

LAMPIRAN 1: PENGANTAR KUESIONER



KUESIONER PENELITIAN

ANALISIS *PRODUCT DIVERSITY*, *ATMOSFER* KAFE DAN HARGA TERHADAP LOYALITAS PELANGGAN WARUNG KOPI CAKWANG BANYUWANGI

Kepada:

Yth. Bapak/Ibu/Sdr Responden

Di tempat

Dengan hormat,

Kuesioner ini ditujukan untuk karyawan guna memperoleh data yang akan dipergunakan untuk penulisan tugas akhir (skripsi) sebagai salah satu syarat untuk memperoleh gelar sarjana. Adapun judul skripsi yang saya buat yaitu “Analisis *Product Diversity*, *Atmosfer* Kafe dan Harga terhadap Loyalitas Pelanggan Warung Kopi Cakwang Banyuwangi”. Dengan segenap kerendahan hati, saya memohon kesediaan Bapak/Ibu untuk bersedia meluangkan waktu mengisi kuesioner ini dengan jujur dan apa adanya.

Informasi yang Bapak/Ibu berikan hanya digunakan untuk kepentingan terbatas, dalam artian hanya diperlukan untuk penelitian ini saja. Peneliti menjamin rahasia pribadi juga jawaban Bapak/Ibu dalam memberikan kebenaran data pada peneliti.

Atas bantuan dan kerjasamanya Bapak/Ibu/Saudara saya ucapkan terimakasih.

Hormat saya,

Inelsa Agustin
NIM. 1410411234

LAMPIRAN 2: PETUNJUK PENGISIAN KUESIONER PENELITIAN

Berilah Tanda ($\checkmark$) pada jawaban yang menurut anda sesuai.

Ket : **S** = Setuju **SS** = Sangat setuju **RG** = Ragu-ragu
 TS = Tidak Setuju **STS** = Sangat tidak setuju

Identitas responden

1. Usia :
2. Jenis Kelamin :
3. Lama berlangganan :



LAMPIRAN 3: KUESIONER PENELITIAN

Loyalitas Pelanggan (Y)

NO	PERNYATAAN	SS	S	RG	TS	STS
1	Saya akan melakukan pembelian ulang di Warung Kopi Cak Wang					
2	Saya juga membeli menu non kopi di Warung Kopi Cak Wang					
3	Saya merekomendasikan Warung Kopi Cak Wang kepada orang lain					
4	Warung Kopi Cak Wang menjadi pilihan utama untuk membeli kopi					

Product Diversity (X₁)

NO	PERNYATAAN	SS	S	RG	TS	STS
1	Warung Kopi Cak Wang menggunakan gelas dengan ukuran yang berbeda					
2	Warung Kopi Cak Wang menyediakan berbagai jenis kopi					
3	Warung Kopi Cak Wang menjual kopi dengan beragam bahan baku kopi					
4	Warung Kopi Cak Wang menyajikan kopi dengan beragam desain					

Atmosfer Kafe (X₂)

NO	PERNYATAAN	SS	S	RG	TS	STS
1	Bagian luar Warung Kopi Cak Wang terlihat unik dan menarik					
2	Bagian dalam Warung Kopi Cak Wang terlihat unik dan menarik					
3	Tata letak ruangan Warung Kopi Cak Wang nyaman dan tidak menyulitkan konsumen untuk berjalan					
4	Warung Kopi Cak Wang menampilkan pajangan yang memiliki ciri khas dan menarik					

Harga (X₃)

NO	PERNYATAAN	SS	S	RG	TS	STS
1	Harga kopi di Warung Kopi Cak Wang terjangkau					
2	Harga kopi di Warung Kopi Cak Wang sesuai dengan kualitas kopi yang disajikan					
3	Harga kopi di Warung Kopi Cak Wang mampu bersaing dengan kafe sejenis lainnya					
4	Harga kopi di Warung Kopi Cak Wang sesuai dengan manfaat didapatkan					

LAMPIRAN 4: REKAPITULASI KUESIONER

NO	Usia	Jenis Kelamin	Lama Berlangganan
1	20	P	2
2	22	L	1
3	19	P	1
4	23	P	3
5	19	P	1
6	21	L	2
7	20	P	2
8	23	P	2
9	22	P	3
10	20	P	2
11	19	L	2
12	19	P	2
13	24	L	5
14	24	L	2
15	19	P	1
16	22	P	3
17	22	P	3
18	20	P	3
19	24	P	5
20	24	P	2
21	22	P	3
22	19	P	2
23	23	L	3
24	21	P	2
25	24	P	5
26	19	P	1
27	20	P	1
28	22	P	3
29	20	L	1
30	22	P	2
31	20	P	3
32	19	P	1
33	24	P	4
34	20	P	3
35	20	L	3
36	19	P	1
37	19	P	1
38	24	P	3
39	19	P	2
40	23	P	3
41	20	P	1
42	23	P	2
43	22	P	2
44	20	P	2
45	19	P	1
46	19	P	1
47	24	P	2
48	24	L	2
49	19	P	1
50	22	P	2
51	23	P	3
52	19	P	1
53	21	P	3
54	20	P	1
55	23	P	2
56	22	P	2
57	19	P	1
58	23	L	3

59	21	P	2
60	19	P	1
61	23	P	2
62	19	P	2
63	21	L	2
64	20	P	1
65	23	P	3
66	22	P	3
67	20	L	3
68	24	P	5
69	24	P	2
70	22	P	2
71	19	L	1
72	23	P	3
73	21	P	3
74	23	P	3
75	19	P	1
76	21	L	2
77	20	P	3
78	23	L	2
79	22	L	3
80	20	L	2
81	19	P	1
82	20	L	1
83	19	L	1
84	24	P	3
85	20	P	1
86	20	P	3
87	19	P	1
88	20	P	1
89	19	P	1
90	19	P	1
91	24	P	2

