

**Lampiran 2. TABULASI DATA RESPONDEN**

Responden	Persepsi Harga			Kualitas Produk					Promosi			Lokasi			Kepuasan Pelanggan			Loyalitas Pelanggan			
	PH1	PH2	PH3	KP1	KP2	KP3	KP4	KP5	PR1	PR2	PR4	LO1	LO2	LO3	KEP1	KEP2	KEP3	LOY1	LOY2	LOY3	LOY4
	1	4	4	4	5	4	5	4	5	3	4	3	4	3	3	5	4	5	4	5	5
2	4	4	4	4	4	3	4	4	5	4	5	4	3	4	5	4	5	4	5	4	5
3	4	4	4	5	4	5	4	4	5	4	4	3	4	3	3	4	3	3	3	4	3
4	5	5	4	4	4	4	5	5	5	5	5	4	5	4	4	4	5	4	5	4	4
5	4	3	3	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4
6	3	3	4	5	5	5	5	4	3	4	3	5	4	5	3	4	4	4	3	4	4
7	4	5	4	3	4	4	3	3	5	5	4	5	5	4	4	5	5	5	4	5	4
8	4	4	3	3	3	3	4	3	3	4	4	3	3	4	3	4	3	3	4	3	4
9	4	5	5	4	4	5	5	5	5	5	5	5	5	5	4	5	4	4	4	5	5
10	5	4	4	3	4	3	4	3	4	4	4	5	4	4	4	3	4	3	4	4	4
11	3	4	3	3	3	3	3	3	5	4	4	4	5	4	4	4	4	4	5	4	5
12	5	4	5	5	5	4	5	4	5	4	4	5	4	5	5	4	4	4	5	4	5
13	4	5	4	5	4	4	5	5	5	4	4	4	5	4	5	5	4	4	4	5	4
14	5	4	5	5	5	5	4	4	4	4	5	5	5	4	4	5	4	5	5	4	4
15	5	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4
16	4	5	4	5	5	5	4	4	4	5	5	4	4	5	5	4	5	5	5	5	4
17	5	4	4	5	4	5	4	5	4	4	5	5	5	5	5	5	5	4	5	5	4
18	3	3	3	4	3	4	3	4	4	4	4	3	2	3	4	5	4	3	3	4	3
19	4	4	4	5	4	5	4	5	4	4	4	3	3	3	4	4	5	5	5	5	4
20	4	5	4	5	4	4	4	5	3	3	4	5	5	4	4	4	5	4	3	4	4
21	3	3	3	5	5	4	5	4	4	3	4	4	3	3	4	5	4	4	3	3	3
22	3	3	3	3	4	4	3	3	4	3	3	2	2	3	3	2	2	4	3	3	3
23	2	3	3	4	4	4	4	4	4	4	4	4	4	3	3	3	2	4	4	4	4
24	4	5	4	3	4	4	4	4	4	5	4	4	3	4	5	5	5	5	4	4	4
25	4	3	4	3	4	4	3	3	3	4	3	3	4	4	4	3	4	3	4	3	3

Responden	Persepsi Harga			Kualitas Produk					Promosi			Lokasi			Kepuasan Pelanggan			Loyalitas Pelanggan			
	PH1	PH2	PH3	KP1	KP2	KP3	KP4	KP5	PR1	PR2	PR4	LO1	LO2	LO3	KEP1	KEP2	KEP3	LOY1	LOY2	LOY3	LOY4
	26	5	5	5	4	3	3	4	3	3	4	3	3	4	4	4	5	5	3	4	3
27	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4
28	3	3	4	3	4	3	4	3	4	4	3	3	4	4	3	4	3	4	3	4	4
29	4	3	4	4	4	3	3	4	3	3	3	4	4	3	3	4	3	4	3	3	3
30	3	4	3	3	3	4	3	3	3	3	3	3	4	3	3	3	3	3	3	4	4
31	3	3	4	3	4	4	4	3	4	3	4	3	3	4	3	4	3	3	4	3	3
32	3	4	4	4	4	4	4	4	4	3	3	4	4	4	4	3	4	4	4	4	4
33	5	4	5	5	5	4	5	4	4	4	5	4	4	4	5	4	5	4	5	5	5
34	5	5	3	4	5	5	4	5	5	5	4	3	4	3	4	5	4	5	4	4	5
35	3	3	4	3	3	3	3	3	3	3	4	4	4	4	4	3	4	3	3	3	3
36	5	4	5	5	4	5	5	4	4	5	5	3	2	3	5	4	4	4	5	4	4
37	3	3	4	5	4	4	4	5	5	5	4	3	3	3	5	4	4	5	4	5	5
38	4	5	4	3	4	3	3	3	3	4	3	3	4	3	4	4	4	4	3	4	4
39	4	5	5	4	4	5	5	5	4	5	4	4	4	4	5	4	5	4	5	4	5
40	5	4	5	4	4	5	5	5	4	4	5	3	4	3	4	5	5	5	4	4	4
41	5	5	4	4	4	5	5	4	5	5	4	5	3	5	5	4	4	4	5	5	5
42	5	5	4	3	5	4	4	5	3	4	3	5	5	4	4	4	4	5	5	5	5
43	5	4	5	4	4	5	5	5	3	3	4	4	4	3	4	5	5	5	4	4	4
44	4	5	4	4	4	4	4	5	4	3	4	3	3	3	5	4	4	5	4	4	4
45	4	5	4	5	4	5	5	5	4	4	3	3	3	3	5	5	5	4	5	4	5
46	4	5	4	4	4	5	5	5	3	4	4	4	4	4	4	5	5	4	5	4	5
47	5	4	4	4	4	4	4	5	4	3	3	3	3	3	5	4	4	5	4	5	4
48	3	3	4	3	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4
49	5	5	4	3	4	3	4	4	4	4	4	4	3	4	4	4	4	3	4	4	4
50	5	5	5	3	4	3	3	3	4	4	3	5	4	5	4	5	4	5	4	5	4
51	5	5	5	4	5	5	5	5	3	3	3	4	4	5	5	4	5	5	5	5	4

