CHAPTER IV

DATA ANALYSIS AND DISCUSSIONS

This chapter explains the data analysis of this research. This research was conducted through online questionnaires. The 235 respondents participated in this research.

The result of this research analysis was presented through descriptive analysis of respondents' characteristics, descriptive analysis of the responses, elaboration of validity and reliability test, normality test, outlier, the goodness of fit measurement, and hypothesis testing for the model. Structural Equation Modeling (SEM) was used as a tool for data analysis in this research. More precisely, AMOS software version 23.0 was used to analyze the data collected.

As what have already been explained before, 235 questionnaires had been collected. The details of the questionnaires can be seen in the appendix. The population of this research was Indonesian people but mostly Yogyakarta people aged (<16) – (30<) years old who ever visited Starbucks Empire XXI Yogyakarta.

4.1 Statistics Descriptive

This section describes the descriptive data of respondents that had been obtained from the survey. Descriptive data is presented to see the profile of the research data and its relationship with the variables used in this research.

4.1.1 Respondents' Classification Based on Gender

In this classification, respondents were differentiated based on their gender. The following table exhibits the frequency and percentage of each gender:

Table 4.1 Respondents Classification Based on Gender

No	Gender	Number (person)	Percentage
	Male	109	46.4
	Female	126	53.6
Total		**235**	**100**

Source: Primary Data (Computed), 2019

Based on Table 4.1, it can be concluded that the respondents in this research were mostly women. There were 126 female respondents or 53.6% of the total respondents. In addition, there were 109 male respondents or 46.4% of the total respondents. It shows that the difference between male and female respondents was around 7.2% and the majority of Starbuks Empire XXI Yogyakarta visitors were women.

4.1.2. Respondents Classification Based on Age

Based on age, the respondents in this research were classified as follows:

Table 4.2 Respondents Classification Based on Age

No	Age (Year)	Number (person)	Percentage
1	<16	1	0.4
2	16-20	96	40.9
3	21-25	118	50.2
4	26-30	18	7.7
5	30<	2	0.8
Total		**235**	**100**

Source: Primary Data (Computed), 2019

Based on Table 4.2, it can be seen that the majority of respondents in this research were <16 years old or around 0.4%. Meanwhile, respondents who were between 16-20 years old was 40.9%, for the respondents between 21-25 years old was 50.2%, respndents beetwen 26-30 years old was 7.7% and 30< years old was 0.9%. To sum up, it can be concluded that the respondents in this research were mostly between 21-25 years old, with the total number of 118 respondents or 50.2% of the total respondents. Meanwhile, the smallest percentage for respondents aged <16 years old, which was 0.4% of the total respondents or 1 respondent.

4.1.3. Respondents Classification Based on Educational Background

Based on respondents' educational background, respondents were classified as follows:

Table 4.3 Respondents Classification Based on Educational Backgorund

No	Education	Number (person)	Percentage
1	Junior High School / Equivalent	0	0.0
2	High School / Equivalent	47	20.1
3	Undergraduate	162	68.9
4	Academi	1	0.4
5	Postgraduate	25	10.6
Total		**235**	**100**

Source: Primary Data (Computed), 2019

Based on Table 4.3, it can be seen that majority of the educational background of the respondents were undergraduate, with the number of 162 respondents or 68.9% of the total respondents. Meanwhile, the researcher did not find any respondents who had the educational backgorund of junior high school, which was 0 respondent or 0.0% of the total respondents.

4.1.4. Respondents Classification Based on Job Types

Based on job types, the respondents in this research were classified as follows:

Table 4.4 Respondents Classification Based on Job

No	Job	Number (person)	Percentage
1	Student	190	80.9
2	PNS/TNI/POLRI	0	0.0
3	Employee	15	6.4
4	Enterpreneur	19	8.1
5	Others	11	4.6
Total		**235**	**100**

Source: Primary Data (Computed), 2019

Based on Table 4.4, it can be seen that the majority of respondents were students with the number of 190 respondents or 80.9% of the total respondents. While the researcher did not find any respondents who had a job of PNS/TNI/POLRI which was 0 respondent or 0.0% of the total respondents. It can be concluded that the most of Strabucks Empire XXI Yogyakarta costumers were students.

4.1.5. Respondents' Classification Based on Monthly Expenses

In this classification, the respondents in this research were divided into four different categories. The detail of each categories is shown in the following table:

Table 4.5 Respondents Classification Based on Monthly Expenses

No	Monthly Expenses	Number (person)	Percentage
1	<,1000,000	45	19.2
2	1,000,000 – 3,000,000	142	60.4
3	>,3000,000	48	20.4
Total		**235**	**100**

Source: Primary Data (Computed), 2019

Based on Table 4.5, it can be seen that the majority of respondents who contributed in this research were those who spent between Rp1,000,000 - Rp3,000,000 each month. Moreover, the smallest percentage was for respondents who spend less than Rp1,000,000 each month. The data showed that the number of respondents who spend between Rp1,000,000 - Rp3,000,000 each month was the highest.