Sumber: Data primer yang diolah 2018

NO	X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4	X2	X3.1	X3.2	X3.3	X3.4	X3	Y.1	Y.2	Y.3	Y.4	Y
1	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
2	4	5	4	5	18	4	5	4	5	18	5	4	4	5	18	5	4	4	5	18
3	5	5	4	2	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
4	5	5	5	4	19	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
5	5	4	4	4	17	5	4	4	4	17	5	4	4	4	17	5	4	4	4	17
6	3	4	4	4	15	2	4	4	4	14	4	4	4	3	15	4	4	4	3	15
7	4	4	4	4	16	4	4	4	4	16	5	4	2	5	16	4	4	4	4	16
8	5	5	5	5	20	4	4	4	3	15	5	5	5	5	20	5	5	5	5	20
9	5	5	5	5	20	4	4	4	4	16	5	4	4	4	17	5	5	5	5	20
10	4	4	4	4	16	5	5	5	5	20	4	4	4	4	16	4	5	5	5	19
11	4	4	5	5	18	5	5	4	4	18	4	4	5	5	18	4	4	5	5	18
12	5	4	4	4	17	4	4	4	4	16	5	4	4	4	17	5	4	4	4	17
13	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
14	4	4	4	4	5	17	5	5	5	20	4	4	4	4	16	4	4	4	4	16
15	4	4	4	3	15	5	5	5	4	19	4	4	4	3	15	4	4	4	5	17
16	5	4	4	4	17	4	4	4	4	16	5	4	4	4	17	5	5	5	5	20
17	5	5	4	4	18	4	4	5	5	18	4	4	5	5	18	5	4	4	5	18
18	4	4	4	4	16	4	3	3	3	13	4	3	3	3	13	4	4	4	4	16
19	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
20	5	5	4	3	17	5	2	5	2	14	4	4	3	3	14	5	4	4	4	17
21	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
22	4	4	4	3	15	5	4	4	4	17	5	4	4	4	17	4	4	4	4	16
23	4	4	4	4	16	5	5	5	4	19	5	5	5	4	19	5	5	5	5	20
24	5	3	3	3	14	4	4	4	5	17	4	4	4	5	17	4	4	4	3	15
25	5	4	4	4	17	4	5	5	5	19	4	4	4	4	16	4	5	5	5	19
26	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
27	5	4	4	4	17	4	4	4	5	17	4	4	5	4	17	4	4	5	4	17
28	5	4	5	5	19	4	5	5	5	19	4	5	5	5	19	4	5	5	5	19
29	4	4	4	4	16	4	4	4	4	16	4	4	4	3	15	4	4	4	3	15
30	5	4	4	5	18	5	5	4	4	18	5	4	5	4	18	5	4	5	4	18
31	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
32	4	4	4	4	16	4	4	4	3	15	4	4	4	4	16	4	4	4	4	16
33	4	4	4	3	15	4	4	4	4	16	4	4	4	4	16	4	4	4	5	17
34	5	4	4	4	17	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
35	5	5	5	4	19	5	4	4	4	17	5	5	5	5	20	5	4	4	4	17
36	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
37	4	4	4	3	15	4	4	4	3	15	4	4	4	3	15	4	4	4	3	15
38	5	4	4	4	17	5	5	5	5	20	5	2	5	5	17	5	5	5	5	20
39	5	5	5	5	20	5	4	4	4	17	4	3	3	3	13	4	4	4	4	16
40	4	3	3	3	13	4	4	4	4	16	4	4	3	2	13	4	4	4	4	16
41	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
42	4	3	3	3	13	4	3	3	3	13	3	4	4	4	14	4	3	3	3	13
43	4	4	4	4	16	4	4	4	4	16	4	4	4	3	15	4	4	4	3	15
44	4	4	4	3	15	4	4	4	5	17	4	4	4	5	17	5	4	4	4	17
45	4	3	3	3	13	4	4	4	4	16	4	4	4	4	17	5	4	4	4	17
46	4	4	4	4	16	4	4	4	3	15	4	4	4	4	16	4	4	4	4	16
47	4	4	4	3	15	4	4	4	4	16	4	4	4	4	16	4	4	4	5	17
48	4	5	5	4	18	5	5	4	4	18	4	4	5	5	18	4	5	4	5	18
49	5	4	4	4	17	5	5	4	4	18	5	5	4	4	18	5	4	4	4	17
50	4	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
51	4	5	5	4	18	4	5	4	5	18	4	5	4	5	18	5	4	4	5	18
52	4	4	3	3	14	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
53	5	4	4	4	17	5	5	5	4	19	5	5	5	5	20	5	5	5	5	20
54	5	4	4	4	17	5	4	4	4	17	5	4	4	4	17	5	4	4	4	17
55	4	4	3	3	14	3	4	4	4	15	5	4	4	4	17	4	4	4	3	15
56	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
57	4	4	4	4	16	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
58	4	4	4	3	15	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
59	4	4	5	5	18	4	4	4	4	16	5	5	5	5	20	4	5	5	5	19
60	4	4	5	5	18	4	4	5	5	18	5	5	4	4	18	4	4	5	5	18
61	5	4	4	4	17	5	4	4	4	17	4	4	4	4	16	5	4	4	4	17
62	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
63	4	4	4	4	16	4	4	4	5	17	5	5	5	5	20	4	4	4	4	16
64	4	4	4	3	15	4	4	4	3	15	5	5	5	4	19	4	4	4	5	17
65	5	4	4	4	17	5	4	4	4	17	4	4	4	4	16	5	5	5	5	20
66	5	4	5	4	18	5	5	4	4	18	4	4	5	5	18	5	4	4	5	18
67	4	4	4	4	16	4	4	4	4	16	4	3	3	3	13	4	4	4	4	16
68	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
69	5	4	4	4	17	5	5	4	3	17	4	4	3	3	14	5	4	4	4	17
70	5	4	4	4	17	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16
71	4	4	4	3	15	4	4	4	3	15	5	4	4	4	17	4	4	4	4	16
72	5	5	5	5	20	4	4	4	4	16	5	5	5	4	19	5	5	5	5	20
73	5	4	4	4	17	5	3	3	3	14	4	4	4	5	17	4	4	4	3	15
74	4	4	4	3	16	5	4	4	4	17	4	4	4	4	16	4	5	5	5	19

75	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
76	4	4	4	5	17	5	4	4	4	17	4	4	4	5	17	4	4	5	4	17
77	4	5	5	5	19	5	4	5	5	19	4	5	5	5	19	4	5	5	5	19
78	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16	4	4	4	3	15
79	4	4	5	5	18	5	4	4	5	18	5	5	4	4	18	5	4	5	4	18
80	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
81	5	4	4	4	17	4	4	4	4	16	4	4	4	3	15	4	4	4	4	16
82	5	4	4	4	17	4	4	4	3	15	4	4	4	4	16	4	4	4	5	17
83	5	5	5	5	20	5	4	4	4	17	5	5	5	5	20	5	5	5	5	20
84	4	4	4	3	15	5	5	5	4	19	5	5	5	5	20	5	4	4	4	17
85	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
86	5	4	4	4	17	4	4	4	3	15	4	4	4	3	15	4	4	4	3	15
87	5	5	5	5	20	5	4	4	4	17	5	4	4	4	17	5	5	5	5	20
88	4	3	3	3	13	5	5	5	5	20	5	4	4	4	17	4	4	4	4	16
89	4	3	3	3	13	4	3	3	3	13	4	4	4	4	16	4	4	4	4	16
90	4	4	4	4	16	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16
91	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20

Sumber: Data primer yang diolah 2018



LAMPIRAN 5: FREKUENSI PERNYATAAN RESPONDEN

1. Usia

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean
Usia	91	5	19	24	1919	21.09
Valid N (listwise)	91					

2. Jenis Kelamin

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid L	19	20.9	20.9	20.9
P	72	79.1	79.1	100.0
Total	91	100.0	100.0	

3. Lama Berlangganan

Lama Berlangganan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	29	31.9	31.9	31.9
2	31	34.1	34.1	65.9
3	26	28.6	28.6	94.5
4	1	1.1	1.1	95.6
5	4	4.4	4.4	100.0
Total	91	100.0	100.0	

1. Product Diversity

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.1	1.1	1.1
	4	45	49.5	49.5	50.5
	5	45	49.5	49.5	100.0
	Total	91	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6.6	6.6	6.6
	4	60	65.9	65.9	72.5
	5	25	27.5	27.5	100.0
	Total	91	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8.8	8.8	8.8
	4	56	61.5	61.5	70.3
	5	27	29.7	29.7	100.0
	Total	91	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.1	1.1	1.1
	3	20	22.0	22.0	23.1
	4	44	48.4	48.4	71.4
	5	26	28.6	28.6	100.0
	Total	91	100.0	100.0	