Responden	Persepsi Harga			Kualitas Produk					Promosi			Lokasi			Kepuasan Pelanggan			Loyalitas Pelanggan			
	PH1	PH2	PH3	KP1	KP2	KP3	KP4	KP5	PR1	PR2	PR4	LO1	LO2	LO3	KEP1	KEP2	KEP3	LOY1	LOY2	LOY3	LOY4
	52	4	4	3	3	4	3	3	3	3	4	3	5	4	5	5	4	5	4	5	4
53	4	4	3	4	4	4	3	4	3	4	4	4	4	4	5	4	5	5	4	5	5
54	5	5	5	5	4	5	5	4	3	3	3	5	4	5	5	4	4	4	5	5	5
55	5	5	5	3	3	3	3	3	3	3	3	4	5	4	4	4	4	4	5	4	4
56	4	4	3	4	3	4	4	4	4	3	3	4	5	4	4	5	4	4	4	4	4
57	4	3	3	3	3	3	3	3	4	3	3	4	4	5	4	3	4	4	4	4	4
58	5	5	4	4	4	4	3	4	5	5	4	4	4	4	4	4	3	4	4	4	4
59	3	4	3	5	5	5	4	5	4	5	4	5	4	5	4	5	4	4	4	4	4
60	5	4	5	4	4	4	4	4	5	4	5	4	5	5	5	4	5	5	5	5	4
61	4	3	3	3	3	4	3	3	3	4	3	3	4	3	3	4	3	4	3	4	3
62	5	4	4	4	5	4	4	4	4	5	5	5	5	5	5	4	4	5	4	5	4
63	5	5	5	3	3	4	4	4	3	4	3	3	4	3	3	4	3	4	3	4	3
64	4	4	3	3	4	3	4	4	3	3	3	4	4	4	3	3	3	3	3	4	3
65	3	4	3	4	5	5	4	5	4	4	4	5	5	5	5	5	5	4	4	4	4
66	3	2	2	3	3	4	3	4	3	2	3	4	3	3	3	3	3	3	3	3	3
67	4	5	5	3	4	3	5	5	4	4	3	4	4	3	3	4	3	4	3	3	3
68	4	4	5	3	2	2	2	2	3	3	3	2	2	2	3	2	3	2	3	2	3
69	3	3	4	5	5	4	5	5	5	5	4	5	5	4	4	5	4	4	4	4	5
70	3	4	3	4	4	5	4	4	4	4	5	5	4	5	4	5	5	4	4	5	5
71	3	4	4	4	4	3	4	4	4	4	4	3	3	4	3	3	4	4	4	3	4
72	3	3	4	4	3	4	4	3	4	3	4	4	3	3	3	3	4	3	4	3	4
73	4	3	3	4	4	3	4	4	4	4	4	4	3	4	4	4	3	4	3	4	4
74	4	3	3	4	4	3	4	4	4	4	4	4	4	3	3	3	4	4	4	3	3
75	3	4	4	3	3	3	3	4	4	5	4	3	4	3	3	4	3	3	3	4	4
76	4	3	4	4	4	3	4	4	3	4	3	3	4	4	3	4	3	4	4	4	4
77	5	4	5	4	3	3	4	3	4	3	4	4	3	3	3	4	3	4	3	3	3

Responden	Persepsi Harga			Kualitas Produk					Promosi			Lokasi			Kepuasan Pelanggan			Loyalitas Pelanggan			
	PH1	PH2	PH3	KP1	KP2	KP3	KP4	KP5	PR1	PR2	PR4	LO1	LO2	LO3	KEP1	KEP2	KEP3	LOY1	LOY2	LOY3	LOY4
	78	3	4	4	3	3	4	3	4	3	4	4	4	3	3	3	3	4	4	3	3
79	5	5	4	4	5	4	4	5	5	5	5	4	5	5	4	5	4	5	5	5	5
80	2	3	3	3	3	3	3	3	3	4	4	4	4	4	3	4	3	4	3	3	3
81	3	2	2	3	2	3	3	2	5	5	5	5	4	5	4	4	4	4	4	5	5
82	5	4	5	4	4	4	4	3	2	2	2	2	3	2	2	3	2	3	2	3	3
83	5	4	4	3	4	4	3	3	3	2	3	3	2	3	2	3	2	2	3	2	2
84	3	3	3	4	4	3	4	4	4	5	4	5	5	5	4	5	4	4	4	5	5
85	4	3	3	3	3	4	3	4	5	5	4	4	5	5	5	4	5	4	5	5	4
86	3	2	2	4	4	4	3	3	3	4	3	3	3	4	3	3	4	4	3	3	4
87	3	3	3	2	2	2	2	2	4	3	3	3	4	3	3	3	3	3	4	4	3
88	4	5	5	2	3	3	3	3	3	3	3	2	2	3	2	2	2	3	3	3	3
89	5	4	4	4	4	4	4	4	3	3	4	4	3	3	4	4	4	4	4	3	4
90	4	3	4	3	3	3	3	4	4	4	3	3	4	3	3	3	3	3	4	4	3
91	3	4	4	3	3	3	4	3	4	4	4	4	4	4	3	4	4	3	3	3	3
92	4	3	3	3	3	2	2	3	5	5	4	5	4	5	4	5	4	5	5	4	5
93	5	4	5	4	4	4	4	4	4	3	3	3	3	3	4	3	3	3	3	3	3
94	5	4	5	3	3	3	3	3	4	3	3	4	4	4	4	4	3	4	3	4	3
95	5	5	5	3	3	3	4	4	4	5	4	4	4	5	5	5	5	5	5	4	5
96	4	5	5	3	4	4	4	4	5	4	5	4	4	5	5	5	5	5	4	5	4
97	4	4	5	3	3	4	3	3	5	5	4	4	5	5	5	4	5	5	5	4	5
98	4	3	3	5	4	4	3	4	5	5	5	4	4	4	3	3	4	3	4	3	3
99	3	4	3	4	3	3	3	3	5	5	4	5	5	4	4	4	4	4	4	4	4
100	4	4	4	4	3	3	4	4	3	4	3	3	4	4	3	4	3	4	3	3	3
101	4	5	5	4	4	4	3	3	3	4	3	3	3	3	4	3	4	3	4	4	4
102	4	5	4	4	4	5	4	5	4	5	5	4	4	4	4	4	5	4	4	4	4
103	5	4	5	5	5	4	5	4	4	4	5	5	5	5	5	5	4	4	5	5	5

