliki pencahayaan yang cukup.					
3	<i>Carrefour</i> Bubutan memiliki udara yang sejuk.					
4.	Secara keseluruhan barang dagangan yang dijual di <i>Carrefour</i> Bubutan memiliki kualitas yang baik.					
5.	Secara keseluruhan layanan yang diberikan di <i>Carrefour</i> Bubutan memiliki kualitas yang baik.					
Kepercayaan		STS	TS	N	S	SS
1.	<i>Carrefour</i> Bubutan selalu mampu menepati janjinya dalam hal promo dan diskon.					
2.	<i>Carrefour</i> Bubutan selalu mencantumkan harga yang sesuai pada <i>display</i> dan kasir.					
3.	<i>Carrefour</i> Bubutan selalu menjual barang-barang yang layak dikonsumsi.(bukan barang <i>expired</i>)					
4.	<i>Carrefour</i> Bubutan selalu menjaga reputasi dan nama baiknya.					
5.	<i>Carrefour</i> Bubutan memberikan informasi yang benar dalam hal ketersediaan stok barang.					
6	<i>Carrefour</i> Bubutan dapat dipercaya untuk menyediakan					

Lampiran 1 (Lanjutan)

Loyalitas Pelanggan						
1.	Saya merasa lebih puas saat berbelanja di Carrefour Bubutan dibanding di tempat lain.					
2.	Berdasarkan pengalaman saya, saya merasa puas saat berbelanja di Carrefour Bubutan.					
3.	Secara keseluruhan saya merasa puas saat berbelanja di Carrefour Bubutan					
Loyalitas Pelanggan		STS	TS	N	S	SS
1.	Saya rasa, saya akan berbelanja kembali di Carrefour Bubutan.					
2.	Saya akan berbelanja di Carrefour Bubutan dalam waktu dekat ini.					
3.	Carrefour Bubutan merupakan pilihan utama saya untuk berbelanja.					
4.	Saya selalu berbelanja di Carrefour Bubutan.					
5.	Saya selalu menyampaikan pada orang lain bahwa Carrefour Bubutan adalah tempat belanja yang baik.					
6.	Saya menyarankan pada teman, keluarga dan relasi untuk berbelanja di Carrefour Bubutan					

Lampiran 2

Jawaban Kuisisioner Tentang Identitas Responden

No	Jenis Kelamin	Usia	Pendidikan Terakhir	Pengeluaran per bulan	Penah Berbelanja	Frekuensi
1	2	1	2	5	1	1
2	1	3	2	5	1	4
3	2	4	2	3	1	2
4	2	4	2	4	1	4
5	2	4	3	5	1	4
6	1	3	2	5	1	4
7	2	4	1	4	1	4
8	2	4	3	5	1	4
9	2	4	1	1	1	2
10	1	2	1	5	1	2
11	2	4	2	4	1	2
12	2	2	1	3	1	2
13	1	4	3	3	1	2
14	2	4	3	3	1	1
15	2	4	2	5	1	1
16	2	4	1	4	1	1
17	1	5	3	4	1	4
18	2	4	1	3	1	2
19	2	1	3	4	1	4
20	2	5	2	4	1	2
21	2	5	2	4	1	1
22	2	5	3	5	1	2
23	2	5	3	5	1	1
24	2	5	1	4	1	1
25	2	5	2	3	1	2
26	2	5	3	1	1	2

Lampiran 2 (Lanjutan)

No	Jenis Kelamin	Usia	Pendidikan Terakhir	Pengeluaran per bulan	Penah Berbelanja	Frekuensi
27	1	1	3	3	1	2
28	2	4	2	4	1	1
29	2	5	5	4	1	2
30	2	4	3	4	1	2
31	2	5	2	5	1	1
32	2	4	5	3	1	4
33	2	1	1	4	1	1
34	2	2	2	4	1	1
35	1	2	5	4	1	1
36	1	4	5	4	1	1
37	1	4	1	5	1	4
38	1	1	2	4	1	4
39	2	2	1	4	1	4
40	1	5	2	4	1	2
41	1	5	5	3	1	2
42	2	2	1	3	1	2
43	1	1	1	5	1	1
44	1	5	2	4	1	1
45	1	4	5	4	1	1
46	1	2	3	1	1	1
47	1	5	3	4	1	1
48	1	1	2	5	1	1
49	1	4	3	4	1	2
50	2	4	5	2	1	1
51	1	2	2	4	1	1
52	1	5	2	4	1	4

Lampiran 2 (Lanjutan)

No	Jenis Kelamin	Usia	Pendidikan Terakhir	Pengeluaran per bulan	Penah Berbelanja	Frekuensi
53	2	1	1	3	1	4
54	2	4	2	2	1	1
55	2	2	5	5	1	4
56	1	5	2	4	1	4
57	1	2	2	4	1	4
58	1	1	1	3	1	1
59	1	3	5	3	1	4
60	1	2	2	2	1	4
61	1	2	1	2	1	4
62	1	3	5	2	1	4
63	1	1	3	1	1	1
64	1	3	2	5	1	2
65	1	3	1	4	1	2
66	1	2	5	4	1	3
67	1	3	2	4	1	1
68	1	1	2	3	1	1
69	1	3	1	3	1	1
70	1	2	5	2	1	1
71	1	4	2	2	1	2
72	2	3	2	5	1	1
73	2	1	2	4	1	1
74	2	4	2	3	1	1
75	2	2	5	2	1	4
76	2	3	5	3	1	4
77	2	2	2	1	1	2
78	2	1	2	4	1	1

Lampiran 2 (Lanjutan)

No	Jenis Kelamin	Usia	Pendidikan Terakhir	Pengeluaran per bulan	Penah Berbelanja	Frekuensi
79	1	2	5	2	1	2
80	1	2	5	4	1	1
81	1	3	3	5	1	2
82	1	3	5	4	1	1
83	1	1	5	4	1	4
84	2	3	3	4	1	2
85	1	4	2	3	1	4
86	1	2	2	2	1	4
87	1	3	5	3	1	1
88	1	1	3	4	1	2
89	1	1	2	4	1	1
90	1	3	3	5	1	4
91	1	2	5	1	1	4
92	1	3	1	2	1	1
93	1	3	1	4	1	2
94	1	1	1	4	1	2
95	1	3	2	4	1	1
96	1	3	5	4	1	1
97	1	3	1	5	1	1
98	1	1	3	2	1	4
99	1	2	3	3	1	4
100	1	3	1	4	1	1
101	1	1	2	3	1	1
102	1	3	3	2	1	3
103	2	2	5	2	1	1
104	2	1	3	2	1	2

Lampiran 2 (Lanjutan)

No	Jenis Kelamin	Usia	Pendidikan Terakhir	Pengeluaran per bulan	Penah Berbelanja	Frekuensi
105	2	3	1	1	1	3
106	1	3	3	4	1	1
107	2	3	1	5	1	3
108	2	1	1	3	1	1
109	2	3	1	2	1	2
110	2	2	5	2	1	3
111	2	2	1	3	1	2
112	2	1	3	3	1	2
113	2	4	3	2	1	1
114	1	3	1	2	1	2
115	2	1	1	5	1	2
116	1	2	1	2	1	2
117	2	5	5	2	1	2
118	1	1	3	1	1	3
119	1	1	3	3	1	1
120	1	5	1	4	1	3
121	1	1	3	4	1	2
122	1	2	1	5	1	1
123	1	1	5	3	1	1
124	1	5	3	3	1	1
125	1	1	1	3	1	1
126	1	3	3	3	1	2
127	1	1	3	3	1	2
128	2	2	5	1	1	3
129	1	5	1	4	1	3
130	1	3	3	5	1	2

Lampiran 2 (Lanjutan)

No	Jenis Kelamin	Usia	Pendidikan Terakhir	Pengeluaran per bulan	Penah Berbelanja	Frekuensi
131	1	1	1	4	1	2
132	1	4	3	3	1	1
133	1	2	5	3	1	2
134	1	3	3	3	1	1
135	1	3	5	5	1	1
136	1	3	1	4	1	2
137	1	2	3	2	1	2
138	1	3	1	1	1	2
139	1	1	3	4	1	3
140	1	3	3	4	1	1
141	2	2	3	3	1	2
142	2	3	1	5	1	2
143	1	3	1	3	1	2
144	1	3	1	4	1	2
145	1	4	1	2	1	3
146	1	1	3	3	1	2
147	1	2	1	2	1	1
148	1	1	1	3	1	2
149	1	5	1	5	1	2
150	1	3	2	3	1	2
151	2	1	3	1	1	3
152	1	5	3	3	1	2
153	2	3	1	3	1	1
154	2	3	1	5	1	2
155	1	2	1	2	1	2
156	1	3	3	3	1	2