4.2. Descriptive Analysis

Descriptive analysis was conducted to summarize the value-average score in determining the respondents' assessment criteria. The calculation of value-average score interval can be found by using the following formula:

Lowest perception score = 1

Highest perception score = 6

With the detail interval as follows:

1.00	= Strongly Disagree	4.00	= Rather Agree
2.00	= Disagree	5.00	= Agree
3.00	= Rather Disagree	6.00	= Strongly Agree

4.2.1. Atmosphere

The result of descriptive analysis of atmosphere can be seen in Table 4.6 as follows**:**

Table 4.6 Descriptive Analysis of Atmosphere

Attributes of Atmosphere	Mean	Category
Starbucks Café has a comfortable atmosphere.	5.07	Agree
The atmosphere of Starbucks Café is familiar to me.	5.02	Agree
It is comfortable to spend my time at Starbucks Café.	3.94	Rather Agree
Starbucks Café makes me relaxed.	4.57	Agree
Starbucks Café has a distinctive interior design.	5.07	Agree
Starbucks Café has a comfortable room layout.	5.06	Agree

Source: Primary Data (Computed), 2019

Based on Table 4.6, it can be seen that the average assessment of 235 respondents of Starbucks Café visitors for atmosphere indicators was 4.788. Among the six indicators of Atmosphere, the second and fifth indicator which where "The atmosphere of Starbucks Café is familiar to me" and "Starbucks Café has a distinctive interior design" had the highest mean with the value of 5.07 and were considered as "Agree" category. The indicators with the lowest mean was the third indicator, "It is comfortable to spend my time at Starbucks Café" with 3.94 value and was considered as "Rather Agree".

Therefore, the result indicated that the respondents' perception toward Atmosphere was "Agree".

4.2.2. Employee Attitude

The result of descriptive analysis of employee attitude can be seen in the Table 4.7 as follows**:**

Table 4.7 Descriptive Analysis of Employee Attitude

Attributes of Employee Attitude	**Mean**	**Category**
Starbucks Café employees are friendly.	5.19	Agree
Starbucks Café employees are kind.	5.10	Agree
Starbucks Café employees make customers feel happy.	5.02	Agree
Starbucks Café employees respond to customers request quickly.	5.12	Agree
Starbucks Café employees have a positive interaction with customers.	5.19	Agree
Attributes of Employee Attitude	**Mean**	**Category**
Starbucks Café employees provide professional services.	5.25	Agree
Starbucks Café employees shows a good service attitude.	5.19	Agree
Starbucks Café employees gave customers personal attention	4.90	Agree
Starbucks Café employees were passionate.	5.08	Agree
Starbucks Café employees and gracefully dressed	5.36	Agree

Source: Primary Data (Computed), 2019

Based on the descriptive analysis served in the Table 4.7 above, it can be seen that the average assessment of 235 respondents of Employee Attitude variable was 5.14 and it can be categorized as

"Agree" value. Furthermore, the highest mean among 10 indicators in this variable was the tenth indicator which was "Starbucks Café's employees and gracefully dressed" with the mean of 5.36 and can be considered as "Agree". Meanwhile, the eighth indicator "Starbucks Café's employees gave customers personal attention" was the lowest mean with the value of 4.90 which was still considered as "Agree". Hence, from the result, it can be seen that the respondents' perception toward Employee Attitude was "Agree".

4.2.3 IT Services

The result of descriptive analysis of IT Services can be seen in Table 4.8 as follows**:**

Table 4.8 Descriptive Analysis of IT Services

Attributes of IT Services	**Mean**	**Category**
The wireless Internet service at Starbucks Café is satisfactory.	4.97	Agree
Starbucks Café has good Internet service.	4.94	Agree
Starbucks Café provides high-quality wireless service.	4.85	Agree

Source: Primary Data (Computed), 2019

Based on the descriptive analysis results as presented in Table 4.8, the average assessment of 235 respondents based on IT Services variable was 4.92 and was considered as "Agree". The

highest mean in this variable was the first indicator "The wireless Internet service at Starbucks Café is satisfactory" with the mean of 4.97 and was considered as "Agree". Meanwhile, the lowest mean was the third indicator with the value of 4.85 but still considered as "Agree". From the result, it can be concluded that the respondents' perception toward IT Services was "Agree".

4.2.4. Coffee Quality

The result of descriptive analysis of Coffee Quality can be seen in Table 4.9 as follows**:**

Table 4.9 Descriptive Analysis of Coffee Quality

Atrributes of Coffee Quality	**Mean**	**Category**
The taste of Starbucks coffee is great.	5.15	Agree
Starbucks coffee has a good smell.	5.23	Agree
The smell of Starbucks coffee is pleasant.	5.12	Agree
I like the smell and taste of Starbucks coffee.	5.12	Agree

Source: Primary Data (Computed), 2019

From Table 4.9, it showed that the average assessment of 235 respondents of Coffee Quality variable was 5.15 and it was considered as "Agree". The highest mean of this indicator was the second indicator which was "Starbucks coffee has a good smell" with the mean of 5.23. Meanwhile, the third and the fourth indicators "The smell of Starbucks coffee is pleasant" and "I like the smell and

taste of Starbucks coffee" had the lowest mean with the value of 5.12 and were still considered as "Agree". Hence, it can be concluded that the respondents' perception toward Coffee Quality of Starbucks Café Empire XXI Yogyakarta was "Agree".

4.2.5. Satisfaction

The result of descriptive analysis of Satisfaction can be seen in Table 4.10 as follows**:**

Table 4.10 Descriptive Analysis of Satisfaction

Attributes of Satisfaction	**Mean**	**Category**
I am satisfied with Starbucks Café.	5.13	Agree
Starbucks Café is fulfilling the customer's needs.	5.09	Agree
I am content with Starbucks Café.	5.08	Agree
My choice to visit Starbucks Café is a wise one.	4.71	Agree
I think I did the right thing in visiting Starbucks Café	4.76	Agree
This facility of Starbucks Café is exactly what is needed for spending time.	4.86	Agree
I am pleased with the overall service at Starbucks Café.	5.09	Agree
Spending time at Starbucks Café is a delightful experience.	4.84	Agree
I am completely satisfied with Starbucks Café.	4.88	Agree

Source: Primary Data (Computed), 2019

From Table 4.10, the result of descriptive analysis of satisfaction variable showed that the average assessment of 235 respondents was 4.937 and it was considered as "Agree". The highest mean in this variable was the first indicator "I am satisfied with Starbucks Café" with the mean of 5.13 and was considered as "Agree". Meanwhile, the lowest mean was the fourth indicator "My choice to visit Starbucks Café is a wise one" with 4.71 and was considered as "Agree". From the result, it can be concluded that the respondents' perception toward satisfaction was "Agree".