Responden	Persepsi Harga			Kualitas Produk					Promosi			Lokasi			Kepuasan Pelanggan			Loyalitas Pelanggan			
	PH1	PH2	PH3	KP1	KP2	KP3	KP4	KP5	PR1	PR2	PR4	LO1	LO2	LO3	KEP1	KEP2	KEP3	LOY1	LOY2	LOY3	LOY4
	104	4	4	4	4	4	4	4	5	5	4	5	5	5	5	4	5	4	5	4	4
105	4	3	3	5	4	5	4	5	4	4	5	4	5	5	5	5	4	5	4	4	5
106	5	4	5	3	3	3	3	4	3	3	3	3	4	4	5	4	4	4	5	5	4
107	4	5	5	4	4	4	4	4	3	4	4	4	4	4	3	3	4	3	4	4	3
108	4	3	4	5	5	4	4	5	4	5	5	5	5	5	4	4	5	5	4	5	5
109	4	4	5	3	3	4	4	3	4	4	4	4	5	4	3	4	3	3	4	3	4
110	5	4	5	4	4	4	4	4	4	4	3	4	3	3	4	3	3	3	3	4	3
111	5	5	5	5	4	5	4	4	5	5	4	3	3	4	4	5	4	4	5	5	4
112	5	5	4	4	4	4	4	3	5	4	4	3	4	4	3	4	4	4	4	3	3
113	4	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	5	4	4	5	5
114	4	5	5	4	4	4	4	4	4	4	4	3	4	4	5	5	4	4	4	4	4
115	4	3	4	4	4	5	5	5	5	5	5	3	4	4	5	4	4	5	4	5	5
116	4	5	4	4	5	5	5	5	5	4	4	5	4	4	3	2	2	5	4	5	5
117	3	4	4	4	3	3	3	3	3	4	4	4	5	4	5	5	5	4	3	3	4
118	4	5	4	3	4	4	4	4	4	5	4	5	5	4	4	5	5	5	4	5	5
119	3	4	4	3	4	4	4	3	4	4	4	3	4	4	4	5	5	4	4	3	4
120	5	5	3	4	3	3	3	3	3	3	4	5	4	4	5	4	4	3	3	3	3
121	2	3	3	3	3	3	4	4	3	2	2	3	4	3	3	2	2	3	2	2	3
122	3	3	3	4	4	4	3	4	2	2	2	3	4	3	3	4	4	4	4	3	3
123	4	5	4	4	4	3	3	4	4	5	5	4	4	4	4	5	5	4	5	4	5
124	3	3	2	3	3	3	4	4	5	5	4	3	4	3	5	4	5	5	5	4	5
125	4	3	3	4	3	4	3	3	4	3	3	4	5	5	4	5	5	4	5	5	5
126	4	4	4	4	3	4	4	4	3	4	3	4	3	4	4	4	4	4	4	4	4
127	4	5	4	4	4	4	4	3	3	4	3	3	3	4	3	4	4	4	3	4	3
128	3	3	3	5	4	5	4	4	5	5	4	5	5	4	5	4	5	5	5	5	5
129	5	5	5	4	5	4	4	5	4	4	4	5	4	5	5	5	4	4	4	4	5