Lampiran 2 (Lanjutan)

No	Jenis Kelamin	Usia	Pendidikan Terakhir	Pengeluaran per bulan	Penah Berbelanja	Frekuensi
157	1	2	3	3	1	2
158	1	2	3	4	1	1
159	2	2	4	1	1	2
160	2	1	3	5	1	3
161	1	1	1	1	1	2
162	2	3	3	2	1	3
163	1	2	3	2	1	3
164	2	3	3	3	1	1
165	1	3	1	3	1	3
166	1	4	4	3	1	2
167	2	4	3	4	1	3
168	2	2	3	2	1	3
169	1	3	1	4	1	3
170	2	1	3	1	1	2
171	1	1	3	1	1	1
172	1	2	4	1	1	1
173	1	2	2	2	1	3
174	1	4	3	5	1	3
175	1	2	3	2	1	1
176	1	3	3	2	1	2
177	1	2	2	2	1	3
178	1	4	4	3	1	3
179	1	4	3	3	1	1
180	1	3	3	2	1	3
181	1	2	1	1	1	3
182	1	4	1	1	1	3

Lampiran 2 (Lanjutan)

No	Jenis Kelamin	Usia	Pendidikan Terakhir	Pengeluaran per bulan	Penah Berbelanja	Frekuensi
183	1	2	1	2	1	3
184	1	5	1	3	1	1
185	2	2	3	1	1	2
186	1	5.	3	2	1	3
187	1	5	3	2	1	2
188	1	1	3	1	1	3
189	1	3	3	2	1	2
190	1	3	3	2	1	1
191	1	3	4	3	1	2
192	1	3	3	3	1	3
193	1	2	3	2	1	3
194	1	3	3	1	1	1
195	1	2	3	1	1	3
196	2	2	4	3	1	3
197	1	2	3	3	1	3
198	1	2	3	3	1	3
199	1	3	4	3	1	1
200	1	3	4	5	1	2

Lampiran 3a

Jawaban Responden Tentang Citra Toko dan Kepercayaan

	Citra Toko (CT)						Kepercayaan (K)						
	1	2	3	4	5	X1	1	2	3	4	5	6	Y1
1	4	5	4	4	5	4.40	4	4	4	4	4	4	4.00
2	5	4	5	4	4	4.40	4	5	4	4	4	4	4.17
3	4	5	4	4	5	4.40	5	4	4	5	4	4	4.33
4	5	4	4	4	4	4.20	4	5	4	4	4	5	4.33
5	4	5	5	4	5	4.60	5	4	4	5	5	4	4.50
6	5	4	4	4	4	4.20	4	4	4	4	4	5	4.17
7	4	5	4	4	5	4.40	5	4	4	5	5	4	4.50
8	5	4	4	4	4	4.20	5	5	4	4	4	4	4.33
9	4	5	4	4	5	4.40	4	4	4	5	5	4	4.33
10	5	4	4	4	4	4.20	5	4	4	4	5	5	4.50
11	5	5	5	5	5	5.00	4	5	4	5	4	4	4.33
12	4	4	5	4	4	4.20	4	4	4	4	5	4	4.17
13	4	5	4	4	5	4.40	5	4	4	5	4	5	4.50
14	5	4	4	4	4	4.20	4	4	4	4	4	4	4.00
15	4	5	5	4	5	4.60	3	5	4	5	5	4	4.33
16	5	5	4	4	4	4.40	5	4	4	4	4	4	4.17
17	3	4	4	4	5	4.00	4	5	4	5	3	5	4.33
18	4	5	5	4	4	4.40	4	4	4	4	5	4	4.17
19	5	4	4	4	5	4.40	5	4	4	5	4	5	4.50
20	4	4	5	4	4	4.20	5	4	4	4	4	4	4.17
21	5	5	4	4	5	4.60	4	5	4	5	5	4	4.50
22	4	4	5	4	4	4.20	4	4	4	4	5	4	4.17
23	5	5	4	4	5	4.60	5	4	4	5	4	5	4.50
24	4	4	4	4	4	4.00	5	4	4	4	4	4	4.17
25	5	5	4	4	5	4.60	4	4	4	5	5	4	4.33
26	4	5	5	4	4	4.40	4	5	5	4	5	4	4.50
27	5	4	4	4	5	4.40	4	5	4	5	4	4	4.33
28	4	5	4	4	4	4.20	5	4	5	4	4	5	4.50
29	5	4	5	4	4	4.40	5	4	4	5	4	5	4.50
30	4	4	4	4	5	4.20	4	5	4	4	5	4	4.33
31	5	5	4	4	4	4.40	5	4	4	4	5	4	4.33
32	4	4	4	4	5	4.20	4	4	4	5	4	5	4.33
33	5	3	5	4	4	4.20	5	5	4	4	5	4	4.50
34	4	5	4	4	5	4.40	4	4	4	5	4	4	4.17
35	5	4	5	4	4	4.40	5	4	4	4	5	5	4.50
36	4	4	4	4	5	4.20	4	4	4	5	4	4	4.17
37	5	5	4	4	4	4.40	5	4	4	4	5	4	4.33
38	4	5	4	4	5	4.40	4	4	4	5	4	4	4.17
39	5	4	5	4	5	4.60	5	5	5	4	5	4	4.67
40	4	4	4	4	4	4.00	4	5	4	5	4	4	4.33
41	5	5	4	4	4	4.40	5	4	4	5	5	5	4.67
42	4	4	5	4	4	4.40	4	4	4	4	4	5	4.17

Lampiran 3a (Lanjutan)

	Citra Toko (CT)							Kepercayaan (K)						
	1	2	3	4	5	X1	1	2	3	4	5	6	Y1	
43	5	4	4	4	4	4.20	5	5	4	4	5	4	4.50	
44	4	4	5	5	5	4.60	5	4	4	5	4	4	4.33	
45	5	4	5	4	3	4.20	4	4	4	4	5	5	4.33	
46	4	5	4	5	4	4.40	5	5	4	5	5	4	4.67	
47	4	5	4	4	5	4.40	4	4	4	3	4	4	3.83	
48	5	4	5	4	4	4.40	4	5	4	4	5	5	4.50	
49	4	5	4	4	5	4.40	5	4	4	5	4	4	4.33	
50	5	4	4	4	4	4.20	4	5	4	4	4	5	4.33	
51	4	5	5	4	5	4.60	5	4	4	5	5	4	4.50	
52	5	4	4	4	4	4.20	4	4	4	4	4	5	4.17	
53	4	5	4	4	5	4.40	5	4	4	5	5	4	4.50	
54	5	4	4	4	4	4.20	5	5	4	4	4	4	4.33	
55	4	5	4	4	5	4.40	4	4	4	5	5	4	4.33	
56	5	4	4	4	4	4.20	5	4	4	4	5	5	4.50	
57	5	5	5	5	5	5.00	4	5	4	5	4	4	4.33	
58	4	4	5	4	4	4.20	4	4	4	4	5	4	4.17	
59	4	5	4	4	5	4.40	5	4	4	5	4	5	4.50	
60	5	4	4	4	4	4.20	4	4	4	4	4	4	4.00	
61	4	5	5	4	5	4.60	3	5	4	5	5	4	4.33	
62	5	5	4	4	4	4.40	5	4	4	4	4	4	4.17	
63	3	4	4	4	5	4.00	4	5	4	5	3	5	4.33	
64	4	5	5	4	4	4.40	4	4	4	4	5	4	4.17	
65	5	4	4	4	5	4.40	5	4	4	5	4	5	4.50	
66	4	4	5	4	4	4.20	5	4	4	4	4	4	4.17	
67	5	5	4	4	5	4.60	4	5	4	5	5	4	4.50	
68	4	4	5	4	4	4.20	4	4	4	4	5	4	4.17	
69	5	5	4	4	5	4.60	5	4	4	5	4	5	4.50	
70	4	4	4	4	4	4.00	5	4	4	4	4	4	4.17	
71	5	5	4	4	5	4.60	4	4	4	5	5	4	4.33	
72	4	5	5	4	4	4.40	4	5	5	4	5	4	4.50	
73	5	4	4	4	5	4.40	4	5	4	5	4	4	4.33	
74	4	5	4	4	4	4.20	5	4	5	4	4	5	4.50	
75	5	4	5	4	5	4.60	5	4	4	5	4	5	4.50	
76	4	4	4	4	4	4.00	4	4	4	4	5	4	4.17	
77	5	5	4	4	5	4.60	4	5	4	5	5	4	4.50	
78	4	4	4	4	4	4.00	5	4	4	4	4	4	4.17	
79	5	3	5	4	5	4.40	5	4	5	5	4	5	4.67	
80	4	5	4	4	4	4.20	4	4	5	4	5	4	4.33	
81	5	4	5	4	5	4.60	4	5	4	5	5	4	4.50	
82	4	4	4	4	4	4.00	4	4	4	4	5	4	4.17	
83	5	5	4	5	5	4.80	4	4	4	5	4	4	4.17	
84	4	5	4	4	5	4.40	4	4	5	4	4	4	4.17	

