

LAMPIRAN

Lampiran 1. KUESIONER PENELITIAN

Data Responden :

- a. Jenis Kelamin : Pria / Wanita *(Jika Pria, Coret Wanita/Sebaliknya)
- b. Usia anda saat ini :
 - a. 17-21 tahun
 - b. 22-26 tahun
 - c. 27-31 tahun
 - d. 32-36 tahun
 - e. >37 tahun
- c. Pekerjaan anda saat ini :
 - a. Pelajar /Mahasiswa
 - b. Wiraswasta
 - c. PNS/BUMN
 - d. Pegawai Swasta
 - e. Lainnya _____
- d. Rata-rata pembelian di WK.Asiang dalam satu minggu :
 - a. <Rp 50.000
 - b. Rp 50.000 – Rp 100.000
 - c. Rp 100.000 – Rp 150.000
 - d. >Rp 150.000
- e. Frekuensi pembelian :
 - a. 3x seminggu
 - b. 4x seminggu
 - c. 5x seminggu
 - d. >5x seminggu

Petunjuk Pengisian :

1. Bacalah setiap pernyataan dengan seksama sebelum menjawab.
2. Anda hanya dapat memberikan satu jawaban di setiap pernyataan.
3. Isilah kuesioner dengan memberi tanda (√) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

Keterangan :

- STS (1) : Sangat Tidak Setuju
TS (2) : Tidak Setuju
N (3) : Netral
S (4) : Setuju
SS (5) : Sangat Setuju

Contoh Pengisian :

No.	Pernyataan	STS	TS	N	S	SS
1	Merek WK.Asiang yang sudah dikenal banyak orang					√

Citra Merek						
Pernyataan		Jawaban				
Pengenalan (<i>Recognition</i>)		STS	TS	N	S	SS
1.	Saya merasa WK Asiang sudah cukup dikenal oleh masyarakat					
2.	Saya merasa WK Asiang sudah melekat di benak masyarakat					
3.	WK.Asiang mempunyai ciri khas dan karakternya sendiri					
Reputasi (<i>Reputation</i>)		STS	TS	N	S	SS
4.	Menurut saya WK.Asiang merupakan salah satu merek terbaik dari merek yang ada					
5.	Saya yakin WK Asiang mempunyai citra yang baik					
Daya Tarik (<i>Affinity</i>)		STS	TS	N	S	SS
6.	WK. Asiang membuat kesan yang kuat pada ingatan saya					
7.	Saya bangga mengatakan kepada orang lain bahwa WK Asiang adalah merek yang baik					

Kualitas Produk						
Pernyataan		Jawaban				
Kualitas		STS	TS	N	S	SS
8.	Kopi di WK Asiang memiliki kualitas yang konsisten.					
9.	Cita rasa Kopi WK.Asiang selalu konsisten					
Rasa		STS	TS	N	S	SS
10.	Kopi WK Asiang terasa lezat dan unik					
11.	Tekstur kopi yang disajikan terasa lembut					
Penampilan		STS	TS	N	S	SS
12.	Penyajian kopi WK Asiang cukup baik					
13.	Penyajian kopi WK Asiang menarik dilihat					
14.	Kopi yang disajikan bersih dan higienis					

Kepuasan Pelanggan						
Pernyataan		Jawaban				
Perasaan Senang		STS	TS	N	S	SS
15.	Saya senang menikmati kopi di WK Asiang					
16.	Saya tidak merasa bosan dengan rasa kopi di WK Asiang					
Perasaan Puas		STS	TS	N	S	SS
17.	Saya sangat puas dengan kopi di WK Asiang					
18.	Saya merasa puas dengan pelayanan yang cepat dan ramah di WK Asiang					
19.	Saya sangat puas dengan keputusan untuk mengunjungi WK. Asiang					
Pemenuhan Harapan		STS	TS	N	S	SS
20.	Saya mendapatkan kopi berkualitas baik dengan harga yang murah di WK Asiang					
21.	Saya merasa harapan saya terpenuhi setelah mengkonsumsi kopi di WK Asiang					