Responden	Persepsi Harga			Kualitas Produk					Promosi			Lokasi			Kepuasan Pelanggan			Loyalitas Pelanggan			
	PH1	PH2	PH3	KP1	KP2	KP3	KP4	KP5	PR1	PR2	PR4	LO1	LO2	LO3	KEP1	KEP2	KEP3	LOY1	LOY2	LOY3	LOY4
	130	4	3	4	3	3	3	4	3	3	3	3	4	3	4	3	4	4	3	4	3
131	5	5	5	5	4	5	4	4	5	4	5	2	2	2	5	5	5	4	5	5	4
132	4	4	4	4	5	5	4	5	3	4	3	3	3	4	5	5	5	5	5	5	4
133	5	5	4	3	4	4	4	3	5	4	5	5	5	5	4	4	4	4	4	3	4
134	5	4	5	5	5	5	4	4	3	4	3	3	4	3	5	4	5	5	5	4	5
135	5	4	5	5	5	4	5	5	4	4	3	3	4	4	5	5	5	5	5	4	5
136	4	4	5	4	4	4	4	4	4	4	4	4	4	4	5	4	5	4	5	5	4
137	4	5	5	3	3	3	3	3	5	4	5	4	4	4	5	5	5	5	5	4	5
138	5	5	4	4	4	3	3	5	4	4	4	4	5	5	3	4	3	4	5	5	5
139	4	5	4	5	5	4	4	5	5	5	5	4	4	3	3	4	3	3	4	3	3
140	4	5	4	5	4	5	5	5	5	5	4	4	5	4	4	4	4	5	4	5	5
141	4	3	3	4	4	3	3	4	5	4	5	5	4	5	4	3	4	4	3	4	4
142	4	4	4	5	5	4	4	5	5	5	4	3	4	4	4	5	5	4	5	4	4
143	5	4	5	4	5	4	4	4	4	4	4	3	4	3	5	4	4	4	4	4	4
144	4	4	5	5	5	5	5	5	5	5	4	3	4	3	4	5	5	4	5	5	5
145	5	5	5	5	5	4	5	5	4	4	4	3	4	3	4	5	5	4	5	5	5
146	4	4	3	4	5	4	5	4	5	5	5	4	4	3	5	4	4	5	4	4	4
147	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4
148	4	4	4	4	4	3	4	3	5	4	5	5	5	4	5	5	5	5	5	5	5
149	5	4	5	3	3	3	3	3	3	4	3	3	4	4	3	3	4	3	4	4	3
150	3	3	3	3	3	3	4	3	5	4	4	4	5	4	5	4	4	4	4	5	4
151	3	3	4	3	4	4	4	4	4	5	4	5	5	5	5	4	5	5	5	4	5
152	4	4	4	2	2	3	3	2	3	2	2	3	2	3	2	3	2	2	2	2	2
153	4	4	4	5	4	5	4	4	4	5	4	5	4	5	4	4	5	4	4	5	4
154	4	3	4	5	5	4	5	4	4	3	4	4	5	4	5	4	4	5	5	4	5
155	5	5	4	4	4	4	4	4	5	5	4	4	5	4	5	4	5	4	5	4	5

Responden	Persepsi Harga			Kualitas Produk					Promosi			Lokasi			Kepuasan Pelanggan			Loyalitas Pelanggan			
	PH1	PH2	PH3	KP1	KP2	KP3	KP4	KP5	PR1	PR2	PR4	LO1	LO2	LO3	KEP1	KEP2	KEP3	LOY1	LOY2	LOY3	LOY4
	156	4	3	3	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	3

### Lampiran 3. KARAKTERISTIK RESPONDEN

#### JENIS KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	52	33,3	33,3	33,3
	PEREMPUAN	104	66,7	66,7	100,0
	Total	156	100,0	100,0	

#### USIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-21	120	76,9	76,9	76,9
	22-26	34	21,8	21,8	98,7
	27-31	2	1,3	1,3	100,0
	Total	156	100,0	100,0	

#### FREKUENSI PEMBELIAN

		Frequency	Percent	Valid Percent	Cumulative Percent
	3 - 4 kali	60	38,5	38,5	38,5
	4 - 5 kali	83	53,2	53,2	91,7
Valid	lebih dari 5 kali	13	8,3	8,3	100,0
	Total	156	100,0	100,0	



### PEKERJAAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PELAJAR/MAHASISWA	126	80,8	80,8	80,8
	WIRASWASTA	28	17,9	17,9	98,7
	PNS/BUMN	2	1,3	1,3	100,0
	Total	156	100,0	100,0	

### PENDAPATAN

		Frequency	Percent	Valid Percent	Cumulative Percent
	<1.000.000	29	18,6	18,6	51,3
	1.00.000 – 2.000.000	51	32,7	32,7	32,7
	2.000.000 - 3.000.000	36	23,1	23,1	74,4
Valid	3.000.000 - 4.000.000	19	12,2	12,2	86,5
	> 4.000.000	21	13,5	13,5	100,0
	Total	156	100,0	100,0	

#### Lampiran 4. UJI VALIDITAS

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

	Estimate
KEP <--- PH	,181
KEP <--- KP	,266
KEP <--- PR	,304
KEP <--- LO	,303
LOY <--- PH	,011
LOY <--- KP	,149
LOY <--- PR	,171
LOY <--- LO	,157
LOY <--- KEP	,621
PH1 <--- PH	,755
PH2 <--- PH	,719
PH3 <--- PH	,771
KP1 <--- KP	,765
KP2 <--- KP	,783
KP3 <--- KP	,749
KP4 <--- KP	,753
KP5 <--- KP	,800
PR1 <--- PR	,775
PR2 <--- PR	,770
PR3 <--- PR	,782
LO1 <--- LO	,802
LO2 <--- LO	,698

	Estimate
LO3 <--- LO	,832
KEP1 <--- KEP	,845
KEP2 <--- KEP	,663
KEP3 <--- KEP	,826
LOY1 <--- LOY	,734
LOY2 <--- LOY	,772
LOY3 <--- LOY	,766
LOY4 <--- LOY	,842

**Lampiran 5. UJI RELIABILITAS**

**Uji Reliabilitas menggunakan rumus Construct Reliability (CR)**

**Variabel Persepsi Harga**

				(Standard Loading) <sup>2</sup>	1- (Standard Loading) <sup>2</sup>	Jumlah Measurement Error
PH 1	<--	PH	0,755	0,570025	0,429975	1,318573
PH 2	<--	PH	0,719	0,516961	0,483039	
PH 3	<--	PH	0,771	0,594441	0,405559	
Jumlah Standard Loading			2,245			

