



## LAMPIRAN 1

### PRA KUESIONER

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Hak cipta milik IBIKKG (Institut Bisnis dan Informatika Kwik Kian Gie)

Insitut Bisnis dan Informatika Kwik Kian Gie

Dengan Hormat,

Kepada Saudara/I responden, saya Angellina mahasiswi Kwik Kian Gie School Of Business

yang sedang melakukan penelitian untuk menyusun skripsi mengenai “ Pengaruh Kepuasan

Pelanggan Terhadap Loyalitas Pelanggan Bubble tea Chatime di Mall Artha Gading, Jakarta

Utara. Oleh karena itu, saya memohon bantuan saudara/i untuk mengisi pertanyaan-

pertanyaan yang diajukan berikut ini. Atas perhatian dan kerjasamanya saya ucapkan terima

kasih.

Petunjuk Berilah tanda (X) pada jawaban yang anda pilih.

Keterangan :

STS : Sangat Tidak Setuju

S : Setuju

TS : Tidak Setuju

SS : Sangat Setuju

RR : Ragu-ragu

Apakah anda pernah membeli dan mengkonsumsi produk bubble tea dengan merek Chatime

di Mall Artha Gading, Jakarta Utara.

a. Ya

b. Tidak



## I. Kepuasan Pelanggan

### 1. Dimensi Kualitas Produk

| No.                                    | Pernyataan                                                                                | Jawaban |    |    |   |    |
|----------------------------------------|-------------------------------------------------------------------------------------------|---------|----|----|---|----|
|                                        |                                                                                           | STS     | TS | RR | S | SS |
| Mutu Kinerja ( <i>Performance</i> )    |                                                                                           |         |    |    |   |    |
| 1.                                     | Saya puas karena bubble tea Chatime dapat menghilangkan rasa haus                         |         |    |    |   |    |
| 2.                                     | Saya puas karena varian rasa Chatime lebih beragam dibanding merek lain                   |         |    |    |   |    |
| 3.                                     | Saya puas karena produk Chatime memiliki rasa yang enak, dan sesuai dengan selera         |         |    |    |   |    |
| Daya Tahan ( <i>Durability</i> )       |                                                                                           |         |    |    |   |    |
| 4.                                     | Saya puas karena bubble tea Chatime yang dibawa pulang rasanya tidak berubah              |         |    |    |   |    |
| 5.                                     | Saya puas karena rasa bubble tea Chatime pada saat akan dikonsumsi selalu baik            |         |    |    |   |    |
| 6.                                     | Saya puas karena standar rasa Chatime yang selalu baik dan tidak pernah berubah           |         |    |    |   |    |
| Keistimewaan ( <i>Feature</i> )        |                                                                                           |         |    |    |   |    |
| 7.                                     | Saya puas karena pilihan <i>topping</i> yang ditawarkan Chatime yang bervariasi           |         |    |    |   |    |
| 8.                                     | Saya puas karena standar kualitas bahan Chatime yang selalu baik dan tidak pernah berubah |         |    |    |   |    |
| Keandalan ( <i>Reliability</i> )       |                                                                                           |         |    |    |   |    |
| 9.                                     | Saya puas karena rasa yang ditawarkan Chatime karena rasanya selalu sama di setiap outlet |         |    |    |   |    |
| 10.                                    | Saya puas karena rasa minuman Chatime selalu enak                                         |         |    |    |   |    |
| Mutu Kesesuaian ( <i>Conformance</i> ) |                                                                                           |         |    |    |   |    |
| 11.                                    | Saya puas karena rasa Chatime yang tidak berubah dari waktu ke waktu                      |         |    |    |   |    |
| 12.                                    | Saya puas karena kualitas bubble tea Chatime yang sesuai dengan standart yang ditentukan  |         |    |    |   |    |

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| Design |                                                             |  |  |  |  |
|--------|-------------------------------------------------------------|--|--|--|--|
| 13.    | Saya puas karena tampilan produk Chatime yang menarik       |  |  |  |  |
| 14.    | Saya puas karena desain kemasan produk Chatime yang menarik |  |  |  |  |
| 15.    | Saya puas karena kemasan produk Chatime yang mudah dibawa   |  |  |  |  |

## 2. Dimensi Harga

| No.                          | Pernyataan                                                                  | Jawaban |    |    |   |    |
|------------------------------|-----------------------------------------------------------------------------|---------|----|----|---|----|
|                              |                                                                             | STS     | TS | RR | S | SS |
| Discount atau potongan harga |                                                                             |         |    |    |   |    |
| 16.                          | Saya puas karena adanya promosi (kakao talk) yang diadakan Chatime          |         |    |    |   |    |
| Harga terjangkau             |                                                                             |         |    |    |   |    |
| 17.                          | Saya puas karena harga produk Chatime yang relatif terjangkau bagi konsumen |         |    |    |   |    |
| Harga yang kompetitif        |                                                                             |         |    |    |   |    |
| 18.                          | Harga bubble tea Chatime bersaing dengan produk bubble tea lain             |         |    |    |   |    |

## 3. Dimensi Kualitas Layanan

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| No.                       | Pernyataan                                                        | Jawaban |    |    |   |    |
|---------------------------|-------------------------------------------------------------------|---------|----|----|---|----|
|                           |                                                                   | STS     | TS | RR | S | SS |
| Nyata ( <i>Tangible</i> ) |                                                                   |         |    |    |   |    |
| 19.                       | Saya puas karena tempat yang disediakan Chatime nyaman dan bersih |         |    |    |   |    |
| 20.                       | Saya puas karena penampilan atau kerapihan karyawan Chatime       |         |    |    |   |    |



| Kehandalan ( <i>Reliability</i> )      |                                                                                                 |  |  |  |  |
|----------------------------------------|-------------------------------------------------------------------------------------------------|--|--|--|--|
| 21.                                    | Saya puas karena kemampuan karyawan Chatime dalam memberikan layanan yang sesuai                |  |  |  |  |
| 22.                                    | Saya puas karena ketepatan waktu karyawan dalam menyajikan pesanan                              |  |  |  |  |
| Daya Tanggap ( <i>Responsiveness</i> ) |                                                                                                 |  |  |  |  |
| 23.                                    | Saya puas karena kecepatan karyawan Chatime dalam menangani keluhan konsumen                    |  |  |  |  |
| 24.                                    | Saya puas karena daya tanggap karyawan dalam melayani permintaan konsumen                       |  |  |  |  |
| Jaminan ( <i>Assurance</i> )           |                                                                                                 |  |  |  |  |
| 25.                                    | Saya puas karena keterampilan dan pengetahuan karyawan Chatime dalam menjawab setiap pertanyaan |  |  |  |  |
| 26.                                    | Saya puas karena kesopanan dan keramahan karyawan Chatime                                       |  |  |  |  |

4. Faktor emosional

| No.             | Pernyataan                                                                                                                                            | Jawaban |    |    |   |    |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----|----|---|----|
|                 |                                                                                                                                                       | STS     | TS | RR | S | SS |
| Self expressive |                                                                                                                                                       |         |    |    |   |    |
| 27.             | Saya puas dan bangga membeli produk Chatime karena bubble tea Chatime sebagai symbol gaya hidup bagi anak muda                                        |         |    |    |   |    |
| Brand Image     |                                                                                                                                                       |         |    |    |   |    |
| 28.             | Saya puas dengan bubble tea Chatime karena telah dikenal dan memiliki <i>brand image</i> yang baik oleh masyarakat luas terutama dikalangan anak muda |         |    |    |   |    |

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## 5. Dimensi Biaya dan Kemudahan

| No.                 | Pernyataan                                                                                    | Jawaban |    |    |   |    |
|---------------------|-----------------------------------------------------------------------------------------------|---------|----|----|---|----|
|                     |                                                                                               | STS     | TS | RR | S | SS |
| Biaya dan Kemudahan |                                                                                               |         |    |    |   |    |
| 29.                 | Saya puas karena mudah untuk membeli produk Chatime, outlet Chatime yang berada di mana-mana  |         |    |    |   |    |
| 30.                 | Saya puas karena untuk membeli Chatime tidak memerlukan banyak waktu (tidak menunggu panjang) |         |    |    |   |    |