Loyalitas Konsumen						
Pernyataan		Jawaban				
Pembelian Ulang (<i>Repurchase</i>)		STS	TS	N	S	SS
22.	Saya ingin kembali berkunjung ke WK Asiang					
23.	Sangat sedikit alasan yang menyebabkan saya meninggalkan WK. Asiang					
Mereferensikan (<i>Referalls</i>)		STS	TS	N	S	SS
24.	Saya senang merekomendasikan ke orang lain untuk datang ke WK Asiang					

25.	Saya menganjurkan orang lain menikmati kopi hanya di WK Asiang					
26.	Saya akan mengajak lebih banyak teman untuk datang ke WK Asiang					
Ketahanan (<i>Retention</i>)		STS	TS	N	S	SS
27.	Saya hanya menikmati kopi di WK Asiang					
28.	Saya tidak tertarik promosi-promosi dari Warung Kopi lain.					
29.	Saya tidak ingin beralih menikmati kopi di Warung Kopi lain.					

Lampiran 2. KARAKTERISTIK RESPONDEN

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-laki	108	72.0	72.0	72.0
Valid Perempuan	42	28.0	28.0	100.0
Total	150	100.0	100.0	

Usia Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 - 21 tahun	78	52.0	52.0	52.0
22 - 26 tahun	61	40.7	40.7	92.7
27 - 31 tahun	11	7.3	7.3	100.0
Total	150	100.0	100.0	

Pekerjaan Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/Mahasiswa	98	65.3	65.3	65.3
Pegawai Swasta	32	21.3	21.3	86.7
Wiraswasta	5	3.3	3.3	90.0
PNS/BUMN	9	6.0	6.0	96.0
Lainnya	6	4.0	4.0	100.0
Total	150	100.0	100.0	

Rata-Rata Pembelian

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <Rp 50.000	104	69.3	69.3	69.3
Rp 50.000 - Rp 100.000	39	26.0	26.0	95.3
Rp 100.000 - Rp 150.000	7	4.7	4.7	100.0
Total	150	100.0	100.0	

Frekuensi Pembelian

	Frequency	Percent	Valid Percent	Cumulative Percent
3 kali seminggu	92	61.3	61.3	61.3
4 kali seminggu	26	17.3	17.3	78.7
Valid 5 kali seminggu	24	16.0	16.0	94.7
> 5 kali seminggu	8	5.3	5.3	100.0
Total	150	100.0	100.0	

Lampiran 3. UJI VALIDITAS

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

		Estimate
KEP	<--- CM	.363
KEP	<--- KP	.507
LOY	<--- KEP	.664
LOY	<--- CM	.144
LOY	<--- KP	.213
CM1	<--- CM	.800
CM2	<--- CM	.814
CM3	<--- CM	.837
CM4	<--- CM	.844
CM5	<--- CM	.845
CM6	<--- CM	.866
CM7	<--- CM	.855
KP1	<--- KP	.780
KP2	<--- KP	.805
KP3	<--- KP	.800
KP4	<--- KP	.737
KP5	<--- KP	.816
KP6	<--- KP	.776
KP7	<--- KP	.804
KEP1	<--- KEP	.801
KEP2	<--- KEP	.817
KEP3	<--- KEP	.783
KEP4	<--- KEP	.767
KEP5	<--- KEP	.824
KEP6	<--- KEP	.783
KEP7	<--- KEP	.799
LOY1	<--- LOY	.805
LOY2	<--- LOY	.798
LOY3	<--- LOY	.811
LOY4	<--- LOY	.812
LOY5	<--- LOY	.767
LOY6	<--- LOY	.803
LOY7	<--- LOY	.759
LOY8	<--- LOY	.813