(Jumlah Standard Loading) <sup>2</sup>	Jumlah Measurement Error + (Jumlah Standard Loading) <sup>2</sup>	Hasil
5,040025	6,358598	0,792631

**Uji Reliabilitas menggunakan rumus Construct Reliability (CR)**

**Variabel Kualitas Produk**

				(Standard Loading) <sup>2</sup>	1- (Standard Loading) <sup>2</sup>	Jumlah Measurement Error
KP 1	<--	KP	0,765	0,585225	0,414775	2,033676
KP 2	<--	KP	0,783	0,613089	0,386911	
KP 3	<--	KP	0,749	0,561001	0,438999	
KP 4	<--	KP	0,753	0,567009	0,432991	
KP 5	<--	KP	0,8	0,613089	0,414775	
Jumlah Standard Loading			3,85			

(Jumlah Standard Loading) <sup>2</sup>	Jumlah Measurement Error + (Jumlah Standard Loading) <sup>2</sup>	Hasil
14,8225	16,856176	0,879351

**Uji Reliabilitas menggunakan rumus Construct Reliability (CR)**

**Variabel Promosi**

				(Standard Loading) <sup>2</sup>	1- (Standard Loading) <sup>2</sup>	Jumlah Measurement Error
PRO 1	<--	PRO	0,775	0,600625	0,399375	6,60988
PRO 2	<--	PRO	0,77	0,5929	0,4071	
PRO 3	<--	PRO	0,782	0,611524	0,388476	
Jumlah Standard Loading			2,327			

(Jumlah Standard Loading) <sup>2</sup>	Jumlah Measurement Error + (Jumlah Standard Loading) <sup>2</sup>	Hasil
5,414929	6,60988	0,819217

**Uji Reliabilitas menggunakan rumus Construct Reliability (CR)**

**Variabel Lokasi**

				(Standard Loading) <sup>2</sup>	1- (Standard Loading) <sup>2</sup>	Jumlah Measurement Error
LO 1	<--	LO	0,802	0,643204	0,356796	1,177368
LO 2	<--	LO	0,698	0,487204	0,512796	
LO 3	<--	LO	0,832	0,692224	0,307776	
Jumlah Standard Loading			2,332			

(Jumlah Standard Loading) <sup>2</sup>	Jumlah Measurement Error + (Jumlah Standard Loading) <sup>2</sup>	Hasil
5,438224	6,615592	0,822031

**Uji Reliabilitas menggunakan rumus Construct Reliability (CR)**

**Variabel Kepuasan Pelanggan**

				(Standard Loading) <sup>2</sup>	1- (Standard Loading) <sup>2</sup>	Jumlah Measurement Error
KEP 1	<--	KEP	0,845	0,714025	0,285975	1,16413
KEP 2	<--	KEP	0,663	0,439569	0,560431	
KEP 3	<--	KEP	0,826	0,682276	0,317724	
Jumlah Standard Loading			2,334			

(Jumlah Standard Loading) <sup>2</sup>	Jumlah Measurement Error + (Jumlah Standard Loading) <sup>2</sup>	Hasil
5,447556	6,611686	0,823928



**Uji Reliabilitas menggunakan rumus Construct Reliability (CR)**

**Variabel Loyalitas Pelanggan**

				(Standard Loading) <sup>2</sup>	1- (Standard Loading) <sup>2</sup>	Jumlah Measurement Error
LOY 1	<--	LOY	0,734	0,538756	0,461244	1,56954
LOY 2	<--	LOY	0,772	0,595984	0,404016	
LOY 3	<--	LOY	0,766	0,586756	0,413244	
LOY 4		LOY	0,842	0,708964	0,291036	
Jumlah Standard Loading			3,114			

(Jumlah Standard Loading) <sup>2</sup>	Jumlah Measurement Error + (Jumlah Standard Loading) <sup>2</sup>	Hasil
9,696996	11,266536	0,86069

## Lampiran 6. UJI DESKRIPTIF

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PH1	156	2	5	4,05	,777
PH2	156	2	5	4,00	,811
PH3	156	2	5	3,99	,787
Valid N (listwise)	156				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KP1	156	2	5	3,86	,774
KP2	156	2	5	3,88	,721
KP3	156	2	5	3,88	,762
KP4	156	2	5	3,87	,719
KP5	156	2	5	3,92	,795
Valid N (listwise)	156				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PR1	156	2	5	3,96	,778
PR2	156	2	5	3,99	,779
PR3	156	2	5	3,85	,760
Valid N (listwise)	156				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
LO1	156	2	5	3,85	,804
LO2	156	2	5	3,96	,806
LO3	156	2	5	3,90	,772
Valid N (listwise)	156				

