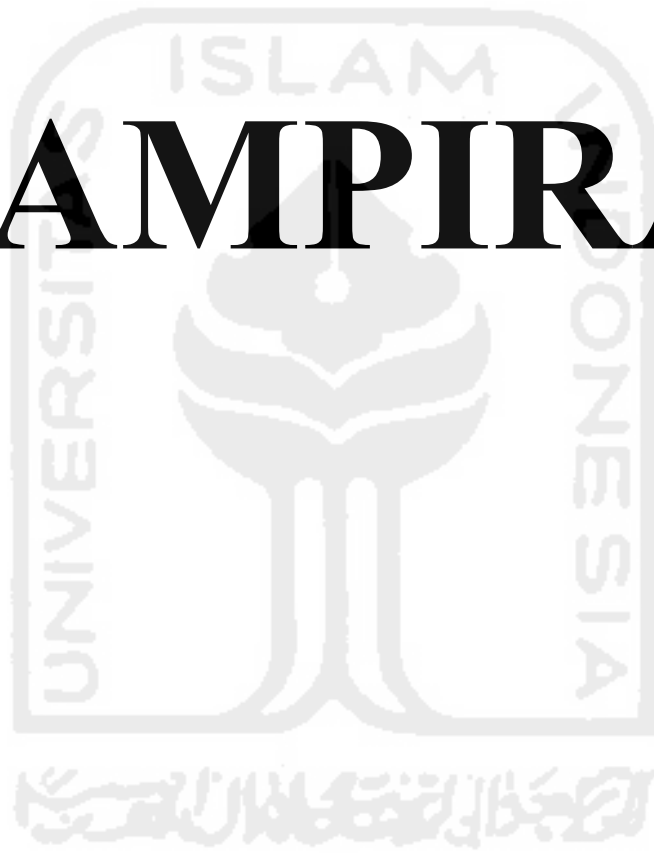


# LAMPIRAN



**Lampiran 1**

**KUESIONER PENELITIAN**  
**PERAN KUALITAS LAYANAN DAN *MERCHANDISING* TERHADAP**  
**KEPUASAN DAN LOYALITAS PELANGGAN**  
**MATAHARI DEPARTMENT STORE**

Kepada Yth

Bapak/ Ibu/ Saudara/i

Di Tempat

Assalamu'alaikum Wr, Wb

Dalam Rangka memenuhi tugas Tesis saya pada Program Pasca Sarjana Universitas Islam Indonesia Fakultas Ekonomi Jurusan Magister Manajemen, maka dengan segala kerendahan hati saya mengharapkan bantuan Bapak/Ibu/Saudara/i untuk mengisi kuesioner mengenai **Peran Kualitas Layanan dan Merchandising Terhadap Kepuasan dan Loyalitas Pelanggan di Matahari Department Store.**

Pengumpulan data ini semata-mata hanya akan digunakan untuk penyusunan tesis dan dijamin kerahasiaannya. Jawaban yang Bapak/Ibu/Saudara/i berikan juga akan saya jadikan masukan yang sangat berharga bagi saya maupun pihak Matahari Dept Store sebagai objek dari penelitian.

Akhir kata saya ucapkan terima kasih yang sebesar-besarnya atas bantuan dan kesediaan Bapak/Ibu/Saudara/i yang telah meluangkan waktunya untuk mengisi kuesioner ini.

Hormat Saya

Maria Ulfah Purnama Dewi, S.Kom

**KUESIONER PENELITIAN****I. Identitas Responden**

- Jenis kelamin : 1. Laki-Laki  
2. Perempuan
- Status : 1. Lajang  
2. Kawin
- Usia :
- Pendidikan terakhir : 1. SMP sederajat 4. S2  
2. SMA sederajat 5. Lain-lain :  
\_\_\_\_\_ 3. D3 / S1
- Pekerjaan : 1. Pelajar 5. Wiraswasta  
2. Mahasiswa 6.
- Dosen : 3. PNS 7. Lain-lain :  
\_\_\_\_\_ 4. Pegawai Swasta
- Pengeluaran perbulan : 1. < Rp1.000.000  
2. Rp 1.000.000 s/d Rp 2.000.000  
3. Rp 2.000.000 s/d Rp 3.000.000  
4. > Rp 3.000.000

## II. Petunjuk Pengisian

Mohon memberi **tanda silang (X)** pada jawaban yang menurut Bapak/Ibu/Saudara/i anggap paling sesuai dengan jawaban Bapak/Ibu/Saudara/i.

**LOYALITAS PELANGGAN**

No	Daftar Pernyataan	Alternatif Jawaban				
		Sangat Tidak Setuju	Tidak Setuju	Kurang Setuju	Setuju	Sangat Setuju
1	Berkeinginan untuk melakukan pembelian di waktu yang akan datang.					
2	Sebagai referensi utama saat ingin membeli produk fashion.					
3	Merekomendasikan Matahari kepada orang lain yang meminta saran.					
4	Mengatakan hal positif tentang Matahari kepada orang lain.					

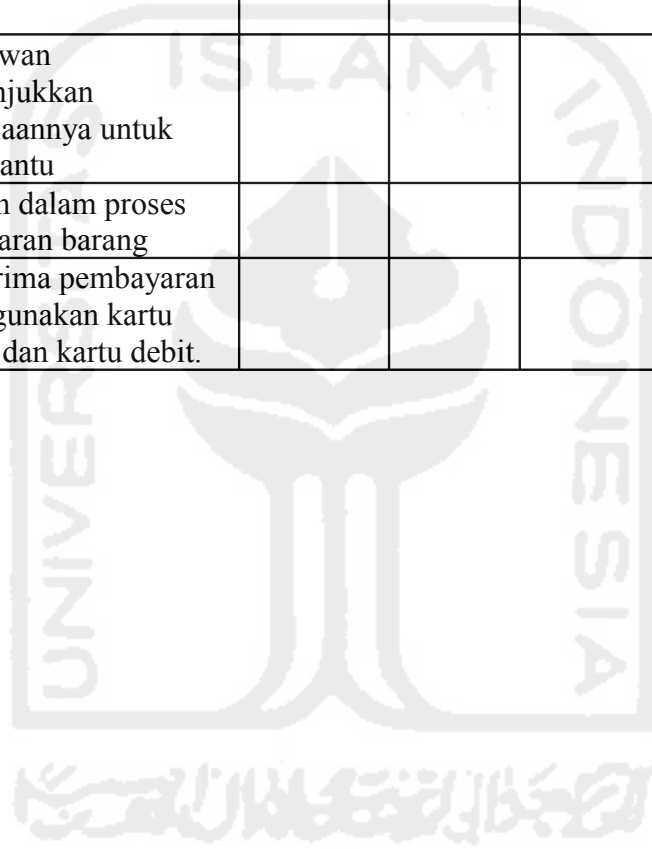
**KEPUASAN PELANGGAN**

No	Daftar Pernyataan	Alternatif Jawaban				
		Sangat Tidak Setuju	Tidak Setuju	Kurang Setuju	Setuju	Sangat Setuju
1	Saya menikmati pengalaman berbelanja yang menyenangkan di Matahari.					
2	Saya puas telah melakukan berbelanja di Matahari karena sesuai dengan dengan saya inginkan.					
3	Mengunjungi Matahari adalah pilihan yang tepat.					

**KUALITAS LAYANAN**

No	Daftar Pernyataan	Alternatif Jawaban				
		Sangat Tidak Setuju	Tidak Setuju	Kurang Setuju	Setuju	Sangat Setuju

1	Penataan ruang toko baik sehingga mudah untuk mencari barang yang akan dibeli					
2	Karyawan Matahari cepat dalam memberikan pelayanan					
3	Karyawan dapat dipercaya					
4	Karyawan sopan dan ramah					
5	Karyawan menunjukkan kesediaannya untuk membantu					
6	Mudah dalam proses penukaran barang					
7	Menerima pembayaran menggunakan kartu kredit dan kartu debit.					