4.2.6. Loyalty

The result of descriptive analysis of Loyalty can be seen in Table 4.11 as follows**:**

Table 4.11 Descriptive Analysis of Loyalty

Loyalty	**Mean**	**Category**
I am willing to pay more to enjoy coffee at Starbucks Café.	4.21	Rather Agree
I will buy coffee again at Starbucks Café in the next time.	4.82	Agree
I am a loyal customer of Starbucks Café.	3.99	Rather Agree
I do not mind if I recommend Starbucks Café to my friends or others.	4.77	Agree

Source: Primary Data (Computed), 2019

Based on the descriptive analysis as presented in Table 4.11, it showed that the average assessment of 235 respondents of loyalty variable was 4.447 and it was considered as “Rather agree”. Among the four indicators of loyalty, the second indicator which was “I will buy coffee again at Starbucks Café in the next time” had the highest mean with the value of 4.82 and it was considered as “Agree” category. For the indicator with the lowest mean was the third indicator “I am a loyal customer of Starbucks Café” with 3.99 value and it was considered as “Rather agree”. Therefore, the result indicated that the respondents’ perception toward loyalty was “Rather agree”.

4.3. Structural Equation Model (SEM) Analysis

4.3.1. Development Model Based on Theory

The development of the model in this research was based on the concept of data analysis that had been explained in chapter II. In general, the model consisted of independent variables namely AT, EM, IT and CQ (Exogenous Variables). While the mediating variable in this research was SA and for the dependent variable in this research was LO (Endogenous Variables).

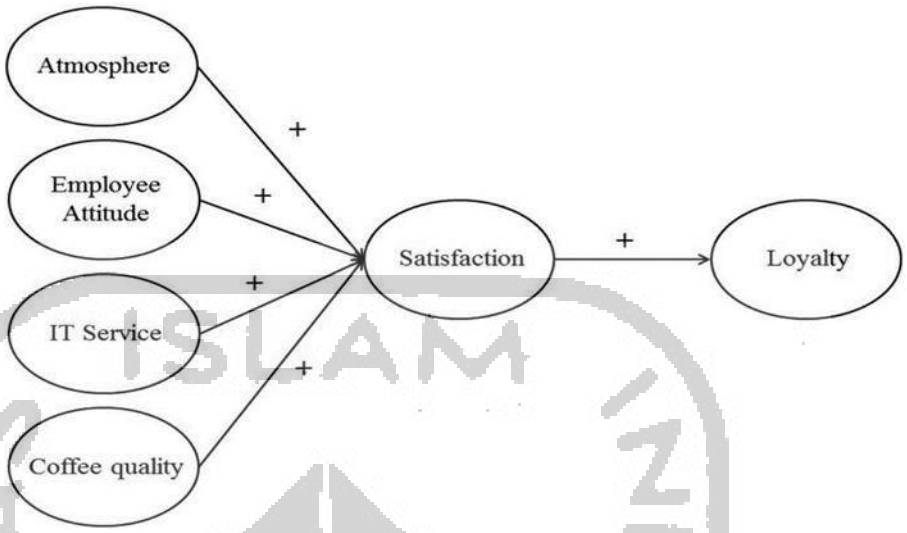
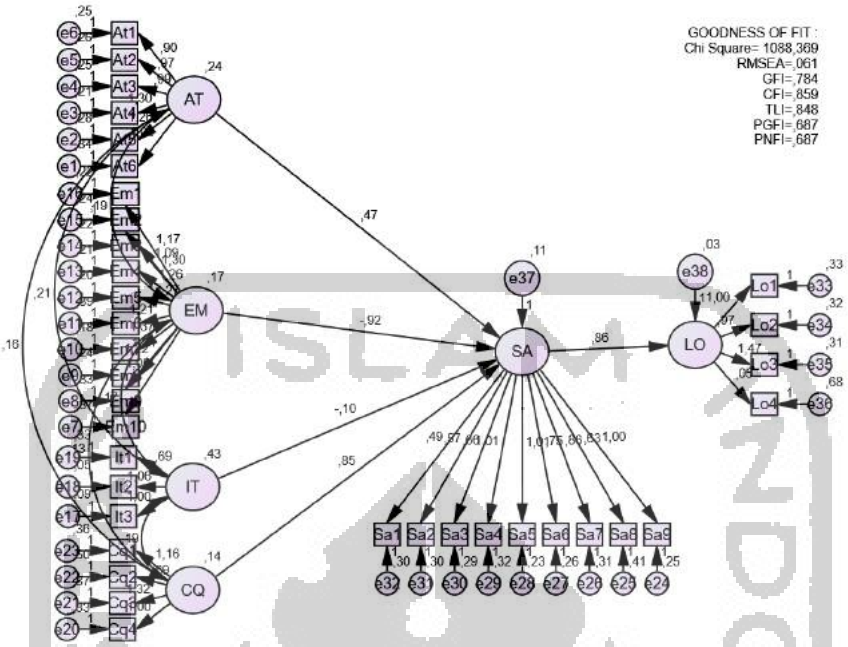


Figure 4.1 Research Framework

4.3.2. Diagram Flow and Structural Equation

The next step is to arrange causality relationships with a path diagram and arrange structural equations. There are 2 things need to be done, namely structuring the structural model, namely by connecting between latent constructs, both endogenous and exogenous, constructing and determining the model, namely connecting endogenous or exogenous land constructs with the indicator or manifest variables.