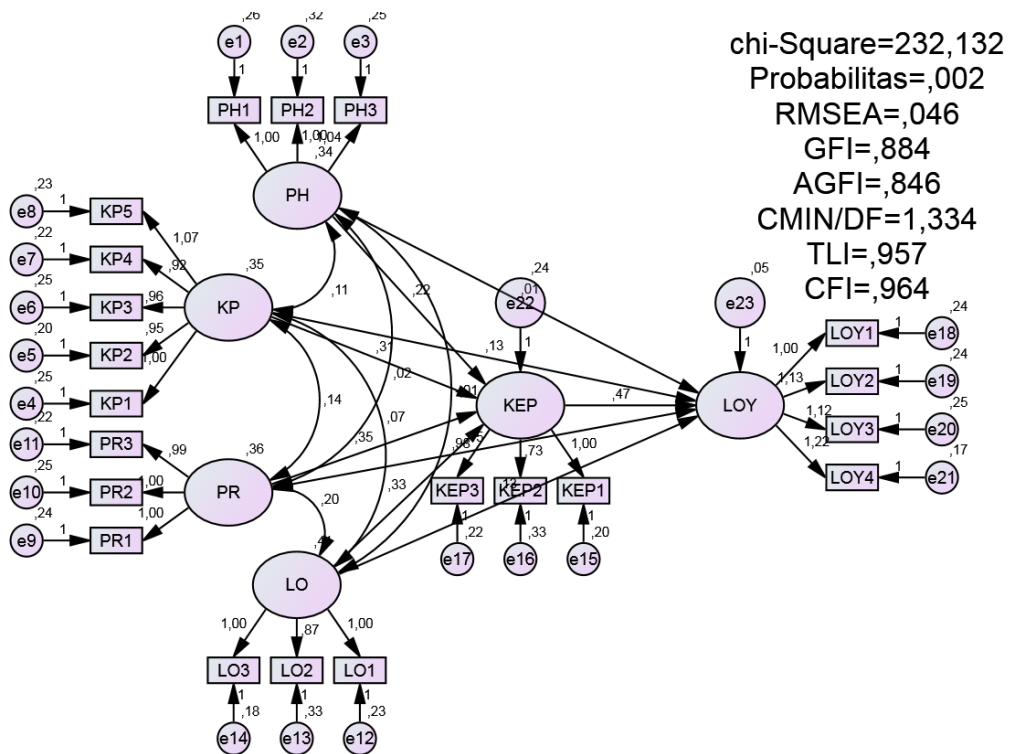
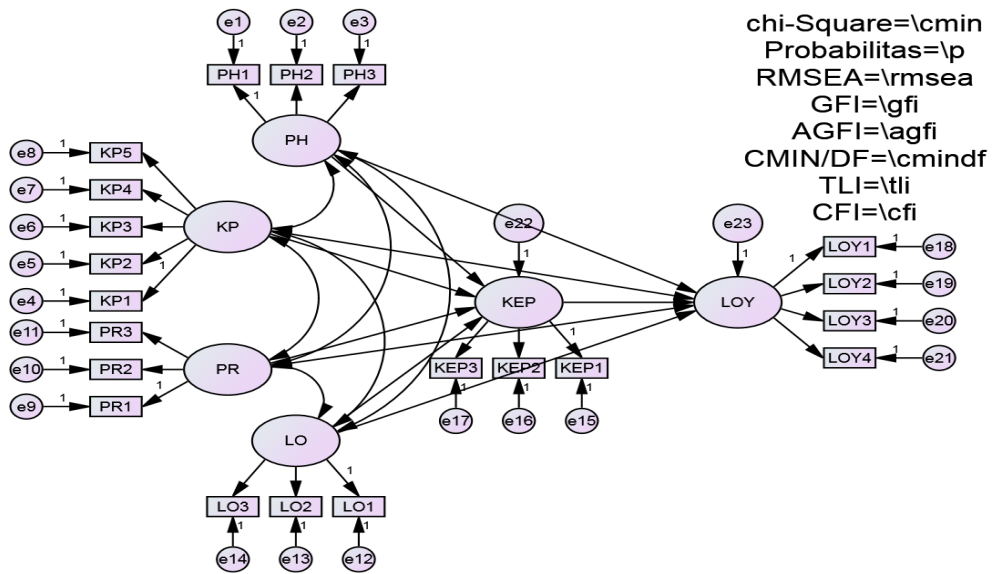
### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KEP1	156	2	5	4,02	,831
KEP2	156	2	5	4,05	,769
KEP3	156	2	5	4,04	,834
Valid N (listwise)	156				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
LOY1	156	2	5	4,02	,723
LOY2	156	2	5	4,04	,773
LOY3	156	2	5	4,01	,779
LOY4	156	2	5	4,02	,766
Valid N (listwise)	156				