**MERCHANDISING**

No	Daftar Pernyataan	Alternatif Jawaban				
		Sangat Tidak Setuju	Tidak Setuju	Kurang Setuju	Setuju	Sangat Setuju
1	Harga yang ditawarkan di Matahari layak sesuai dengan kualitas produk					
2	Variasi produk yang banyak					
3	Produk <i>fashionable</i> dan <i>up to date</i>					
4	Kualitas produk-produknya bagus					
5	Harga kompetitif dengan department store yang lain					
6	Penataan produk rapi dan menarik					

## Lampiran 2

## Rekapitulasi Data Kuisiner

No	JK	Status	Usia	Pddkn	Pkrjn	Pngln	QUA1	QUA2	QUA3	QUA4	QUA5	QUA6	QUA7	MER1	MER2	MER3	MER4	MER5	MER6	SAT1	SAT2	SAT3	LOY1	LOY2	LOY3	LOY4
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2	2		25	4	5	2	5	5	4	4	4	5	5	3	4	4	4	4	5	4	4	5	5	4	4	4
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9	2		19	3	2	2	3	3	4	3	4	2	3	2	2	1	2	4	3	4	3	3	4	2	2	3
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No	JK	Status	Usia	Pddkn	Pkrjn	Pngln	QUA1	QUA2	QUA3	QUA4	QUA5	QUA6	QUA7	MER1	MER2	MER3	MER4	MER5	MER6	SAT1	SAT2	SAT3	LOY1	LOY2	LOY3	LOY4	
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No	JK	Status	Usia	Pddkn	Pkrjn	Pngln	QUA1	QUA2	QUA3	QUA4	QUA5	QUA6	QUA7	MER1	MER2	MER3	MER4	MER5	MER6	SAT1	SAT2	SAT3	LOY1	LOY2	LOY3	LOY4	
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No	JK	Status	Usia	Pddkn	Pkrjn	Pngln	QUA1	QUA2	QUA3	QUA4	QUA5	QUA6	QUA7	MER1	MER2	MER3	MER4	MER5	MER6	SAT1	SAT2	SAT3	LOY1	LOY2	LOY3	LOY4
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No	JK	Status	Usia	Pddkn	Pkrjn	Pngln	QUA1	QUA2	QUA3	QUA4	QUA5	QUA6	QUA7	MER1	MER2	MER3	MER4	MER5	MER6	SAT1	SAT2	SAT3	LOY1	LOY2	LOY3	LOY4
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107	2		122	2	2	1	4	3	3	3	2	3	4	4	4	4	4	4	4	4	4	4	4	5	5	4
108	2		119	3	2	2	4	3	4	4	4	3	5	4	4	4	4	4	4	4	4	4	5	4	4	4
109	2		119	2	2	2	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	3	5	3	4	3
110	1		119	3	2	1	4	4	4	4	4	3	5	4	4	4	4	4	4	4	4	4	5	4	4	4
111	1		121	3	2	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
112	1		119	3	2	2	4	3	3	3	3	3	4	4	4	4	4	4	4	4	3	3	5	3	4	4
113	2		120	2	2	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
114	1		240	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
115	2		235	2	4	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4
116	2		230	4	5	4	4	4	4	4	4	4	4	4	4	2	2	3	3	3	4	3	4	2	2	4
117	1		237	4	4	3	4	3	3	4	4	2	4	3	4	3	3	4	4	4	4	4	5	3	4	4
118	2		122	3	2	2	4	4	3	4	3	4	5	1	4	3	3	2	4	4	3	3	5	2	3	3
119	1		124	3	4	2	3	3	4	4	4	4	4	3	3	3	4	3	3	4	4	3	4	3	3	4
120	2		225	3	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
121	1		230	3	4	3	3	4	4	5	4	4	5	4	5	3	4	4	3	4	4	3	5	3	4	4
122	2		226	3	4	3	5	5	5	5	5	4	5	5	5	5	4	4	5	4	4	5	4	3	4	4
123	2		230	3	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4

No	JK	Status	Usia	Pddkn	Pkrjn	Pngln	QUA1	QUA2	QUA3	QUA4	QUA5	QUA6	QUA7	MER1	MER2	MER3	MER4	MER5	MER6	SAT1	SAT2	SAT3	LOY1	LOY2	LOY3	LOY4
124	2		121	2	2	1	4	4	4	4	4	3	5	4	4	4	4	4	5	4	4	3	5	3	3	3
125	2		118	2	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
126	2		120	2	2	2	4	4	4	4	5	4	5	4	4	5	4	4	5	4	5	5	5	5	4	5
127	2		119	3	2	3	5	5	5	5	5	4	5	4	4	4	4	4	5	5	4	4	4	3	3	4
128	2		120	3	2	1	4	4	3	4	4	4	5	4	5	5	4	4	5	3	4	3	5	3	3	3
129	2		121	3	2	2	3	2	2	3	3	3	4	3	4	4	3	3	3	4	3	3	3	2	4	4
130	1		231	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
131	2		124	3	2	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
132	1		125	4	2	2	4	4	4	4	4	4	4	3	3	3	4	4	4	4	3	3	4	3	3	4
133	2		124	4	5	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
134	1		125	3	4	3	4	4	4	4	4	3	4	4	4	4	4	3	4	4	4	4	5	3	3	4
135	2		120	3	2	2	4	3	4	3	5	4	5	3	4	3	5	4	5	4	4	5	5	4	4	4
136	2		121	3	2	2	4	4	4	4	4	4	4	3	4	4	4	4	4	3	4	3	4	3	3	3
137	2		120	3	2	2	4	3	3	3	2	3	4	4	4	4	4	4	4	4	4	4	5	5	4	4
138	2		120	3	2	2	4	3	4	4	4	3	5	4	4	4	4	4	4	4	4	4	5	4	4	4
139	2		128	4	4	3	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	3	5	3	4	3
140	2		122	4	2	2	4	4	4	4	4	3	5	4	4	4	4	4	4	4	4	4	5	4	4	4
141	2		122	3	2	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
142	2		122	3	5	1	4	3	3	3	3	3	4	4	4	4	4	4	4	4	3	3	5	3	4	4
143	2		123	3	2	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
144	2		125	3	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
145	2		125	3	4	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4
146	1		126	4	2	1	4	4	4	4	4	4	4	4	4	2	2	3	3	3	4	3	4	2	2	4
147	1		125	4	5	4	4	3	3	4	4	2	4	3	4	3	3	4	4	4	4	4	5	3	4	4
148	2		226	4	6	2	4	4	3	4	3	4	5	1	4	3	3	2	4	4	3	3	5	2	3	3