Source: Primary Data (Computed), 2019

Figure 4.2 Structural Model

4.3.3. Normality Test

The normality of data must be fulfilled so that the data can be further processed for SEM modeling. Testing this multivariate normality is by observing the value of the Critical Ratio (CR) of the data used. If the CR data values are in the range of ± 2.58, the research data can be said to be normal. The normality of the data used in this analysis is as presented in the following table:

Table 4.12 Normality Test Result

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
LO4	1.000	6.000	-1.060	-6.575	0.953	2.955
LO3	1.000	5.000	-.963	-5.977	1.850	5.741
LO2	3.000	5.000	0.015	0.096	-.799	-2.480
LO1	3.000	5.000	-.006	-.034	-.881	-2.732
SA1	3.000	5.000	-.072	-.445	-.417	-1.294
SA2	3.000	5.000	-.044	-.273	-.267	-.828
SA3	3.000	5.000	-.484	-3.000	-.657	-2.037
SA4	3.000	5.000	-.168	-1.043	-.896	-2.778
SA5	3.000	5.000	-.035	-.219	-.428	-1.326
SA6	3.000	5.000	-.094	-.586	-.419	-1.301
SA7	3.000	5.000	-.153	-.948	-.693	-2.151
SA8	3.000	5.000	.190	1.179	-.878	-2.725
SA9	3.000	5.000	-.217	-1.347	-.647	-2.008
CQ1	2.000	5.000	-.694	-4.303	.388	1.205
CQ2	2.000	5.000	-.906	-5.622	.607	1.885
CQ3	2.000	5.000	-.847	-5.257	.413	1.281
CQ4	2.00	5.000	-.636	-3.944	.205	.636
IT1	2.000	5.000	-.527	-3.270	-.305	-.948
IT2	2.000	5.000	-.585	-3.628	.123	.381
IT3	2.000	5.000	-.621	-3.851	.277	.858
EM1	2.000	5.000	-.523	-3.247	-.036	-.111
EM2	2.000	5.000	-.486	-3.017	.002	.005
EM3	2.000	5.000	-.755	-4.687	.335	1.039
EM4	2.000	5.000	-.528	-3.276	-.228	-.707
EM5	2.000	5.000	-.579	-3.593	.390	1.210

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
EM6	2.000	5.000	-1.069	-6.636	.945	2.933
EM7	2.000	5.000	-.742	-4.603	.557	1.727
EM8	2.000	5.000	-.804	-4.987	.312	.969
EM9	2.000	5.000	-.446	-2.767	-.637	-1.975
EM10	2.000	5.000	-.377	-2.338	-.679	-2.107
AT1	2.000	5.000	-.567	-3.520	.032	.101
AT2	2.000	5.000	-.762	-4.730	.465	1.443
AT3	2.000	5.000	-.469	-2.909	-.315	-.976
AT4	2.000	5.000	-.352	-2.184	-.738	-2.290
AT5	2.000	5.000	-.399	-2.473	-.617	-1.913
AT6	2.000	5.000	-.158	-.978	-.742	-2.302
Multivariate					**17.247**	**2.506**

Source: Primary Data (Computed), 2019

The results of the second normality test showed that the multivariate cr value was 2.506 and it was already within the range of + - 2.58. Thus, it can be concluded that the data generated were normally distributed multivariately. However, according to Ghozali (2006), a data with multivariate CR values below 10.000 can still be classified as normally distributed. Hence, the data in this research can be analysed using Structural Equation Modelling (SEM).

4.3.4. Outliers Test

Outliers are observations or data that have unique characteristics that look different from other observations and appear in the form of extreme values, both for a variable and for combination variables. The outliers can be evaluated using an analysis of multivariate outliers based on the Mahalanobis Distance value.

The Mahalanobis Distance test was calculated using the chi-square value of the degree of freedom of 36 indicators at the level of p <0.001 using the formula; X2 (36; 0.001) = 58.619. The results of the analysis of whether there are multivariate outliers can be seen in the table below:

Table 4.13 Outliers Test Result

Observation number	Mahalanobis d-squared	p1	p2
115	54.537	.024	.997
131	53.801	.029	.990
68	53.660	.029	.967
8	52.650	.036	.969
129	52.317	.039	.945

Source: Primary Data (Computed), 2019

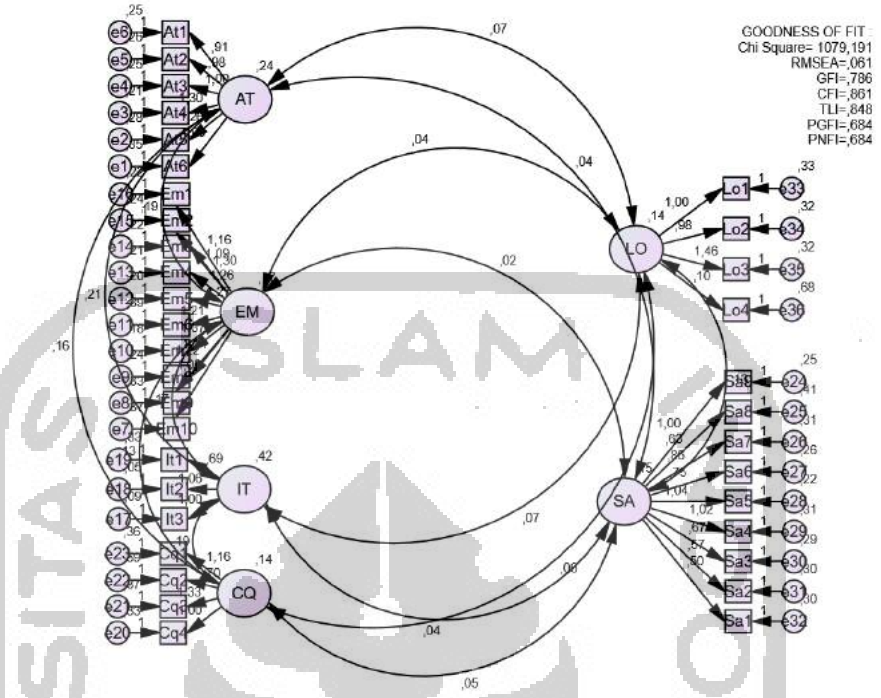
In the outlier test table there was no values of more than 58.619, it can be concluded that there was no outlier in the data.