## II. Loyalitas Pelanggan

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| No.                                            | Pernyataan                                                                                                                     | Jawaban |    |    |   |    |
|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|---------|----|----|---|----|
|                                                |                                                                                                                                | STS     | TS | RR | S | SS |
| Melakukan pembelian berulang yang teratur      |                                                                                                                                |         |    |    |   |    |
| 31.                                            | Saya akan melakukan pembelian berulang terhadap Chatime dengan menggunakan member card karena banyak keuntungan yang dirasakan |         |    |    |   |    |
| 32.                                            | Saya Selalu ingin membeli di bubble tea Chatime karena cocok dengan selera                                                     |         |    |    |   |    |
| Pembelian antar lini produk dan jasa           |                                                                                                                                |         |    |    |   |    |
| 33.                                            | Saya akan membeli produk baru yang di keluarkan oleh Chatime                                                                   |         |    |    |   |    |
| 34.                                            | Saya akan mengunjungi outlet atau gerai yang baru di buka oleh Chatime (cabang baru)                                           |         |    |    |   |    |
| Menunjukkan kekebalan terhadap tarikan pesaing |                                                                                                                                |         |    |    |   |    |
| 35.                                            | Saya tetap membeli di bubble tea Chatime walaupun ada tawaran yang lebih menarik dari bubble tea sejenis di lokasi yang sama   |         |    |    |   |    |



|                                         |                                                                                                       |  |  |  |  |  |
|-----------------------------------------|-------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 36.                                     | Tetap membeli Chatime walaupun ada bubble tea sejenis yang harganya lebih murah dibandingkan Chatime. |  |  |  |  |  |
| <b>Mereferensikan kepada orang lain</b> |                                                                                                       |  |  |  |  |  |
| 37.                                     | Saya akan Memberikan rekomendasi positif tentang produk Chatime kepada orang lain                     |  |  |  |  |  |
| 38.                                     | Saya akan mengajak orang lain untuk datang bersama ke outlet Chatime                                  |  |  |  |  |  |

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## Variabel Kepuasan Pelanggan

|       |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|-----|-----|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|---|
| K P 1 | K P 2 | K P 3 | K P 4 | K P 5 | K P 6 | K P 7 | K P 8 | K P 9 | K P 10 | K P 11 | K P 12 | K P 13 | K P 14 | K P 15 | H 1 | H 2 | H 3 | K L 1 | K L 2 | K L 3 | K L 4 | K L 5 | K L 6 | K L 7 | K L 8 | F E 1 | F E 2 | B K 1 | B K 2 | K P 16 |   |
|       |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        | 1 |
|       |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        | 2 |
|       |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        | 3 |
|       |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        | 4 |
|       |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        | 5 |
|       |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        | 6 |
|       |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        | 7 |
|       |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        | 8 |
|       |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        | 9 |
| 10    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 11    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 12    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 13    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 14    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 15    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 16    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 17    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 18    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 19    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 20    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 21    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 22    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 23    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 24    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 25    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 26    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 27    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 28    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 29    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 30    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 31    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 32    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 33    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 34    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 35    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 36    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 37    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 38    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 39    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 40    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 41    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 42    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 43    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 44    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 45    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 46    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 47    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 48    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 49    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 50    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 51    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 52    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 53    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 54    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 55    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 56    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 57    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 58    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 59    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 60    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 61    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 62    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 63    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 64    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 65    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 66    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 67    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 68    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 69    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 70    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 71    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 72    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 73    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 74    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 75    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 76    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 77    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 78    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 79    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 80    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 81    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 82    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 83    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 84    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 85    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 86    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 87    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 88    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 89    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 90    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 91    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 92    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 93    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 94    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 95    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 96    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 97    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 98    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 99    |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |
| 100   |       |       |       |       |       |       |       |       |        |        |        |        |        |        |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |        |   |



|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 |
| 8 | 4 | 4 | 4 | 3 | 2 | 2 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 2 | 4 | 3 | 4 | 4 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 0 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 |
| 1 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 2 | 3 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 4 | 2 |
| 3 | 2 | 2 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 2 | 4 |
| 4 | 2 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 2 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 6 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 7 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 |

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### Variabel Loyalitas Pelanggan

| No. | LP1 | LP2 | LP3 | LP4 | LP5 | LP6 | LP7 | LP8 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1   | 5   | 5   | 2   | 1   | 4   | 4   | 4   | 4   |
| 2   | 3   | 2   | 2   | 2   | 3   | 3   | 3   | 3   |
| 3   | 3   | 4   | 3   | 3   | 4   | 4   | 4   | 4   |
| 4   | 3   | 3   | 3   | 3   | 2   | 2   | 3   | 3   |
| 5   | 4   | 4   | 4   | 3   | 2   | 2   | 4   | 4   |
| 6   | 4   | 3   | 4   | 3   | 3   | 3   | 4   | 4   |
| 7   | 4   | 3   | 3   | 3   | 3   | 3   | 4   | 4   |
| 8   | 4   | 3   | 3   | 3   | 3   | 3   | 4   | 4   |
| 9   | 4   | 3   | 4   | 4   | 3   | 3   | 4   | 3   |
| 10  | 2   | 3   | 2   | 2   | 1   | 1   | 3   | 3   |
| 11  | 2   | 3   | 2   | 2   | 2   | 2   | 3   | 3   |
| 12  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| 13  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   |
| 14  | 4   | 4   | 2   | 1   | 3   | 4   | 4   | 4   |
| 15  | 3   | 4   | 3   | 3   | 3   | 3   | 4   | 4   |
| 16  | 4   | 4   | 3   | 4   | 3   | 3   | 4   | 4   |
| 17  | 4   | 4   | 4   | 3   | 3   | 3   | 4   | 3   |
| 18  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| 19  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   |
| 20  | 3   | 4   | 3   | 2   | 2   | 2   | 4   | 4   |
| 21  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| 22  | 3   | 4   | 3   | 3   | 3   | 3   | 3   | 3   |
| 23  | 4   | 3   | 4   | 3   | 3   | 4   | 4   | 5   |
| 24  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| 25  | 1   | 4   | 2   | 2   | 2   | 2   | 3   | 3   |
| 26  | 3   | 4   | 3   | 3   | 4   | 4   | 4   | 3   |
| 27  | 4   | 4   | 4   | 2   | 4   | 4   | 4   | 4   |
| 28  | 4   | 4   | 4   | 3   | 4   | 4   | 4   | 4   |
| 29  | 4   | 3   | 3   | 3   | 3   | 3   | 4   | 4   |
| 30  | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   |

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### LAMPIRAN 3

#### Uji Validitas dan Reliabilitas Variabel Kepuasan Pelanggan (Dimensi Kualitas Produk)

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#### 1. Uji Validitas

1. Hak Cipta Dilindungi Undang-Undang

| Item-Total Statistics |                            |                                |                                  |                                  |
|-----------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
|                       | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KP1                   | 53.63                      | 26.792                         | .429                             | .866                             |
| KP2                   | 53.80                      | 24.441                         | .649                             | .854                             |
| KP3                   | 53.70                      | 25.390                         | .677                             | .854                             |
| KP4                   | 54.10                      | 28.990                         | .095                             | .880                             |
| KP5                   | 53.80                      | 26.993                         | .532                             | .862                             |
| KP6                   | 53.73                      | 27.651                         | .452                             | .865                             |
| KP7                   | 53.57                      | 25.357                         | .609                             | .857                             |
| KP8                   | 53.63                      | 27.413                         | .535                             | .862                             |
| KP9                   | 53.80                      | 27.338                         | .344                             | .870                             |
| KP10                  | 53.77                      | 24.875                         | .600                             | .857                             |
| KP11                  | 53.83                      | 26.902                         | .525                             | .862                             |
| KP12                  | 53.70                      | 26.838                         | .569                             | .860                             |
| KP13                  | 53.80                      | 23.200                         | .835                             | .842                             |
| KP14                  | 53.90                      | 25.403                         | .521                             | .862                             |
| KP15                  | 53.63                      | 26.792                         | .429                             | .866                             |

#### 2. Uji Reliabilitas

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .870                   | 15         |

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
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## Uji Validitas dan Reliabilitas

### Variabel Kepuasan Pelanggan

(Dimensi Kualitas Produk kedua)



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2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.

