

LAMPIRAN

Lampiran I

Kuisisioner Penelitian

1. Jenis Kelamin

- Laki – Laki
- Perempuan

2. Usia

- <20 tahun
- 20-25 tahun
- 26-30 tahun
- 31-35 tahun
- >35 tahun

3. Pendidikan Terakhir

- SMA Sederajat
- Diploma

S1

S2

S3

Lain-lain

4. Pekerjaan

- Pelajar / Mahasiswa

- Pegawai Negeri Sipil / BUMN
- Karyawan / Pegawai Swasta
- Wiraswasta
- Ibu Rumah Tangga
- Lain-lain

5. Pengeluaran Perbulan

- < 1 juta
- >1 juta s/d 2 juta
- >2 juta s/d 4 juta
- >4 juta s/d 6 juta

6. Apakah anda pernah melihat atau berkunjung ke cafe ini ? (Bisa lebih dari 1)

- Ekologi Desk and Coffee
- Maraville Coffee
- Ideology Café
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1. Kualitas Jasa (*Service Quality*)

No	Pernyataan	STS	TS	KS	S	SS
1	Pegawai selalu menawarkan bantuan	1	2	3	4	5
2	Pegawai dapat dipercaya	1	2	3	4	5
3	Pegawai melayani tepat waktu	1	2	3	4	5

4	Pegawai ramah	1	2	3	4	5
5	Pegawai percaya diri	1	2	3	4	5

2. Kualitas Makanan (*Food Quality*)

No	Pernyataan	STS	TS	KS	S	SS
1	Makanan dan minuman baik	1	2	3	4	5
2	Cafe ini menyediakan menu yang bervariasi	1	2	3	4	5
3	Penampilan makanan dan minumannya menarik	1	2	3	4	5
4	Makanan dan minumannya bersih	1	2	3	4	5
5	Makanan dan minumannya sehat	1	2	3	4	5

3. Kualitas Fisik (*Physical Quality*)

No	Pernyataan	STS	TS	KS	S	SS
1	Atmosfer cafe ini menarik	1	2	3	4	5
2	Suasana visual cafe ini menarik	1	2	3	4	5
3	Musik pendukung di cafe ini enak dinikmati	1	2	3	4	5
4	Cafe ini bersih	1	2	3	4	5

5	Fasilitas pendukung cafe ini elegant	1	2	3	4	5
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4. Kepuasan (*Satisfaction*)

No	Pernyataan	STS	TS	KS	S	SS
1	Saya puas dengan pengalaman makan di cafe ini	1	2	3	4	5
2	Saya puas dengan kualitas makanan di cafe ini	1	2	3	4	5
3	Saya puas dengan kualitas pelayanan di cafe ini	1	2	3	4	5
4	Saya puas dengan harga di cafe ini	1	2	3	4	5
5	Saya puas dengan keseluruhan pengalaman makan di cafe ini	1	2	3	4	5

5. Loyalitas Merek (*Brand Loyalty*)

No	Pernyataan	STS	TS	KS	S	SS
1	Cafe ini menjadi salah satu pilihan utama saya untuk makan di tempat berkualitas	1	2	3	4	5

2	Saya akan menggunakan tempat ini lebih sering	1	2	3	4	5
3	Saya mempunyai kedekatan dengan tempat ini	1	2	3	4	5
4	Saya suka merekomendasikan cafe ini kepada orang lain	1	2	3	4	5
5	Saya suka mengatakan hal positif tentang cafe ini kepada orang lain	1	2	3	4	5

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Lampiran 2 - Uji validitas dan reliabilitas 30 responden

variabel kualitas jasa

Correlations

		KJ1	KJ2	KJ3	KJ4	KJ5	KJ
KJ1	Pearson Correlation	1	.956**	.727**	.823**	.875**	.958**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
KJ2	Pearson Correlation	.956**	1	.717**	.811**	.832**	.942**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
KJ3	Pearson Correlation	.727**	.717**	1	.768**	.723**	.844**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
KJ4	Pearson Correlation	.823**	.811**	.768**	1	.797**	.916**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
KJ5	Pearson Correlation	.875**	.832**	.723**	.797**	1	.927**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
KJ	Pearson Correlation	.958**	.942**	.844**	.916**	.927**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