2. Atmosfer Kafe

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.1	1.1	1.1
	3	1	1.1	1.1	2.2
	4	44	48.4	48.4	50.5
	5	45	49.5	49.5	100.0
	Total	91	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.1	1.1	1.1
	3	4	4.4	4.4	5.5
	4	54	59.3	59.3	64.8
	5	32	35.2	35.2	100.0
	Total	91	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4.4	4.4	4.4
	4	59	64.8	64.8	69.2
	5	28	30.8	30.8	100.0
	Total	91	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.1	1.1	1.1
	3	13	14.3	14.3	15.4
	4	47	51.6	51.6	67.0
	5	30	33.0	33.0	100.0
	Total	91	100.0	100.0	

3. Harga

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.1	1.1	1.1
	4	49	53.8	53.8	54.9
	5	41	45.1	45.1	100.0
	Total	91	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.1	1.1	1.1
	3	3	3.3	3.3	4.4
	4	57	62.6	62.6	67.0
	5	30	33.0	33.0	100.0
	Total	91	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.1	1.1	1.1
	3	6	6.6	6.6	7.7
	4	51	56.0	56.0	63.7
	5	33	36.3	36.3	100.0
	Total	91	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.1	1.1	1.1
	3	12	13.2	13.2	14.3
	4	42	46.2	46.2	60.4
	5	36	39.6	39.6	100.0
	Total	91	100.0	100.0	

4. Loyalitas Pelanggan

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	50	54.9	54.9	54.9
	5	41	45.1	45.1	100.0
	Total	91	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.1	1.1	1.1
	4	59	64.8	64.8	65.9
	5	31	34.1	34.1	100.0
	Total	91	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.1	1.1	1.1
	4	54	59.3	59.3	60.4
	5	36	39.6	39.6	100.0
	Total	91	100.0	100.0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	11.0	11.0	11.0
	4	39	42.9	42.9	53.8
	5	42	46.2	46.2	100.0
	Total	91	100.0	100.0	

LAMPIRAN 6: HASIL UJI VALIDITAS

1. *Product Diversity*

		Correlations				
		X1.1	X1.2	X1.3	X1.4	X1
X1.1	Pearson Correlation	1	.380**	.318**	.315**	.584**
	Sig. (2-tailed)		.000	.002	.002	.000
	N	91	91	91	91	91
X1.2	Pearson Correlation	.380**	1	.795**	.549**	.842**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	91	91	91	91	91
X1.3	Pearson Correlation	.318**	.795**	1	.742**	.903**
	Sig. (2-tailed)	.002	.000		.000	.000
	N	91	91	91	91	91
X1.4	Pearson Correlation	.315**	.549**	.742**	1	.848**
	Sig. (2-tailed)	.002	.000	.000		.000
	N	91	91	91	91	91
X1	Pearson Correlation	.584**	.842**	.903**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	91	91	91	91	91

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

2. Atmosfer Kafe

Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.412**	.425**	.246*	.642**
	Sig. (2-tailed)		.000	.000	.019	.000
	N	91	91	91	91	91
X2.2	Pearson Correlation	.412**	1	.662**	.649**	.861**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	91	91	91	91	91
X2.3	Pearson Correlation	.425**	.662**	1	.622**	.844**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	91	91	91	91	91
X2.4	Pearson Correlation	.246*	.649**	.622**	1	.818**
	Sig. (2-tailed)	.019	.000	.000		.000
	N	91	91	91	91	91
X2	Pearson Correlation	.642**	.861**	.844**	.818**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	91	91	91	91	91

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

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

3. Harga

Correlations

		X3.1	X3.2	X3.3	X3.4	X3
X3.1	Pearson Correlation	1	.517**	.438**	.424**	.719**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	91	91	91	91	91
X3.2	Pearson Correlation	.517**	1	.610**	.505**	.804**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	91	91	91	91	91
X3.3	Pearson Correlation	.438**	.610**	1	.656**	.849**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	91	91	91	91	91
X3.4	Pearson Correlation	.424**	.505**	.656**	1	.829**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	91	91	91	91	91
X3	Pearson Correlation	.719**	.804**	.849**	.829**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	91	91	91	91	91

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

4. Loyalitas Pelanggan

Correlations

		Y.1	Y.2	Y.3	Y.4	Y
Y.1	Pearson Correlation	1	.470**	.444**	.448**	.690**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	91	91	91	91	91
Y.2	Pearson Correlation	.470**	1	.853**	.715**	.901**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	91	91	91	91	91
Y.3	Pearson Correlation	.444**	.853**	1	.668**	.879**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	91	91	91	91	91
Y.4	Pearson Correlation	.448**	.715**	.668**	1	.872**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	91	91	91	91	91
Y	Pearson Correlation	.690**	.901**	.879**	.872**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	91	91	91	91	91

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

LAMPIRAN 7: HASIL UJI RELIABILITAS

1. *Product Diversity*

Reliability Statistics

Cronbach's Alpha	N of Items
.808	4

2. *Atmosfer Kafe*

Reliability Statistics

Cronbach's Alpha	N of Items
.796	4

3. *Harga*

Reliability Statistics

Cronbach's Alpha	N of Items
.813	4

4. *Loyalitas Pelanggan*

Reliability Statistics

Cronbach's Alpha	N of Items
.850	4

LAMPIRAN 8: HASIL UJI UJI REGRESI, UJI ASUMSI KLASIK DAN UJI HIPOTESIS

```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X1 X2 X3
/SCATTERPLOT=(*SRESID ,*ZPRED)
/RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) .
  
```

Regression

Notes		08-APR-2018 17:44:35
Output Created		
Comments		
Input	Data	D:\TYPING\PROJECT S\101 - 200\14.
	Active Dataset	NELSA\Untitled2.sav
	Filter	DataSet2
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	<none>
Missing Value Handling	Definition of Missing	91
	Cases Used	User-defined missing values are treated as missing.
Syntax		Statistics are based on cases with no missing values for any variable used.
		REGRESSION
		/MISSING LISTWISE
		/STATISTICS COEFF OUTS BCOV R
		ANOVA COLLIN TOL
		/CRITERIA=PIN(.05) POUT(.10)
		/NOORIGIN
		/DEPENDENT Y
		/METHOD=ENTER X1 X2 X3
		/SCATTERPLOT=(*SRESID ,*ZPRED)
		/RESIDUALS HISTOGRAM(ZRESID)
		NORMPROB(ZRESID).
Resources	Processor Time	00:00:00.69
	Elapsed Time	00:00:00.95
	Memory Required	2356 bytes
	Additional Memory Required for Residual Plots	896 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3, X1, X2 ^b		Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824 ^a	.680	.669	1.052

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	204.364	3	68.121	61.504	.000 ^b
	Residual	96.361	87	1.108		
	Total	300.725	90			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.624	1.179		1.377	.172		
	X1	.331	.069	.352	4.817	.000	.692	1.446
	X2	.298	.076	.313	3.936	.000	.582	1.719
	X3	.299	.076	.326	3.914	.000	.531	1.883

a. Dependent Variable: Y

Coefficient Correlations^a

Model			X3	X1	X2
1	Correlations	X3	1.000	-.348	-.511
		X1	-.348	1.000	-.194
		X2	-.511	-.194	1.000
	Covariances	X3	.006	-.002	-.003
		X1	-.002	.005	-.001
		X2	-.003	-.001	.006

a. Dependent Variable: Y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	X1	X2	X3
1	1	3.982	1.000	.00	.00	.00	.00
	2	.007	23.529	.23	.39	.28	.21
	3	.007	24.632	.70	.53	.02	.06
	4	.005	29.655	.07	.09	.70	.73