4.3.5. Confirmatory Factor Analysis

Confirmatory analysis is used to test concepts that are built using several measurable indicators. In the first confirmatory analysis, the loading factor value of each indicator is seen. The loading factor can be used to measure the construct validity in which a questionnaire is said to be valid if the questionnaire question is able to reveal something measured by the questionnaire. According to Hair et al. (2010) the minimum number of loading factor is ≥0.5 or ideally ≥0.7. If there is a value that is still below 0.5, it will be removed from the analysis.

Furthermore, the conformity test of the conformity model is tested using the Goodness of Fit Index. Hair et al. (1998) divided GOFI (Goodness of Fit Index) criteria into 3 types of criteria, namely absolute fit indices, incremental fit indices and parsimony fit indices. Of the three types of GOFIs as a whole there are 25 criteria, but according to Hair et al. (2010) in the SEM-Amos analysis, it does not require all criteria to be met, 4-5 criteria are sufficient provided. There are criteria that represent the three types of GOFI criteria.

In this research, 2 criteria were taken from each type of GOFI, namely GFI and RMSEA represented absolute fit indices, CFI and TLI represented incremental fit indices then PGFI and PNFI represented parsimony fit indices. The confirmatory analysis results are as follows:



Source: Primary Data (Computed), 2019

Figure 4.3 Confirmatory Analysis Model

From the results of the analysis, the loading factors of each indicator can be seen as follows:

Table 4.14 Loading Factors Result

			Estimate
AT6	<---	AT	.645
AT5	<---	AT	.762
AT4	<---	AT	.815
AT3	<---	AT	.700
AT2	<---	AT	.684
AT1	<---	AT	.665
EM10	<---	EM	.559

			Estimate
EM9	<---	EM	.659
EM8	<---	EM	.749
EM7	<---	EM	.795
EM6	<---	EM	.624
EM5	<---	EM	.764
EM4	<---	EM	.747
EM3	<---	EM	.752
EM2	<---	EM	.675
EM1	<---	EM	.716
IT3	<---	IT	.908
IT2	<---	IT	.949
IT1	<---	IT	.616
CQ4	<---	CQ	.552
CQ3	<---	CQ	.635
CQ2	<---	CQ	.320
CQ1	<---	CQ	.589
SA9	<---	SA	.621
SA8	<---	SA	.363
SA7	<---	SA	.521
SA6	<---	SA	.497
SA5	<---	SA	.638
SA4	<---	SA	.578
SA3	<---	SA	.433
SA2	<---	SA	.378
SA1	<---	SA	.333
LO1	<---	LO	.544
LO2	<---	LO	.540

			Estimate
LO3	<---	LO	.698
LO4	<---	LO	.023

Source: Primary Data (Computed), 2019

From the results of the analysis, it was the exogenous variable there were still several indicators whose loading factor values had not reached 0.5, namely CQ2, SA6, SA3, SA2, SA1 and LO4. Thus, these indicators must be excluded from the research.

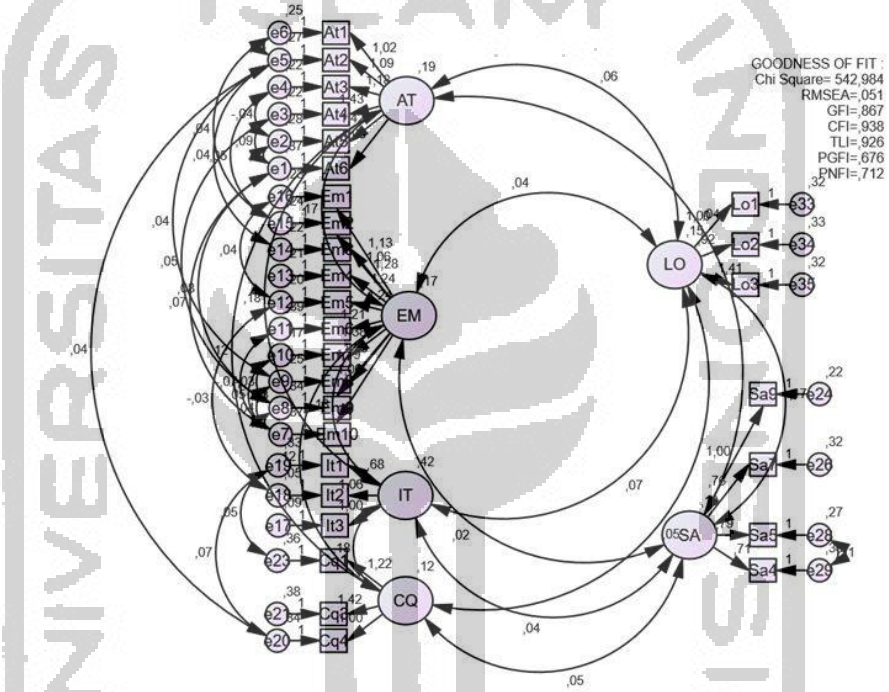
Next, a confirmatory analysis goodness of fit test was carried out with the following results:

Table 4.15 Goodness of Fit Test Result

Fit Indeks	GOF	Criteria	Cut-off value	Description
Absolute Indeks	Chi Square	Small	1079.191	Not Fit
	RMSEA	≤ 0.08	0.061	Fit
	GFI	≥ 0.90	0.786	Not fit
Incremental Indeks	TLI	≥ 0.90	0.861	Fit
	CFI	≥ 0.90	0.848	Marginal fit
Parsimony Indeks	PGFI	≥ 0.60	0.684	Marginal fit
	PNFI	≥ 0.60	0.684	Fit

Source: Primary Data (Computed), 2019

From the results of the goodness of fit test, it appears that there were some criteria that were not met. Thus, the model needs to be modified by referring to the *modification indices* and must eliminate several indicators namely CQ2, SA6, SA3, SA2, SA1 and LO4. The new model modification is as follows:



Source: Primary Data (Computed), 2019

Figure 4.4 Model Modification

After the modification, the loading factor for each indicator was also changed as shows in Table 4.16 below:

Table 4.16 Modified Loading Factors

			Estimate
SA	<---	AT	.588
SA	<---	EM	-.962

			Estimate
SA	<---	IT	-.165
SA	<---	CQ	.815
LO	<---	SA	.902
AT6	<---	AT	.645
AT5	<---	AT	.762
AT4	<---	AT	.815
AT3	<---	AT	.700
AT2	<---	AT	.684
AT1	<---	AT	.665
EM10	<---	EM	.559
EM9	<---	EM	.659
EM8	<---	EM	.749
EM7	<---	EM	.795
EM6	<---	EM	.624
EM5	<---	EM	.764
EM4	<---	EM	.747
EM3	<---	EM	.752
EM2	<---	EM	.675
EM1	<---	EM	.716
IT3	<---	IT	.908
IT2	<---	IT	.949
IT1	<---	IT	.616
CQ4	<---	CQ	.552
CQ3	<---	CQ	.635
CQ1	<---	CQ	.589
SA9	<---	SA	.621
SA8	<---	SA	.363

			Estimate
SA7	<---	SA	.521
SA5	<---	SA	.638
SA4	<---	SA	.578
LO1	<---	LO	.544
LO2	<---	LO	.540
LO3	<---	LO	.698

Source: Primary Data (Computed), 2019

From the data above, it can be seen that the loading factor value for each indicator was above 0.5. Thus, it can be concluded that all questions used to measure variables in this research were valid. The goodness of fit test results of the new model had also been stated to be appropriate because all the criteria had been met except probability, but it did not affect the goodness of fit test. The table of goodness of fit test results is as follows:

Table 4.17 Modified Goodness Fit Test Result

Fit Indeks	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Indeks	Chi Square	Small	542.984	Fit
	RMSEA	0.08	0.051	Fit
	GFI	0.90	0.867	Marginal Fit
Incremental Indeks	TLI	0.90	0.938	Fit
	CFI	0.90	0.926	Fit
Parsimony Indeks	PGFI	0.60	0.676	Fit
	PNFI	0.60	0.712	Fit

Source: Primary Data (Computed), 2019

4.3.6. Reliability Test

The reliability coefficient ranges from 0-1. The higher the coefficient (close to number 1), the more reliable the measuring instrument. Constructive reliability is good if the construct reliability value > 0.7 and the extracted variance value > 0.5 (Yamin & Kurniawan, 2009).

The formula for calculating construct reliability is as follows:

$$Construct\ Reliability = \frac{(\sum loading\ baku)^2}{(\sum loading\ baku)^2 + \sum ej}$$

Whereas the formula for calculating extracted variance is as follows:

$$Variance\ Extracted = \frac{\sum(loading\ baku)^2}{\sum(loading\ baku)^2 + \sum e_j}$$

From the calculation results, the following results are obtained:

Table 4.18 Reliability Test Result

Variabel	Indikator	Loading Standar	Loading^2 Standar	Measurement Error	CR
AT6	0.645	0.416025	0.583975	0.9	0.5
AT5	0.762	0.580644	0.419356		
AT4	0.815	0.664225	0.335775		
AT3	0.7	0.49	0.51		
AT2	0.684	0.467856	0.532144		
AT1	0.665	0.442225	0.557775		
18.24144	**4.271**	**3.060975**	**2.939025**		
EM10	0.559	0.312481	0.687519	0.9	0.5
EM9	0.659	0.434281	0.565719		
EM8	0.749	0.561001	0.438999		
EM7	0.795	0.632025	0.367975		
EM6	0.624	0.389376	0.610624		
EM5	0.764	0.583696	0.416304		
EM4	0.747	0.558009	0.441991		
EM3	0.752	0.565504	0.434496		
EM2	0.675	0.455625	0.544375		
EM1	0.716	0.512656	0.487344		
49.5616	**7.04**	**5.004654**	**4.995346**		
IT3	0.908	0.824464	0.175536	0.9	0.7
IT2	0.949	0.900601	0.099399		
IT1	0.616	0.379456	0.620544		
6.115729	**2.473**	**2.104521**	**0.895479**		
CQ4	0.552	0.304704	0.695296	0.6	0.4
CQ3	0.635	0.403225	0.596775		
CQ1	0.589	0.346921	0.653079		
3.154176	**1.776**	**1.05485**	**1.94515**		