Lampiran 3. UJI RELIABILITAS

Construct Reliability

Butir	Estimate	Sum Est	Kuadrat Est	1-Kuadrat Est	Sum 1-Kuadrat Est	Kuadrat Sum Est	Sum Dari Sum 1-Kuadrat Est+Kuadrat Sum Est	CR
CM1	0.8	5.861	0.64	0.36	2.089493	34.3513	36.440814	0.942660639
CM2	0.814		0.662596	0.337404				
CM3	0.837		0.700569	0.299431				
CM4	0.844		0.712336	0.287664				
CM5	0.845		0.714025	0.285975				
CM6	0.866		0.749956	0.250044				
CM7	0.855		0.731025	0.268975				
KP1	0.78	5.518	0.6084	0.3916	2.645958	30.4483	33.094282	0.92004788
KP2	0.805		0.648025	0.351975				
KP3	0.8		0.64	0.36				
KP4	0.737		0.543169	0.456831				
KP5	0.816		0.665856	0.334144				
KP6	0.776		0.602176	0.397824				
KP7	0.804		0.646416	0.353584				
KEP1	0.801	5.574	0.641601	0.358399	2.559066	31.0695	33.628542	0.923901964
KEP2	0.817		0.667489	0.332511				
KEP3	0.783		0.613089	0.386911				
KEP4	0.767		0.588289	0.411711				
KEP5	0.824		0.678976	0.321024				
KEP6	0.783		0.613089	0.386911				
KEP7	0.799		0.638401	0.361599				
LOY1	0.805	6.368	0.648025	0.351975	2.927958	40.5514	43.479382	0.932658702
LOY2	0.798		0.636804	0.363196				
LOY3	0.811		0.657721	0.342279				
LOY4	0.812		0.659344	0.340656				
LOY5	0.767		0.588289	0.411711				
LOY6	0.803		0.644809	0.355191				
LOY7	0.759		0.576081	0.423919				
LOY8	0.813		0.660969	0.339031				

Lampiran 4. DESKRIPTIF STATISTIK

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CM1	150	2	5	3.75	.853
CM2	150	2	5	3.77	.944
CM3	150	2	5	3.89	.894
CM4	150	2	5	3.75	.853
CM5	150	2	5	3.85	.817
CM6	150	2	5	3.77	.944
CM7	150	2	5	3.81	.865
Valid (listwise)	N 150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KP1	150	2	5	3.86	.786
KP2	150	2	5	3.90	.809
KP3	150	2	5	3.90	.817
KP4	150	2	5	3.88	.759
KP5	150	2	5	3.86	.811
KP6	150	2	5	3.86	.777
KP7	150	2	5	3.90	.775
Valid (listwise)	N 150				