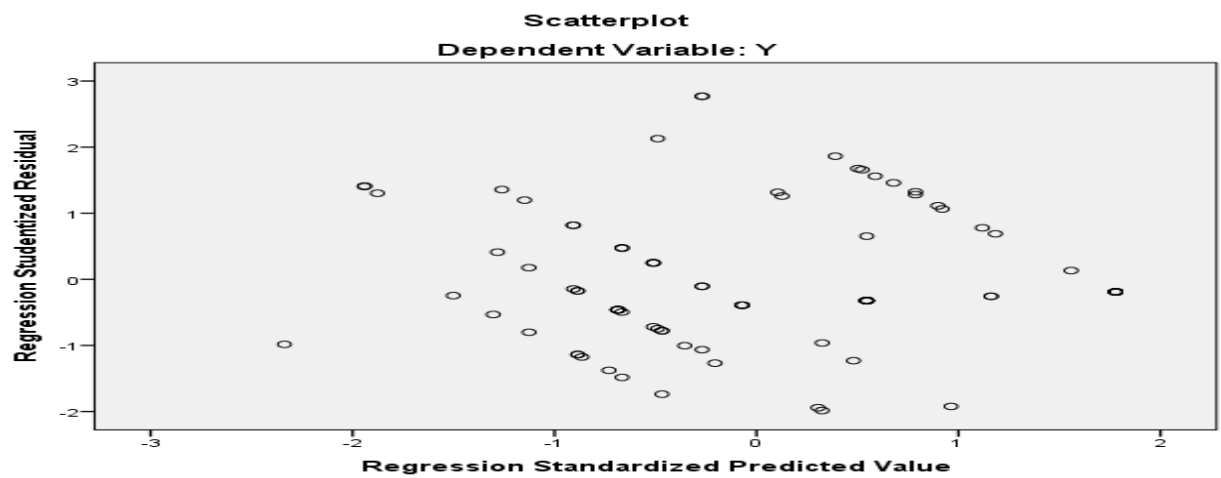
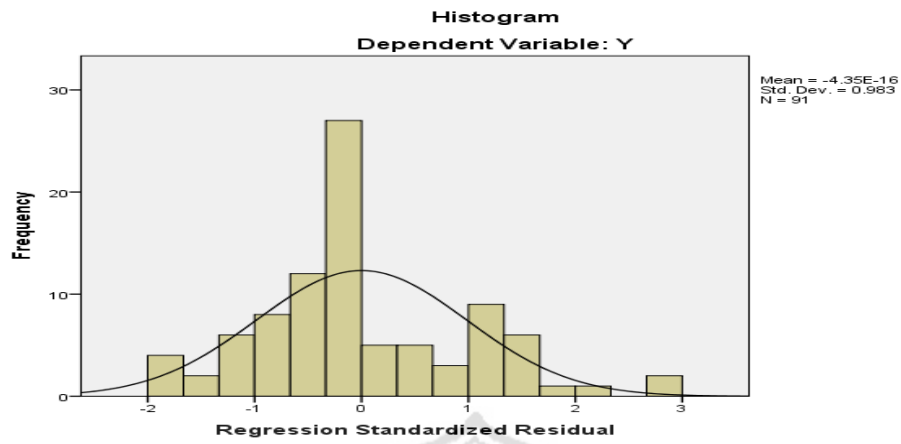
a. Dependent Variable: Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13.99	20.19	17.52	1.507	91
Std. Predicted Value	-2.338	1.777	.000	1.000	91
Standard Error of Predicted Value	.112	.451	.208	.074	91
Adjusted Predicted Value	14.08	20.20	17.51	1.510	91
Residual	-2.006	2.890	.000	1.035	91
Std. Residual	-1.906	2.746	.000	.983	91
Stud. Residual	-1.985	2.771	.002	1.010	91
Deleted Residual	-2.177	2.943	.005	1.092	91
Stud. Deleted Residual	-2.020	2.885	.006	1.023	91
Mahal. Distance	.022	15.521	2.967	2.876	91
Cook's Distance	.000	.090	.014	.021	91
Centered Leverage Value	.000	.172	.033	.032	91

a. Dependent Variable: Y

Charts



**LAMPIRAN 9: TABEL R *PRODUCT MOMENT*, TABEL DISTRIBUSI F,
DAN TABEL DISTRIBUSI T**

Tabel r product Moment (Sig = 0,05)							
df	r	df	r	df	r	df	r
1	0.9969	26	0.3739	51	0.2706	76	0.2227
2	0.9500	27	0.3673	52	0.2681	77	0.2213
3	0.8783	28	0.3610	53	0.2656	78	0.2199
4	0.8114	29	0.3550	54	0.2632	79	0.2165
5	0.7545	30	0.3494	55	0.2609	80	0.2162
6	0.7067	31	0.3440	56	0.2586	81	0.2159
7	0.6664	32	0.3388	57	0.2564	82	0.2146
8	0.6319	33	0.3388	58	0.2542	83	0.2133
9	0.6021	34	0.3291	59	0.2521	84	0.2120
10	0.5760	35	0.3246	60	0.2500	85	0.2108
11	0.5529	36	0.3202	61	0.2480	86	0.2096
12	0.5324	37	0.3160	62	0.2461	87	0.2084
13	0.5140	38	0.3120	63	0.2441	88	0.2072
14	0.4973	39	0.3081	64	0.2423	89	0.2061
15	0.4821	40	0.3044	65	0.2404	90	0.2050
16	0.4683	41	0.3008	66	0.2387	91	0.2039
17	0.4555	42	0.2973	67	0.2369	92	0.2028
18	0.4438	43	0.2940	68	0.2352	93	0.2017
19	0.4329	44	0.2907	69	0.2335	94	0.2006
20	0.4227	45	0.2876	70	0.2319	95	0.1996
21	0.4132	46	0.2845	71	0.2303	96	0.1986
22	0.4044	47	0.2816	72	0.2287	97	0.1975
23	0.3961	48	0.2787	73	0.2272	98	0.1966
24	0.3882	49	0.2759	74	0.2257	99	0.1956
25	0.3809	50	0.2732	75	0.2242	100	0.1946