Item-Total Statistics

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| KP1  | 50.13                      | 25.775                         | .454                             | .876                             |
| KP2  | 50.30                      | 23.666                         | .641                             | .867                             |
| KP3  | 50.20                      | 24.648                         | .659                             | .867                             |
| KP5  | 50.30                      | 26.217                         | .512                             | .874                             |
| KP6  | 50.23                      | 26.806                         | .444                             | .877                             |
| KP7  | 50.07                      | 24.478                         | .614                             | .868                             |
| KP8  | 50.13                      | 26.602                         | .519                             | .874                             |
| KP9  | 50.30                      | 26.562                         | .327                             | .882                             |
| KP10 | 50.27                      | 24.133                         | .586                             | .870                             |
| KP11 | 50.33                      | 25.954                         | .542                             | .873                             |
| KP12 | 50.20                      | 25.890                         | .587                             | .871                             |
| KP13 | 50.30                      | 22.286                         | .852                             | .854                             |
| KP14 | 50.40                      | 24.317                         | .556                             | .872                             |
| KP15 | 50.13                      | 25.844                         | .443                             | .877                             |

## 2. Uji Reliabilitas

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .880             | 14         |



## Uji Validitas dan Reliabilitas

### Variabel Kepuasan Pelanggan

#### (Dimensi Kualitas Produk ketiga)



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#### 1. Uji Validitas

Item-Total Statistics

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| KP1  | 46.33                      | 23.471                         | .455                             | .879                             |
| KP2  | 46.50                      | 21.362                         | .657                             | .869                             |
| KP3  | 46.40                      | 22.386                         | .662                             | .869                             |
| KP4  | 46.50                      | 23.983                         | .494                             | .877                             |
| KP5  | 46.43                      | 24.530                         | .429                             | .880                             |
| KP6  | 46.27                      | 22.202                         | .621                             | .871                             |
| KP7  | 46.33                      | 24.299                         | .513                             | .877                             |
| KP8  | 46.47                      | 22.120                         | .553                             | .875                             |
| KP9  | 46.53                      | 23.637                         | .545                             | .875                             |
| KP10 | 46.40                      | 23.559                         | .594                             | .873                             |
| KP11 | 46.50                      | 20.121                         | .859                             | .855                             |
| KP12 | 46.60                      | 21.903                         | .584                             | .873                             |
| KP13 | 46.33                      | 23.540                         | .443                             | .880                             |

#### 2. Uji Reliabilitas

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .882             | 13         |



## Uji Validitas dan Reliabilitas

### Variabel Kepuasan Pelanggan

#### (Dimensi Harga)

#### 1. Uji Validitas

#### 1. Uji Validitas

Item-Total Statistics

|        | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Harga1 | 7.77                       | .806                           | .510                             | .456                             |
| Harga2 | 8.07                       | 1.237                          | .646                             | .253                             |
| Harga3 | 7.97                       | 1.826                          | .242                             | .730                             |

#### 2. Uji Reliabilitas

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .620             | 3          |

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
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## Uji Validitas dan Reliabilitas

### Variabel Kepuasan Pelanggan

#### (Dimensi Harga kedua)



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Item-Total Statistics

|        | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Harga1 | 3.83                       | .351                           | .626                             | .                                |
| Harga2 | 4.13                       | .809                           | .626                             | .                                |

### 2. Uji Reliabilitas

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .730             | 2          |



## Uji Validitas dan Reliabilitas

### Variabel Kepuasan Pelanggan

#### (Dimensi Kualitas Layanan)



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### 1. Uji Validitas

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Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| KL1 | 26.00                      | 14.690                         | .597                             | .893                             |
| KL2 | 25.90                      | 14.093                         | .675                             | .886                             |
| KL3 | 26.03                      | 14.102                         | .708                             | .883                             |
| KL4 | 26.07                      | 13.306                         | .798                             | .874                             |
| KL5 | 26.27                      | 14.547                         | .657                             | .888                             |
| KL6 | 26.20                      | 13.683                         | .673                             | .887                             |
| KL7 | 26.17                      | 14.764                         | .631                             | .890                             |
| KL8 | 26.20                      | 13.131                         | .732                             | .881                             |

### 2. Uji Reliabilitas

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .898             | 8          |

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## Uji Validitas dan Reliabilitas

### Variabel Kepuasan Pelanggan

#### (Dimensi Faktor Emosional)



Hak Cipta Dilindungi Undang-Undang  
Institut Bisnis dan Informatika Kwik Kian Gie

#### 1. Uji Validitas

Item-Total Statistics

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| FB | 3.77                       | .530                           | .486                             | .                                |
| FB | 3.50                       | .534                           | .486                             | .                                |

#### 2. Uji Reliabilitas

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .654             | 2          |

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## Uji Validitas dan Reliabilitas

### Variabel Kepuasan Pelanggan

#### (Dimensi Biaya dan Kemudahan)



Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)

### 1. Uji Validitas

Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| BK1 | 3.3000                     | .976                           | .538                             | .538                             |
| BK2 | 3.9667                     | .447                           | .538                             | .538                             |

### 2. Uji Reliabilitas

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .666             | 2          |

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  - b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
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## LAMPIRAN 4

### Uji Validitas dan Reliabilitas Variabel Loyalitas Pelanggan



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#### 1. Uji Validitas

Item-Total Statistics

|    | Scale Mean if<br>Item Deleted | Scale Variance<br>if Item Deleted | Corrected Item-<br>Total<br>Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
|----|-------------------------------|-----------------------------------|-----------------------------------------|----------------------------------------|
| L1 | 23.50                         | 14.121                            | .688                                    | .850                                   |
| L2 | 23.37                         | 16.240                            | .436                                    | .875                                   |
| L3 | 23.80                         | 14.579                            | .667                                    | .852                                   |
| L4 | 24.07                         | 14.961                            | .463                                    | .879                                   |
| L5 | 23.90                         | 13.817                            | .766                                    | .840                                   |
| L6 | 23.80                         | 13.200                            | .784                                    | .838                                   |
| L7 | 23.27                         | 16.133                            | .747                                    | .855                                   |
| L8 | 23.30                         | 15.666                            | .639                                    | .857                                   |

#### 2. Uji Reliabilitas

Reliability Statistics

| Cronbach's<br>Alpha | N of Items |
|---------------------|------------|
| .872                | 8          |

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  - b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
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## LAMPIRAN 5 KUESIONER

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Dengan Hormat,

Kepada Saudara/I responden, saya Angellina mahasiswi Kwik Kian Gie School Of Business yang sedang melakukan penelitian untuk menyusun skripsi mengenai “ Pengaruh Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Bubble tea Chatime di Mall Artha Gading, Jakarta Utara. Oleh karena itu, saya memohon bantuan saudara/i untuk mengisi pertanyaan-pertanyaan yang diajukan berikut ini. Atas perhatian dan kerjasamanya saya ucapkan terima kasih.

Petunjuk Berilah tanda (X) pada jawaban yang anda pilih.

Keterangan :

ST : Sangat Tidak Setuju

S : Setuju

T : Tidak Setuju

SS : Sangat Setuju

RR : Ragu-ragu

Apakah anda pernah membeli dan mengkonsumsi produk bubble tea dengan merek Chatime di Mall Artha Gading, Jakarta Utara.