Lampiran 3a (Lanjutan)

	Citra Toko (CT)						Kepercayaan (K)						
	1	2	3	4	5	X1	1	2	3	4	5	6	Y1
85	5	4	5	5	4	4.60	4	4	4	5	5	4	4.33
86	4	4	4	4	4	4.00	4	4	4	4	5	4	4.17
87	5	5	4	5	5	4.80	4	4	4	5	4	4	4.17
88	4	5	4	4	5	4.40	4	4	5	4	4	4	4.17
89	5	4	4	4	4	4.20	4	4	5	4	5	4	4.33
90	4	5	5	4	4	4.40	4	5	4	4	5	5	4.50
91	5	4	5	4	4	4.40	5	4	4	4	4	4	4.17
92	4	5	4	4	4	4.20	4	5	5	4	4	5	4.50
93	5	4	4	5	5	4.60	5	5	4	4	5	4	4.50
94	4	5	4	5	4	4.40	3	4	4	4	4	5	4.00
95	5	4	5	4	5	4.60	4	5	5	4	5	5	4.67
96	4	4	5	4	4	4.20	5	4	4	4	3	4	4.00
97	5	5	4	5	4	4.60	4	4	5	4	4	5	4.33
98	4	4	5	4	4	4.20	5	5	4	4	5	4	4.50
99	5	5	4	4	4	4.40	4	4	5	4	4	4	4.17
100	4	4	5	5	4	4.40	5	5	4	4	5	5	4.67
101	4	5	4	4	4	4.20	4	4	4	4	4	4	4.00
102	5	4	5	4	4	4.40	5	5	4	4	5	5	4.67
103	5	4	4	4	5	4.40	4	5	4	5	4	5	4.50
104	4	5	5	4	4	4.40	5	4	4	4	5	4	4.33
105	5	4	4	4	5	4.40	4	4	4	5	4	5	4.33
106	4	5	4	4	4	4.20	5	5	4	4	5	4	4.50
107	5	4	4	4	5	4.40	4	4	4	4	4	5	4.17
108	4	5	4	4	4	4.20	5	4	4	5	5	4	4.50
109	5	4	4	4	5	4.40	4	4	4	4	4	5	4.17
110	5	5	5	5	4	4.80	5	4	4	5	5	4	4.50
111	4	4	5	4	5	4.40	4	4	4	4	5	5	4.33
112	4	5	4	4	5	4.40	5	5	5	5	4	4	4.67
113	5	4	4	4	4	4.20	4	5	4	4	4	5	4.33
114	4	5	5	4	4	4.40	5	4	4	5	5	4	4.50
115	5	5	4	4	5	4.60	4	4	4	4	4	5	4.17
116	3	4	4	4	4	3.80	5	5	4	5	5	5	4.83
117	3	2	3	3	3	2.80	2	2	2	2	3	3	2.33
118	3	2	2	2	2	2.20	3	3	2	2	3	3	2.67
119	2	3	3	3	3	2.80	2	2	2	3	2	2	2.17
120	3	2	2	2	2	2.20	3	2	2	2	3	3	2.50
121	2	3	3	3	3	2.80	2	3	2	3	2	2	2.33
122	3	3	2	2	2	2.40	3	3	2	3	2	2	2.50
123	2	3	3	3	3	2.80	2	2	2	2	2	3	2.17
124	3	2	2	2	2	2.20	3	3	2	2	2	3	2.50
125	2	2	3	3	3	2.60	2	2	2	3	2	2	2.17
126	2	3	2	2	2	2.20	3	2	2	3	2	2	2.33

Lampiran 3a (Lanjutan)

	Citra Toko (CT)							Kepercayaan (K)						
	1	2	3	4	5	X1	1	2	3	4	5	6	Y1	
127	2	3	2	2	2	2.80	2	3	2	2	2	3	2.33	
128	3	3	3	3	3	2.20	3	2	2	2	2	2	2.17	
129	2	2	2	2	2	3.00	2	2	2	3	2	3	2.33	
130	3	2	3	3	3	2.00	3	3	2	2	2	2	2.33	
131	2	3	2	2	2	2.80	2	2	2	3	2	3	2.33	
132	3	3	3	3	3	2.20	3	2	2	3	2	2	2.33	
133	2	2	2	2	2	3.00	2	2	2	3	2	3	2.33	
134	3	3	3	3	3	2.00	3	2	2	2	2	3	2.33	
135	2	3	2	2	3	3.00	2	2	2	2	2	2	2.00	
136	2	2	3	3	2	2.40	3	3	3	3	2	2	2.67	
137	3	3	2	2	2	2.40	2	3	2	2	2	2	2.17	
138	2	3	3	3	3	2.40	3	2	2	2	2	3	2.33	
139	3	2	2	2	2	2.80	2	2	2	2	2	2	2.00	
140	2	2	3	3	3	2.20	3	3	2	2	2	2	2.33	
141	3	2	2	2	3	2.60	3	2	2	2	2	3	2.33	
142	2	3	3	3	2	2.40	2	2	2	2	2	3	2.17	
143	2	2	2	2	3	2.60	3	3	2	2	2	2	2.33	
144	3	3	3	3	2	2.20	2	2	2	2	2	3	2.17	
145	2	2	2	2	3	2.80	2	3	2	2	2	2	2.17	
146	2	2	3	3	2	2.20	3	2	2	2	2	3	2.33	
147	3	3	2	2	3	2.40	2	3	2	2	2	2	2.17	
148	2	3	3	3	2	2.60	3	2	2	2	2	3	2.33	
149	2	3	3	2	3	2.60	2	2	2	2	3	2	2.17	
150	5	4	4	4	4	2.60	2	3	3	3	2	2	2.50	
151	4	4	5	4	4	4.20	4	4	4	4	4	4	4.00	
152	5	5	4	4	5	4.20	4	4	4	4	5	4	4.17	
153	4	4	5	4	4	4.60	4	4	4	4	4	4	4.00	
154	5	5	4	4	5	4.20	4	5	4	4	5	5	4.50	
155	4	4	4	4	4	4.60	5	4	4	4	4	4	4.17	
156	5	5	4	4	5	4.00	4	5	4	4	5	5	4.50	
157	4	5	5	4	4	4.60	5	4	4	4	4	4	4.17	
158	5	4	4	4	5	4.40	4	4	4	5	5	5	4.50	
159	4	5	4	4	4	4.40	5	4	4	4	4	5	4.33	
160	5	4	5	4	5	4.20	5	5	4	5	5	4	4.67	
161	4	4	4	4	4	4.60	4	4	4	4	4	5	4.17	
162	5	5	4	4	5	4.00	5	4	4	5	5	4	4.50	
163	4	4	4	4	4	4.60	4	5	4	4	4	4	4.17	
164	5	3	5	4	5	4.00	4	4	4	5	5	5	4.50	
165	4	5	4	4	4	4.40	5	4	4	4	4	4	4.17	
166	5	4	5	4	5	4.20	4	4	4	5	5	3	4.17	
167	4	4	4	4	4	4.60	3	5	4	4	4	5	4.17	
168	2	3	2	2	2	4.00	5	4	4	5	5	4	4.50	

Lampiran 3a (Lanjutan)