Sumber: Data primer yang diolah 2018

Tabel Distribusi F										
DF 2	DF 1									
	1	2	3	4	5	6	7	8	9	10
1	161.4476	199.5000	215.7073	224.5833	230.1619	233.986	236.7684	238.8827	240.5433	241.8818
2	18.5128	19.0000	19.1643	19.2468	19.2964	19.3295	19.3532	19.371	19.3848	19.3959
3	10.1280	9.5521	9.2766	9.1172	9.0135	8.9406	8.8867	8.8452	8.8123	8.7855
4	7.7086	6.9443	6.5914	6.3882	6.2561	6.1631	6.0942	6.041	5.9988	5.9644
5	6.6079	5.7861	5.4095	5.1922	5.0503	4.9503	4.8759	4.8183	4.7725	4.7351
6	5.9874	5.1433	4.7571	4.5337	4.3874	4.2839	4.2067	4.1468	4.099	4.06
7	5.5914	4.7374	4.3468	4.1203	3.9715	3.866	3.787	3.7257	3.6767	3.6365
8	5.3177	4.4590	4.0662	3.8379	3.6875	3.5806	3.5005	3.4381	3.3881	3.3472
9	5.1174	4.2565	3.8625	3.6331	3.4817	3.3738	3.2927	3.2296	3.1789	3.1373
10	4.9646	4.1028	3.7083	3.4780	3.3258	3.2172	3.1355	3.0717	3.0204	2.9782
11	4.8443	3.9823	3.5874	3.3567	3.2039	3.0946	3.0123	2.948	2.8962	2.8536
12	4.7472	3.8853	3.4903	3.2592	3.1059	2.9961	2.9134	2.8486	2.7964	2.7534
13	4.6672	3.8056	3.4105	3.1791	3.0254	2.9153	2.8321	2.7669	2.7144	2.671
14	4.6001	3.7389	3.3439	3.1122	2.9582	2.8477	2.7642	2.6987	2.6458	2.6022
15	4.5431	3.6823	3.2874	3.0556	2.9013	2.7905	2.7066	2.6408	2.5876	2.5437
16	4.4940	3.6337	3.2389	3.0069	2.8524	2.7413	2.6572	2.5911	2.5377	2.4935
17	4.4513	3.5915	3.1968	2.9647	2.8100	2.6987	2.6143	2.548	2.4943	2.4499
18	4.4139	3.5546	3.1599	2.9277	2.7729	2.6613	2.5767	2.5102	2.4563	2.4117
19	4.3807	3.5219	3.1274	2.8951	2.7401	2.6283	2.5435	2.4768	2.4227	2.3779
20	4.3512	3.4928	3.0984	2.8661	2.7109	2.599	2.514	2.4471	2.3928	2.3479
21	4.3248	3.4668	3.0725	2.8401	2.6848	2.5727	2.4876	2.4205	2.366	2.321
22	4.3009	3.4434	3.0491	2.8167	2.6613	2.5491	2.4638	2.3965	2.3419	2.2967
23	4.2793	3.4221	3.0280	2.7955	2.6400	2.5277	2.4422	2.3748	2.3201	2.2747
24	4.2597	3.4028	3.0088	2.7763	2.6207	2.5082	2.4226	2.3551	2.3002	2.2547
25	4.2417	3.3852	2.9912	2.7587	2.6030	2.4904	2.4047	2.3371	2.2821	2.2365
26	4.2252	3.3690	2.9752	2.7426	2.5868	2.4741	2.3883	2.3205	2.2655	2.2197
27	4.2100	3.3541	2.9604	2.7278	2.5719	2.4591	2.3732	2.3053	2.2501	2.2043
28	4.1960	3.3404	2.9467	2.7141	2.5581	2.4453	2.3593	2.2913	2.236	2.19
29	4.1830	3.3277	2.9340	2.7014	2.5454	2.4324	2.3463	2.2783	2.2229	2.1768
30	4.1709	3.3158	2.9223	2.6896	2.5336	2.4205	2.3343	2.2662	2.2107	2.1646
31	4.1596	3.3048	2.9113	2.6787	2.5225	2.4094	2.3232	2.2549	2.1994	2.1532
32	4.1491	3.2945	2.9011	2.6684	2.5123	2.3991	2.3127	2.2444	2.1888	2.1425
33	4.1393	3.2849	2.8916	2.6589	2.5026	2.3894	2.303	2.2346	2.1789	2.1325
34	4.1300	3.2759	2.8826	2.6499	2.4936	2.3803	2.2938	2.2253	2.1696	2.1231
35	4.1213	3.2674	2.8742	2.6415	2.4851	2.3718	2.2852	2.2167	2.1608	2.1143
36	4.1132	3.2594	2.8663	2.6335	2.4772	2.3638	2.2771	2.2085	2.1526	2.1061
37	4.1055	3.2519	2.8588	2.6261	2.4696	2.3562	2.2695	2.2008	2.1449	2.0982
38	4.0982	3.2448	2.8517	2.6190	2.4625	2.349	2.2623	2.1936	2.1375	2.0909
39	4.0913	3.2381	2.8451	2.6123	2.4558	2.3423	2.2555	2.1867	2.1306	2.0839
40	4.0847	3.2317	2.8387	2.6060	2.4495	2.3359	2.249	2.1802	2.124	2.0772
41	4.0785	3.2257	2.8327	2.6000	2.4434	2.3298	2.2429	2.174	2.1178	2.071
42	4.0727	3.2199	2.8270	2.5943	2.4377	2.324	2.2371	2.1681	2.1119	2.065
43	4.0670	3.2145	2.8216	2.5888	2.4322	2.3185	2.2315	2.1625	2.1062	2.0593
44	4.0617	3.2093	2.8165	2.5837	2.4270	2.3133	2.2263	2.1572	2.1009	2.0539
45	4.0566	3.2043	2.8115	2.5787	2.4221	2.3083	2.2212	2.1521	2.0958	2.0487
46	4.0517	3.1996	2.8068	2.5740	2.4174	2.3035	2.2164	2.1473	2.0909	2.0438
47	4.0471	3.1951	2.8024	2.5695	2.4128	2.299	2.2118	2.1427	2.0862	2.0391
48	4.0427	3.1907	2.7981	2.5652	2.4085	2.2946	2.2074	2.1382	2.0817	2.0346
49	4.0384	3.1866	2.7939	2.5611	2.4044	2.2904	2.2032	2.134	2.0775	2.0303
50	4.0343	3.1826	2.7900	2.5572	2.4004	2.2864	2.1992	2.1299	2.0734	2.0261
51	4.0304	3.1788	2.7862	2.5534	2.3966	2.2826	2.1953	2.126	2.0694	2.0222
52	4.0266	3.1751	2.7826	2.5498	2.3930	2.2789	2.1916	2.1223	2.0656	2.0184
53	4.0230	3.1716	2.7791	2.5463	2.3894	2.2754	2.1881	2.1187	2.062	2.0147
54	4.0195	3.1682	2.7758	2.5429	2.3861	2.272	2.1846	2.1152	2.0585	2.0112
55	4.0162	3.1650	2.7725	2.5397	2.3828	2.2687	2.1813	2.1119	2.0552	2.0078
56	4.0130	3.1619	2.7694	2.5366	2.3797	2.2656	2.1782	2.1087	2.0519	2.0045
57	4.0099	3.1588	2.7664	2.5336	2.3767	2.2625	2.1751	2.1056	2.0488	2.0014
58	4.0069	3.1559	2.7636	2.5307	2.3738	2.2596	2.1721	2.1026	2.0458	1.9983
59	4.0040	3.1531	2.7608	2.5279	2.3710	2.2568	2.1693	2.0997	2.0429	1.9954
60	4.0012	3.1504	2.7581	2.5252	2.3683	2.2541	2.1665	2.097	2.0401	1.9926
61	3.9985	3.1478	2.7555	2.5226	2.3657	2.2514	2.1639	2.0943	2.0374	1.9899
62	3.9959	3.1453	2.7530	2.5201	2.3631	2.2489	2.1613	2.0917	2.0348	1.9872
63	3.9934	3.1428	2.7505	2.5177	2.3607	2.2464	2.1588	2.0892	2.0322	1.9847