Variabel kualitas makanan

Correlations

		KM1	KM2	KM3	KM4	KM5	KM
KM1	Pearson Correlation	1	.550**	.438*	.756**	.677**	.824**
	Sig. (2-tailed)		.002	.016	.000	.000	.000
	N	30	30	30	30	30	30
KM2	Pearson Correlation	.550**	1	.599**	.681**	.623**	.820**
	Sig. (2-tailed)	.002		.000	.000	.000	.000
	N	30	30	30	30	30	30
KM3	Pearson Correlation	.438*	.599**	1	.671**	.687**	.785**
	Sig. (2-tailed)	.016	.000		.000	.000	.000
	N	30	30	30	30	30	30
KM4	Pearson Correlation	.756**	.681**	.671**	1	.741**	.918**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
KM5	Pearson Correlation	.677**	.623**	.687**	.741**	1	.875**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
KM	Pearson Correlation	.824**	.820**	.785**	.918**	.875**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

Variabel kualitas fisik

Correlations

		KF1	KF2	KF3	KF4	KF5	KF
KF1	Pearson Correlation	1	.800**	.628**	.830**	.742**	.898**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
KF2	Pearson Correlation	.800**	1	.720**	.775**	.741**	.908**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
KF3	Pearson Correlation	.628**	.720**	1	.680**	.668**	.835**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
KF4	Pearson Correlation	.830**	.775**	.680**	1	.805**	.919**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
KF5	Pearson Correlation	.742**	.741**	.668**	.805**	1	.887**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
KF	Pearson Correlation	.898**	.908**	.835**	.919**	.887**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

Variabel kepuasan

Correlations

		K1	K2	K3	K4	K5	K
K1	Pearson Correlation	1	.694**	.593**	.789**	.539**	.835**
	Sig. (2-tailed)		.000	.001	.000	.002	.000
	N	30	30	30	30	30	30
K2	Pearson Correlation	.694**	1	.602**	.748**	.598**	.849**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
K3	Pearson Correlation	.593**	.602**	1	.742**	.716**	.862**
	Sig. (2-tailed)	.001	.000		.000	.000	.000
	N	30	30	30	30	30	30
K4	Pearson Correlation	.789**	.748**	.742**	1	.675**	.925**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
K5	Pearson Correlation	.539**	.598**	.716**	.675**	1	.816**
	Sig. (2-tailed)	.002	.000	.000	.000		.000
	N	30	30	30	30	30	30
K	Pearson Correlation	.835**	.849**	.862**	.925**	.816**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

Variabel loyalitas

Correlations

LM1	Pearson Correlation	1	.223	-.152	.036	.059	.348
	Sig. (2-tailed)		.237	.422	.849	.755	.060
	N	30	30	30	30	30	30
LM2	Pearson Correlation	.223	1	.593**	.732**	.754**	.910**
	Sig. (2-tailed)	.237		.001	.000	.000	.000
	N	30	30	30	30	30	30
LM3	Pearson Correlation	-.152	.593**	1	.621**	.557**	.679**
	Sig. (2-tailed)	.422	.001		.000	.001	.000
	N	30	30	30	30	30	30
LM4	Pearson Correlation	.036	.732**	.621**	1	.754**	.856**
	Sig. (2-tailed)	.849	.000	.000		.000	.000
	N	30	30	30	30	30	30
LM5	Pearson Correlation	.059	.754**	.557**	.754**	1	.857**
	Sig. (2-tailed)	.755	.000	.001	.000		.000
	N	30	30	30	30	30	30
LM	Pearson Correlation	.348	.910**	.679**	.856**	.857**	1
	Sig. (2-tailed)	.060	.000	.000	.000	.000	
	N	30	30	30	30	30	30