a. Ya

b. Tidak



## I. Profil Responden

### 1. Jenis kelamin

a. Laki-laki

b. Perempuan

### 2. Usia

a. 16-20 tahun

d. 41-50 tahun

b. 21-30 tahun

e. >51 tahun

c. 31-40 tahun

### 3. Pendidikan terakhir

a. SMP / Sederajat

c. Diploma / Akademi

b. SMA / Sederajat

d. S1 / S2 / S3

### 4. Pekerjaan

a. Pelajar

c. Karyawan

b. Mahasiswa/i

d. Lain-lain

### 5. Pengeluaran per bulan

a. < Rp 3.000.000,-

c. Rp 4.000.000 – Rp 5000.000,-

b. Rp 3.000.000 – Rp 4000.000,-

d. > Rp 5.000.000,-



## II. Kepuasan Pelanggan

### 1. Dimensi Kualitas Produk

| No.                           | Pernyataan                                                                                | Jawaban |    |    |   |    |
|-------------------------------|-------------------------------------------------------------------------------------------|---------|----|----|---|----|
|                               |                                                                                           | STS     | TS | RR | S | SS |
| Mutu Kinerja (Performance)    |                                                                                           |         |    |    |   |    |
| 1.                            | Saya puas karena bubble tea Chatime dapat menghilangkan rasa haus                         |         |    |    |   |    |
| 2.                            | Saya puas karena varian rasa Chatime lebih beragam dibanding merek lain                   |         |    |    |   |    |
| 3.                            | Saya puas karena produk Chatime memiliki rasa yang enak, dan sesuai dengan selera         |         |    |    |   |    |
| Daya Tahan (Durability)       |                                                                                           |         |    |    |   |    |
| 4.                            | Saya puas karena rasa bubble tea Chatime pada saat akan dikonsumsi selalu baik            |         |    |    |   |    |
| 5.                            | Saya puas karena standar rasa Chatime yang selalu baik dan tidak pernah berubah           |         |    |    |   |    |
| Keistimewaan (Feature)        |                                                                                           |         |    |    |   |    |
| 6.                            | Saya puas karena pilihan topping yang ditawarkan Chatime yang bervariasi                  |         |    |    |   |    |
| 7.                            | Saya puas karena standar kualitas bahan Chatime yang selalu baik dan tidak pernah berubah |         |    |    |   |    |
| Keandalan (Reliability)       |                                                                                           |         |    |    |   |    |
| 8.                            | Saya puas karena rasa minuman Chatime selalu enak                                         |         |    |    |   |    |
| Mutu Kesesuaian (Conformance) |                                                                                           |         |    |    |   |    |
| 9.                            | Saya puas karena rasa Chatime yang tidak berubah dari waktu ke waktu                      |         |    |    |   |    |
| 10.                           | Saya puas karena kualitas bubble tea Chatime yang sesuai dengan standart yang ditentukan  |         |    |    |   |    |
| Design                        |                                                                                           |         |    |    |   |    |
| 11.                           | Saya puas karena tampilan produk Chatime yang menarik                                     |         |    |    |   |    |
| 12.                           | Saya puas karena desain kemasan produk Chatime yang menarik                               |         |    |    |   |    |

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



|     |                                                           |  |  |  |  |  |
|-----|-----------------------------------------------------------|--|--|--|--|--|
| 13. | Saya puas karena kemasan produk Chatime yang mudah dibawa |  |  |  |  |  |
|-----|-----------------------------------------------------------|--|--|--|--|--|

## 2. Dimensi Harga

| No.                          | Pernyataan                                                                  | Jawaban |    |    |   |    |
|------------------------------|-----------------------------------------------------------------------------|---------|----|----|---|----|
|                              |                                                                             | STS     | TS | RR | S | SS |
| Discount atau potongan harga |                                                                             |         |    |    |   |    |
| 14.                          | Saya puas karena adanya promosi (kakao talk) yang diadakan Chatime          |         |    |    |   |    |
| Harga terjangkau             |                                                                             |         |    |    |   |    |
| 15.                          | Saya puas karena harga produk Chatime yang relatif terjangkau bagi konsumen |         |    |    |   |    |

## 3. Dimensi Kualitas Layanan

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| No.                                    | Pernyataan                                                                       | Jawaban |    |    |   |    |
|----------------------------------------|----------------------------------------------------------------------------------|---------|----|----|---|----|
|                                        |                                                                                  | STS     | TS | RR | S | SS |
| Nyaman ( <i>Tangible</i> )             |                                                                                  |         |    |    |   |    |
| 16.                                    | Saya puas karena tempat yang disediakan Chatime nyaman dan bersih                |         |    |    |   |    |
| 17.                                    | Saya puas karena penampilan atau kerapihan karyawan Chatime                      |         |    |    |   |    |
| Keandalan ( <i>Reliability</i> )       |                                                                                  |         |    |    |   |    |
| 18.                                    | Saya puas karena kemampuan karyawan Chatime dalam memberikan layanan yang sesuai |         |    |    |   |    |
| 19.                                    | Saya puas karena ketepatan waktu karyawan dalam menyajikan pesanan               |         |    |    |   |    |
| Daya tanggap ( <i>Responsiveness</i> ) |                                                                                  |         |    |    |   |    |
| 20.                                    | Saya puas karena kecepatan karyawan Chatime dalam menangani keluhan konsumen     |         |    |    |   |    |
| 21.                                    | Saya puas karena daya tanggap karyawan dalam melayani permintaan konsumen        |         |    |    |   |    |

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|                            |                                                                                                 |  |  |  |  |  |
|----------------------------|-------------------------------------------------------------------------------------------------|--|--|--|--|--|
|                            |                                                                                                 |  |  |  |  |  |
| <b>Jaminan (Assurance)</b> |                                                                                                 |  |  |  |  |  |
| 22.                        | Saya puas karena keterampilan dan pengetahuan karyawan Chatime dalam menjawab setiap pertanyaan |  |  |  |  |  |
| 23.                        | Saya puas karena kesopanan dan keramahan karyawan Chatime                                       |  |  |  |  |  |

#### 4. Faktor emosional

| No.             | Pernyataan                                                                                                                                     | Jawaban |    |    |   |    |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------|---------|----|----|---|----|
|                 |                                                                                                                                                | STS     | TS | RR | S | SS |
| Self expressive |                                                                                                                                                |         |    |    |   |    |
| 24.             | Saya puas dan bangga membeli produk Chatime karena bubble tea Chatime sebagai symbol gaya hidup bagi anak muda                                 |         |    |    |   |    |
| Brand Image     |                                                                                                                                                |         |    |    |   |    |
| 25.             | Saya puas dengan bubble tea Chatime karena telah dikenal dan memiliki brand image yang baik oleh masyarakat luas terutama dikalangan anak muda |         |    |    |   |    |

#### 5. Dimensi Biaya dan Kemudahan

| No.                 | Pernyataan                                                                                    | Jawaban |    |    |   |    |
|---------------------|-----------------------------------------------------------------------------------------------|---------|----|----|---|----|
|                     |                                                                                               | STS     | TS | RR | S | SS |
| Biaya dan Kemudahan |                                                                                               |         |    |    |   |    |
| 26.                 | Saya puas karena mudah untuk membeli produk Chatime, outlet Chatime yang berada di mana-mana  |         |    |    |   |    |
| 27.                 | Saya puas karena untuk membeli Chatime tidak memerlukan banyak waktu (tidak menunggu panjang) |         |    |    |   |    |



### III. Loyalitas Pelanggan

| No.                                            | Pernyataan                                                                                                                     | Jawaban |    |    |   |    |
|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|---------|----|----|---|----|
|                                                |                                                                                                                                | STS     | TS | RR | S | SS |
| Melakukan pembelian berulang yang teratur      |                                                                                                                                |         |    |    |   |    |
| 8.                                             | Saya akan melakukan pembelian berulang terhadap Chatime dengan menggunakan member card karena banyak keuntungan yang dirasakan |         |    |    |   |    |
| 9.                                             | Saya Selalu ingin membeli di bubble tea Chatime karena cocok dengan selera                                                     |         |    |    |   |    |
| Pembelian antar lini produk dan jasa           |                                                                                                                                |         |    |    |   |    |
| 10.                                            | Saya akan membeli produk baru yang di keluarkan oleh Chatime                                                                   |         |    |    |   |    |
| 11.                                            | Saya akan mengunjungi outlet atau gerai yang baru di buka oleh Chatime (cabang baru)                                           |         |    |    |   |    |
| Menunjukkan kekebalan terhadap tarikan pesaing |                                                                                                                                |         |    |    |   |    |
| 12.                                            | Saya tetap membeli di bubble tea Chatime walaupun ada tawaran yang lebih menarik dari bubble tea sejenis di lokasi yang sama   |         |    |    |   |    |
| 13.                                            | Tetap membeli Chatime walaupun ada bubble tea sejenis yang harganya lebih murah dibandingkan Chatime.                          |         |    |    |   |    |
| Merefrensikan kepada orang lain                |                                                                                                                                |         |    |    |   |    |
| 14.                                            | Saya akan Memberikan rekomendasi positif tentang produk Chatime kepada orang lain                                              |         |    |    |   |    |
| 15.                                            | Saya akan mengajak orang lain untuk datang bersama ke outlet Chatime                                                           |         |    |    |   |    |