64	3.9909	3.1404	2.7482	2.5153	2.3583	2.244	2.1564	2.0868	2.0298	1.9822
65	3.9886	3.1381	2.7459	2.5130	2.3560	2.2417	2.1541	2.0844	2.0274	1.9798
66	3.9863	3.1359	2.7437	2.5108	2.3538	2.2395	2.1518	2.0821	2.0251	1.9775
67	3.9840	3.1338	2.7416	2.5087	2.3517	2.2373	2.1497	2.0799	2.0229	1.9752
68	3.9819	3.1317	2.7395	2.5066	2.3496	2.2352	2.1475	2.0778	2.0207	1.973
69	3.9798	3.1296	2.7375	2.5046	2.3475	2.2332	2.1455	2.0757	2.0186	1.9709
70	3.9778	3.1277	2.7355	2.5027	2.3456	2.2312	2.1435	2.0737	2.0166	1.9689
71	3.9758	3.1258	2.7336	2.5008	2.3437	2.2293	2.1415	2.0717	2.0146	1.9669
72	3.9739	3.1239	2.7318	2.4989	2.3418	2.2274	2.1397	2.0698	2.0127	1.9649
73	3.9720	3.1221	2.7300	2.4971	2.3400	2.2256	2.1378	2.068	2.0108	1.9631
74	3.9702	3.1203	2.7283	2.4954	2.3383	2.2238	2.136	2.0662	2.009	1.9612
75	3.9685	3.1186	2.7266	2.4937	2.3366	2.2221	2.1343	2.0644	2.0073	1.9594
76	3.9668	3.1170	2.7249	2.4920	2.3349	2.2204	2.1326	2.0627	2.0055	1.9577
77	3.9651	3.1154	2.7233	2.4904	2.3333	2.2188	2.131	2.0611	2.0039	1.956
78	3.9635	3.1138	2.7218	2.4889	2.3317	2.2172	2.1294	2.0595	2.0022	1.9544
79	3.9619	3.1123	2.7203	2.4874	2.3302	2.2157	2.1278	2.0579	2.0007	1.9528
80	3.9604	3.1108	2.7188	2.4859	2.3287	2.2142	2.1263	2.0564	1.9991	1.9512
81	3.9589	3.1093	2.7173	2.4844	2.3273	2.2127	2.1248	2.0549	1.9976	1.9497
82	3.9574	3.1079	2.7159	2.4830	2.3259	2.2113	2.1234	2.0534	1.9961	1.9482
83	3.9560	3.1065	2.7146	2.4817	2.3245	2.2099	2.122	2.052	1.9947	1.9468
84	3.9546	3.1052	2.7132	2.4803	2.3231	2.2086	2.1206	2.0506	1.9933	1.9454
85	3.9532	3.1038	2.7119	2.4790	2.3218	2.2072	2.1193	2.0493	1.9919	1.944
86	3.9519	3.1026	2.7106	2.4777	2.3205	2.2059	2.118	2.048	1.9906	1.9426
87	3.9506	3.1013	2.7094	2.4765	2.3193	2.2047	2.1167	2.0467	1.9893	1.9413
88	3.9493	3.1001	2.7082	2.4753	2.3181	2.2034	2.1155	2.0454	1.988	1.94
89	3.9481	3.0989	2.7070	2.4741	2.3169	2.2022	2.1143	2.0442	1.9868	1.9388
90	3.9469	3.0977	2.7058	2.4729	2.3157	2.2011	2.1131	2.043	1.9856	1.9376
91	3.9457	3.0966	2.7047	2.4718	2.3145	2.1999	2.1119	2.0418	1.9844	1.9364
92	3.9445	3.0954	2.7036	2.4707	2.3134	2.1988	2.1108	2.0407	1.9833	1.9352
93	3.9434	3.0943	2.7025	2.4696	2.3123	2.1977	2.1097	2.0395	1.9821	1.9341
94	3.9423	3.0933	2.7014	2.4685	2.3113	2.1966	2.1086	2.0384	1.981	1.9329
95	3.9412	3.0922	2.7004	2.4675	2.3102	2.1955	2.1075	2.0374	1.9799	1.9318
96	3.9402	3.0912	2.6994	2.4665	2.3092	2.1945	2.1065	2.0363	1.9789	1.9308
97	3.9391	3.0902	2.6984	2.4655	2.3082	2.1935	2.1054	2.0353	1.9778	1.9297
98	3.9381	3.0892	2.6974	2.4645	2.3072	2.1925	2.1044	2.0343	1.9768	1.9287
99	3.9371	3.0882	2.6965	2.4636	2.3063	2.1915	2.1035	2.0333	1.9758	1.9277
100	3.9361	3.0873	2.6955	2.4626	2.3053	2.1906	2.1025	2.0323	1.9748	1.9267

Sumber: Data primer yang diolah 201



Tabel Distribusi t			
Df	0,1	0,05	0,025
1	3.0777	6.3138	12.7062
2	1.8856	2.9200	4.3027
3	1.6377	2.3534	3.1824
4	1.5332	2.1318	2.7764
5	1.4759	2.0150	2.5706
6	1.4398	1.9432	2.4469
7	1.4149	1.8946	2.3646
8	1.3968	1.8595	2.3060
9	1.3830	1.8331	2.2622
10	1.3722	1.8125	2.2281
11	1.3634	1.7959	2.2010
12	1.3562	1.7823	2.1788
13	1.3502	1.7709	2.1604
14	1.3450	1.7613	2.1448
15	1.3406	1.7531	2.1314
16	1.3368	1.7459	2.1199
17	1.3334	1.7396	2.1098
18	1.3304	1.7341	2.1009
19	1.3277	1.7291	2.0930
20	1.3253	1.7247	2.0860
21	1.3232	1.7207	2.0796
22	1.3212	1.7171	2.0739
23	1.3195	1.7139	2.0687
24	1.3178	1.7109	2.0639
25	1.3163	1.7081	2.0595
26	1.3150	1.7056	2.0555
27	1.3137	1.7033	2.0518
28	1.3125	1.7011	2.0484
29	1.3114	1.6991	2.0452
30	1.3104	1.6973	2.0423
31	1.3095	1.6955	2.0395
32	1.3086	1.6939	2.0369
33	1.3077	1.6924	2.0345
34	1.3070	1.6909	2.0322
35	1.3062	1.6896	2.0301
36	1.3055	1.6883	2.0281
37	1.3049	1.6871	2.0262
38	1.3042	1.6860	2.0244
39	1.3036	1.6849	2.0227
40	1.3031	1.6839	2.0211
41	1.3025	1.6829	2.0195
42	1.3020	1.6820	2.0181
43	1.3016	1.6811	2.0167
44	1.3011	1.6802	2.0154
45	1.3006	1.6794	2.0141
46	1.3002	1.6787	2.0129
47	1.2998	1.6779	2.0117
48	1.2994	1.6772	2.0106
49	1.2991	1.6766	2.0096