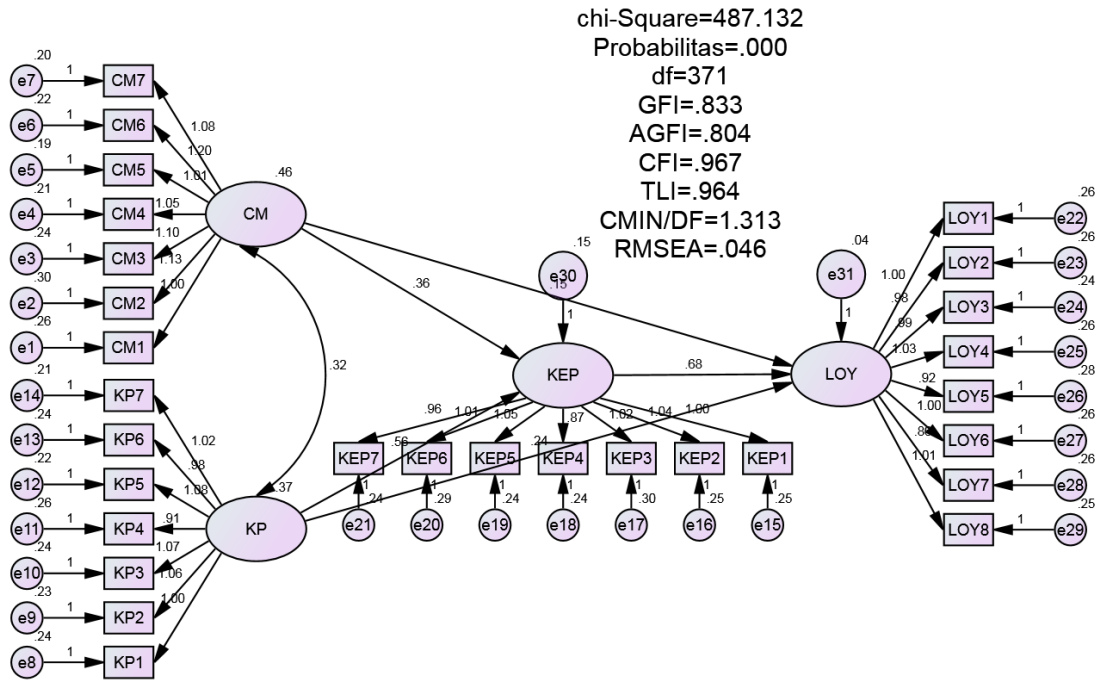
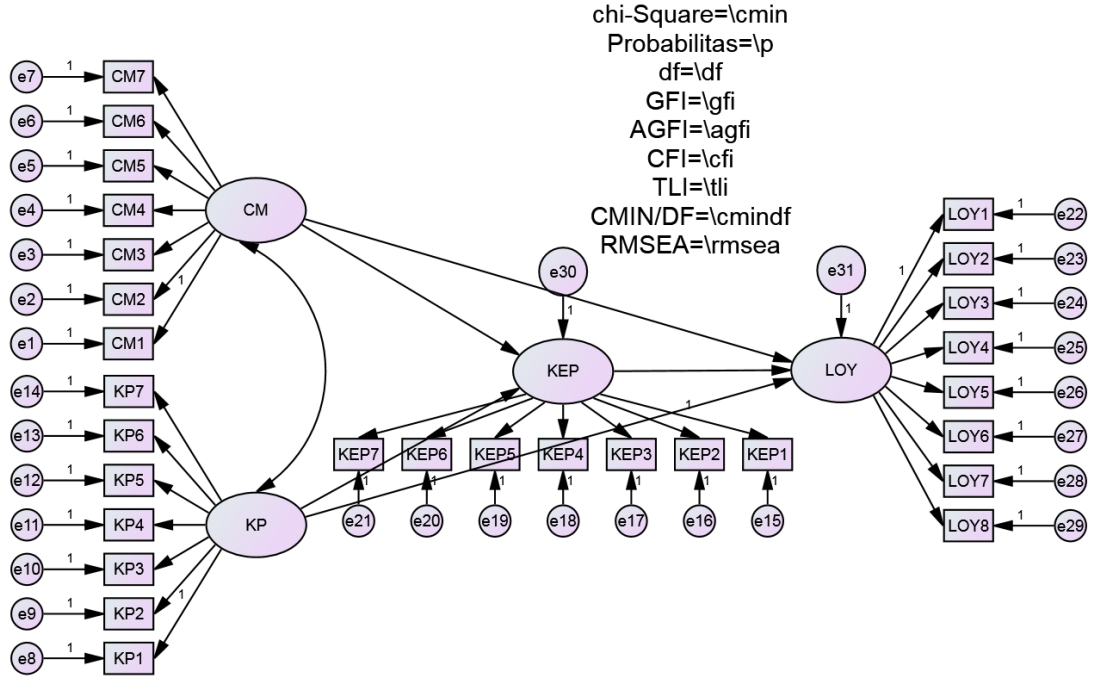
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KEP1	150	2	5	3.87	.846
KEP2	150	2	5	3.85	.865
KEP3	150	2	5	3.92	.879
KEP4	150	2	5	3.79	.771
KEP5	150	2	5	3.78	.866
KEP6	150	2	5	3.79	.872
KEP7	150	2	5	3.87	.816
Valid (listwise)	N 150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
LOY1	150	2	5	3.88	.859
LOY2	150	2	5	3.76	.849
LOY3	150	2	5	3.77	.847
LOY4	150	2	5	3.85	.878
LOY5	150	2	5	3.79	.830
LOY6	150	2	5	3.86	.859
LOY7	150	2	5	3.75	.785
LOY8	150	2	5	3.85	.862
Valid (listwise)	N 150				