No	JK	Status	Usia	Pddkn	Pkrjn	Pngln	QUA1	QUA2	QUA3	QUA4	QUA5	QUA6	QUA7	MER1	MER2	MER3	MER4	MER5	MER6	SAT1	SAT2	SAT3	LOY1	LOY2	LOY3	LOY4
149	2		126	4	4	2	3	3	4	4	4	4	4	3	3	3	4	3	3	4	4	3	4	3	3	4
150	2		228	3	5	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
151	2		124	4	2	2	3	4	4	5	4	4	5	4	5	3	4	4	3	4	4	3	5	3	4	4
152	1		128	3	4	2	5	5	5	5	5	4	5	5	5	5	4	4	5	4	4	5	4	3	4	4
153	2		230	3	5	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
154	2		129	4	4	3	4	4	4	4	4	3	5	4	4	4	4	4	5	4	4	3	5	3	3	3
155	2		247	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
156	2		235	3	5	3	4	4	4	4	5	4	5	4	4	5	4	4	5	4	5	5	5	5	4	5
157	2		123	3	2	2	5	5	5	5	5	4	5	4	4	4	4	4	5	5	4	4	4	3	3	4
158	2		117	2	1	1	4	4	3	4	4	4	5	4	5	5	4	4	5	3	4	3	5	3	3	3
159	2		120	3	2	2	3	2	2	3	3	3	4	3	4	4	3	3	3	4	3	3	3	2	4	4
160	2		225	4	7	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
161	2		122	3	2	1	1	1	2	2	1	2	2	2	2	1	2	1	3	1	2	1	1	2	2	1
162	2		122	3	2	2	4	4	4	4	4	4	4	3	3	3	4	4	4	4	3	3	4	3	3	4
163	2		123	3	4	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
164	2		124	3	4	2	4	4	4	4	4	3	4	4	4	4	4	3	4	4	4	4	5	3	3	4
165	2		123	3	2	2	4	3	4	3	5	4	5	3	4	3	5	4	5	4	4	5	5	4	4	4
166	2		121	3	2	2	4	4	4	4	4	4	4	3	4	4	4	4	4	3	4	3	4	3	3	3
167	2		123	3	2	2	4	3	3	3	2	3	4	4	4	4	4	4	4	4	4	4	5	5	4	4
168	2		122	3	2	2	4	3	4	4	4	3	3	4	4	4	4	4	4	4	4	4	5	4	4	4
169	2		123	3	2	2	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	3	5	3	4	3
170	1		235	4	4	4	4	4	4	4	4	3	5	4	4	4	4	4	4	4	4	4	5	4	4	4
171	1		125	3	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
172	1		121	2	2	1	4	3	3	3	3	3	4	4	4	4	4	4	4	4	3	3	5	3	4	4
173	1		126	3	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4

No	JK	Status	Usia	Pddkn	Pkrjn	Pngln	QUA1	QUA2	QUA3	QUA4	QUA5	QUA6	QUA7	MER1	MER2	MER3	MER4	MER5	MER6	SAT1	SAT2	SAT3	LOY1	LOY2	LOY3	LOY4
174	2		248	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
175	2		250	4	6	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
176	1		122	3	2	2	4	4	4	4	4	4	4	4	4	2	2	3	3	3	4	3	2	2	2	2
177	2		225	4	2	2	4	3	3	4	4	2	4	3	4	3	3	4	4	4	4	4	5	3	4	4
178	2		122	3	2	2	2	1	3	2	3	2	2	1	2	3	3	2	4	2	1	2	2	2	3	3
179	1		124	3	2	2	3	3	4	4	4	4	4	3	3	3	4	3	3	4	4	3	4	3	3	4
180	2		229	3	7	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
181	1		127	3	4	2	4	4	4	4	5	4	5	4	4	5	4	4	4	5	4	5	5	5	4	5
182	2		124	4	5	2	5	5	5	5	5	4	5	4	4	4	4	4	5	5	4	4	4	3	3	4
183	2		123	3	2	1	4	4	3	4	4	4	5	4	5	5	4	4	5	3	4	3	5	3	3	3
184	1		125	4	5	4	3	2	2	3	3	3	4	3	4	4	3	3	3	4	3	3	3	2	4	4
185	2		125	4	6	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
186	1		123	3	2	2	2	2	2	2	2	2	1	2	2	2	2	1	2	1	2	2	1	2	2	2
187	1		118	3	2	1	4	4	4	4	4	4	4	3	3	3	4	4	4	4	3	3	4	3	3	4
188	1		123	3	2	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
189	1		123	4	2	3	4	4	4	4	4	3	4	4	4	4	4	3	4	4	4	4	5	3	3	4
190	1		124	3	2	1	4	3	4	3	5	4	5	3	4	3	5	4	5	4	4	5	5	4	4	4
191	2		124	4	2	2	4	4	4	4	4	4	4	3	4	4	4	4	4	3	4	3	4	3	3	3
192	2		121	3	2	4	4	3	3	3	2	3	4	4	4	4	4	4	4	4	4	4	5	5	4	4
193	2		124	4	2	2	4	3	4	4	4	3	5	4	4	4	4	4	4	4	4	4	5	4	4	4
194	1		235	3	5	3	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	3	5	3	4	3
195	1		129	3	4	2	4	4	4	4	4	3	5	4	4	4	4	4	4	4	4	4	5	4	4	4
196	1		123	3	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
197	1		124	3	2	3	4	3	3	3	3	3	4	4	4	4	4	4	4	4	3	3	5	3	4	4
198	2		245	3	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4

No	JK	Status	Usia	Pddkn	Pkrjn	Pngln	QUA1	QUA2	QUA3	QUA4	QUA5	QUA6	QUA7	MER1	MER2	MER3	MER4	MER5	MER6	SAT1	SAT2	SAT3	LOY1	LOY2	LOY3	LOY4
199	1		237	4	5	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
200	1		228	3	4	4	2	2	2	2	2	2	1	2	2	2	2	1	2	1	2	2	1	2	2	2



### Lampiran 3

#### Uji Validitas dan Reliabilitas Instrumen

#### Uji Validitas Variabel Loyalitas Pelanggan

#### Correlations

##### Correlations

		LOY1	LOY2	LOY3	LOY4	T_LOY
LOY1	Pearson Correlation	1	.464 <sup>**</sup>	.371 <sup>*</sup>	.141	.628 <sup>**</sup>
	Sig. (2-tailed)		.010	.044	.457	.000
	N	30	30	30	30	30
LOY2	Pearson Correlation	.464 <sup>**</sup>	1	.660 <sup>**</sup>	.556 <sup>**</sup>	.899 <sup>**</sup>
	Sig. (2-tailed)	.010		.000	.001	.000
	N	30	30	30	30	30
LOY3	Pearson Correlation	.371 <sup>*</sup>	.660 <sup>**</sup>	1	.534 <sup>**</sup>	.840 <sup>**</sup>
	Sig. (2-tailed)	.044	.000		.002	.000
	N	30	30	30	30	30
LOY4	Pearson Correlation	.141	.556 <sup>**</sup>	.534 <sup>**</sup>	1	.701 <sup>**</sup>
	Sig. (2-tailed)	.457	.001	.002		.000
	N	30	30	30	30	30
T_LOY	Pearson Correlation	.628 <sup>**</sup>	.899 <sup>**</sup>	.840 <sup>**</sup>	.701 <sup>**</sup>	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

#### Uji Validitas Variabel Kepuasan Pelanggan

#### Correlations

##### Correlations

		SAT1	SAT2	SAT3	T_SAT
SAT1	Pearson Correlation	1	.384 <sup>*</sup>	.487 <sup>**</sup>	.717 <sup>**</sup>
	Sig. (2-tailed)		.036	.006	.000
	N	30	30	30	30
SAT2	Pearson Correlation	.384 <sup>*</sup>	1	.651 <sup>**</sup>	.827 <sup>**</sup>
	Sig. (2-tailed)	.036		.000	.000
	N	30	30	30	30
SAT3	Pearson Correlation	.487 <sup>**</sup>	.651 <sup>**</sup>	1	.906 <sup>**</sup>
	Sig. (2-tailed)	.006	.000		.000
	N	30	30	30	30
T_SAT	Pearson Correlation	.717 <sup>**</sup>	.827 <sup>**</sup>	.906 <sup>**</sup>	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