	Citra Toko (CT)							Kepercayaan (K)						
	1	2	3	4	5	X1	1	2	3	4	5	6	Y1	
169	5	5	4	4	5	4.60	4	5	4	4	4	4	4.17	
170	4	5	4	4	4	4.20	4	4	4	5	5	5	4.50	
171	5	4	5	4	5	4.60	5	4	4	4	4	5	4.33	
172	4	4	4	4	4	4.00	5	4	4	5	5	4	4.50	
173	5	5	4	4	5	4.60	4	5	4	4	4	4	4.17	
174	4	5	4	4	4	4.20	4	4	4	5	5	5	4.50	
175	5	4	4	4	5	4.40	5	4	4	4	4	5	4.33	
176	4	4	5	5	4	4.40	5	4	4	5	5	4	4.50	
177	5	4	5	4	5	4.60	4	4	4	4	4	4	4.00	
178	4	5	4	5	4	4.40	4	5	5	5	5	4	4.67	
179	4	5	4	4	5	4.40	4	5	4	4	4	5	4.33	
180	5	4	5	4	4	4.40	5	4	5	5	4	5	4.67	
181	4	5	4	4	4	4.20	5	4	4	4	5	4	4.33	
182	5	4	4	4	5	4.40	4	5	4	5	4	5	4.50	
183	4	5	5	4	4	4.40	5	4	4	4	5	4	4.33	
184	5	4	4	4	5	4.40	4	4	4	5	4	5	4.33	
185	4	5	4	4	4	4.20	5	5	4	4	5	4	4.50	
186	5	4	4	4	5	4.40	4	4	4	4	4	5	4.17	
187	4	5	4	4	4	4.20	5	4	4	5	5	4	4.50	
188	5	4	4	4	5	4.40	4	4	4	4	4	5	4.17	
189	5	5	5	5	4	4.80	5	4	4	5	5	4	4.50	
190	4	4	5	4	5	4.40	4	4	4	4	5	5	4.33	
191	4	5	4	4	5	4.40	5	5	5	5	4	4	4.67	
192	5	4	4	4	4	4.20	4	5	4	4	4	5	4.33	
193	4	5	5	4	4	4.40	5	4	4	5	5	4	4.50	
194	5	5	4	4	5	4.60	4	4	4	4	4	5	4.17	
195	3	4	4	4	4	3.80	5	5	4	5	5	5	4.83	
196	4	5	5	4	5	4.60	5	4	4	5	3	4	4.17	
197	5	4	4	4	3	4.00	4	4	4	4	4	5	4.17	
198	4	4	5	4	4	4.20	5	5	4	4	5	4	4.50	
199	5	5	4	4	5	4.60	4	4	4	5	4	4	4.17	
200	4	4	5	4	4	4.20	4	5	4	4	5	5	4.50	

Lampiran 3b

Jawaban Responden Tentang Kepuasan Langgan dan Loyalitas Pelanggan

	Kepuasan Pelanggan (KP)				Loyalitas Pelanggan (LP)						
	1	2	3	Y2	1	2	3	4	5	6	Y3
1	4	4	4	4.00	4	5	4	4	4	4	4.17
2	4	4	5	4.33	4	4	4	5	4	4	4.17
3	4	4	4	4.00	4	5	4	4	4	5	4.33
4	4	4	5	4.33	5	4	4	4	4	5	4.33
5	4	4	4	4.00	4	5	4	5	4	5	4.50
6	4	4	5	4.33	5	4	4	4	5	5	4.50
7	4	4	4	4.00	4	4	4	4	4	4	4.00
8	4	5	5	4.67	5	4	4	5	5	5	4.67
9	4	4	4	4.00	5	5	4	4	5	4	4.50
10	4	5	5	4.67	4	4	4	3	4	4	3.83
11	4	4	4	4.00	5	4	4	5	5	5	4.67
12	4	5	5	4.67	4	5	4	4	4	3	4.00
13	4	4	4	4.00	4	4	4	4	3	4	3.83
14	4	5	5	4.67	5	4	4	3	4	3	3.83
15	4	4	4	4.00	4	4	4	4	3	4	3.83
16	4	5	5	4.67	3	5	4	4	3	4	3.83
17	4	4	4	4.00	5	4	4	3	4	4	4.00
18	4	5	5	4.67	4	5	4	3	4	4	4.00
19	4	4	4	4.00	4	4	4	4	4	4	4.00
20	4	5	5	4.67	5	4	4	4	3	4	4.00
21	4	4	4	4.00	5	4	4	4	4	4	4.17
22	4	5	5	4.67	4	5	4	3	4	4	4.00
23	4	4	4	4.00	4	4	4	4	4	4	4.00
24	4	5	5	4.67	5	4	4	4	3	4	4.00
25	4	4	4	4.00	5	4	4	3	4	4	4.00
26	4	5	5	4.67	4	4	4	3	3	4	3.67
27	4	4	4	4.00	4	5	5	5	5	4	4.67
28	5	5	5	5.00	4	5	4	4	4	4	4.17
29	4	4	4	4.00	5	4	5	4	4	4	4.33
30	5	5	4	4.67	5	4	4	4	4	4	4.17
31	4	4	5	4.33	4	5	4	5	5	4	4.50
32	4	5	4	4.33	5	4	4	5	5	4	4.50
33	4	4	5	4.33	4	4	4	5	5	3	4.17
34	4	5	4	4.33	5	5	4	4	5	4	4.50
35	4	4	5	4.33	4	4	4	4	4	4	4.00
36	4	4	4	4.00	5	4	4	4	4	5	4.33
37	4	5	5	4.67	4	4	4	4	4	5	4.17
38	4	4	4	4.00	5	4	4	5	4	3	4.17
39	4	5	5	4.67	4	4	4	5	4	4	4.17
40	4	4	5	4.33	5	5	5	5	5	4	4.83

Lampiran 3b(Lanjutan)

	Kepuasan Pelanggan (KP)				Loyalitas Pelanggan (LP)						
	1	2	3	Y2	1	2	3	4	5	6	Y3
41	5	5	4	4.67	4	5	4	5	4	3	4.17
42	4	4	4	4.00	5	4	4	5	5	4	4.50
43	4	5	5	4.67	4	4	4	4	4	4	4.00
44	4	4	4	4.00	5	5	4	4	4	5	4.50
45	4	5	5	4.67	5	4	4	4	5	4	4.33
46	4	5	3	4.00	4	4	4	4	4	3	3.83
47	4	4	4	4.00	5	5	4	4	5	4	4.50
48	4	4	4	5	4.33	4	4	4	4	5	4.17
49	4	5	4	4.33	4	5	4	5	4	4	4.33
50	4	4	5	4.33	5	4	4	5	4	5	4.50
51	4	5	4	4.33	4	5	4	5	5	4	4.50
52	4	3	5	4.00	5	4	4	5	5	4	4.50
53	4	4	4	4.00	4	4	4	4	4	4	4.00
54	4	5	5	4.67	5	4	4	4	4	4	4.17
55	4	4	4	4.00	5	5	4	4	5	5	4.67
56	4	5	5	4.67	4	4	4	4	4	4	4.00
57	4	4	4	4.00	5	4	4	4	4	3	4.00
58	4	5	5	4.67	4	5	4	4	4	5	4.33
59	4	4	4	4.00	4	4	4	4	5	4	4.17
60	4	5	5	4.67	5	4	4	5	4	3	4.17
61	4	4	4	4.00	4	4	4	4	4	4	4.00
62	4	5	5	4.67	3	5	4	4	4	3	3.83
63	4	4	4	4.00	5	4	4	4	4	4	4.17
64	4	5	5	4.67	4	5	4	4	5	5	4.50
65	4	4	4	4.00	4	4	4	5	5	3	4.17
66	4	5	5	4.67	5	4	4	5	4	4	4.33
67	4	4	4	4.00	5	4	4	4	4	5	4.33
68	4	5	5	4.67	4	5	4	5	4	5	4.50
69	4	4	4	4.00	4	4	4	4	5	5	4.33
70	4	5	5	4.67	5	4	4	5	5	5	4.67
71	4	4	4	4.00	5	4	4	4	4	4	4.17
72	4	5	5	4.67	4	4	4	5	4	4	4.17
73	4	4	4	4.00	4	5	5	4	4	4	4.33
74	5	5	5	5.00	4	5	4	5	4	4	4.33
75	4	4	4	4.00	5	4	5	4	5	4	4.50
76	5	5	5	5.00	5	4	4	3	3	3	3.67
77	4	4	4	4.00	4	4	4	2	3	3	3.33
78	4	5	5	4.67	4	5	4	3	2	3	3.50
79	4	4	4	4.00	5	4	4	2	3	3	3.50
80	4	5	5	4.67	5	4	5	3	2	3	3.67
81	5	4	4	4.33	4	4	5	3	3	3	3.67
82	5	4	4	4.33	4	4	5	5	5	3	4.33

Lampiran 3b(Lanjutan)