Lampiran 3. MODEL PENELITIAN

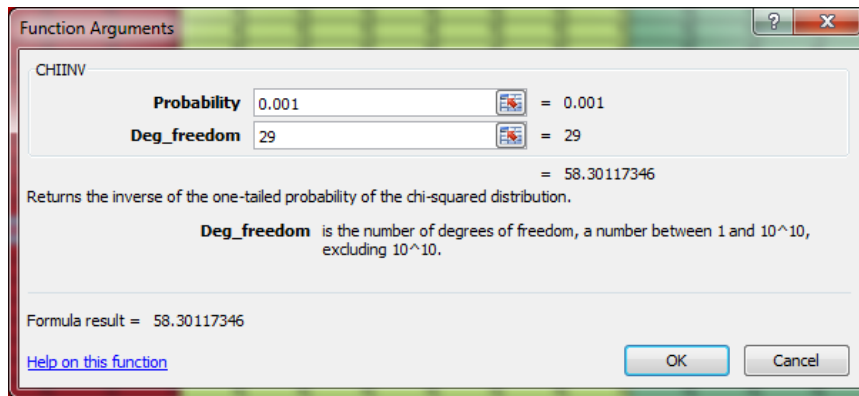


Lampiran 5. UJI NORMALITAS

Assessment of Normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
LOY8	2.000	5.000	-.281	-1.407	-.654	-1.635
LOY7	2.000	5.000	.045	.225	-.688	-1.720
LOY6	2.000	5.000	-.301	-1.504	-.621	-1.552
LOY5	2.000	5.000	-.449	-2.243	-.221	-.554
LOY4	2.000	5.000	-.369	-1.844	-.570	-1.425
LOY3	2.000	5.000	-.137	-.683	-.685	-1.712
LOY2	2.000	5.000	-.117	-.585	-.707	-1.768
LOY1	2.000	5.000	-.343	-1.713	-.575	-1.438
KEP7	2.000	5.000	-.271	-1.355	-.512	-1.280
KEP6	2.000	5.000	-.184	-.921	-.736	-1.840
KEP5	2.000	5.000	-.370	-1.848	-.467	-1.168
KEP4	2.000	5.000	-.158	-.789	-.417	-1.043
KEP3	2.000	5.000	-.380	-1.901	-.650	-1.626
KEP2	2.000	5.000	-.324	-1.622	-.585	-1.462
KEP1	2.000	5.000	-.158	-.790	-.841	-2.103
KP7	2.000	5.000	-.521	-2.604	.131	.328
KP6	2.000	5.000	-.441	-2.204	-.020	-.050
KP5	2.000	5.000	-.346	-1.728	-.347	-.868
KP4	2.000	5.000	-.444	-2.221	.068	.170
KP3	2.000	5.000	-.481	-2.406	-.160	-.401
KP2	2.000	5.000	-.427	-2.137	-.228	-.569
KP1	2.000	5.000	-.581	-2.906	.197	.493
CM7	2.000	5.000	-.305	-1.527	-.568	-1.421
CM6	2.000	5.000	-.289	-1.444	-.828	-2.071
CM5	2.000	5.000	-.305	-1.525	-.427	-1.067
CM4	2.000	5.000	-.274	-1.368	-.521	-1.302
CM3	2.000	5.000	-.399	-1.993	-.624	-1.559
CM2	2.000	5.000	-.337	-1.684	-.774	-1.935
CM1	2.000	5.000	-.013	-.065	-.823	-2.058
Multivariate					-15.936	-2.301

Lampiran 6. UJI OUTLIER



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

Observation number	Mahalanobis d-squared	p1	p2
25	50.608	.008	.689
139	48.816	.012	.542
7	44.894	.030	.833
150	39.746	.088	.999
27	39.555	.091	.998
78	39.377	.095	.996
109	39.051	.101	.995
140	38.714	.107	.993
60	38.036	.122	.996
54	37.831	.126	.994
98	37.724	.129	.989
122	37.453	.135	.987
99	37.418	.136	.976
70	36.322	.164	.996
39	36.218	.167	.993
88	35.768	.180	.995
100	35.722	.182	.992
117	35.212	.198	.996
68	35.088	.202	.994
64	35.001	.205	.991
123	34.480	.222	.996
125	34.172	.233	.997
4	34.033	.238	.996
51	33.687	.251	.997
61	33.644	.253	.996
137	33.617	.254	.993
82	33.601	.254	.988
83	33.140	.272	.994
44	33.115	.273	.991