Lampiran 3 – Uji Reliabilitas 30 responden

Variabel kualitas jasa

Reliability Statistics

Cronbach's Alpha	N of Items
.951	5

Variabel kualitas makanan

Reliability Statistics

Cronbach's Alpha	N of Items
.898	5

Variabel kualitas fisik

Reliability Statistics

Cronbach's Alpha	N of Items
.933	5

Variabel kepuasan

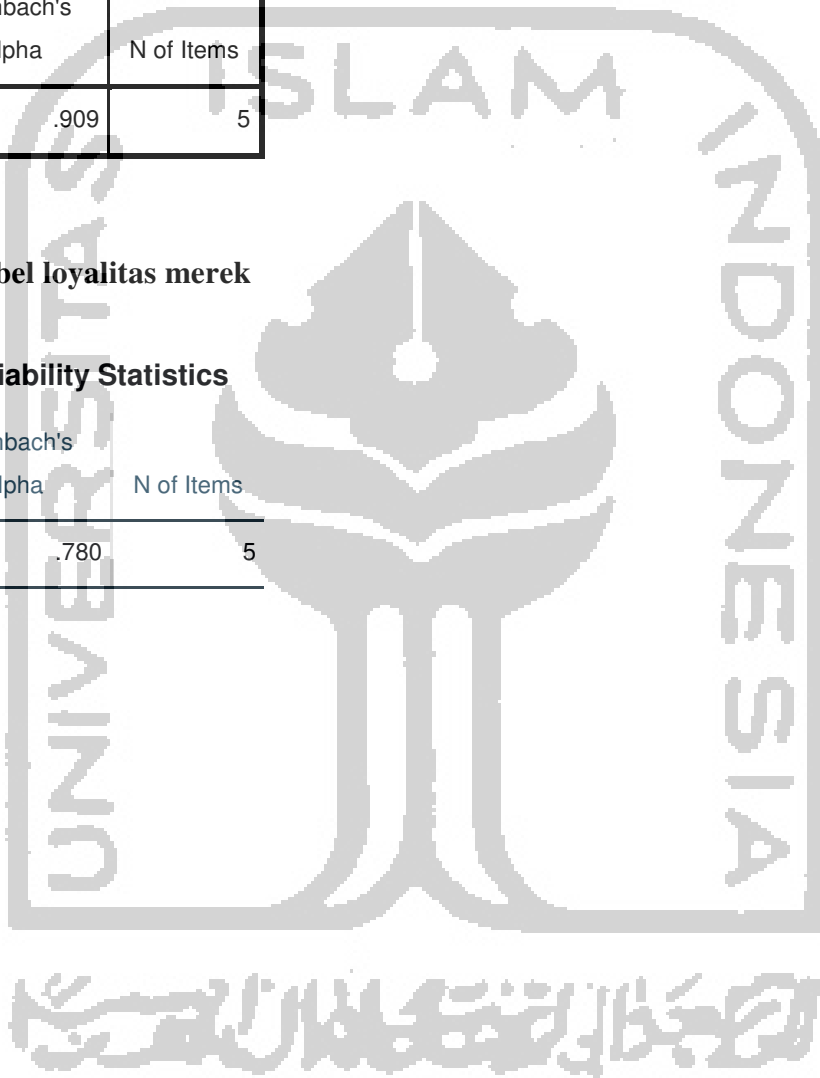
Reliability Statistics

Cronbach's Alpha	N of Items
.909	5

Variabel loyalitas merek

Reliability Statistics

Cronbach's Alpha	N of Items
.780	5



Lampiran 4

Uji Normalitas Data

Normalitas Data

Variable	Min	max	skew	c.r.	kurtosis	c.r.
LM5	2.000	5.000	-1.060	-5.808	.595	1.628
LM4	2.000	5.000	-.795	-4.356	.027	.073
LM3	2.000	5.000	-.794	-4.349	.547	1.497
LM2	2.000	5.000	-1.048	-5.739	.451	1.234
LM1	2.000	5.000	-1.053	-5.766	.427	1.169
K1	2.000	5.000	-.581	-3.181	-.324	-.886
K2	2.000	5.000	-.795	-4.356	.027	.073
K3	2.000	5.000	-.798	-4.372	.207	.566
K4	2.000	5.000	-.767	-4.200	.242	.662
K5	2.000	5.000	-1.002	-5.489	.552	1.512
KF1	2.000	5.000	-.677	-3.710	.368	1.008
KF2	2.000	5.000	-1.064	-5.830	.367	1.006
KF3	2.000	5.000	-.906	-4.963	.491	1.345
KF4	2.000	5.000	-.861	-4.718	.318	.870
KF5	2.000	5.000	-.841	-4.608	.262	.718
KJ1	2.000	5.000	-.731	-4.004	.227	.622
KM1	2.000	5.000	-.712	-3.899	.389	1.065
KM2	2.000	5.000	-.735	-4.027	.249	.681
KM3	2.000	5.000	-.672	-3.680	.472	1.292
KM4	2.000	5.000	-.763	-4.181	.295	.808
KM5	2.000	5.000	-.815	-4.467	.280	.766
KJ2	2.000	5.000	-.844	-4.621	.359	.984
KJ3	2.000	5.000	-.617	-3.379	.096	.262
KJ4	2.000	5.000	-.809	-4.430	.173	.473
KJ5	2.000	5.000	-.914	-5.004	.406	1.113
Multivariate					16.638	3.038