	Kepuasan Pelanggan (KP)				Loyalitas Pelanggan (LP)						
	1	2	3	Y2	1	2	3	4	5	6	Y3
83	5	5	5	5.00	5	5	4	4	5	3	4.33
84	4	4	5	4.33	4	4	4	5	4	3	4.00
85	4	5	4	4.33	4	5	5	4	4	3	4.17
86	5	4	4	4.33	4	4	4	4	5	4	4.17
87	5	5	5	5.00	4	4	4	5	4	4	4.17
88	4	4	5	4.33	4	4	5	4	4	4	4.17
89	4	5	4	4.33	4	4	4	5	5	4	4.33
90	5	4	4	4.33	5	5	5	5	4	4	4.67
91	5	5	4	4.67	5	4	3	4	4	4	4.00
92	4	4	5	4.33	4	5	4	5	5	4	4.50
93	4	4	5	4.33	4	4	5	4	4	4	4.17
94	5	5	4	4.67	5	4	4	4	5	4	4.33
95	4	4	5	4.33	4	4	4	5	4	4	4.33
96	4	5	4	4.33	4	4	4	4	5	4	4.17
97	5	4	5	4.67	5	4	5	5	4	4	4.50
98	4	5	4	4.33	4	4	4	4	4	4	4.00
99	5	4	5	4.67	4	4	5	5	4	4	4.33
100	4	4	5	4.33	4	4	5	2	2	2	3.17
101	5	4	3	4.00	5	5	4	3	2	2	3.50
102	4	4	4	4.00	4	4	4	3	2	2	3.17
103	4	4	5	4.33	5	4	4	4	5	5	4.50
104	4	4	5	4.33	5	3	5	4	4	5	4.33
105	5	4	4	4.33	5	4	4	4	3	5	4.17
106	4	4	4	4.00	4	4	4	4	5	5	4.33
107	4	4	4	4.00	4	5	4	4	3	4	4.00
108	4	4	4	4.00	4	5	4	4	4	5	4.33
109	4	4	5	4.33	4	3	4	4	4	4	3.83
110	4	4	5	4.33	4	4	4	4	3	5	4.00
111	5	5	5	5.00	5	4	4	4	4	4	4.17
112	5	4	5	4.67	4	3	4	4	4	5	4.17
113	4	4	5	4.33	5	4	4	4	5	5	4.50
114	4	4	4	4.00	4	4	4	4	4	4	4.00
115	5	4	4	4.33	4	5	5	4	3	4	4.17
116	4	4	4	4.00	5	4	4	4	4	4	4.17
117	3	2	3	2.67	2	2	2	3	2	2	2.17
118	2	3	3	2.67	3	3	3	2	3	2	2.67
119	3	3	3	3.00	2	2	2	3	2	2	2.17
120	3	2	2	2.33	3	3	3	2	3	2	2.67
121	3	2	3	2.67	2	2	2	3	3	2	2.33
122	3	3	2	2.67	3	3	3	2	2	2	2.50
123	3	3	2	2.67	2	2	2	3	3	2	2.33
124	3	2	3	2.67	3	3	3	2	2	2	2.50

Lampiran 3b (Lanjutan)

	Kepuasan Pelanggan (KP)				Loyalitas Pelanggan (LP)						
	1	2	3	Y2	1	2	3	4	5	6	Y3
125	3	3	2	2.67	2	2	2	3	2	2	2.17
126	3	2	3	2.67	3	3	3	2	3	2	2.67
128	3	3	3	3.00	2	2	2	3	3	2	2.33
129	3	2	3	2.67	3	3	3	2	2	2	2.50
129	3	3	2	2.67	2	2	2	3	3	2	2.33
130	3	2	2	2.33	3	3	3	2	2	2	2.50
131	3	2	3	2.67	2	2	2	3	2	2	2.17
132	3	3	2	2.67	3	3	3	2	3	2	2.67
133	3	2	3	2.67	2	2	2	3	2	2	2.17
134	3	3	3	3.00	3	3	3	2	2	2	2.50
135	2	2	2	2.00	2	2	2	3	3	2	2.33
136	2	3	2	2.33	3	3	3	2	2	2	2.50
137	2	2	3	2.33	2	2	2	3	2	2	2.17
138	2	3	3	2.67	3	3	3	2	2	2	2.50
139	2	2	2	2.00	2	2	2	3	2	2	2.17
140	2	3	3	2.67	3	3	3	2	2	2	2.50
141	2	2	3	2.33	2	2	3	3	3	3	2.67
142	2	2	2	2.00	3	3	2	2	3	2	2.50
143	2	3	3	2.67	2	2	2	3	2	2	2.17
144	2	2	3	2.33	3	3	3	2	2	2	2.50
145	2	3	2	2.33	2	2	2	3	3	2	2.33
146	2	2	2	2.00	3	3	3	3	2	2	2.67
147	2	3	2	2.33	2	2	3	2	2	2	2.17
148	2	2	3	2.33	3	3	2	3	3	2	2.67
149	2	2	2	2.00	2	2	3	2	2	2	2.17
150	3	3	3	3.00	3	3	2	2	3	2	2.50
151	5	4	4	4.33	4	4	4	4	3	3	3.67
152	4	4	5	4.33	4	4	4	5	4	4	4.17
153	5	4	4	4.33	4	5	4	4	4	3	4.00
154	4	4	4	4.00	4	5	4	5	5	4	4.50
155	5	4	5	4.67	4	5	4	4	4	5	4.33
156	4	4	4	4.00	5	5	4	5	3	4	4.33
157	4	4	4	4.00	4	4	4	4	3	4	3.83
158	4	4	5	4.33	5	5	4	5	4	4	4.50
159	5	4	4	4.33	5	4	4	4	3	4	4.00
160	4	4	3	3.67	4	4	4	4	4	5	4.17
161	4	4	5	4.33	5	5	4	4	5	4	4.50
162	5	4	4	4.33	4	3	4	4	4	3	3.67
163	4	4	4	4.00	3	4	4	4	3	4	3.67
164	4	4	3	3.67	4	3	4	4	4	3	3.67
165	4	4	4	4.00	3	4	4	4	3	4	3.67
166	5	4	4	4.33	3	4	4	4	3	3	3.50

Lampiran 3b (Lanjutan)

	1	2	3	Y2	1	2	3	4	5	6	Y3
167	4	4	3	3.67	4	4	3	4	4	4	3.83
168	5	4	3	4.00	4	4	4	4	3	3	3.67
169	4	4	4	4.00	4	4	3	4	4	4	3.83
170	4	4	4	4.00	3	4	3	4	3	4	3.50
171	4	4	4	4.00	4	4	4	4	4	3	3.83
172	5	4	3	4.00	4	4	3	4	3	3	3.50
173	4	4	4	4.00	4	4	3	4	4	4	3.83
174	4	4	4	4.00	3	4	4	4	4	4	3.83
175	4	4	3	3.67	4	4	3	4	3	3	3.50
176	4	4	3	3.67	3	4	4	4	4	3	3.67
177	5	5	5	5.00	5	4	4	4	5	5	4.50
178	5	4	4	4.33	4	4	4	4	4	3	3.83
179	4	5	4	4.33	4	4	4	4	5	4	4.17
180	4	4	4	4.00	4	4	5	4	4	3	4.00
181	5	4	5	4.67	5	4	4	4	5	4	4.33
182	4	4	5	4.33	5	4	4	4	5	5	4.50
183	4	4	5	4.33	5	3	5	4	4	5	4.33
184	5	4	4	4.33	5	4	4	4	3	5	4.17
185	4	4	4	4.00	4	4	4	4	5	5	4.33
186	4	4	4	4.00	4	5	4	4	3	4	4.00
187	4	4	4	4.00	4	5	4	4	4	5	4.33
188	4	4	5	4.33	4	3	4	4	4	4	3.83
189	4	4	5	4.33	4	4	4	4	3	5	4.00
190	5	5	5	5.00	5	4	4	4	4	4	4.17
191	5	4	5	4.67	4	3	4	4	5	5	4.17
192	4	4	5	4.33	5	4	4	4	5	5	4.50
193	4	4	4	4.00	4	4	4	4	4	4	4.00
194	5	4	4	4.33	4	5	5	4	3	4	4.17
195	4	4	4	4.00	5	4	4	4	4	4	4.17
196	4	4	4	4.00	4	3	4	4	4	4	3.83
197	5	4	4	4.33	5	4	3	4	5	4	4.17
198	4	4	4	4.00	4	5	4	4	4	4	4.17
199	5	4	5	4.67	4	4	4	4	5	5	4.33
200	4	4	5	4.33	4	5	3	4	4	5	4.17

Lampiran 4

Statistik Deskriptif

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perempuan	132	66.0	66.0	66.0
	Laki-laki	68	34.0	34.0	100.0
	Total	200	100.0	100.0	