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(C)

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## LAMPIRAN 6

### Data Kuesioner

#### Variabel Kepuasan Pelanggan

|    | KP1 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 | KP9 | KP10 | KP11 | KP12 | KP13 | H1 | H2 | KL1 | KL2 | KL3 | KL4 | KL5 | KL6 | KL7 | KL8 | FE1 | FE2 | BK1 | BK2 |
|----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1  | 3   | 4   | 5   | 5   | 5   | 5   | 5   | 2   | 5    | 2    | 4    | 5    | 5  | 3  | 4   | 3   | 2   | 4   | 2   | 4   | 4   | 5   | 4   | 3   | 4   | 2   |
| 2  | 3   | 4   | 2   | 5   | 2   | 5   | 5   | 2   | 5    | 2    | 4    | 5    | 5  | 3  | 4   | 3   | 1   | 4   | 3   | 4   | 4   | 3   | 4   | 3   | 4   | 5   |
| 3  | 4   | 4   | 3   | 4   | 3   | 4   | 4   | 3   | 4    | 4    | 4    | 3    | 5  | 1  | 4   | 2   | 3   | 3   | 3   | 4   | 4   | 3   | 4   | 3   | 4   | 5   |
| 4  | 4   | 3   | 4   | 5   | 5   | 1   | 4   | 5   | 5    | 5    | 2    | 4    | 4  | 3  | 3   | 5   | 3   | 3   | 3   | 4   | 4   | 3   | 4   | 3   | 4   | 4   |
| 5  | 4   | 3   | 4   | 5   | 5   | 5   | 5   | 4   | 5    | 3    | 2    | 4    | 4  | 3  | 3   | 4   | 3   | 3   | 3   | 4   | 4   | 3   | 4   | 3   | 4   | 4   |
| 6  | 3   | 4   | 3   | 4   | 3   | 4   | 4   | 3   | 4    | 4    | 4    | 3    | 5  | 5  | 4   | 5   | 3   | 4   | 3   | 4   | 4   | 4   | 4   | 3   | 4   | 4   |
| 7  | 5   | 3   | 4   | 5   | 4   | 5   | 4   | 4   | 5    | 3    | 5    | 4    | 4  | 4  | 3   | 4   | 3   | 3   | 3   | 4   | 4   | 3   | 4   | 3   | 4   | 4   |
| 8  | 4   | 4   | 3   | 4   | 3   | 4   | 4   | 3   | 4    | 4    | 4    | 3    | 5  | 2  | 4   | 1   | 3   | 3   | 3   | 4   | 4   | 3   | 4   | 3   | 4   | 4   |
| 9  | 5   | 3   | 4   | 3   | 4   | 5   | 4   | 4   | 5    | 3    | 3    | 4    | 4  | 3  | 3   | 4   | 3   | 3   | 3   | 3   | 4   | 3   | 4   | 4   | 4   | 4   |
| 10 | 5   | 3   | 4   | 3   | 4   | 5   | 4   | 4   | 5    | 3    | 3    | 4    | 4  | 4  | 3   | 5   | 3   | 3   | 3   | 3   | 3   | 4   | 3   | 4   | 4   | 4   |
| 11 | 4   | 4   | 3   | 4   | 3   | 4   | 4   | 3   | 4    | 4    | 4    | 3    | 5  | 2  | 4   | 2   | 2   | 3   | 3   | 4   | 4   | 3   | 3   | 4   | 4   | 4   |
| 12 | 5   | 3   | 4   | 3   | 4   | 5   | 4   | 4   | 5    | 3    | 5    | 4    | 4  | 4  | 3   | 2   | 4   | 3   | 4   | 3   | 3   | 4   | 3   | 4   | 5   | 4   |
| 13 | 5   | 5   | 4   | 3   | 4   | 3   | 4   | 4   | 3    | 3    | 3    | 4    | 3  | 4  | 3   | 3   | 5   | 3   | 4   | 3   | 3   | 4   | 3   | 4   | 5   | 4   |
| 14 | 5   | 5   | 4   | 3   | 4   | 3   | 4   | 4   | 3    | 3    | 3    | 4    | 3  | 4  | 3   | 2   | 5   | 3   | 4   | 3   | 3   | 4   | 3   | 4   | 5   | 4   |
| 15 | 3   | 4   | 3   | 4   | 3   | 4   | 4   | 3   | 4    | 4    | 4    | 3    | 5  | 5  | 4   | 5   | 3   | 4   | 3   | 4   | 4   | 3   | 4   | 3   | 4   | 5   |
| 16 | 3   | 4   | 3   | 4   | 3   | 4   | 4   | 3   | 4    | 4    | 4    | 3    | 5  | 5  | 4   | 3   | 3   | 4   | 3   | 4   | 4   | 3   | 4   | 3   | 4   | 5   |
| 17 | 4   | 3   | 4   | 2   | 5   | 1   | 4   | 5   | 5    | 5    | 2    | 4    | 4  | 3  | 3   | 3   | 2   | 4   | 3   | 4   | 4   | 3   | 4   | 3   | 4   | 5   |
| 18 | 5   | 3   | 4   | 5   | 5   | 5   | 5   | 4   | 5    | 3    | 5    | 4    | 4  | 4  | 3   | 1   | 4   | 3   | 4   | 3   | 3   | 4   | 3   | 4   | 4   | 4   |
| 19 | 5   | 5   | 3   | 4   | 5   | 5   | 5   | 4   | 5    | 3    | 5    | 4    | 4  | 3  | 3   | 3   | 4   | 4   | 4   | 5   | 5   | 4   | 1   | 4   | 2   | 3   |
| 20 | 2   | 4   | 3   | 4   | 5   | 5   | 5   | 4   | 5    | 2    | 2    | 4    | 4  | 3  | 3   | 3   | 4   | 4   | 4   | 1   | 2   | 4   | 1   | 2   | 2   | 3   |
| 21 | 4   | 2   | 4   | 2   | 5   | 1   | 4   | 2   | 2    | 5    | 2    | 4    | 4  | 3  | 3   | 3   | 3   | 4   | 4   | 2   | 2   | 4   | 1   | 3   | 2   | 3   |



|    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 22 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 2 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 5 |   |
| 23 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 5 | 2 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 2 | 4 |   |
| 24 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 2 | 4 | 2 | 4 | 5 | 5 | 3 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 2 |   |
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Jak. Cita Bimbingan dan Bimbingan

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2. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, atau pengumpulan data yang sah.

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| 177 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 5 |   |
| 178 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |   |
| 179 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |   |
| 180 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 3 | 4 | 2 | 4 | 3 | 2 | 4 | 2 | 3 |   |
| 181 | 2 | 3 | 4 | 5 | 5 | 5 | 5 | 2 | 4 | 2 | 4 | 5 | 5 | 3 | 4 | 3 | 2 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 5 | 3 |   |
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| 183 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 3 |   |
| 184 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 3 |   |
| 185 | 4 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 |   |
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| 188 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 |   |
| 189 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 2 | 4 | 4 | 3 | 3 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 5 | 3 | 3 |   |
| 190 | 2 | 2 | 4 | 2 | 5 | 2 | 5 | 2 | 5 | 2 | 4 | 5 | 5 | 3 | 3 | 3 | 2 | 4 | 2 | 4 | 4 | 5 | 5 | 3 | 4 | 2 |   |
| 191 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 5 | 4 | 2 | 4 | 4 | 2 | 1 | 2 | 4 | 2 |   |
| 192 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 5 | 2 | 2 | 4 | 4 | 2 | 2 | 2 | 4 | 2 |   |
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| 194 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 5 | 4 | 2 | 4 | 4 | 2 | 3 | 1 | 4 | 1 |
| 195 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 |   |



|     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
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| 198 | 3 | 3 | 5 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 3 |
| 199 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 3 |
| 200 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 4 |