**Lampiran 7. MODEL PENELITIAN STRUKTURAL**

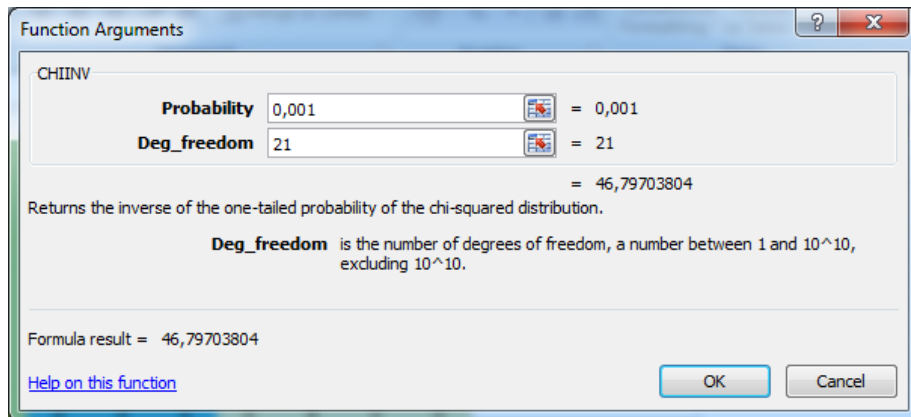


## Lampiran 8. UJI NORMALITAS

### Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
LOY4	2,000	5,000	-,205	-1,046	-,814	-2,075
LOY3	2,000	5,000	-,351	-1,791	-,470	-1,198
LOY2	2,000	5,000	-,329	-1,677	-,601	-1,533
LOY1	2,000	5,000	-,337	-1,720	-,182	-,465
KEP3	2,000	5,000	-,608	-3,099	-,160	-,409
KEP2	2,000	5,000	-,515	-2,624	-,062	-,159
KEP1	2,000	5,000	-,307	-1,565	-,860	-2,194
LO3	2,000	5,000	-,076	-,388	-,770	-1,963
LO2	2,000	5,000	-,512	-2,612	-,102	-,259
LO1	2,000	5,000	-,089	-,452	-,748	-1,906
PR3	2,000	5,000	-,101	-,515	-,568	-1,448
PR2	2,000	5,000	-,471	-2,404	-,100	-,256
PR1	2,000	5,000	-,099	-,503	-,941	-2,399
KP5	2,000	5,000	-,160	-,817	-,742	-1,892
KP4	2,000	5,000	-,109	-,554	-,406	-1,036
KP3	2,000	5,000	-,068	-,346	-,711	-1,813
KP2	2,000	5,000	-,228	-1,163	-,188	-,480
KP1	2,000	5,000	-,004	-,018	-,818	-2,086
PH3	2,000	5,000	-,296	-1,511	-,582	-1,484
PH2	2,000	5,000	-,218	-1,113	-,931	-2,373
PH1	2,000	5,000	-,337	-1,718	-,622	-1,585
Multivariate					-6,463	-1,299

## Lampiran 9. UJI OUTLIER



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

Observation number	Mahalanobis d-squared	p1	p2
116	40,974	,006	,587
120	34,543	,032	,960
138	33,612	,040	,950
92	32,878	,048	,942
81	31,607	,064	,974
121	30,836	,076	,982
36	30,118	,090	,989
34	29,854	,095	,984
131	29,644	,099	,977
68	29,118	,111	,983
105	28,580	,124	,990
125	28,224	,134	,991
20	28,204	,134	,982
124	28,087	,138	,974
117	28,011	,140	,960
139	27,905	,143	,945
82	27,846	,145	,920

Observation number	Mahalanobis d-squared	p1	p2
86	27,311	,161	,956
14	27,298	,161	,930
23	27,213	,164	,909
67	27,100	,168	,889
83	27,077	,168	,846
21	27,046	,169	,796
6	26,832	,176	,800
7	26,820	,177	,738
42	26,759	,179	,687
22	26,244	,197	,804
54	26,097	,203	,793
8	26,074	,204	,738
98	25,999	,206	,699
41	25,982	,207	,633
146	25,974	,207	,560
141	25,730	,217	,596
18	25,697	,218	,535
97	25,390	,231	,605
122	24,950	,249	,732
50	24,939	,250	,672
16	24,917	,251	,612
112	24,898	,252	,549
43	24,698	,260	,576
26	24,361	,276	,672
66	24,279	,280	,644
129	23,731	,306	,820

Observation number	Mahalanobis d-squared	p1	p2
40	23,626	,312	,810
37	23,410	,322	,840
88	23,399	,323	,799
31	23,199	,333	,826
134	23,131	,337	,804
96	22,989	,345	,811
115	22,703	,360	,867
69	22,545	,369	,878
77	22,500	,371	,856
85	22,486	,372	,820
137	22,446	,374	,790
127	22,420	,376	,750
108	22,347	,380	,730
65	21,902	,405	,863
13	21,859	,408	,840
152	21,731	,415	,846
87	21,649	,420	,835
51	21,644	,420	,794
133	21,632	,421	,750
70	21,592	,423	,716
154	21,543	,426	,685
71	21,541	,426	,626
1	21,510	,428	,582
106	21,453	,432	,552
4	21,431	,433	,501
78	21,390	,435	,461



Observation number	Mahalanobis d-squared	p1	p2
109	21,373	,436	,408
100	21,372	,436	,347
150	21,314	,440	,321
25	21,179	,448	,337
52	21,163	,449	,289
132	21,091	,453	,272
103	21,042	,456	,244
72	20,916	,464	,255
75	20,832	,469	,245
74	20,645	,481	,288
95	20,609	,483	,253
144	20,331	,500	,348
45	20,304	,502	,306
145	20,260	,505	,275
59	19,971	,523	,381
111	19,950	,524	,334
12	19,932	,526	,287
62	19,824	,532	,291
110	19,810	,533	,245
10	19,656	,543	,273
38	19,588	,547	,256
101	19,554	,550	,222
142	19,544	,550	,181
61	19,457	,556	,175
3	19,450	,556	,139
148	19,433	,557	,112

Observation number	Mahalanobis d-squared	p1	p2
151	19,395	,560	,093
44	19,249	,569	,106
30	19,232	,570	,083
80	19,212	,572	,065
135	19,153	,575	,056

### Lampiran 10. DEGREE OF FREEDOM

#### Computation of degrees of freedom (Default model)

Number of distinct sample moments:	231
Number of distinct parameters to be estimated	57
Degrees of freedom (231 - 57):	174

### Lampiran 11. GOODNES OF FIT

#### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	57	232,132	174	,002	1,334
Saturated model	231	,000	0		
Independence model	21	1827,300	210	,000	8,701

#### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,030	,884	,846	,666
Saturated model	,000	1,000		
Independence model	,202	,286	,215	,260

### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,873	,847	,965	,957	,964
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

### RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,046	,029	,061	,635
Independence model	,223	,214	,232	,000

## Lampiran 12. UJI HIPOTESIS

### PENGARUH LANGSUNG

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

	Estimate	S.E.	C.R.	P	Label
KEP <--- PH	,216	,102	2,120	,034	par_16
KEP <--- KP	,315	,109	2,899	,004	par_17
KEP <--- PR	,354	,125	2,827	,005	par_18
KEP <--- LO	,329	,106	3,111	,002	par_19
LOY <--- PH	,010	,060	,161	,872	par_20
LOY <--- KP	,133	,066	2,013	,044	par_21
LOY <--- PR	,150	,075	2,002	,045	par_22
LOY <--- LO	,129	,064	1,997	,046	par_23
LOY <--- KEP	,469	,082	5,756	***	par_24
PH1 <--- PH	1,000				
PH2 <--- PH	,995	,132	7,521	***	par_1

			Estimate	S.E.	C.R.	P	Label
PH3	<---	PH	1,035	,135	7,649	***	par_2
KP1	<---	KP	1,000				
KP2	<---	KP	,954	,097	9,860	***	par_3
KP3	<---	KP	,964	,102	9,414	***	par_4
KP4	<---	KP	,915	,099	9,261	***	par_5
KP5	<---	KP	1,074	,109	9,882	***	par_6
PR1	<---	PR	1,000				
PR2	<---	PR	,995	,113	8,842	***	par_7
PR3	<---	PR	,987	,107	9,196	***	par_8
LO1	<---	LO	1,000				
LO2	<---	LO	,872	,103	8,460	***	par_9
LO3	<---	LO	,995	,101	9,843	***	par_10
KEP1	<---	KEP	1,000				
KEP2	<---	KEP	,726	,086	8,466	***	par_11
KEP3	<---	KEP	,982	,085	11,578	***	par_12
LOY1	<---	LOY	1,000				
LOY2	<---	LOY	1,126	,122	9,205	***	par_13
LOY3	<---	LOY	1,124	,120	9,349	***	par_14
LOY4	<---	LOY	1,215	,118	10,257	***	par_15

**Lampiran 13. DIRECT AND INDIRECT**

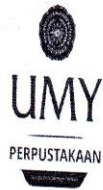
**PENGARUH MEDIASI**

**Standardized Direct Effects (Group number 1 - Default model)**

	LO	PR	KP	PH	KEP	LOY
KEP	,303	,304	,266	,181	,000	,000
LOY	,157	,171	,149	,011	,621	,000
LOY4	,000	,000	,000	,000	,000	,842
LOY3	,000	,000	,000	,000	,000	,766
LOY2	,000	,000	,000	,000	,000	,772
LOY1	,000	,000	,000	,000	,000	,734
KEP3	,000	,000	,000	,000	,826	,000
KEP2	,000	,000	,000	,000	,663	,000
KEP1	,000	,000	,000	,000	,845	,000
LO3	,832	,000	,000	,000	,000	,000
LO2	,698	,000	,000	,000	,000	,000
LO1	,802	,000	,000	,000	,000	,000
PR3	,000	,782	,000	,000	,000	,000
PR2	,000	,770	,000	,000	,000	,000
PR1	,000	,775	,000	,000	,000	,000
KP5	,000	,000	,800	,000	,000	,000
KP4	,000	,000	,753	,000	,000	,000
KP3	,000	,000	,749	,000	,000	,000
KP2	,000	,000	,783	,000	,000	,000
KP1	,000	,000	,765	,000	,000	,000
PH3	,000	,000	,000	,771	,000	,000
PH2	,000	,000	,000	,719	,000	,000
PH1	,000	,000	,000	,755	,000	,000

**Standardized Indirect Effects (Group number 1 - Default model)**

	LO	PR	KP	PH	KEP	LOY
KEP	,000	,000	,000	,000	,000	,000
LOY	,188	,189	,165	,112	,000	,000
LOY4	,290	,302	,264	,103	,523	,000
LOY3	,264	,275	,240	,094	,475	,000
LOY2	,266	,278	,242	,095	,480	,000
LOY1	,253	,264	,230	,090	,456	,000
KEP3	,250	,251	,219	,149	,000	,000
KEP2	,201	,202	,176	,120	,000	,000
KEP1	,256	,257	,224	,153	,000	,000
LO3	,000	,000	,000	,000	,000	,000
LO2	,000	,000	,000	,000	,000	,000
LO1	,000	,000	,000	,000	,000	,000
PR3	,000	,000	,000	,000	,000	,000
PR2	,000	,000	,000	,000	,000	,000
PR1	,000	,000	,000	,000	,000	,000
KP5	,000	,000	,000	,000	,000	,000
KP4	,000	,000	,000	,000	,000	,000
KP3	,000	,000	,000	,000	,000	,000
KP2	,000	,000	,000	,000	,000	,000
KP1	,000	,000	,000	,000	,000	,000
PH3	,000	,000	,000	,000	,000	,000
PH2	,000	,000	,000	,000	,000	,000
PH1	,000	,000	,000	,000	,000	,000



UMY

PERPUSTAKAAN

PERPUSTAKAAN  
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Prodi : Manajemen/FEB  
Judul : **PENGARUH PERSEPSI HARGA, KUALITAS PRODUK,  
PROMOSI, DAN LOKASI TERHADAP LOYALITAS PELANGGAN  
DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL  
MEDIASI PADA KEDAI KOPI STARBUCKS YOGYAKARTA**  
Dosen Pembimbing : Sutrisno Wibowo. S.E., MM

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Yogyakarta, 11/19/2019  
yang melaksanakan pengecekan

Ikram Al- Zein, S.Kom.I