Usia Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 Tahun	39	19.5	19.5	19.5
	26-35 Tahun	49	24,5	24.5	44.0
	36-45 Tahun	54	27.0	27.0	71.0
	46-55 Tahun	31	15.5	15.5	86.5
	> 55 Tahun	25	12.5	12.5	100.0
	Total	200	100.0	100.0	

Lampiran 4 (Lanjutan)

Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMU/SMK	54	27.0	27.0	27.0
	DIPLOMA	40	20.0	20.0	47.0
	S1	70	35.0	35.0	82.0
	S2/S3	8	4.0	4.0	86.0
	Lainya	28	14.0	14.0	100.0
	SD/SMP				
	Total	200	100.0	100.0	

Lampiran 4 (Lanjutan)

Pengeluaran per bulan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp 2.000.000,00	22	11.0	11.0	11.0
Rp 2.000.000 - < Rp 3.000.000	39	19.5	19.5	30.5
Rp 3.000.000 - < Rp 4.000.000	54	27.0	27.0	57.5
Rp 4.000.000 - < Rp 5.000.000	55	27.5	27.5	85.0
Rp 5.000.000 atau >	30	15.0	15.0	100.0
Total	200	100.0	100.0	

Lampiran 4 (Lanjutan)

Penah Berbelanja

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pernah	200	100.0	100.0	100.0

Frekuensi Berbelanja

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	57	28.5	28.5	28.5
	3	68	34.0	34.0	62.5
	4	35	17.5	17.5	80.0
	>4	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

Lampiran 4 (lanjutan)

Statistik Deskriptif Tentang Variabel Citra Toko

		X11	X12	X13	X14	X15	X1
N	Valid	200	200	200	200	200	1000
	Missing	0	0	0	0	0	0
Mean		4.10	4.10	4.00	3.80	4.10	4.04
Minimum		1	1	1	2	1	1
Maximum		5	5	5	5	5	5

Statistik Deskriptif Tentang Variabel Kepercayaan

		Y11	Y12	Y13	Y14	Y15	Y16	Y1
N	Valid	200	200	200	200	200	200	1200
	Missing	0	0	0	0	0	0	0
Mean		4.10	4.00	3.80	4.10	4.10	4.10	4.00
Minimum		1	1	2	1	1	1	1
Maximum		5	5	5	5	5	5	5

Lampiran 4 (lanjutan)

Statistik Deskriptif Tentang Variabel Kepuasan

Pelanggan

		Y21	Y22	Y23	Y2
N	Valid	200	200	200	600
	Missing	0	0	0	0
Mean		3.90	4.00	4.10	3,99
Minimum		1	1	1	1
Maximum		5	5	5	5

Statistik Deskriptif Tentang Variabel Loyalitas

Pelanggan

		Y31	Y32	Y33	Y34	Y35	Y36	Y3
N	Valid	200	200	200	200	200	200	1200
	Missing	0	0	0	0	0	0	0
Mean		4.00	3.90	3.80	3.80	3.80	3.70	3.83
Minimum		1	1	1	1	1	1	1
Maximum		5	5	5	5	5	5	5

Lampiran 5

Deskriptif Variable, Hasil Uji Multivariate Normality dan Mahal Distance Responden.

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Lampiran 5 (lanjutan)

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
X11	4.055	1.057	54.246	-0.477	-0.590	1.423	6	5.176	80
X12	4.030	1.107	51.489	-0.455	-0.643	1.521	10	5.216	79
X13	4.020	0.856	66.391	-0.277	-0.213	1.292	1	5.154	56
X14	3.820	0.686	78.805	-0.257	1.506	2.302	17	5.385	15
X15	4.100	0.935	62.008	-0.443	-0.504	1.364	2	5.128	76
Y11	3.930	1.193	46.604	-0.369	-0.695	1.461	15	5.289	72
Y12	3.875	1.107	49.503	-0.239	-0.295	1.447	12	5.372	54
Y13	3.760	0.828	64.209	-0.075	0.945	2.241	32	5.563	18
Y14	4.030	0.997	57.163	-0.374	-0.481	1.264	3	5.189	70
Y15	4.030	1.056	53.982	-0.412	-0.672	0.926	2	5.176	78
Y16	3.910	1.148	48.156	-0.296	-0.525	1.488	14	5.334	63
Y21	3.835	0.986	54.993	-0.183	0.294	1.549	10	5.434	37
Y22	3.915	0.960	57.649	-0.241	-0.039	1.510	6	5.289	48
Y23	3.955	1.113	50.245	-0.392	-0.640	1.506	11	5.225	71
Y31	4.015	0.882	64.346	-0.283	-0.648	2.252	17	5.111	62
Y32	3.925	0.832	66.687	-0.186	-0.320	2.255	17	5.141	45
Y33	3.785	0.782	68.433	-0.254	0.861	1.413	2	5.326	21
Y34	3.665	1.144	45.297	-0.177	-0.223	1.383	17	5.464	37
Y35	3.635	1.135	45.292	-0.217	-0.525	1.245	12	5.255	44
Y36	3.650	1.021	50.550	-0.154	-0.458	0.745	2	5.191	39

Lampiran 5 (lanjutan)

Hasil Uji Univariate Normality

Test of Univariate Normality for Continuous Variables

Variable	Skewness		Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
X11	-1.702	0.307	-1.324	0.120	2.703	0.202
X12	-1.585	0.310	-1.648	0.108	3.695	0.091
X13	-1.613	0.107	-0.565	0.572	2.921	0.232
X14	-1.500	0.134	-1.957	0.003	4.992	0.084
X15	-1.523	0.112	-1.845	0.065	1.771	0.45
Y11	-1.124	0.034	-1.875	0.343	3.484	0.177
Y12	-1.401	0.161	-0.883	0.377	2.742	0.254
Y13	-0.442	0.659	-0.191	0.028	4.994	0.082
Y14	-1.154	0.031	-1.726	0.384	1.622	0.432
Y15	-1.110	0.018	-1.837	0.565	3.618	0.161
Y16	-1.272	0.085	-1.593	0.651	2.780	0.344
Y21	-1.075	0.282	0.936	0.349	2.033	0.362
Y22	-1.412	0.158	0.030	0.976	1.994	0.369
Y23	-2.254	0.024	-0.630	0.009	1.996	0.362
Y31	-1.652	0.099	-0.679	0.007	3.904	0.147
Y32	-1.096	0.273	-0.985	0.32	2.171	0.338
Y33	-1.488	0.137	-0.056	0.328	3.441	0.169
Y34	-1.039	0.299	-0.601	0.548	1.441	0.487
Y35	-1.272	0.203	-1.953	0.051	2.430	0.066
Y36	-0.909	0.363	-1.610	0.107	3.417	0.181

Lampiran 5 (lanjutan)

Hasil Uji Multivariate Normality

Relative Multivariate Kurtosis = 1.051

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
88.083	19.990	0.000	462.377	5.075	0.000	425.349	0.000

Hasil Uji Multivariate Outliers

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.2234	4.4023	3.8345	.64068	200
Std. Predicted Value	-2.515	.886	.000	1.000	200
Standard Error of Predicted Value	.024	.088	.042	.014	200
Adjusted Predicted Value	2.2114	4.4045	3.8349	.64094	200
Residual	-1.09996	.77389	.00000	.31142	200
Std. Residual	-3.505	2.466	.000	.992	200
Deleted Residual	-3.526	2.483	.000	.31693	200
Stud. Deleted Residual	-3.635	2.517	-.002	1.008	200
Mahal. Distance	.191	14.610	2.985	2.704	200
Cook's Distance	.000	.053	.004	.007	200
Centered Leverage Value	.001	.073	.004	.007	200
Predicted Value	2.0922	4.6258	4.0050	.77052	200

a. Dependent Variable: X

Lampiran 5 (lanjutan)

Mahal Distance Responden

responden	Mahal Distance	responden	Mahal Distance	responden	Mahal Distance
135	14.60972	136	7.18259	138	5.13198
116	12.52677	128	6.86026	167	5.0382
195	12.52677	126	6.82318	117	4.84528
134	11.76849	132	6.82318	121	4.84528
139	11.27783	140	6.82318	131	4.84528
130	9.07622	160	6.764	150	4.5521
118	8.79894	123	6.53197	143	4.47268
177	8.78734	144	6.36537	176	4.37277
146	8.45619	129	6.24978	111	4.3081
149	7.98684	133	6.24978	190	4.3081
120	7.84841	137	5.62661	94	3.87868
83	7.7747	147	5.62661	153	3.79267
87	7.7747	125	5.6095	24	3.441
11	7.62839	127	5.5046	70	3.441
57	7.62839	164	5.43228	78	3.441
119	7.60612	28	5.21488	156	3.39271
76	7.52864	74	5.21488	168	3.39271
124	7.46178	141	5.21032	172	3.39271
142	7.30299	148	5.21032	14	3.35816
145	7.24477	122	5.18635	60	3.35816