50	1.2987	1.6759	2.0086
51	1.2984	1.6753	2.0076
52	1.2980	1.6747	2.0066
53	1.2977	1.6741	2.0057
54	1.2974	1.6736	2.0049
55	1.2971	1.6730	2.0040
56	1.2969	1.6725	2.0032
57	1.2966	1.6720	2.0025
58	1.2963	1.6716	2.0017
59	1.2961	1.6711	2.0010
60	1.2958	1.6706	2.0003
61	1.2956	1.6702	1.9996
62	1.2954	1.6698	1.9990
63	1.2951	1.6694	1.9983
64	1.2949	1.6690	1.9977
65	1.2947	1.6686	1.9971
66	1.2945	1.6683	1.9966
67	1.2943	1.6679	1.9960
68	1.2941	1.6676	1.9955
69	1.2939	1.6672	1.9949
70	1.2938	1.6669	1.9944
71	1.2936	1.6666	1.9939
72	1.2934	1.6663	1.9935
73	1.2933	1.6660	1.9930
74	1.2931	1.6657	1.9925
75	1.2929	1.6654	1.9921
76	1.2928	1.6652	1.9917
77	1.2926	1.6649	1.9913
78	1.2925	1.6646	1.9908
79	1.2924	1.6644	1.9905
80	1.2922	1.6641	1.9901
81	1.2921	1.6639	1.9897
82	1.2920	1.6636	1.9893
83	1.2918	1.6634	1.9890
84	1.2917	1.6632	1.9886
85	1.2916	1.6630	1.9883
86	1.2915	1.6628	1.9879
87	1.2914	1.6626	1.9876
88	1.2912	1.6624	1.9873
89	1.2911	1.6622	1.987
90	1.291	1.662	1.9867
91	1.2909	1.6618	1.9864
92	1.2908	1.6616	1.9861
93	1.2907	1.6614	1.9858
94	1.2906	1.6612	1.9855
95	1.2905	1.6611	1.9853
96	1.2904	1.6609	1.985
97	1.2903	1.6607	1.9847
98	1.2902	1.6606	1.9845
99	1.2902	1.6604	1.9842
100	1.2901	1.6602	1.984

Sumber: Data primer yang diolah 2018

LAMPIRAN 10: DOKUMENTASI PENELITIAN

PENGARUH HARGA DAN CITRA MEREK TERHADAP LOYALITAS PELANGGAN PRODUK *FOOTWEAR* YONGKI KOMALADI

Merinda Tomida

Merindatomida@gmail.com

Budhi Satrio

Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya

ABSTRACT

This research is motivated by the enhancement number of footwear manufacturers which begin to increase in Indonesia. Yongki Komaladi brand is one of the footwear brands in which its existence also dominates the fashion market. It has been proven from the existence of Yongki Komaladi which does not fade even though other footwear brands also have their domination and become its competitors. The loyalty of the customers has been maintained by Yongki Komaladi brand and until now it still exists. This research is meant to find out the influence of price and brand image to the customer loyalty of Yongki Komaladi footwear brand products. The sample of this research is all customers of Yongki Komaladi footwear brand product and 98 respondents have been selected as samples. The analysis has been done by using multiple linear regressions. The partial result of the hypothesis test shows that price and brand image variables have significant and positive influence to the customer loyalty of Yongki Komaladi footwear brand products in Surabaya. It has been found from the partial determination that price variable has dominant influence to the customer loyalty.

Keywords: Price, Brand Image, and Customer Loyalty.

ABSTRAK

Penelitian ini dilatarbelakangi oleh semakin banyaknya produsen alas kaki yang mulai membanjiri Indonesia. Yongki Komaladi adalah salah satu merek alas kaki yang keberadaannya turut mendominasi pasar *fashion*. Ini terbukti dari eksistensi Yongki Komaladi yang tidak memudar walaupun merek alas kaki lain ikut mendominasi dan menjadi pesaingnya. Loyalitas dari pelangganlah yang mempertahankan Yongki Komaladi hingga saat ini tetap eksis. Tujuan penelitian ini adalah untuk mengetahui pengaruh dari harga dan citra merek terhadap loyalitas pelanggan produk *footwear* Yongki Komaladi. Sampel dalam penelitian ini adalah pelanggan produk alas kaki Yongki Komaladi sebanyak 98 responden. Analisis yang digunakan adalah regresi linier berganda. Hasil pengujian hipotesis secara parsial menunjukkan variabel harga dan citra merek mempunyai pengaruh positif dan signifikan terhadap loyalitas pelanggan produk *footwear* Yongki Komaladi di Surabaya. Dari pengujian determinasi parsial diketahui bahwa variabel harga mempunyai pengaruh dominan terhadap loyalitas pelanggan.

Kata kunci : Harga, Citra Merek, dan Loyalitas Pelanggan.

**ANALISIS PENGARUH STORE ATMOSPHERE DAN
KEANEKARAGAMAN PRODUK TERHADAP LOYALITAS
KONSUMEN DI CAFÉ BLACK CUP COFFEE & ROASTERY**
ANALYSIS THE INFLUENCE OF STORE ATMOSPHERE AND PRODUCT
DIVERSITY ON COSTUMER LOYALITY IN CAFÉ BLACK CUP COFFEE &
ROASTERY

Oleh:

Jenet Natasya Rorimpandey¹

Jantje L. Sepang²

Fitty Valdi Arie³

1,2,3Fakultas Ekonomi Dan Bisnis Jurusan Manajemen
Universitas Sam Ratulangi Manado

Email:

1natasyajenetofficial@gmail.com

2jantjesepang@yahoo.com

3fitty_valdi@yahoo.co.uk

ABSTRAK: Sebagai salah satu kota besar di Indonesia, Manado juga dikenal sebagai salah satu kota bisnis di Indonesia bagian timur. Hampir setiap tahun selalu ada bisnis-bisnis baru dan berkembang di Manado. Salah satu bisnis atau usaha yang juga merasakan ketatnya persaingan saat ini adalah bisnis kuliner. Dengan *Store Atmosphere* yang baik, Keanekaragaman Produk yang beragam maka konsumen akan loyal terhadap Black Cup Coffee & Roastery dan akan membeli kembali produk bahkan sampai mempromosikannya kepada konsumen lainnya. Tujuan penelitian ini yaitu untuk mengetahui apakah terdapat pengaruh *Store Atmosphere* dan Keanekaragaman Produk terhadap loyalitas konsumen di Black Cup Coffee & Roastery. Metode yang digunakan adalah analisis regresi linier berganda. Sampel yang digunakan sebanyak 98 responden. Hasil dari penelitian ini menunjukkan bahwa *Store Atmosphere* dan Keanekaragaman Produk berpengaruh terhadap loyalitas konsumen. *Store Atmosphere* berpengaruh positif dengan signifikan terhadap loyalitas konsumen. Keanekaragaman Produk berpengaruh positif dengan signifikan terhadap loyalitas konsumen. Hasil ini menunjukkan *Store Atmosphere* dan Keanekaragaman Produk berpengaruh secara simultan terhadap Loyalitas Konsumen. *Store Atmosphere* dan Keanekaragaman Produk salah satu faktor penting agar konsumen loyal terhadap produk yang ditawarkan, karena dengan *Store Atmosphere* dan Keanekaragaman Produk yang positif, maka akan terjadi Loyalitas konsumen.

Kata Kunci: *Store Atmosphere*, Keanekaragaman Produk, Loyalitas Konsumen

ABSTRACT: As one of the big cities in Indonesia, Manado is also known as one of the business city in eastern Indonesia. Almost every year there were new and that also happened businesses in Manado. In a business world tight competition, Nowadays culinary business. With good *Store Atmosphere*, Diversity Products make consumers be loyal to Black Cup Coffee & Roastery. The purpose of research

is to determine the influence of *Store Atmosphere* and Diversity Products on consumer loyalty in Black Cup Coffee & Roastery. The method used is multiple linear regression analysis. The sample used is 98 respondent. The result of this research shows that *Store Atmosphere* and Product Diversity influence to consumer loyalty. *Store Atmosphere* have positive effect with significant to consumer loyalty. Diversity Product has positive effect with significant to consumer loyalty. This result shows *Store Atmosphere* and Product Diversity simultaneously effect on Consumer Loyalty. *Store Atmosphere* and Diversity Products one of the important factors to loyal customers to the products offered, because with the *Store Atmosphere* and Product Diversity is positive, it will happen Consumer loyalty.