#### Uji Validitas Variabel Kualitas Layanan

#### Correlations



## Correlations

		QUA1	QUA2	QUA3	QUA4	QUA5	QUA6	QUA7	T_QUA
QUA1	Pearson Correlation	1	.782**	.554**	.503**	.436*	.570**	.454*	.782**
	Sig. (2-tailed)		.000	.001	.005	.016	.001	.012	.000
	N	30	30	30	30	30	30	30	30
QUA2	Pearson Correlation	.782**	1	.712**	.757**	.540**	.750**	.437*	.918**
	Sig. (2-tailed)	.000		.000	.000	.002	.000	.016	.000
	N	30	30	30	30	30	30	30	30
QUA3	Pearson Correlation	.554**	.712**	1	.710**	.787**	.492**	.197	.818**
	Sig. (2-tailed)	.001	.000		.000	.000	.006	.297	.000
	N	30	30	30	30	30	30	30	30
QUA4	Pearson Correlation	.503**	.757**	.710**	1	.615**	.531**	.422*	.825**
	Sig. (2-tailed)	.005	.000	.000		.000	.003	.020	.000
	N	30	30	30	30	30	30	30	30
QUA5	Pearson Correlation	.436*	.540**	.787**	.615**	1	.415*	.337	.753**
	Sig. (2-tailed)	.016	.002	.000	.000		.022	.069	.000
	N	30	30	30	30	30	30	30	30
QUA6	Pearson Correlation	.570**	.750**	.492**	.531**	.415*	1	.446*	.786**
	Sig. (2-tailed)	.001	.000	.006	.003	.022		.013	.000
	N	30	30	30	30	30	30	30	30
QUA7	Pearson Correlation	.454*	.437*	.197	.422*	.337	.446*	1	.581**
	Sig. (2-tailed)	.012	.016	.297	.020	.069	.013		.001
	N	30	30	30	30	30	30	30	30
T_QUA	Pearson Correlation	.782**	.918**	.818**	.825**	.753**	.786**	.581**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	
	N	30	30	30	30	30	30	30	30

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

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



## Uji Validitas Variabel *Merchandising* Correlations

**Correlations**

		MER1	MER2	MER3	MER4	MER5	MER6	T_MER
MER1	Pearson Correlation	1	.619**	.638**	.532**	.635**	.367*	.814**
	Sig. (2-tailed)		.000	.000	.002	.000	.046	.000
	N	30	30	30	30	30	30	30
MER2	Pearson Correlation	.619**	1	.629**	.496**	.308	.472**	.747**
	Sig. (2-tailed)	.000		.000	.005	.098	.008	.000
	N	30	30	30	30	30	30	30
MER3	Pearson Correlation	.638**	.629**	1	.680**	.408*	.679**	.874**
	Sig. (2-tailed)	.000	.000		.000	.025	.000	.000
	N	30	30	30	30	30	30	30
MER4	Pearson Correlation	.532**	.496**	.680**	1	.573**	.642**	.823**
	Sig. (2-tailed)	.002	.005	.000		.001	.000	.000
	N	30	30	30	30	30	30	30
MER5	Pearson Correlation	.635**	.308	.408*	.573**	1	.492**	.699**
	Sig. (2-tailed)	.000	.098	.025	.001		.006	.000
	N	30	30	30	30	30	30	30
MER6	Pearson Correlation	.367*	.472**	.679**	.642**	.492**	1	.763**
	Sig. (2-tailed)	.046	.008	.000	.000	.006		.000
	N	30	30	30	30	30	30	30
T_MER	Pearson Correlation	.814**	.747**	.874**	.823**	.699**	.763**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

## Uji Reliabilitas Variabel Loyalitas Pelanggan Reliability

### Case Processing Summary

		N	%
Cases	Valid	30	15.0
	Excluded <sup>a</sup>	170	85.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.774	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LOY1	11.03	2.930	.408	.796
LOY2	12.20	1.752	.746	.622
LOY3	11.97	2.240	.686	.659
LOY4	11.70	2.838	.527	.748

## Uji Reliabilitas Variabel Kepuasan Pelanggan Reliability

### Case Processing Summary

		N	%
Cases	Valid	30	15.0
	Excluded <sup>a</sup>	170	85.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.750	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SAT1	7.80	1.407	.486	.768
SAT2	7.87	1.154	.627	.618
SAT3	8.00	.759	.689	.552



## Uji Reliabilitas Variabel Kualitas Layanan Reliability

### Case Processing Summary

		N	%
Cases	Valid	30	15.0
	Excluded <sup>a</sup>	170	85.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.894	7

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
QUA1	23.93	10.202	.706	.878
QUA2	24.13	8.602	.872	.854
QUA3	24.10	9.679	.742	.872
QUA4	24.00	10.000	.761	.872
QUA5	23.97	9.964	.654	.883
QUA6	24.23	9.357	.679	.882
QUA7	23.63	11.137	.465	.901

## Uji Reliabilitas Variabel *Merchandising* Reliability

**Case Processing Summary**

		N	%
Cases	Valid	30	15.0
	Excluded <sup>a</sup>	170	85.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.875	6

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MER1	19.67	7.678	.699	.852
MER2	19.30	8.769	.644	.860
MER3	19.60	7.076	.783	.837
MER4	19.50	8.259	.740	.844
MER5	19.50	9.224	.596	.868
MER6	19.27	8.616	.660	.857

**Lampiran 4****Karakteristik Responden****Frequencies****Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lajang	160	80,0	80,0	80,0
	Kawin	40	20,0	20,0	100,0
	Total	200	100,0	100,0	



## Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 14	1	,5	,5	,5
17	1	,5	,5	1,0
18	5	2,5	2,5	3,5
19	8	4,0	4,0	7,5
20	10	5,0	5,0	12,5
21	11	5,5	5,5	18,0
22	35	17,5	17,5	35,5
23	29	14,5	14,5	50,0
24	25	12,5	12,5	62,5
25	26	13,0	13,0	75,5
26	11	5,5	5,5	81,0
27	5	2,5	2,5	83,5
28	7	3,5	3,5	87,0
29	3	1,5	1,5	88,5
30	6	3,0	3,0	91,5
31	1	,5	,5	92,0
34	1	,5	,5	92,5
35	4	2,0	2,0	94,5
36	1	,5	,5	95,0
37	2	1,0	1,0	96,0
40	1	,5	,5	96,5
45	2	1,0	1,0	97,5
47	1	,5	,5	98,0
48	1	,5	,5	98,5
50	1	,5	,5	99,0
53	1	,5	,5	99,5
56	1	,5	,5	100,0
Total	200	100,0	100,0	



## Pkrjn

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar	3	1,5	1,5	1,5
	Mahasiswa	111	55,5	55,5	57,0
	PNS	1	,5	,5	57,5
	Pegawai Swasta	45	22,5	22,5	80,0
	Wiraswasta	27	13,5	13,5	93,5
	Dosen	4	2,0	2,0	95,5
	Lain-lain	9	4,5	4,5	100,0
	Total	200	100,0	100,0	

## Pnglrm

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp1.000.000,-	46	23,0	23,0	23,0
	Rp 1.000.000 s/d Rp 2.000.000,-	92	46,0	46,0	69,0
	Rp 2.000.000 s/d Rp 3.000.000,-	40	20,0	20,0	89,0
	> Rp 3.000.000,-	22	11,0	11,0	100,0
	Total	200	100,0	100,0	

## Lampiran 5

## Statisitik Deskriptif

## Interval Skala

Interval	Kategori
1,00 s/d 1,79	Sangat Buruk
1,80 s/d 2,59	Buruk
2,60 s/d 3,39	Cukup Baik
3,40 s/d 4,19	Baik
4,20 s/d 5,00	Sangat Baik

## Descriptives Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
QUA1	200	1,00	5,00	3,9600	,64067
QUA2	200	1,00	5,00	3,7350	,81121
QUA3	200	1,00	5,00	3,8350	,72830
QUA4	200	1,00	5,00	3,9250	,68683
QUA5	200	1,00	5,00	3,9650	,76597
QUA6	200	1,00	5,00	3,6450	,74279
QUA7	200	1,00	5,00	4,2950	,69309
KUA	200	1,00	5,00	3,9090	,61454
MER1	200	1,00	5,00	3,7100	,81807
MER2	200	1,00	5,00	3,9950	,65354
MER3	200	1,00	5,00	3,8000	,86239
MER4	200	1,00	5,00	3,8600	,69485
MER5	200	1,00	5,00	3,8050	,69237
MER6	200	1,00	5,00	4,0800	,69716
M	200	1,00	5,00	3,8747	,62052
SAT1	200	1,00	5,00	3,9250	,64922
SAT2	200	1,00	5,00	3,8900	,64027
SAT3	200	1,00	5,00	3,7300	,80644
KP	200	1,00	5,00	3,8478	,61993
LOY1	200	1,00	5,00	4,4850	,84460
LOY2	200	1,00	5,00	3,4200	,83492
LOY3	200	1,00	5,00	3,6300	,68955
LOY4	200	1,00	5,00	3,8350	,63228
L	200	1,00	5,00	3,8425	,62220
Valid N (listwise)	200				