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### Data Kuesioner

#### Variabel Loyalitas Pelanggan

| No | L1 | L2 | L3 | L4 | L5 | L6 | L7 | L8 |
|----|----|----|----|----|----|----|----|----|
| 1  | 3  | 3  | 3  | 4  | 5  | 1  | 5  | 1  |
| 2  | 5  | 3  | 3  | 2  | 5  | 1  | 5  | 1  |
| 3  | 4  | 3  | 3  | 2  | 5  | 1  | 5  | 1  |
| 4  | 5  | 3  | 3  | 1  | 4  | 2  | 5  | 2  |
| 5  | 5  | 3  | 3  | 1  | 4  | 2  | 4  | 2  |
| 6  | 5  | 3  | 3  | 1  | 4  | 1  | 5  | 2  |
| 7  | 5  | 3  | 3  | 1  | 4  | 1  | 4  | 2  |
| 8  | 5  | 3  | 3  | 1  | 4  | 1  | 5  | 2  |
| 9  | 1  | 2  | 3  | 2  | 4  | 2  | 4  | 3  |
| 10 | 4  | 2  | 3  | 2  | 4  | 2  | 5  | 3  |
| 11 | 5  | 3  | 3  | 2  | 4  | 2  | 5  | 3  |
| 12 | 3  | 2  | 3  | 2  | 4  | 2  | 5  | 3  |
| 13 | 3  | 2  | 3  | 2  | 4  | 2  | 5  | 3  |
| 14 | 4  | 2  | 3  | 2  | 4  | 2  | 5  | 3  |
| 15 | 4  | 3  | 3  | 2  | 4  | 2  | 4  | 3  |
| 16 | 4  | 3  | 3  | 2  | 4  | 2  | 4  | 3  |
| 17 | 3  | 2  | 3  | 2  | 4  | 2  | 4  | 3  |
| 18 | 4  | 2  | 3  | 2  | 4  | 2  | 4  | 3  |
| 19 | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3  |
| 20 | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3  |
| 21 | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3  |
| 22 | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
| 23 | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  |
| 24 | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
| 25 | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  |
| 26 | 3  | 3  | 1  | 4  | 3  | 3  | 4  | 3  |
| 27 | 4  | 3  | 3  | 1  | 3  | 3  | 4  | 3  |
| 28 | 4  | 3  | 3  | 1  | 3  | 3  | 4  | 3  |
| 29 | 4  | 3  | 3  | 1  | 3  | 3  | 4  | 3  |
| 30 | 4  | 3  | 3  | 1  | 3  | 3  | 4  | 3  |
| 31 | 3  | 3  | 1  | 3  | 3  | 4  | 3  | 3  |
| 32 | 5  | 3  | 3  | 1  | 3  | 3  | 4  | 3  |
| 33 | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3  |
| 34 | 4  | 3  | 3  | 3  | 2  | 3  | 4  | 3  |
| 35 | 3  | 4  | 4  | 3  | 2  | 3  | 4  | 3  |
| 36 | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3  |
| 37 | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 4  |
| 38 | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 4  |
| 39 | 1  | 3  | 1  | 5  | 1  | 4  | 3  | 4  |

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| 41 | 3 | 5 | 5 | 3 | 1 | 4 | 3 | 4 |
| 42 | 3 | 5 | 5 | 3 | 1 | 4 | 3 | 4 |
| 43 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| 44 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 |
| 45 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 |
| 46 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 |
| 47 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 |
| 48 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 |
| 49 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 |
| 50 | 4 | 4 | 2 | 4 | 2 | 3 | 3 | 4 |
| 51 | 3 | 5 | 5 | 3 | 1 | 4 | 3 | 4 |
| 52 | 3 | 5 | 2 | 3 | 2 | 4 | 3 | 4 |
| 53 | 3 | 5 | 2 | 3 | 2 | 4 | 3 | 4 |
| 54 | 3 | 5 | 2 | 3 | 2 | 4 | 3 | 4 |
| 55 | 2 | 5 | 2 | 3 | 2 | 4 | 3 | 4 |
| 56 | 2 | 5 | 2 | 3 | 2 | 4 | 3 | 4 |
| 57 | 2 | 5 | 2 | 3 | 2 | 4 | 3 | 4 |
| 58 | 3 | 5 | 5 | 3 | 1 | 4 | 3 | 5 |
| 59 | 3 | 3 | 3 | 4 | 4 | 5 | 3 | 5 |
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| 61 | 3 | 3 | 3 | 4 | 5 | 5 | 3 | 5 |
| 62 | 1 | 4 | 1 | 4 | 1 | 5 | 3 | 5 |
| 63 | 1 | 5 | 1 | 4 | 1 | 4 | 3 | 4 |
| 64 | 1 | 4 | 2 | 4 | 1 | 5 | 3 | 5 |
| 65 | 1 | 3 | 2 | 3 | 2 | 4 | 3 | 5 |
| 66 | 2 | 2 | 2 | 3 | 2 | 4 | 2 | 5 |
| 67 | 2 | 3 | 2 | 3 | 2 | 4 | 3 | 5 |
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| 71 | 2 | 2 | 5 | 4 | 2 | 5 | 2 | 5 |
| 72 | 3 | 2 | 2 | 4 | 2 | 5 | 2 | 5 |
| 73 | 4 | 2 | 2 | 4 | 1 | 5 | 2 | 5 |
| 74 | 5 | 2 | 4 | 4 | 3 | 5 | 4 | 5 |
| 75 | 4 | 2 | 2 | 5 | 4 | 5 | 1 | 4 |
| 76 | 4 | 3 | 3 | 4 | 3 | 5 | 1 | 4 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 78 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 80 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 |
| 81 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 82 | 3 | 4 | 3 | 2 | 2 | 4 | 4 | 4 |
| 83 | 2 | 4 | 2 | 3 | 3 | 2 | 4 | 4 |
| 84 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |



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| 89  | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 90  | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 91  | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 |
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| 93  | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 94  | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 |
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| 105 | 2 | 3 | 2 | 3 | 4 | 2 | 3 | 4 |
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| 109 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 110 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 |
| 111 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
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| 113 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
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| 121 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
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| 123 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 124 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 125 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 126 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 127 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 4 |
| 128 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 129 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |



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| 138 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 |
| 139 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 |
| 140 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 141 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 142 | 2 | 3 | 4 | 3 | 2 | 2 | 4 | 3 |
| 143 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 2 |
| 144 | 4 | 2 | 4 | 2 | 2 | 2 | 4 | 4 |
| 145 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 |
| 146 | 2 | 3 | 4 | 3 | 2 | 3 | 4 | 3 |
| 147 | 2 | 3 | 4 | 4 | 3 | 5 | 3 | 5 |
| 148 | 2 | 3 | 4 | 3 | 2 | 3 | 4 | 3 |
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| 151 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
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| 165 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 166 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 171 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 172 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 |
| 173 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 174 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |



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| 175 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 176 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
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| 187 | 2 | 5 | 2 | 3 | 2 | 4 | 3 | 4 |
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| 196 | 1 | 3 | 2 | 3 | 2 | 4 | 3 | 5 |
| 197 | 2 | 2 | 2 | 3 | 2 | 4 | 2 | 5 |
| 198 | 2 | 3 | 2 | 3 | 2 | 4 | 3 | 5 |
| 199 | 2 | 3 | 2 | 3 | 2 | 4 | 2 | 5 |
| 200 | 3 | 5 | 3 | 2 | 4 | 2 | 3 | 2 |



## LAMPIRAN 8

### Analisis Persentase

#### Profil Responden

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| Jenis Kelamin   |           |         |               |                    |
|-----------------|-----------|---------|---------------|--------------------|
|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
| Laki-Laki       | 63        | 31.5    | 31.5          | 31.5               |
| Valid Perempuan | 137       | 68.5    | 68.5          | 100.0              |
| Total           | 200       | 100.0   | 100.0         |                    |

| Usia              |           |         |               |                    |
|-------------------|-----------|---------|---------------|--------------------|
|                   | Frequency | Percent | Valid Percent | Cumulative Percent |
| 15-20 tahun       | 20        | 10.0    | 10.0          | 10.0               |
| 21-30 tahun       | 149       | 74.5    | 74.5          | 84.5               |
| Valid 31-40 tahun | 19        | 9.5     | 9.5           | 94.0               |
| 41-50 tahun       | 12        | 6.0     | 6.0           | 100.0              |
| Total             | 200       | 100.0   | 100.0         |                    |

| Pendidikan Terakhir     |           |         |               |                    |
|-------------------------|-----------|---------|---------------|--------------------|
|                         | Frequency | Percent | Valid Percent | Cumulative Percent |
| SMP / Sederajat         | 11        | 5.5     | 5.5           | 5.5                |
| SMA / Sederajat         | 75        | 37.5    | 37.5          | 43.0               |
| Valid Diploma / Akademi | 23        | 11.5    | 11.5          | 54.5               |
| S1 / S2 / S3            | 91        | 45.5    | 45.5          | 100.0              |
| Total                   | 200       | 100.0   | 100.0         |                    |