Keywords: *Store Atmosphere*, Product Diversity, Consumer Loyalty



KUALITAS PELAYANAN, KUALITAS PRODUK DAN HARGA PENGARUHNYA TERHADAP LOYALITAS PELANGGAN KARTU AS TELKOMSEL DI KOTA MANADO

Oleh:

Melysa Elisabeth Pongoh Fakultas Ekonomi dan Bisnis, Jurusan Manajemen
Universitas Sam Ratulangi Manado
email: melysa.pongoh@gmail.com

ABSTRAK

Persaingan antar provider operator seluler dalam mempertahankan pelanggan dan menarik konsumen baru merupakan satu keuntungan bagi masyarakat. Sebagai usaha untuk mendapatkan konsumen yang loyal, maka provider seluler harus menyusun strategi yang lebih akurat, di antaranya adalah meningkatkan kualitas layanan dan kualitas produk serta strategi harga. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, kualitas produk dan harga terhadap loyalitas pelanggan kartu As Telkomsel di kota Manado. Populasi dalam penelitian ini adalah pengguna Kartu As Telkomsel di kota Manado. Teknik pengambilan sampel adalah menggunakan teknik accidental sampling, dan jumlah sampel yang di peroleh adalah 100 responden. Teknik analisis menggunakan regresi linear berganda. Hasil analisis secara simultan menunjukkan bahwa kualitas pelayanan, kualitas produk dan harga berpengaruh terhadap loyalitas pelanggan. Kualitas pelayanan dan kualitas produk secara parsial berpengaruh terhadap loyalitas pelanggan tetapi variabel harga tidak berpengaruh.

Kata kunci: kualitas pelayanan, kualitas produk, harga, loyalitas pelanggan

ABSTRACT

Competition among cellular phone provider in maintaining customers and attracting new consumers is a benefit to people. As an effort to get loyal consumers, cellular providers must have accurate strategies; among them are strategy to increase the service quality and product quality, and price strategy. The aim of this study is to analyze the effects of service quality, product quality and price on consumer loyalty, of Kartu As Telkomsel consumers in Manado. Sampling technique used was accidental sampling, and the sample taken were 100 respondents. Analysis technique used was multiple linear regression. The result showed that service quality, product quality and price simultaneously effect constumer loyalty. Service quality and product quality partially effect constumer loyalty but price variable does not effect constumer loyalty of Kartu As consumers in Manado.

Keywords: service quality, product quality, price, customer loyalty

ANALISIS PENGARUH PELAYANAN PELANGGAN, ATMOSFER TOKO, PERIKLANAN DAN PROMOSI, LOKASI TOKO, PRODUK, DAN HARGA TERHADAP LOYALITAS KONSUMEN CIPUTRA WORLD SURABAYA

Chrestolano L.S Oematan.S 1; Hartono Subagio1*

Program Manajemen Pemasaran, Fakultas Ekonomi, Universitas Kristen Petra

Jl. Siwalankerto 121-131, Surabaya

E-mail: m36411076@john.petra.ac.id; hartono@peter.petra.ac.id

*Korespondensi penulis

Abstrak: Penelitian ini dilakukan dengan tujuan untuk mengetahui apakah terdapat pengaruh antara Pelayanan Pelanggan, Atmosfer Toko, Periklanan dan Promosi, Lokasi Toko, Produk, dan Harga Terhadap Loyalitas Konsumen *Sport Station* Ciputra World Surabaya dan mengetahui variabel manakah yang paling dominan berpengaruh terhadap loyalitas konsumen *Sport Station* Ciputra World Surabaya. Variabel independen yang digunakan dalam penelitian ini adalah Pelayanan Pelanggan, Atmosfer Toko, Periklanan dan Promosi, Lokasi Toko, Produk, dan Harga. Data diperoleh dari 100 responden yang pernah melakukan kunjungan/pembelian lebih dari sekali dalam 3 bulan terakhir. Hasil yang di dapat adalah, semua dari ke 6 variabel ini berpengaruh terhadap loyalitas, namun yang paling signifikan berpengaruh ialah pelayanan pelanggan.

Kata kunci : Pelayanan Pelanggan, Atmosfer Toko, Periklanan dan Promosi, Lokasi Toko, Produk, dan Harga

Abstract: *This research was conducted in order to determine whether there is influence between Customer Service, Store Design / Display, Promotional Mix, Location, Product (Merchandise Assortment) and Consumer Loyalty Pricing Sport Station Ciputra World Surabaya and determine which variables are the most dominant influence on consumer loyalty Sport Station Ciputra World Surabaya. Independent variables used in this research are Customer Service, Store Design / Display, Promotional Mix, Location, Product (Merchandise Assortment) and Pricing. Data were obtained from 100 respondents who had paid a visit / purchase more than once in the last 3 months. The result is , all of the 6 variables affects the loyalty , but the most significant is the effect of customer service .*

Keywords: *Customer Service, Store Design / Display, Promotional Mix, Location, Product (Merchandise Assortment), Pricing, Customer Loyalty, Sports Station.*

PENGARUH KERAGAMAN PRODUK DAN HARGA TERHADAP LOYALITAS PELANGGAN

(Studi Pada TOKO TEGUH Pasar Sumedang Cepokomulyo Kepanjen)

Ekawati

(Program Studi Manajemen, Fakultas Ekonomi, Universitas Kanjuruhan, Malang)
e-mail: ekawati@yahoo.com

ABSTRAK

Penelitian ini bertujuan untuk menganalisis seberapa besar pengaruh keragaman produk dan harga terhadap loyalitas pelanggan pada TOKO TEGUH Pasar Sumedang Cepokomulyo Kepanjen. Jenis penelitian ini merupakan *explanatory research*. Sampel dalam penelitian ini sebanyak 60 pelanggan yang melakukan pembelian di TOKO TEGUH. Teknik pengambilan sampel menggunakan teknik *purposive sampling* dan kemudian menggunakan teknik pengumpulan data yang dilakukan dengan kuesioner (angket) dan studi pustaka. Variabel Bebas (*Independent*) dalam penelitian ini adalah keragaman produk (X1) dan harga (X2), sedangkan variabel terikat (*dependent*) adalah loyalitas pelanggan (Y). Data yang diperoleh kemudian dilakukan uji validitas dan reliabilitas, dan dilanjutkan dengan teknik analisis data yang dilakukan melalui analisis regresi linier berganda, uji asumsi klasik (uji normalitas, multikolineritas, dan heteroskedastisitas), uji hipotesis dan uji dominan. Hasil penelitian menunjukkan bahwa keragaman produk sebesar 0,248 dengan tanda positif dan harga diperoleh sebesar 0,603 dengan tanda positif, artinya keduanya berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Hasil perhitungan menunjukkan bahwa nilai *standardized* beta variabel harga (X2) sebesar 0.528, sedangkan pada variabel keragaman (X1) sebesar 0,294. Artinya variabel harga (X2) dinyatakan sebagai variabel dominan berpengaruh terhadap loyalitas pelanggan (Y).

Kata kunci : Keragaman Produk, Harga, Loyalitas Pelanggan