Lampiran 5 (Lanjutan)

responden	Mahal Distance	responden	Mahal Distance	responden	Mahal Distance
175	3.27813	58	2.34539	71	2.10948
155	3.24986	66	2.34539	171	2.10948
199	3.24986	68	2.34539	115	2.06555
162	3.09277	16	2.28168	161	2.06555
47	3.0234	18	2.28168	194	2.06555
46	2.90419	62	2.28168	8	2.03031
79	2.90419	64	2.28168	30	2.03031
102	2.90419	91	2.28168	45	2.03031
180	2.90419	99	2.28168	54	2.03031
157	2.68206	5	2.17913	80	2.03031
163	2.68206	21	2.17913	181	2.03031
169	2.68206	23	2.17913	110	1.97557
173	2.68206	67	2.17913	189	1.97557
196	2.68206	69	2.17913	106	1.95628
10	2.37355	75	2.17913	108	1.95628
43	2.37355	77	2.17913	154	1.95628
56	2.37355	15	2.10948	170	1.95628
12	2.34539	25	2.10948	174	1.95628
20	2.34539	44	2.10948	185	1.95628
22	2.34539	61	2.10948	187	1.95628
175	3.27813	58	2.34539	71	2.10948

Lampiran 5 (Lanjutan)

responden	Mahal Distance	responden	Mahal Distance	responden	Mahal Distance
198	1.95628	178	1.38205	9	0.89788
97	1.83505	33	1.26563	27	0.89788
40	1.71119	92	1.26563	55	0.89788
41	1.63329	98	1.26563	73	0.89788
112	1.63329	200	1.26563	39	0.88314
191	1.63329	26	1.17574	51	0.70703
1	1.62271	72	1.17574	81	0.70703
17	1.57036	85	1.07814	93	0.70703
63	1.57036	82	1.04899	2	0.6948
7	1.55176	86	1.04899	34	0.6948
13	1.55176	197	1.04899	84	0.6948
19	1.55176	95	1.03446	88	0.6948
29	1.55176	38	0.92058	109	0.6948
53	1.55176	42	0.92058	188	0.6948
59	1.55176	107	0.92058	35	0.47038
65	1.55176	165	0.92058	48	0.47038
114	1.55176	186	0.92058	90	0.47038
193	1.55176	96	0.9146	103	0.47038
37	1.41673	151	0.9146	158	0.47038
100	1.38205	3	0.89788	182	0.47038
198	1.95628	178	1.38205	9	0.89788

Lampiran 5 (Lanjutan)

respon den	Mahal Distance	responden	Mahal Distance
4	0.46827	32	0.46827
32	0.46827	50	0.46827
50	0.46827	89	0.46827
89	0.46827		
113	0.46827		
192	0.46827		
6	0.35594		
152	0.35594		
166	0.35594		
101	0.30891		
31	0.25726		
49	0.25726		
104	0.25726		
105	0.25726		
159	0.25726		
179	0.25726		
183	0.25726		
184	0.25726		
36	0.19101		
52	0.19101		
4	0.46827		

Lampiran 6

Uji Multi Kolinearitas

		Coefficients^a	
Model		Collinearity Statistics Tolerance	Statistics VIF
1.	Y1	.144	6.937
	Y2	.132	7.555
	Y3	.230	4.347

a. Dependent Variable: X

Lampiran 7

Uji Validitas dan Reliabilitas

	λ	λ^2	ϵ_1	$\Sigma \lambda$	$(\Sigma \lambda)^2$	$\Sigma(\lambda)^2$	$\Sigma \epsilon$	CR	VE
Citra Toko				4.17	17.39	3.48	1.50	0.92	0.70
X1.1	0.81	0.65	0.34						
X1.2	0.81	0.65	0.34						
X1.3	0.83	0.68	0.30						
X1.4	0.90	0.81	0.19						
X1.5	0.82	0.67	0.33						
Kepercayaan				5.08	25.81	4.31	1.68	0.94	0.72
Y11	0.79	0.62	0.37						
Y12	0.84	0.71	0.29						
Y13	0.94	0.88	0.11						
Y14	0.84	0.71	0.29						
Y15	0.86	0.74	0.27						
Y16	0.81	0.66	0.35						
Kepuasan pelanggan				2.47	6.10	2.03	0.95	0.87	0.68
Y21	0.83	0.69	0.31						
Y22	0.84	0.71	0.29						
Y23	0.80	0.64	0.35						
Loyalitas				4.63	21.44	3.58	2.40	0.90	0.60
Y31	0.80	0.64	0.35						
Y32	0.78	0.61	0.38						
Y33	0.83	0.69	0.32						
Y34	0.74	0.55	0.45						
Y35	0.70	0.49	0.51						
Y36	0.78	0.61	0.39						

Lampiran 7 (Lanjutan)

LAMBDA-Y

	Y1	Y2	Y3
	-----	-----	-----
Y11	0.79	--	--
Y12	0.84	--	--
Y13	0.94	--	--
Y14	0.84	--	--
Y15	0.86	--	--
Y16	0.81	--	--
Y21	--	0.83	--
Y22	--	0.84	--
Y23	--	0.80	--
Y31	--	--	0.80
Y32	--	--	0.78
Y33	--	--	0.83
Y34	--	--	0.74
Y35	--	--	0.70
Y36	--	--	0.78

Lampiran 7 (Lanjutan)

LAMBDA-X

X

X11 0.81

X12 0.81

X13 0.83

X14 0.90

X15 0.82

THETA-EPS

Y11 Y12 Y13 Y14 Y15 Y16

0.37 0.29 0.11 0.29 0.27 0.35

THETA-EPS

Y21 Y22 Y23 Y31 Y32 Y33

0.31 0.29 0.35 0.35 0.38 0.32

THETA-EPS

Y34 Y35 Y36

0.45 0.51 0.39

Lampiran 7 (Lanjutan)

THETA-DELTA

X11	X12	X13	X14	X15
-----	-----	-----	-----	-----
0.34	0.34	0.30	0.19	0.33

Regression Matrix ETA on KSI (Standardized)

	X

Y1	0.98
Y2	0.96
Y3	0.93

Lampiran 8

Uji Kecocokan Model

DATE: 2/1/2015

TIME: 23:35

L I S R E L 8.70

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file F:\Ting2\data.spl:

Raw Data from File data.psf

Latent Variables X Y1 Y2 Y3

Lampiran 8 (lanjutan)

Relationships

Relationships

$$X_{11} - X_{15} = X$$

$$Y_{11} - Y_{16} = Y_1$$

$$Y_{21} - Y_{23} = Y_2$$

$$Y_{31} - Y_{36} = Y_3$$

$$Y_1 = X$$

$$Y_2 = X Y_1$$

$$Y_3 = X Y_1 Y_2$$

options rs ec ef sc

Path Diagram

End of Problems

Sample Size = 200

Lampiran 8 (lanjutan)

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$Y11 = 0.72*Y1, \text{ Errorvar.} = 0.30, R^2 = 0.63$$

(0.032)

9.53

$$Y12 = 0.73*Y1, \text{ Errorvar.} = 0.22, R^2 = 0.71$$

(0.053)

(0.024)

13.87

9.33

$$Y13 = 0.78*Y1, \text{ Errorvar.} = 0.078, R^2 = 0.89$$

(0.048)

(0.010)

16.37

7.68

$$Y14 = 0.79*Y1, \text{ Errorvar.} = 0.25, R^2 = 0.71$$

(0.057)

(0.027)

13.95

9.31

$$Y15 = 0.87*Y1, \text{ Errorvar.} = 0.28, R^2 = 0.73$$

(0.061)

(0.030)

14.20

9.24

$$Y16 = 0.70*Y1, \text{ Errorvar.} = 0.27, R^2 = 0.65$$

(0.054)

(0.028)

13.09

9.48

$$Y21 = 0.64*Y2, \text{ Errorvar.} = 0.18, R^2 = 0.69$$

(0.021)