## Lampiran 6

## Regresi SEM AMOS

*Analysis Summary*

***Date and Time***

Date: 18 Februari 2017

Time: 12:14:44

***Title***

Ulfah: 18 Februari 2017 12:14

***Your model contains the following variables (Group number 1)***

Observed, endogenous variables

QUA1

QUA2

QUA3

QUA4

QUA5

QUA6

QUA7

MER6

MER5

MER4

MER3

MER2

MER1

SAT3

SAT2

SAT1

LOY1

LOY2

LOY3

LOY4

Unobserved, endogenous variables

KP

L

Unobserved, exogenous variables

KUA

e1

e2

e3

e4

e5

e6

e7

M

e13

e12

e11

e10



e9  
 e8  
 e16  
 e15  
 e14  
 e17  
 e18  
 e19  
 e20  
 z1  
 z2

***Parameter summary (Group number 1)***

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	26	0	0	0	0	26
Labeled	0	0	0	0	0	0
Unlabeled	21	1	24	0	0	46
Total	47	1	24	0	0	72

**Hasil Normalitas Data****Assessment of normality (Group number 1)**

Variable	min	max	skew	c.r.	kurtosis	c.r.
LOY4	1,000	5,000	-1,290	-2,447	2,988	1,513
LOY3	1,000	5,000	-,935	-2,397	,987	1,850
LOY2	1,000	5,000	-,135	-,780	-,390	-1,124
LOY1	1,000	5,000	-2,261	-1,052	2,913	1,071
SAT1	1,000	5,000	-1,916	-1,059	2,318	2,126
SAT2	1,000	5,000	-1,282	-2,403	3,232	2,216
SAT3	1,000	5,000	-,338	-1,954	,585	1,690
MER1	1,000	5,000	-1,355	-1,823	2,622	1,568
MER2	1,000	5,000	-1,294	-2,174	1,964	1,444
MER3	1,000	5,000	-1,112	-2,421	1,884	2,438
MER4	1,000	5,000	-1,338	-1,725	2,779	2,022
MER5	1,000	5,000	-1,817	-1,491	2,903	2,152
MER6	1,000	5,000	-,644	-1,718	1,364	1,939
QUA7	1,000	5,000	-1,736	-1,023	1,563	1,946
QUA6	1,000	5,000	-,653	-1,770	,540	1,559
QUA5	1,000	5,000	-1,152	-1,649	2,366	1,831
QUA4	1,000	5,000	-1,023	-1,906	2,993	1,641
QUA3	1,000	5,000	-,911	-1,259	1,515	2,372
QUA2	1,000	5,000	-,728	-2,204	1,001	2,889
QUA1	1,000	5,000	-1,345	-1,763	4,854	14,012
Multivariate					123,110	33,182

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

Observation number	Mahalanobis d-squared	p1	p2
178	49,860,001	,001	
161	48,677,001	,001	
71	47,355,001	,001	
101	47,595,001	,001	
9	46,655,001	,001	
41	46,405,001	,001	
1	45,291,001	,001	
176	44,945,001	,001	
131	42,524,001	,001	
2	40,490	,001	,001
200	38,182	,003	,002
186	36,182	,003	,002
148	34,708	,022	,003
118	34,708	,022	,003
88	34,708	,022	,003
58	34,708	,022	,003
26	34,708	,022	,003
151	32,872	,035	,004
121	32,872	,035	,004
91	32,872	,035	,004
61	32,872	,035	,004
29	32,872	,035	,004
146	32,782	,036	,005
116	32,782	,036	,005
86	32,782	,036	,005
56	32,782	,036	,005
24	32,782	,036	,005
168	29,919	,071	,000
177	28,389	,101	,029
147	28,389	,101	,017
117	28,389	,101	,010
87	28,389	,101	,006
57	28,389	,101	,003
25	28,389	,101	,002
33	27,854	,113	,006
190	26,061	,164	,295

Observation number	Mahalanobis d-squared	p1	p2
165	26,061	,164	,234
135	26,061	,164	,182
105	26,061	,164	,137
75	26,061	,164	,101
45	26,061	,164	,073
13	26,061	,164	,051
30	24,356	,227	,686
62	24,356	,227	,623
92	24,356	,227	,557
122	24,356	,227	,489
152	24,356	,227	,423
15	22,890	,294	,963
47	22,890	,294	,948
77	22,890	,294	,928
107	22,890	,294	,904
137	22,890	,294	,874
167	22,890	,294	,838
192	22,890	,294	,796
184	22,698	,304	,833
159	22,698	,304	,790
129	22,698	,304	,743
99	22,698	,304	,690
69	22,698	,304	,633
39	22,698	,304	,574
7	22,698	,304	,513
73	22,535	,312	,553
43	22,535	,312	,492
11	22,535	,312	,432
14	22,092	,336	,649
46	22,092	,336	,592
76	22,092	,336	,533
106	22,092	,336	,473
136	22,092	,336	,414
166	22,092	,336	,357
191	22,092	,336	,303
103	20,896	,403	,907
133	20,896	,403	,880
163	20,896	,403	,849
179	20,834	,407	,839
149	20,834	,407	,801
119	20,834	,407	,758

Observation number	Mahalanobis d-squared	p1	p2
89	20,834	,407	,711
59	20,834	,407	,660
27	20,834	,407	,606
181	20,529	,425	,742
156	20,529	,425	,694
126	20,529	,425	,642
96	20,529	,425	,587
66	20,529	,425	,531
36	20,529	,425	,474
4	20,529	,425	,417
6	20,306	,439	,515
38	20,306	,439	,458
68	20,306	,439	,403
98	20,306	,439	,349
128	20,306	,439	,298
158	20,306	,439	,251
183	20,306	,439	,208
189	19,235	,507	,833
164	19,235	,507	,795
134	19,235	,507	,752
104	19,235	,507	,706
74	19,235	,507	,655
44	19,235	,507	,602



### *Hasil Structural Model dengan SEM*

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

Number of distinct sample moments: 210  
 Number of distinct parameters to be estimated: 46  
 Degrees of freedom (210 - 46): 164

#### *Result (Default model)*

Minimum was achieved  
 Chi-square = 196,2982  
 Degrees of freedom = 164  
 Probability level = ,057

#### *Scalar Estimates (Group number 1 - Default model)*

##### *Maximum Likelihood Estimates*

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

	Estimate	S.E.	C.R.	PLabel
KP <-- KU - A	,475	,096	4,931	***
KP <-- M -	,797	,112	7,122	***
L <-- KP -	1,725	,403	4,276	***
L <-- KU - A	1,280	,241	5,321	***
L <-- M -	,061	,025	2,440	,045
QUA <-- KU 1 - A	1,000			
QUA <-- KU 2 - A	1,322	,074	17,848	***
QUA <-- KU 3 - A	1,167	,068	17,253	***
QUA <-- KU 4 - A	1,098	,064	17,177	***
QUA <-- KU 5 - A	1,170	,074	15,740	***
QUA <-- KU 6 - A	,982	,079	12,398	***
QUA <-- KU	,833	,077	10,800	***

	Estimate	S.E.	C.R.	PLabel
7 - A				
MER <-- M	1,000			
6 - M				
MER <-- M	1,111	,085	12,995	***
5 - M				
MER <-- M	1,101	,086	12,804	***
4 - M				
MER <-- M	1,302	,108	12,072	***
3 - M				
MER <-- M	,942	,082	11,433	***
2 - M				
MER <-- M	1,217	,103	11,863	***
1 - M				
SAT <-- KP	1,000			
3 - KP				
SAT <-- KP	,782	,049	16,067	***
2 - KP				
SAT <-- KP	,737	,052	14,169	***
1 - KP				
LOY <-- L	1,000			
1 - L				
LOY <-- L	1,224	,117	10,496	***
2 - L				
LOY <-- L	1,025	,097	10,616	***
3 - L				
LOY <-- L	,855	,087	9,791	***
4 - L				