Observation number	Mahalanobis d-squared	p1	p2
42	33.067	.275	.986
149	32.861	.283	.987
52	32.788	.286	.983
17	32.784	.287	.973
63	32.616	.293	.973
46	32.517	.298	.967
79	32.446	.301	.959
43	32.277	.308	.959
138	31.992	.320	.969
106	31.679	.334	.980
128	31.490	.343	.981
55	31.348	.349	.981
50	31.252	.354	.977
130	31.241	.354	.967
6	31.148	.359	.962
91	31.141	.359	.945
131	31.104	.361	.929
12	31.066	.362	.910
30	30.714	.379	.944
124	30.453	.392	.958
119	30.391	.395	.949
49	30.323	.398	.939
3	30.313	.399	.917
53	30.090	.410	.932
103	30.019	.413	.920
33	29.868	.421	.923
45	29.796	.424	.911
20	29.774	.425	.886
62	29.737	.427	.861
28	29.679	.430	.840
133	29.368	.446	.888
40	29.360	.446	.856
18	29.299	.450	.835
32	29.261	.452	.805
113	29.239	.453	.764
96	29.190	.455	.732
129	29.166	.456	.686
80	29.150	.457	.633
116	29.050	.462	.619
74	29.022	.464	.570
111	28.925	.469	.554
104	28.885	.471	.510
143	28.792	.476	.492

Observation number	Mahalanobis d-squared	p1	p2
21	28.641	.484	.505
15	28.612	.485	.455
14	28.554	.488	.420
65	28.433	.495	.418
136	28.343	.500	.400
148	28.336	.500	.342
67	28.253	.504	.322
105	28.217	.506	.281
81	28.146	.510	.258
135	27.967	.520	.281
145	27.868	.525	.270
22	27.851	.526	.226
90	27.833	.527	.186
23	27.788	.529	.159
141	27.755	.531	.131
9	27.437	.548	.194
134	27.401	.550	.163
127	27.345	.553	.141
121	27.290	.556	.122
147	27.208	.560	.111
87	27.190	.561	.086
114	27.150	.564	.069
66	27.002	.572	.073
146	27.000	.572	.053
38	26.800	.582	.064
36	26.670	.589	.065
73	26.605	.593	.055
92	26.525	.597	.049

Lampiran 7. DEGREE OF FREEDOM

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	435
Number of distinct parameters to be estimated:	64
Degrees of freedom (435 - 64):	371

Lampiran 8. GOODNESS OF FIT

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	64	487.132	371	.000	1.313
Saturated model	435	.000	0		
Independence model	29	3931.719	406	.000	9.684

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.024	.833	.804	.711
Saturated model	.000	1.000		
Independence model	.383	.102	.038	.096

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.876	.864	.967	.964	.967
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.914	.801	.884
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	116.132	63.020	177.350
Saturated model	.000	.000	.000
Independence model	3525.719	3328.432	3730.339

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	3.269	.779	.423	1.190
Saturated model	.000	.000	.000	.000
Independence model	26.387	23.663	22.338	25.036

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.046	.034	.057	.725
Independence model	.241	.235	.248	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	615.132	647.401	807.813	871.813
Saturated model	870.000	1089.328	2179.626	2614.626
Independence model	3989.719	4004.341	4077.028	4106.028

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	4.128	3.772	4.539	4.345
Saturated model	5.839	5.839	5.839	7.311
Independence model	26.777	25.453	28.150	26.875

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	128	134
Independence model	18	19