Variabel	Indikator	Standar Loading	Standar Loading^2	Measurement Error	CR
SA9	0.621	0.385641	0.614359	0.7	0.5
SA7	0.521	0.271441	0.728559		
SA5	0.638	0.407044	0.592956		
SA4	0.578	0.334084	0.665916		
5.560164	**2.358**	**1.39821**	**2.60179**		
LO1	0.544	0.295936	0.704064	0.6	0.4
LO2	0.54	0.2916	0.7084		
LO3	0.698	0.487204	0.512796		
3.175524	**1.782**	**1.07474**	**1.92526**		

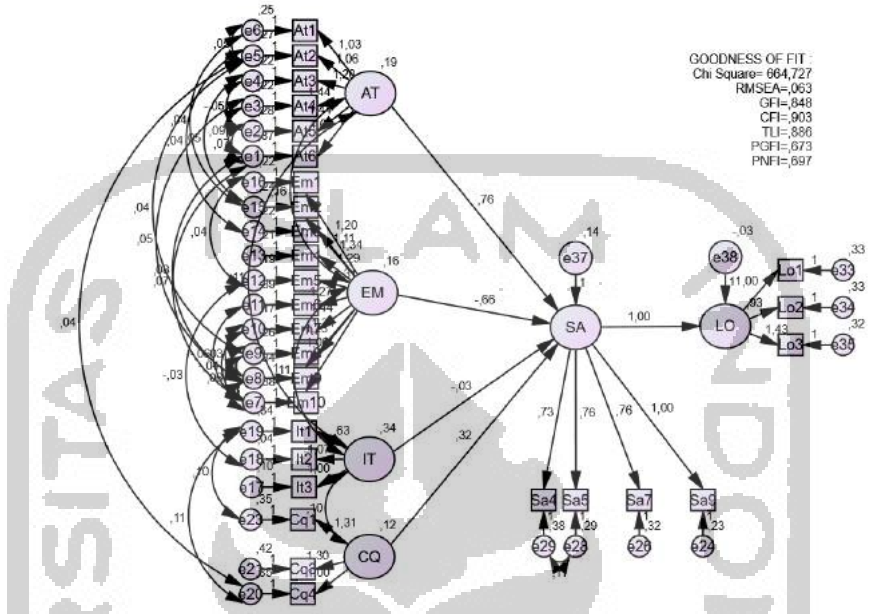
Source: Primary Data (Computed), 2019

From the table above, it can be seen that the construct reliability of all variables had shown ≥ 0.7. As for the variance extracted in this research, each variable also had a value above 0.5. Except CQ and LO which still had a VE value of 0.4, but according to Hatcher in Longino (2007), variance extracted testing is conservative, reliability is acceptable even if the extracted variance is less than 0.50. Thus, it can be concluded that the questionnaire used in this research was declared reliable.

4.4. Model Modification and Complete Goodness-of-Fit Criteria

The fit test of the research model was used to measure how good the level of goodness of fit of the research model. The goodness of fit test results had been explained in the confirmatory analysis and were known from all the goodness of fit criteria. Thus, all criteria had been met by this research model.

The path analysis model after modification based on the modification index of this research is as follows:



Source: Primary Data (Computed), 2019

Figure 4.5 Final Research Model

The complete Goodness of Fit model test results are as follow:

Table 4.19 Complete Goodness of Fit Model

Fit Indeks	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Indeks	Chi Square	Small	664.727	Fit
	RMSEA	0.08	0.074	Fit
	GFI	0.90	0.821	Marginal fit
Incremental Indeks	TLI	0.90	0.861	Marginal Fit
	CFI	0.90	0.843	Marginal Fit
Parsimony Indeks	PGFI	0.60	0.682	Fit
	PNFI	0.60	0.692	Fit

Source: Primary Data (Computed), 2019

4.5. Hypothesis Testing

The next analysis is the Structural Equation Model (SEM) analysis in full model to test the hypotheses developed in this research. The regression weight test results in this research are as follow:

Table 4.20 Data of Hypothesis testing

Hypothesis				Estimate	S.E.	C.R.	P	Description
H1	SA	<---	AT	0.758	0.296	2.560	0.010	Supported
H2	SA	<---	EM	-0.657	0.313	-2.097	0.036	Not Supported
H3	SA	<---	IT	-0.026	0.088	-0.297	0.767	Not Supported
H4	SA	<---	CQ	0.323	0.164	1.973	0.048	Supported
H5	LO	<---	SA	1.000	0.158	6.344	***	Supported

Source: Primary Data (Computed), 2019

To see the influence among variables, it can be done by looking at the value of the Critical Ratio (CR) and the probability value (P) from the results of data processing. If the test results showed CR values above 1.96 and probability values (P) below 0.05 / 5%, the result will be significant. As for more, the description of the result is described in several points below.

a. AT had **positive and significant** effect on SA. These results were proven from the CR value that was 2.560 (above 1.96) and the P-value that was 0.010 (below 0.05). Thus, hypothesis 1 **was accepted.**

b. EM had **negative and significant** effect on SA. These results were proven from the CR value which was -2.096 (below 1.96) and the P-value that was 0.036 (below 0.05). Thus, hypothesis 2 was **NOT accepted.**

c. IT had **negative and insignificant** effect on SA. These results were proven from the CR value that was -0.297 (below 1.96) and the P-value that was 0.767 (above 0.05). Thus, hypothesis 3 was **NOT accepted.**

d. CQ had **positive and significant** effect on SA. These results were proven from the CR value that was 1.973 (above 1.96) and the P-value that was 0.048 (below 0.05). Thus, hypothesis 4 **was accepted.**

e. SA had **positive and significant** effect on LO. These results were proven from the CR value that was 6.344 (above 1.96) and the P-value that was 0.000 (below 0.05). Thus, hypothesis 5 **was accepted.**

4.6. Result Discussions

4.6.1. The Influence of Atmosphere on Customer Satisfaction.

The result of the research analysis indicated that the Atmosphere had a positive and significant effect on consumer satisfaction in coffee shops. This was proven based on data processing, it is known that CR value that was 2.560 and the P-value that was 0.010. These results indicated that the CR value was above 1.96 and the P-value was below 0.05. Therefore, it can be concluded that the atmosphere had a positive and significant effect on satisfaction.