8.52

Lampiran 8 (Lanjutan)

$$Y22 = 0.70*Y2, \text{Errorvar.} = 0.20, R^2 = 0.71$$

$$(0.047) \quad (0.024)$$

$$14.84 \quad 8.40$$

$$Y23 = 0.72*Y2, \text{Errorvar.} = 0.28, R^2 = 0.65$$

$$(0.052) \quad (0.032)$$

$$13.81 \quad 8.86$$

$$Y31 = 0.71*Y3, \text{Errorvar.} = 0.27, R^2 = 0.65$$

$$(0.031)$$

$$8.98$$

$$Y32 = 0.65*Y3, \text{Errorvar.} = 0.27, R^2 = 0.62$$

$$(0.052) \quad (0.029)$$

$$12.67 \quad 9.12$$

$$Y33 = 0.61*Y3, \text{Errorvar.} = 0.17, R^2 = 0.68$$

$$(0.045) \quad (0.020)$$

$$13.60 \quad 8.81$$

$$Y34 = 0.62*Y3, \text{Errorvar.} = 0.32, R^2 = 0.55$$

$$(0.053) \quad (0.035)$$

$$11.69 \quad 9.34$$

$$Y35 = 0.66*Y3, \text{Errorvar.} = 0.45, R^2 = 0.49$$

$$(0.060) \quad (0.047)$$

$$10.93 \quad 9.47$$

Lampiran 8 (Lanjutan)

$$Y36 = 0.77*Y3, \text{ Errorvar.} = 0.38, R^2 = 0.61$$

(0.061) (0.041)

12.64 9.13

$$X11 = 0.76*X, \text{ Errorvar.} = 0.29, R^2 = 0.66$$

(0.055) (0.032)

13.84 9.17

$$X12 = 0.73*X, \text{ Errorvar.} = 0.27, R^2 = 0.66$$

(0.053) (0.030)

13.90 9.16

$$X13 = 0.69*X, \text{ Errorvar.} = 0.21, R^2 = 0.70$$

(0.048) (0.023)

14.40 9.02

$$X14 = 0.62*X, \text{ Errorvar.} = 0.090, R^2 = 0.81$$

(0.038) (0.011)

16.28 8.12

$$X15 = 0.73*X, \text{ Errorvar.} = 0.26, R^2 = 0.67$$

(0.052) (0.029)

13.94 9.15

Lampiran 8 (Lanjutan)

Structural Equations

$$Y1 = 0.98 * X, \text{ Errorvar.} = 0.034, R^2 = 0.97$$

$$(0.075) \quad (0.018)$$

$$13.11 \quad 1.93$$

$$Y2 = 1.03 * Y1 - 0.059 * X, \text{ Errorvar.} = 0.050, R^2 = 0.95$$

$$(0.46) \quad (0.46) \quad (0.029)$$

$$2.25 \quad -0.13 \quad 1.73$$

$$Y3 = 1.08 * Y1 + 0.42 * Y2 - 0.53 * X, \text{ Errorvar.} = 0.042, R^2 = 0.96$$

$$(0.72) \quad (0.39) \quad (0.50) \quad (0.027)$$

$$1.50 \quad 1.08 \quad -1.07 \quad 1.55$$

Reduced Form Equations

$$Y1 = 0.98 * X, \text{ Errorvar.} = 0.034, R^2 = 0.97$$

$$(0.075)$$

$$13.11$$

$$Y2 = 0.96 * X, \text{ Errorvar.} = 0.086, R^2 = 0.91$$

$$(0.071)$$

$$13.51$$

$$Y3 = 0.93 * X, \text{ Errorvar.} = 0.13, R^2 = 0.87$$

$$(0.074)$$

$$12.56$$

Lampiran 8 (lanjutan)

Correlation Matrix of Independent Variables

X

1.00

Covariance Matrix of Latent Variables

	Y1	Y2	Y3	X
-----	-----	-----	-----	-----
Y1	1.00			
Y2	0.97	1.00		
Y3	0.97	0.97	1.00	
X	0.98	0.96	0.93	1.00

Lampiran 8 (lanjutan)

Goodness of Fit Statistics

Degrees of Freedom = 164

Minimum Fit Function Chi-Square = 491.46 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 491.52 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 327.52

90 Percent Confidence Interval for NCP = (264.73 ; 397.95)

Minimum Fit Function Value = 2.47

Population Discrepancy Function Value (F0) = 1.65

90 Percent Confidence Interval for F0 = (1.33 ; 2.00)

Root Mean Square Error of Approximation (RMSEA) = 0.10

90 Percent Confidence Interval for RMSEA = (0.090 ; 0.11)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 2.93

90 Percent Confidence Interval for ECVI = (2.62 ; 3.29)

ECVI for Saturated Model = 2.11

ECVI for Independence Model = 82.00

Chi-Square for Independence Model with 190 Degrees of Freedom = 16277.80

Independence AIC = 16317.80

Model AIC = 583.52

Saturated AIC = 420.00

Independence CAIC = 16403.76

Model CAIC = 781.25

Saturated CAIC = 1322.65

Normed Fit Index (NFI) = 0.97

Non-Normed Fit Index (NNFI) = 0.98

Parsimony Normed Fit Index (PNFI) = 0.84

Comparative Fit Index (CFI) = 0.98

Incremental Fit Index (IFI) = 0.98

Relative Fit Index (RFI) = 0.97

Critical N (CN) = 85.65

Root Mean Square Residual (RMR) = 0.030

Standardized RMR = 0.039

Goodness of Fit Index (GFI) = 0.80

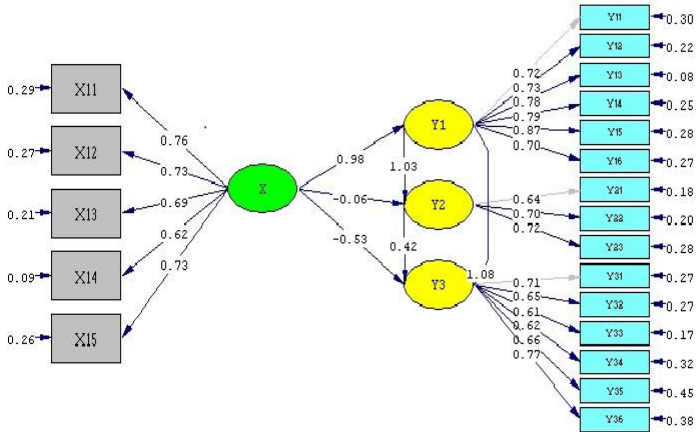
Adjusted Goodness of Fit Index (AGFI) = 0.75

Parsimony Goodness of Fit Index (PGFI) = 0.63

Lampiran 9

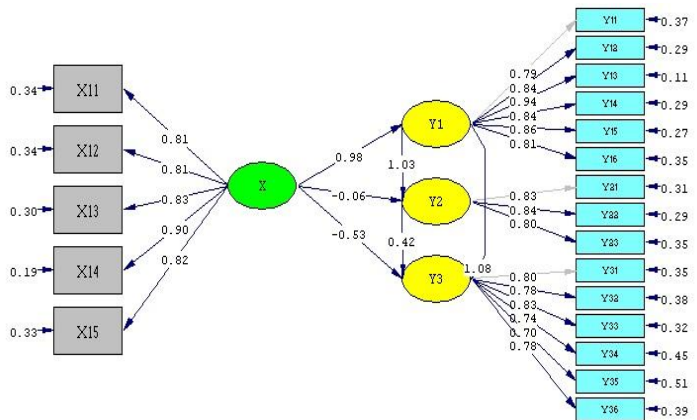
Hasil Output

estimate



Chi-Square=491.52, df=164, P-value=0.00000, RMSEA=0.100

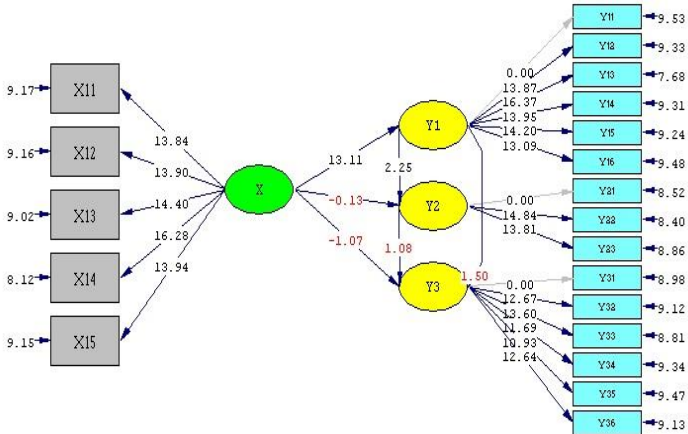
standardized solution



Chi-Square=491.52, df=164, P-value=0.00000, RMSEA=0.100

Lampiran 9 (Lanjutan)

t- test



Chi-Square=491.52, df=164, P-value=0.00000, RMSEA=0.100