Minimization:	.031
Miscellaneous:	3.136
Bootstrap:	.000
Total:	3.167

Lampiran 9. UJI HIPOTESIS

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
KEP	<---	CM	.360	.099	3.624	***	par_27
KEP	<---	KP	.560	.117	4.777	***	par_28
LOY	<---	KEP	.677	.094	7.175	***	par_26
LOY	<---	CM	.146	.070	2.066	.039	par_29
LOY	<---	KP	.240	.088	2.735	.006	par_30
CM1	<---	CM	1.000				
CM2	<---	CM	1.125	.099	11.414	***	par_1
CM3	<---	CM	1.096	.093	11.818	***	par_2
CM4	<---	CM	1.055	.088	12.028	***	par_3
CM5	<---	CM	1.011	.084	12.087	***	par_4
CM6	<---	CM	1.197	.096	12.430	***	par_5
CM7	<---	CM	1.083	.089	12.208	***	par_6
KP1	<---	KP	1.000				
KP2	<---	KP	1.062	.099	10.688	***	par_7
KP3	<---	KP	1.066	.101	10.561	***	par_8
KP4	<---	KP	.912	.094	9.700	***	par_9
KP5	<---	KP	1.079	.099	10.907	***	par_10
KP6	<---	KP	.984	.096	10.233	***	par_11
KP7	<---	KP	1.015	.095	10.708	***	par_12
KEP1	<---	KEP	1.000				
KEP2	<---	KEP	1.044	.091	11.482	***	par_13
KEP3	<---	KEP	1.015	.094	10.747	***	par_14
KEP4	<---	KEP	.873	.083	10.549	***	par_15
KEP5	<---	KEP	1.054	.091	11.563	***	par_16
KEP6	<---	KEP	1.007	.093	10.779	***	par_17
KEP7	<---	KEP	.964	.087	11.113	***	par_18
LOY1	<---	LOY	1.000				
LOY2	<---	LOY	.980	.087	11.268	***	par_19
LOY3	<---	LOY	.994	.086	11.502	***	par_20
LOY4	<---	LOY	1.030	.089	11.550	***	par_21
LOY5	<---	LOY	.920	.086	10.682	***	par_22
LOY6	<---	LOY	.998	.088	11.310	***	par_23
LOY7	<---	LOY	.862	.082	10.451	***	par_24
LOY8	<---	LOY	1.014	.088	11.479	***	par_25

Lampiran 10. DIRECT AND INDIRECT EFFECTS

Standardized Direct Effects (Group number 1 - Default model)

	KP	CM	KEP	LOY
KEP	.507	.363	.000	.000
LOY	.213	.144	.664	.000
LOY8	.000	.000	.000	.813
LOY7	.000	.000	.000	.759
LOY6	.000	.000	.000	.803
LOY5	.000	.000	.000	.767
LOY4	.000	.000	.000	.812
LOY3	.000	.000	.000	.811
LOY2	.000	.000	.000	.798
LOY1	.000	.000	.000	.805
KEP7	.000	.000	.799	.000
KEP6	.000	.000	.783	.000
KEP5	.000	.000	.824	.000
KEP4	.000	.000	.767	.000
KEP3	.000	.000	.783	.000
KEP2	.000	.000	.817	.000
KEP1	.000	.000	.801	.000
KP7	.804	.000	.000	.000
KP6	.776	.000	.000	.000
KP5	.816	.000	.000	.000
KP4	.737	.000	.000	.000
KP3	.800	.000	.000	.000
KP2	.805	.000	.000	.000
KP1	.780	.000	.000	.000
CM7	.000	.855	.000	.000
CM6	.000	.866	.000	.000
CM5	.000	.845	.000	.000
CM4	.000	.844	.000	.000
CM3	.000	.837	.000	.000
CM2	.000	.814	.000	.000
CM1	.000	.800	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	KP	CM	KEP	LOY
KEP	.000	.000	.000	.000
LOY	.337	.241	.000	.000
LOY8	.447	.313	.540	.000
LOY7	.417	.292	.503	.000
LOY6	.441	.309	.533	.000
LOY5	.421	.295	.509	.000
LOY4	.446	.312	.539	.000
LOY3	.446	.312	.538	.000
LOY2	.439	.307	.530	.000
LOY1	.442	.310	.534	.000
KEP7	.406	.290	.000	.000
KEP6	.397	.284	.000	.000
KEP5	.418	.299	.000	.000
KEP4	.389	.278	.000	.000
KEP3	.397	.284	.000	.000
KEP2	.415	.297	.000	.000
KEP1	.406	.291	.000	.000
KP7	.000	.000	.000	.000
KP6	.000	.000	.000	.000
KP5	.000	.000	.000	.000
KP4	.000	.000	.000	.000
KP3	.000	.000	.000	.000
KP2	.000	.000	.000	.000
KP1	.000	.000	.000	.000
CM7	.000	.000	.000	.000
CM6	.000	.000	.000	.000
CM5	.000	.000	.000	.000
CM4	.000	.000	.000	.000
CM3	.000	.000	.000	.000
CM2	.000	.000	.000	.000
CM1	.000	.000	.000	.000