According to Han et al. (2009), Han &Ryu (2009), Kang, Tang, Lee, &Bosselman (2012), Ryu et al (2012) and Tsaur et al (2015), "coziness" and "comfort" as a state of physical relaxation in the atmosphere and it provides customers with familiarity comfort to create satisfaction in the hospitality idea. According to Ha & Jang (2010), Heung &Gu (2012), Tripathi& Dave (2014), Han & Hwang (2015), Han &Hyun (2017) and Han et al (2012), the effects of "atmosphere" inside the tourism industry domain and feature advised that feelings of comfort from the environment are in all likelihood to generate an experience of satisfaction.

4.6.2. The Influence of Employee Attitude on Costumer's Satisfaction

According to Kim and Ok (2010), positive employee attitude builds rapport with the customer, which is associated with satisfaction. Similarly, according to Hwang and Ok (2013), casual and fine dining restaurants, outcomes (e.g., customer satisfaction and favorable behavioral intention) are determined by the interaction between customers and employees. However, surprisingly, the result of the research analysis indicated that the employee attitude had a negative and significant effect on consumer's satisfaction. There might be several factors in real coffee shop business practices why this hypothesis was disapproved.

Based on this research data processing, it is known that the CR value was -2.096 and the P-value was 0.036. These results indicated that the

CR value was negative and the P-value was below 0.05. Therefore, it can be concluded that employee attitude had a negative and significant effect on satisfaction. According to Jeon, Hoseong & Choi, Beomjoon (2012), Employee satisfaction and customer satisfaction may have different antecedent variables. Customer satisfaction may be determined depending on interaction with employees and emotional bonding or connection during the interaction, whereas employee satisfaction seems to be less affected by customer satisfaction. Perhaps, employees perceive that customer evaluations are not relevant to their job satisfaction. Thus, customer satisfaction may not be critical in forming job satisfaction.

4.6.3. The Influence of IT Services on Customer's Satisfaction

Previously, according to Brochado, Rita, &Margarido (2016), Bulut, Demirbas, &Ferhatosmanoglu (2015), Efimov&Whalley (2004), Hampton & Gupta (2008), Honack&Waikar (2017), Liu (2009) and Yang & Jun (2002), free Internet service had become an important element that can improve service quality. According to Kim, Park, and Jeong (2004), in Korean hospitality service customers, found a positive impact of wireless Internet service on the level of customer satisfaction. However, surprisingly, the result of the research analysis indicated that IT Services had a negative and insignificant effect on consumer satisfaction. There might be several factors in real coffee shop business practices why this hypothesis was disapproved.

Based on this research data processing, it is noted that the CR value was -0.297 and the P-value was 0.767. These results indicated that the CR value was negative and the P-value was above 0.05. Therefore, it can be concluded that IT Services had a negative and not significant effect on Satisfaction. According to Cobanoglu, Cihan & Berezina (2011), Comfort technologies appear to no direct impact on guest overall satisfaction. Not all customers need technological amenetic additional like Wifi, or scan pay etc., it is just quality of life service which not everyone needs. Thus, to be concluded, IT Services does not make customer satisfied, but will be a competitive advantage compared to other competitors.

4.6.4. The Influence of Coffee Quality on Customer's Satisfaction

The result of the research analysis indicated that the Coffe Quality in the Coffee Shop had a positive and significant effect on customer satisfaction. According to Chen &Hu (2010), Dorn, Messner, &Wänke (2016), Ha & Jang (2010), Han&Hyun (2017) and Namkung& Jang (2007), food quality is the most significant element in the food service business. According to Ha & Jang (2010), a full-service restaurant by Tsaur et al (2015) and a hotel restaurant by Han & Hyun (2017), in an ethnic restaurant, found positively significant association between satisfaction and food quality.

Based on the processing of this research data, it is known that the CR value was 1.973 and the P-value was 0.048. These results indicated

that the CR value was above 1.96 and the P-value was below 0.05. Therefore, it can be concluded that Coffee Quality had a positive and significant effect on Satisfaction.

4.6.5. The Influence of Customer's Satisfaction on Customer's Loyalty

The result of the research analysis indicated that the costumer's satisfaction had a positive and significant effect on the customer's loyalty. Experts argue that customer satisfaction plays an important role in increasing "customer loyalty" because positive psychological states are more likely to produce positive reactions such as word of mouth, repurchase intentions, and willingness to pay.

According to Ryu et al (2008), a family restaurant by Jung & Yoon (2013) and a hotel restaurant by (Han & Hyun (2017), customer satisfaction positively affects loyalty behavior in the case of a fast-casual restaurant.

Based on the processing of this research data, it is known that the CR value was 6.344 and the P-value was 0.000. These results indicated that the CR value was above 1.96 and the P-value was below 0.05. Therefore, it can be concluded that Satisfaction had a significant effect on Loyalty.