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

	Estimate
KP <-- KUA	,581
- - KUA	
KP <-- M	,615
- - M	
L <-- KP	2,117
- - KP	
L <-- KUA	1,258
- - KUA	
L <-- M	,558
- - M	
QUA <-- KUA	,860
1 - - KUA	

	Estimate
QUA <-- KUA 2 -	,898
QUA <-- KUA 3 -	,883
QUA <-- KUA 4 -	,881
QUA <-- KUA 5 -	,842
QUA <-- KUA 6 -	,729
QUA <-- KUA 7 -	,663
MER <-- M 6 -	,762
MER <-- M 5 -	,852
MER <-- M 4 -	,842
MER <-- M 3 -	,802
MER <-- M 2 -	,766
MER <-- M 1 -	,790
SAT <-- KP 3 -	,854
SAT <-- KP 2 -	,841
SAT <-- KP 1 -	,781
LOY <-- L 1 -	,664
LOY <-- L 2 -	,822
LOY <-- L 3 -	,834
LOY <-- L 4 -	,758

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

	Estimate	S.E.	C.R.	PLabel
KU <-- M A >	,235	,032	7,284	***

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

	Estimate
KU <-- M A >	,807

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

	Estimate	S.E.	C.R.	PLabel
KU	,302	,040	7,567	***
A	,281	,045	6,260	***
M	,046	,015	3,091	,002
z1	,089	,029	3,100	,002
e1	,106	,012	8,760	***
e2	,126	,015	8,185	***
e3	,116	,014	8,458	***
e4	,105	,012	8,488	***
e5	,170	,019	8,941	***
e6	,258	,027	9,496	***
e7	,268	,028	9,645	***
e13	,203	,022	9,176	***
e12	,131	,016	8,421	***
e11	,140	,016	8,552	***
e10	,264	,030	8,929	***
e9	,176	,019	9,154	***
e8	,250	,028	9,011	***
e16	,176	,019	9,190	***
e15	,119	,013	9,348	***
e14	,164	,017	9,776	***
e17	,397	,041	9,667	***
e18	,224	,025	8,911	***
e19	,144	,016	8,780	***
e20	,169	,018	9,377	***

**Hasil Goodness of Fit Model**

**Model Fit Summary****CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	46	196,2982	164	,057	1,1969
Saturated model	210	,000	0		
Independence model	20	526,4139	190	,000	2,7706

**RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	,944	,960	,983	,972
Saturated model	,000	1,000		
Independence model	,292	,135	,044	,122

**Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,962	,956	,964	,958	,964
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

**Parsimony-Adjusted Measures**

Model	PRATIO	PNFI	PCFI
Default model	,863	,954	,957
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

**NCP**

Model	NCP	LO 90	HI 90
Default model	1798,982	1659,955	1945,402
Saturated model	,000	,000	,000
Independence model	5074,139	4840,810	5313,824

**FMIN**

Model	FMIN	F0	LO 90	HI 90
Default model	9,864	9,040	8,341	9,776
Saturated model	,000	,000	,000	,000
Independence model	26,453	25,498	24,326	26,703

***RMSEA***

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,035	,226	,244	,000
Independence model	,066	,358	,375	,000

***AIC***

Model	AIC	BCC	BIC	CAIC
Default model	2054,982	2065,836	2206,705	2252,705
Saturated model	420,000	469,551	1112,647	1322,647
Independence model	5304,139	5308,858	5370,105	5390,105

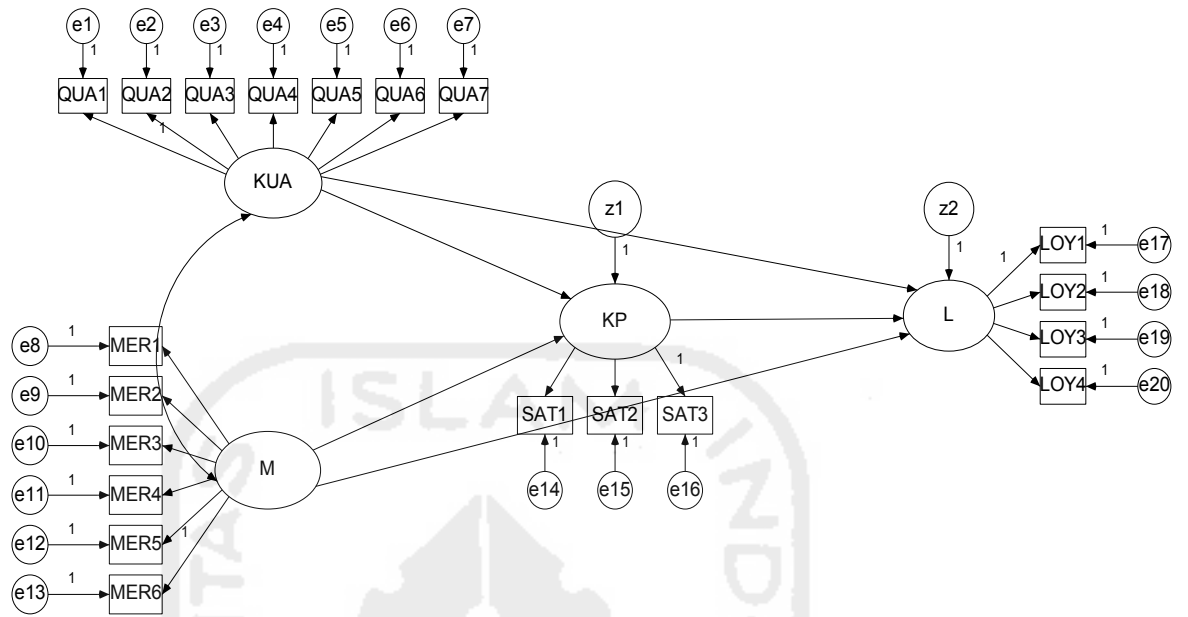
***ECVI***

Model	ECVI	LO 90	HI 90	MECVI
Default model	10,327	9,628	11,062	10,381
Saturated model	2,111	2,111	2,111	2,360
Independence model	26,654	25,481	27,858	26,678

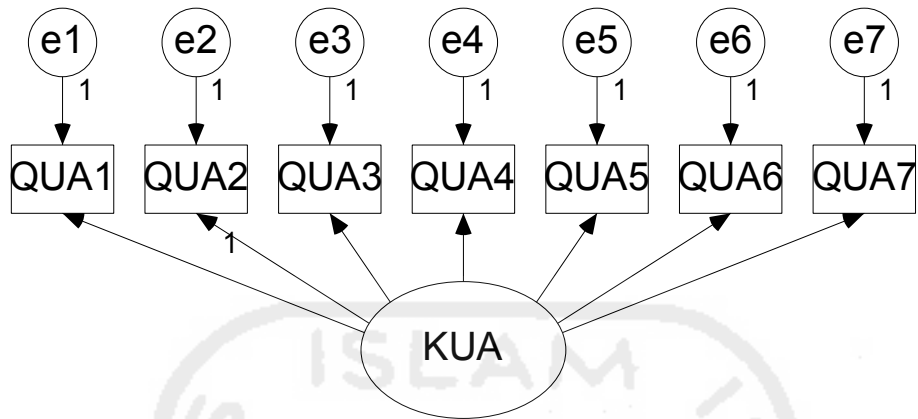
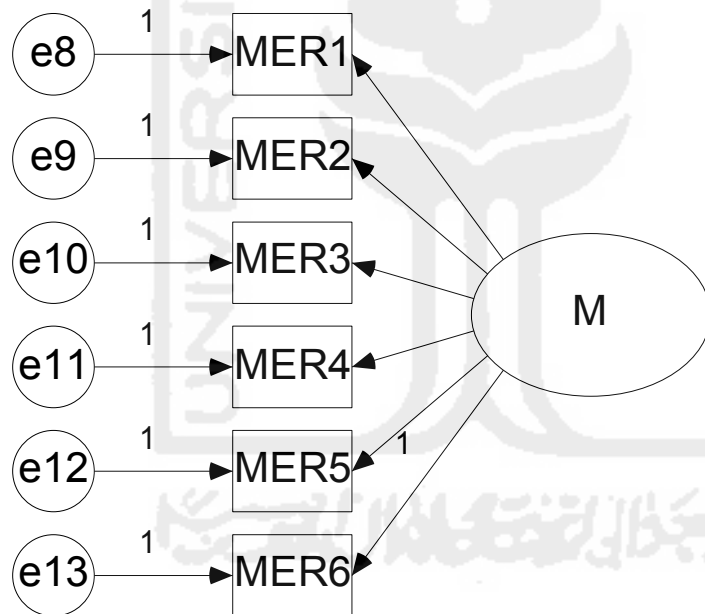
***HOELTER***