Lampiran 5

Uji Konfirmatori

	Estimate
KJ5 <--- KJ	.735
KJ4 <--- KJ	.835
KJ3 <--- KJ	.757
KJ2 <--- KJ	.749
KM5 <--- KM	.802
KM4 <--- KM	.807
KM3 <--- KM	.772
KM2 <--- KM	.783
KM1 <--- KM	.711
KJ1 <--- KJ	.753
KF5 <--- KF	.808
KF4 <--- KF	.776
KF3 <--- KF	.831
KF2 <--- KF	.630
KF1 <--- KF	.795
K5 <--- K	.511
K4 <--- K	.972
K3 <--- K	.963
K2 <--- K	.665
K1 <--- K	.922
LM1 <--- LM	.500
LM2 <--- LM	.594
LM3 <--- LM	.500
LM4 <--- LM	.752
LM5 <--- LM	.670

Lampiran 6

Uji Reliabilitas

Variabel	Indikator	Standar Loading	Standar Loading ²	Measurement Error	CR	VE
	KJ5	0.735	0.54	0.46	0.9	0.6
	KJ4	0.835	0.70	0.30		
	KJ3	0.757	0.57	0.43		
	KJ2	0.749	0.56	0.44		
	KJ1	0.753	0.57	0.43		
	14.661	3.829	2.939	2.061		
	KM5	0.802	0.643	0.357	0.9	0.6
	KM4	0.807	0.651	0.349		
	KM3	0.772	0.596	0.404		
	KM2	0.783	0.613	0.387		
	KM1	0.711	0.506	0.494		
	15.016	3.875	3.009	1.991		
	KF5	0.808	0.653	0.347	0.9	0.6
	KF4	0.776	0.602	0.398		
	KF3	0.831	0.691	0.309		
	KF2	0.630	0.397	0.603		
	KF1	0.795	0.632	0.368		
	14.746	3.840	2.975	2.025		
	K5	0.511	0.261	0.739	0.9	0.7
	K4	0.972	0.945	0.055		
	K3	0.963	0.927	0.073		
	K2	0.665	0.442	0.558		
	K1	0.922	0.850	0.150		
	16.265	4.033	3.426	1.574		
	LM1	0.500	0.250	0.750	0.7	0.4
	LM2	0.594	0.353	0.647		
	LM3	0.500	0.250	0.750		
	LM4	0.752	0.566	0.434		
	LM5	0.670	0.449	0.551		
	9.096	3.016	1.867	3.133		

Lampiran 7

degrees of freedom (Default model)

Number of distinct sample moments:	325
Number of distinct parameters to be estimated:	90
Degrees of freedom (325 - 90):	235

Uji GOF Modifikasi

Goodness of Fit	Kriteria	Cut-off value	Keterangan
Chi-Square (X^2)	Diharapkan kecil	518,859	Fit
Significance Probability	$\geq 0,05$	0,000	Tidak Fit
RMSEA	$\leq 0,08$	0,082	Marginal Fit
GFI	$\geq 0,90$	0,844	Marginal Fit
TLI	$\geq 0,90$	0,876	Marginal Fit
CFI	$\geq 0,90$	0,902	Fit

Lampiran 8

Uji Hipotesis

			Estimate	S.E.	C.R.	P	Label
K	<---	KJ	.068	.033	2.066	.039	
K	<---	KM	.321	.066	4.891	***	
K	<---	KF	.865	.362	2.387	.017	
LM	<---	K	.796	.294	2.707	.007	