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**Pekerjaan**

|                | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Pelajar        | 16        | 8.0     | 8.0           | 8.0                |
| Mahasiswa/i    | 65        | 32.5    | 32.5          | 40.5               |
| Valid Karyawan | 83        | 41.5    | 41.5          | 82.0               |
| Lain-Lain      | 36        | 18.0    | 18.0          | 100.0              |
| Total          | 200       | 100.0   | 100.0         |                    |

**Pengeluaran per bulan**

|                                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------------------|-----------|---------|---------------|--------------------|
| < Rp 3.000.000,-                   | 113       | 56.5    | 56.5          | 56.5               |
| Rp 3.000.000- Rp 4.000.000         | 35        | 17.5    | 17.5          | 74.0               |
| Valid Rp 4.000.000- Rp 5.000.000,- | 22        | 11.0    | 11.0          | 85.0               |
| > Rp 5.000.000,-                   | 30        | 15.0    | 15.0          | 100.0              |
| Total                              | 200       | 100.0   | 100.0         |                    |

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## Variabel Kepuasan Pelanggan

[illegible]

## Frequency Tabel

|                    |       | KP1       |         |               |                    |
|--------------------|-------|-----------|---------|---------------|--------------------|
|                    |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Tipe Kewirausahaan | SS    | 4         | 2.0     | 2.0           | 2.0                |
|                    | TS    | 19        | 9.5     | 9.5           | 11.5               |
|                    | RR    | 44        | 22.0    | 22.0          | 33.5               |
|                    | S     | 108       | 54.0    | 54.0          | 87.5               |
|                    | SS    | 25        | 12.5    | 12.5          | 100.0              |
|                    | Total | 200       | 100.0   | 100.0         |                    |

|       |       | KP2       |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 16    | 11        | 5.5     | 5.5           | 5.5                |
|       | 20    | 62        | 31.0    | 31.0          | 36.5               |
|       | 25    | 106       | 53.0    | 53.0          | 89.5               |
|       | 26    | 21        | 10.5    | 10.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |



KP3

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 2         | 1.0     | 1.0           | 1.0                |
|       | 11        | 5.5     | 5.5           | 6.5                |
|       | 36        | 18.0    | 18.0          | 24.5               |
|       | 113       | 56.5    | 56.5          | 81.0               |
|       | 38        | 19.0    | 19.0          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

KP4

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 2         | 1.0     | 1.0           | 1.0                |
|       | 7         | 3.5     | 3.5           | 4.5                |
|       | 40        | 20.0    | 20.0          | 24.5               |
|       | 119       | 59.5    | 59.5          | 84.0               |
|       | 32        | 16.0    | 16.0          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

KP5

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 2         | 1.0     | 1.0           | 1.0                |
|       | 10        | 5.0     | 5.0           | 6.0                |
|       | 48        | 24.0    | 24.0          | 30.0               |
|       | 110       | 55.0    | 55.0          | 85.0               |
|       | 30        | 15.0    | 15.0          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

KP6

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 13        | 6.5     | 6.5           | 6.5                |
|       | 44        | 22.0    | 22.0          | 28.5               |
|       | 102       | 51.0    | 51.0          | 79.5               |
|       | 41        | 20.5    | 20.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |



KP7

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 2         | 1.0     | 1.0           | 1.0                |
|       | 9         | 4.5     | 4.5           | 5.5                |
|       | 59        | 29.5    | 29.5          | 35.0               |
|       | 85        | 42.5    | 42.5          | 77.5               |
|       | 45        | 22.5    | 22.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

KP8

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 6         | 3.0     | 3.0           | 3.0                |
|       | 5         | 2.5     | 2.5           | 5.5                |
|       | 57        | 28.5    | 28.5          | 34.0               |
|       | 80        | 40.0    | 40.0          | 74.0               |
|       | 52        | 26.0    | 26.0          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

KP9

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 3         | 1.5     | 1.5           | 1.5                |
|       | 15        | 7.5     | 7.5           | 9.0                |
|       | 59        | 29.5    | 29.5          | 38.5               |
|       | 92        | 46.0    | 46.0          | 84.5               |
|       | 31        | 15.5    | 15.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

KP10

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 1         | .5      | .5            | .5                 |
|       | 11        | 5.5     | 5.5           | 6.0                |
|       | 56        | 28.0    | 28.0          | 34.0               |
|       | 89        | 44.5    | 44.5          | 78.5               |
|       | 43        | 21.5    | 21.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |



KP11

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 2         | 1.0     | 1.0           | 1.0                |
|       | 24        | 12.0    | 12.0          | 13.0               |
|       | 49        | 24.5    | 24.5          | 37.5               |
|       | 89        | 44.5    | 44.5          | 82.0               |
|       | 36        | 18.0    | 18.0          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

KP12

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 1         | .5      | .5            | .5                 |
|       | 18        | 9.0     | 9.0           | 9.5                |
|       | 60        | 30.0    | 30.0          | 39.5               |
|       | 91        | 45.5    | 45.5          | 85.0               |
|       | 30        | 15.0    | 15.0          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

KP13

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 13        | 6.5     | 6.5           | 6.5                |
|       | 53        | 26.5    | 26.5          | 33.0               |
|       | 103       | 51.5    | 51.5          | 84.5               |
|       | 31        | 15.5    | 15.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

H1

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 2         | 1.0     | 1.0           | 1.0                |
|       | 10        | 5.0     | 5.0           | 6.0                |
|       | 43        | 21.5    | 21.5          | 27.5               |
|       | 74        | 37.0    | 37.0          | 64.5               |
|       | 71        | 35.5    | 35.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |



H2

|                                                                                                                                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------|---------------|--------------------|
| 1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber: Hak Cipta Dilindungi Undang-Undang | 1         | .5      | .5            | .5                 |
| Valid                                                                                                                                    | 18        | 9.0     | 9.0           | 9.5                |
|                                                                                                                                          | 49        | 24.5    | 24.5          | 34.0               |
|                                                                                                                                          | 93        | 46.5    | 46.5          | 80.5               |
|                                                                                                                                          | 39        | 19.5    | 19.5          | 100.0              |
| Total                                                                                                                                    | 200       | 100.0   | 100.0         |                    |

KL1

|                                                                                                                                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------|---------------|--------------------|
| 2. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber: Hak Cipta Dilindungi Undang-Undang | 17        | 8.5     | 8.5           | 8.5                |
| Valid                                                                                                                                    | 60        | 30.0    | 30.0          | 38.5               |
|                                                                                                                                          | 87        | 43.5    | 43.5          | 82.0               |
|                                                                                                                                          | 36        | 18.0    | 18.0          | 100.0              |
| Total                                                                                                                                    | 200       | 100.0   | 100.0         |                    |

KL2

|                                                                                                                                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------|---------------|--------------------|
| 3. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber: Hak Cipta Dilindungi Undang-Undang | 3         | 1.5     | 1.5           | 1.5                |
| Valid                                                                                                                                    | 29        | 14.5    | 14.5          | 16.0               |
|                                                                                                                                          | 75        | 37.5    | 37.5          | 53.5               |
|                                                                                                                                          | 56        | 28.0    | 28.0          | 81.5               |
|                                                                                                                                          | 37        | 18.5    | 18.5          | 100.0              |
| Total                                                                                                                                    | 200       | 100.0   | 100.0         |                    |