Model	HOELTE	HOELTE
	R	R
	.05	.01
Default model	20	22
Independence model	9	10

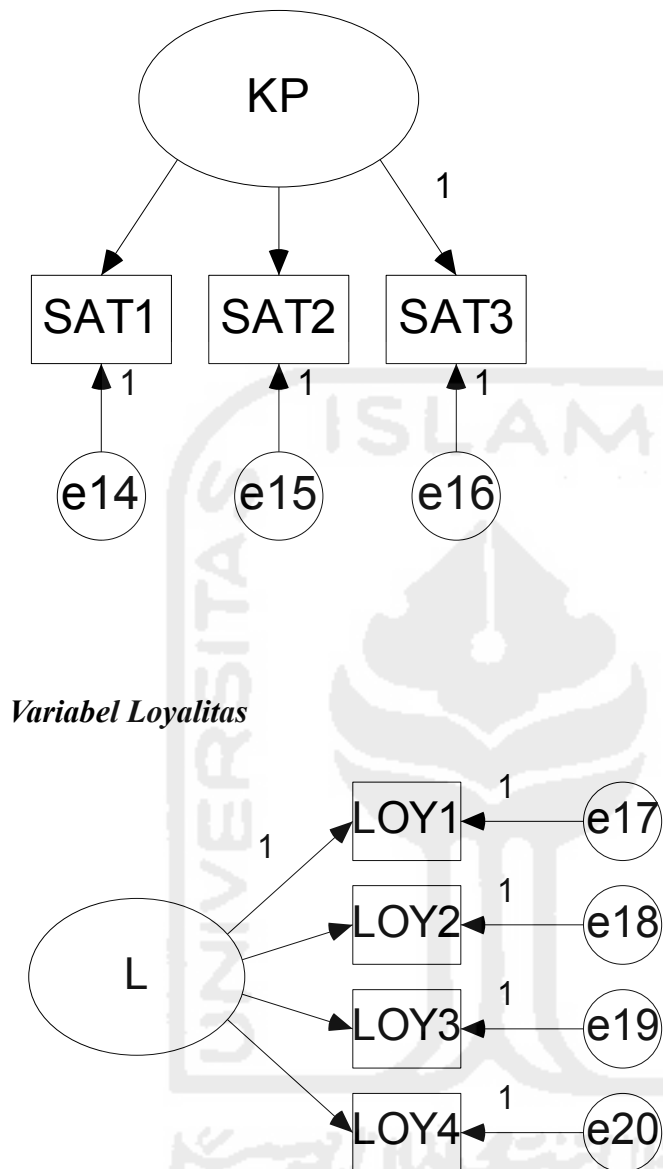
***Structural Model pada SEM***



**Measurement Model pada SEM**

***Variabel Kualitas Layanan******Variabel Merchandising******Variabel Kepuasan Pelanggan***





**Hasil Measurement Model pada SEM****Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	PLabel
QUA <-- KU 1 - A	1,000			
QUA <-- KU 2 - A	1,410	,081	17,437	***
QUA <-- KU 3 - A	1,207	,075	16,035	***
QUA <-- KU 4 - A	1,157	,070	16,509	***
QUA <-- KU 5 - A	1,165	,084	13,942	***
QUA <-- KU 6 - A	1,044	,084	12,383	***
QUA <-- KU 7 - A	,816	,084	9,763	***
MER <-- M 6 -	1,000			
MER <-- M 5 -	1,037	,085	12,145	***
MER <-- M 4 -	1,057	,085	12,375	***
MER <-- M 3 -	1,364	,105	12,964	***
MER <-- M 2 -	,951	,081	11,733	***
MER <-- M 1 -	1,197	,101	11,801	***
SAT <-- KP 3 -	1,000			
SAT <-- KP 2 -	,716	,057	12,645	***
SAT <-- KP 1 -	,632	,057	11,077	***
LOY <-- L 1 -	1,000			
LOY <-- L 2 -	1,271	,142	8,976	***
LOY <-- L 3 -	1,100	,120	9,183	***

	Estimate	S.E.	C.R.	PLabel
LOY <-- L 4 -	,913	,105	8,677	***

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

	Estimate
QUA <-- KUA 1 -	,832
QUA <-- KUA 2 -	,927
QUA <-- KUA 3 -	,884
QUA <-- KUA 4 -	,899
QUA <-- KUA 5 -	,811
QUA <-- KUA 6 -	,749
QUA <-- KUA 7 -	,628
MER <-- M 6 -	,774
MER <-- M 5 -	,808
MER <-- M 4 -	,821
MER <-- M 3 -	,853
MER <-- M 2 -	,786
MER <-- M 1 -	,789
SAT <-- KP 3 -	,918
SAT <-- KP 2 -	,828
SAT <-- KP 1 -	,721
LOY <-- L 1 -	,632
LOY <-- L 2 -	,813
LOY <-- L 3 -	,852

	Estimate
LOY <-- L 4 -	,771

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

	Estimate	S.E.	C.R.	PLabel
KU	,283	,040	7,161	***
A	,290	,046	6,325	***
M	,545	,072	7,617	***
LP	,284	,061	4,678	***
e1	,125	,014	8,829	***
e2	,092	,013	6,828	***
e3	,116	,014	8,147	***
e4	,090	,012	7,812	***
e5	,200	,022	9,001	***
e6	,241	,026	9,330	***
e7	,289	,030	9,648	***
e13	,194	,022	8,646	***
e12	,165	,020	8,292	***
e11	,157	,019	8,127	***
e10	,201	,027	7,578	***
e9	,163	,019	8,540	***
e8	,251	,030	8,502	***
e16	,102	,034	3,034	,002
e15	,129	,021	6,169	***
e14	,201	,024	8,430	***
e17	,426	,048	8,959	***
e18	,235	,035	6,811	***
e19	,130	,023	5,759	***
e20	,161	,021	7,652	***

### Construk Reliability

*Construct Reliability* =

1. Standarized loading diperoleh langsung dari standarized loading untuk tiap-tiap indikator.
2.  $\epsilon_j$  adalah measurement error =  $1 - (\text{standarized loading})^2$