KL3

|                                                                                                                                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------|---------------|--------------------|
| 4. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber: Hak Cipta Dilindungi Undang-Undang | 1         | .5      | .5            | .5                 |
| Valid                                                                                                                                    | 16        | 8.0     | 8.0           | 8.5                |
|                                                                                                                                          | 66        | 33.0    | 33.0          | 41.5               |
|                                                                                                                                          | 83        | 41.5    | 41.5          | 83.0               |
|                                                                                                                                          | 34        | 17.0    | 17.0          | 100.0              |
| Total                                                                                                                                    | 200       | 100.0   | 100.0         |                    |



KL4

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 24        | 12.0    | 12.0          | 12.0               |
|       | 59        | 29.5    | 29.5          | 41.5               |
|       | 90        | 45.0    | 45.0          | 86.5               |
|       | 27        | 13.5    | 13.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

KL5

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 23        | 11.5    | 11.5          | 11.5               |
|       | 66        | 33.0    | 33.0          | 44.5               |
|       | 92        | 46.0    | 46.0          | 90.5               |
|       | 19        | 9.5     | 9.5           | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

KL6

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 5         | 2.5     | 2.5           | 2.5                |
|       | 10        | 5.0     | 5.0           | 7.5                |
|       | 60        | 30.0    | 30.0          | 37.5               |
|       | 102       | 51.0    | 51.0          | 88.5               |
|       | 23        | 11.5    | 11.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

KL7

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 2         | 1.0     | 1.0           | 1.0                |
|       | 17        | 8.5     | 8.5           | 9.5                |
|       | 67        | 33.5    | 33.5          | 43.0               |
|       | 91        | 45.5    | 45.5          | 88.5               |
|       | 23        | 11.5    | 11.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.
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KL8

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 1         | .5      | .5            | .5                 |
|       | 13        | 6.5     | 6.5           | 7.0                |
|       | 39        | 19.5    | 19.5          | 26.5               |
|       | 125       | 62.5    | 62.5          | 89.0               |
|       | 22        | 11.0    | 11.0          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

FE1

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 9         | 4.5     | 4.5           | 4.5                |
|       | 23        | 11.5    | 11.5          | 16.0               |
|       | 70        | 35.0    | 35.0          | 51.0               |
|       | 75        | 37.5    | 37.5          | 88.5               |
|       | 23        | 11.5    | 11.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

FE2

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 5         | 2.5     | 2.5           | 2.5                |
|       | 17        | 8.5     | 8.5           | 11.0               |
|       | 51        | 25.5    | 25.5          | 36.5               |
|       | 88        | 44.0    | 44.0          | 80.5               |
|       | 39        | 19.5    | 19.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

BK1

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 1         | .5      | .5            | .5                 |
|       | 17        | 8.5     | 8.5           | 9.0                |
|       | 40        | 20.0    | 20.0          | 29.0               |
|       | 103       | 51.5    | 51.5          | 80.5               |
|       | 39        | 19.5    | 19.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |



**BK2**

|                                               | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-----------------------------------------------|-----------|---------|---------------|-----------------------|
| <b>(C)</b> Hak Cipta Dilindungi Undang-Undang | 4         | 2.0     | 2.0           | 2.0                   |
| <b>(S)</b> Hak Cipta Dilindungi Undang-Undang | 24        | 12.0    | 12.0          | 14.0                  |
| <b>(B)</b> Hak Cipta Dilindungi Undang-Undang | 66        | 33.0    | 33.0          | 47.0                  |
| <b>(K)</b> Hak Cipta Dilindungi Undang-Undang | 75        | 37.5    | 37.5          | 84.5                  |
| <b>(G)</b> Hak Cipta Dilindungi Undang-Undang | 31        | 15.5    | 15.5          | 100.0                 |
| <b>Total</b>                                  | 200       | 100.0   | 100.0         |                       |

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## LAMPIRAN 10

### Analisis Mean Setiap Indikator Pernyataan

#### Variabel Loyalitas Pelanggan

#### Frequency Table

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**L1**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| STS   | 11        | 5.5     | 5.5           | 5.5                |
| TS    | 26        | 13.0    | 13.0          | 18.5               |
| RR    | 64        | 32.0    | 32.0          | 50.5               |
| S     | 60        | 30.0    | 30.0          | 80.5               |
| SS    | 39        | 19.5    | 19.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

**L2**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| TS    | 19        | 9.5     | 9.5           | 9.5                |
| RR    | 62        | 31.0    | 31.0          | 40.5               |
| S     | 64        | 32.0    | 32.0          | 72.5               |
| SS    | 55        | 27.5    | 27.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

**L3**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| STS   | 7         | 3.5     | 3.5           | 3.5                |
| TS    | 32        | 16.0    | 16.0          | 19.5               |
| RR    | 62        | 31.0    | 31.0          | 50.5               |
| S     | 64        | 32.0    | 32.0          | 82.5               |
| SS    | 35        | 17.5    | 17.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |



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**L4**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| STS   | 10        | 5.0     | 5.0           | 5.0                |
| TS    | 18        | 9.0     | 9.0           | 14.0               |
| RR    | 76        | 38.0    | 38.0          | 52.0               |
| S     | 64        | 32.0    | 32.0          | 84.0               |
| SS    | 32        | 16.0    | 16.0          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

**L5**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| STS   | 15        | 7.5     | 7.5           | 7.5                |
| TS    | 39        | 19.5    | 19.5          | 27.0               |
| RR    | 45        | 22.5    | 22.5          | 49.5               |
| S     | 72        | 36.0    | 36.0          | 85.5               |
| SS    | 29        | 14.5    | 14.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

**L6**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| STS   | 7         | 3.5     | 3.5           | 3.5                |
| TS    | 27        | 13.5    | 13.5          | 17.0               |
| RR    | 50        | 25.0    | 25.0          | 42.0               |
| S     | 69        | 34.5    | 34.5          | 76.5               |
| SS    | 47        | 23.5    | 23.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |



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**L7**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| STS   | 2         | 1.0     | 1.0           | 1.0                |
| TS    | 12        | 6.0     | 6.0           | 7.0                |
| RR    | 59        | 29.5    | 29.5          | 36.5               |
| S     | 92        | 46.0    | 46.0          | 82.5               |
| SS    | 35        | 17.5    | 17.5          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |

**L8**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| STS   | 3         | 1.5     | 1.5           | 1.5                |
| TS    | 12        | 6.0     | 6.0           | 7.5                |
| RR    | 47        | 23.5    | 23.5          | 31.0               |
| S     | 80        | 40.0    | 40.0          | 71.0               |
| SS    | 58        | 29.0    | 29.0          | 100.0              |
| Total | 200       | 100.0   | 100.0         |                    |



## LAMPIRAN 11

### Hasil Uji Regresi Sederhana

#### 1. Uji F

ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 2038.871       | 1   | 2038.871    | 120.844 | .000 <sup>b</sup> |
|       | Residual   | 3340.629       | 198 | 16.872      |         |                   |
|       | Total      | 5379.500       | 199 |             |         |                   |

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kepuasan Pelanggan

#### 2. Uji t

Coefficients<sup>a</sup>

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                    | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)         | .988                        | 2.533      |                           | .390   | .697 |
|       | Kepuasan Pelanggan | .276                        | .025       | .616                      | 10.993 | .000 |

a. Dependent Variable: Loyalitas Pelanggan

#### 3. Uji R

Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .616 <sup>a</sup> | .379     | .376              | 4.108                      |

a. Predictors: (Constant), Kepuasan Pelanggan

b. Dependent Variable: Loyalitas Pelanggan

1. Uji F  
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## LAMPIRAN 12

### Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized<br>Residual |
|----------------------------------|----------------|----------------------------|
| N                                |                | 200                        |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                   |
|                                  | Std. Deviation | 4.09720380                 |
|                                  | Absolute       | .069                       |
| Most Extreme Differences         | Positive       | .069                       |
|                                  | Negative       | -.045                      |
| Kolmogorov-Smirnov Z             |                | .971                       |
| Asymp. Sig. (2-tailed)           |                | .303                       |

a. Test distribution is Normal.

b. Calculated from data.

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## LAMPIRAN 13

### Gambar Produk

#### Chatime



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#### Passion Fruit QQ



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## Pudding Milk Tea

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## Black Tea Mousse



## Pearl Milk Tea



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## LAMPIRAN 14

### Foto Bersama Responden

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## Chatime Mall Artha Gading Jakarta Utara

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