Sum Standarized loading untuk

$$\text{Kualitas Layanan} = 0,832 + 0,927 + 0,884 + 0,899 + 0,881 + 0,749 + 0,628 = 5,73$$

$$\text{Merchandising} = 0,789 + 0,786 + 0,853 + 0,821 + 0,808 + 0,774 = 4,831$$

$$\text{Kepuasan Pelanggan} = 0,721 + 0,828 + 0,918 = 2,467$$

$$\text{Loyalitas Pelanggan} = 0,632 + 0,813 + 0,852 + 0,771 = 3,068$$

Sum Measurement Error untuk

$$\text{Kualitas Layanan} = 0,307 + 0,140 + 0,218 + 0,191 + 0,342 + 0,438 + 0,605 = 2,241$$

$$\text{Merchandising} = 0,377 + 0,382 + 0,272 + 0,325 + 0,347 + 0,400 = 2,103$$

$$\text{Kepuasan Pelanggan} = 0,480 + 0,314 + 0,157 = 0,951$$

$$\text{Loyalitas Pelanggan} = 0,600 + 0,339 + 0,247 + 0,405 = 1,610$$

#### Perhitungan *Construk Reliability* variabel **Kualitas Layanan**

$$\text{Constuct Reliability} = \frac{(5,73)^2}{(5,73)^2 + 2,241} = 0,936$$

#### Perhitungan *Construk Reliability* variabel **Merchandising**

$$\text{Constuct Reliability} = \frac{(4,831)^2}{(4,831)^2 + 2,103} = 0,917$$

#### Perhitungan *Construk Reliability* variabel **Kepuasan Pelanggan**

$$(2,467)^2$$

$$\text{Constuct Reliability} = \frac{\quad}{(2,467)^2 + 0,951} = 0,864$$

**Perhitungan *Construk Reliability* variabel Loyalitas Pelanggan**

$$\text{Constuct Reliability} = \frac{(3,068)^2}{(3,068)^2 + 1,160} = 0,853$$



## Lampiran 7

TABEL R STATISTIKA

DF = n-2	0,1	0,05	0,02	0,01	0,001
	r 0,005	r 0,05	r 0,025	r 0,01	r 0,001
1	0,9877	0,9969	0,9995	0,9999	1,0000
2	0,9000	0,9500	0,9800	0,9900	0,9990
3	0,8054	0,8783	0,9343	0,9587	0,9911
4	0,7293	0,8114	0,8822	0,9172	0,9741
5	0,6694	0,7545	0,8329	0,8745	0,9509
6	0,6215	0,7067	0,7887	0,8343	0,9249
7	0,5822	0,6664	0,7498	0,7977	0,8983
8	0,5494	0,6319	0,7155	0,7646	0,8721
9	0,5214	0,6021	0,6851	0,7348	0,8470
10	0,4973	0,5760	0,6581	0,7079	0,8233
11	0,4762	0,5529	0,6339	0,6835	0,8010
12	0,4575	0,5324	0,6120	0,6614	0,7800
13	0,4409	0,5140	0,5923	0,6411	0,7604
14	0,4259	0,4973	0,5742	0,6226	0,7419
15	0,4124	0,4821	0,5577	0,6055	0,7247
16	0,4000	0,4683	0,5425	0,5897	0,7084
17	0,3887	0,4555	0,5285	0,5751	0,6932
18	0,3783	0,4438	0,5155	0,5614	0,6788
19	0,3687	0,4329	0,5034	0,5487	0,6652
20	0,3598	0,4227	0,4921	0,5368	0,6524
21	0,3515	0,4132	0,4815	0,5256	0,6402
22	0,3438	0,4044	0,4716	0,5151	0,6287
23	0,3365	0,3961	0,4622	0,5052	0,6178
24	0,3297	0,3882	0,4534	0,4958	0,6074
25	0,3233	0,3809	0,4451	0,4869	0,5974
26	0,3172	0,3739	0,4372	0,4785	0,5880
27	0,3115	0,3673	0,4297	0,4705	0,5790
28	0,3061	0,3610	0,4226	0,4629	0,5703
29	0,3009	0,3550	0,4158	0,4556	0,5620
30	0,2960	0,3494	0,4093	0,4487	0,5541
31	0,2913	0,3440	0,4032	0,4421	0,5465
32	0,2869	0,3388	0,3972	0,4357	0,5392
33	0,2826	0,3338	0,3916	0,4296	0,5322
34	0,2785	0,3291	0,3862	0,4238	0,5254
35	0,2746	0,3246	0,3810	0,4182	0,5189
36	0,2709	0,3202	0,3760	0,4128	0,5126

37

0,2673

0,3160

0,3712

0,4076

0,5066

## Lampiran 8

Tabel Distribusi Chi-Square

$df$	$\chi^2_{.995}$	$\chi^2_{.990}$	$\chi^2_{.975}$	$\chi^2_{.950}$	$\chi^2_{.900}$	$\chi^2_{.100}$	$\chi^2_{.050}$	$\chi^2_{.025}$	$\chi^2_{.010}$	$\chi^2_{.005}$
1	0.000	0.000	0.001	0.004	0.016	2.706	3.841	5.024	6.635	7.879
2	0.010	0.020	0.051	0.103	0.211	4.605	5.991	7.378	9.210	10.597
3	0.072	0.115	0.216	0.352	0.584	6.251	7.815	9.348	11.345	12.838
4	0.207	0.297	0.484	0.711	1.064	7.779	9.488	11.143	13.277	14.860
5	0.412	0.554	0.831	1.145	1.610	9.236	11.070	12.833	15.086	16.750
6	0.676	0.872	1.237	1.635	2.204	10.645	12.592	14.449	16.812	18.548
7	0.989	1.239	1.690	2.167	2.833	12.017	14.067	16.013	18.475	20.278
8	1.344	1.646	2.180	2.733	3.490	13.362	15.507	17.535	20.090	21.955
9	1.735	2.088	2.700	3.325	4.168	14.684	16.919	19.023	21.666	23.589
10	2.156	2.558	3.247	3.940	4.865	15.987	18.307	20.483	23.209	25.188
11	2.603	3.053	3.816	4.575	5.578	17.275	19.675	21.920	24.725	26.757
12	3.074	3.571	4.404	5.226	6.304	18.549	21.026	23.337	26.217	28.300
13	3.565	4.107	5.009	5.892	7.042	19.812	22.362	24.736	27.688	29.819
14	4.075	4.660	5.629	6.571	7.790	21.064	23.685	26.119	29.141	31.319
15	4.601	5.229	6.262	7.261	8.547	22.307	24.996	27.488	30.578	32.801
16	5.142	5.812	6.908	7.962	9.312	23.542	26.296	28.845	32.000	34.267
17	5.697	6.408	7.564	8.672	10.085	24.769	27.587	30.191	33.409	35.718
18	6.265	7.015	8.231	9.390	10.865	25.989	28.869	31.526	34.805	37.156
19	6.844	7.633	8.907	10.117	11.651	27.204	30.144	32.852	36.191	38.582
20	7.434	8.260	9.591	10.851	12.443	28.412	31.410	34.170	37.566	39.997
21	8.034	8.897	10.283	11.591	13.240	29.615	32.671	35.479	38.932	41.401
22	8.643	9.542	10.982	12.338	14.041	30.813	33.924	36.781	40.289	42.796
23	9.260	10.196	11.689	13.091	14.848	32.007	35.172	38.076	41.638	44.181
24	9.886	10.856	12.401	13.848	15.659	33.196	36.415	39.364	42.980	45.559
25	10.520	11.524	13.120	14.611	16.473	34.382	37.652	40.646	44.314	46.928
26	11.160	12.198	13.844	15.379	17.292	35.563	38.885	41.923	45.642	48.290
27	11.808	12.879	14.573	16.151	18.114	36.741	40.113	43.195	46.963	49.645
28	12.461	13.565	15.308	16.928	18.939	37.916	41.337	44.461	48.278	50.993
29	13.121	14.256	16.047	17.708	19.768	39.087	42.557	45.722	49.588	52.336
30	13.787	14.953	16.791	18.493	20.599	40.256	43.773	46.979	50.892	53.672
40	20.707	22.164	24.433	26.509	29.051	51.805	55.758	59.342	63.691	66.766
50	27.991	29.707	32.357	34.764	37.689	63.167	67.505	71.420	76.154	79.490
60	35.534	37.485	40.482	43.188	46.459	74.397	79.082	83.298	88.379	91.952
70	43.275	45.442	48.758	51.739	55.329	85.527	90.531	95.023	100.425	104.215