

DAFTAR PUSTAKA

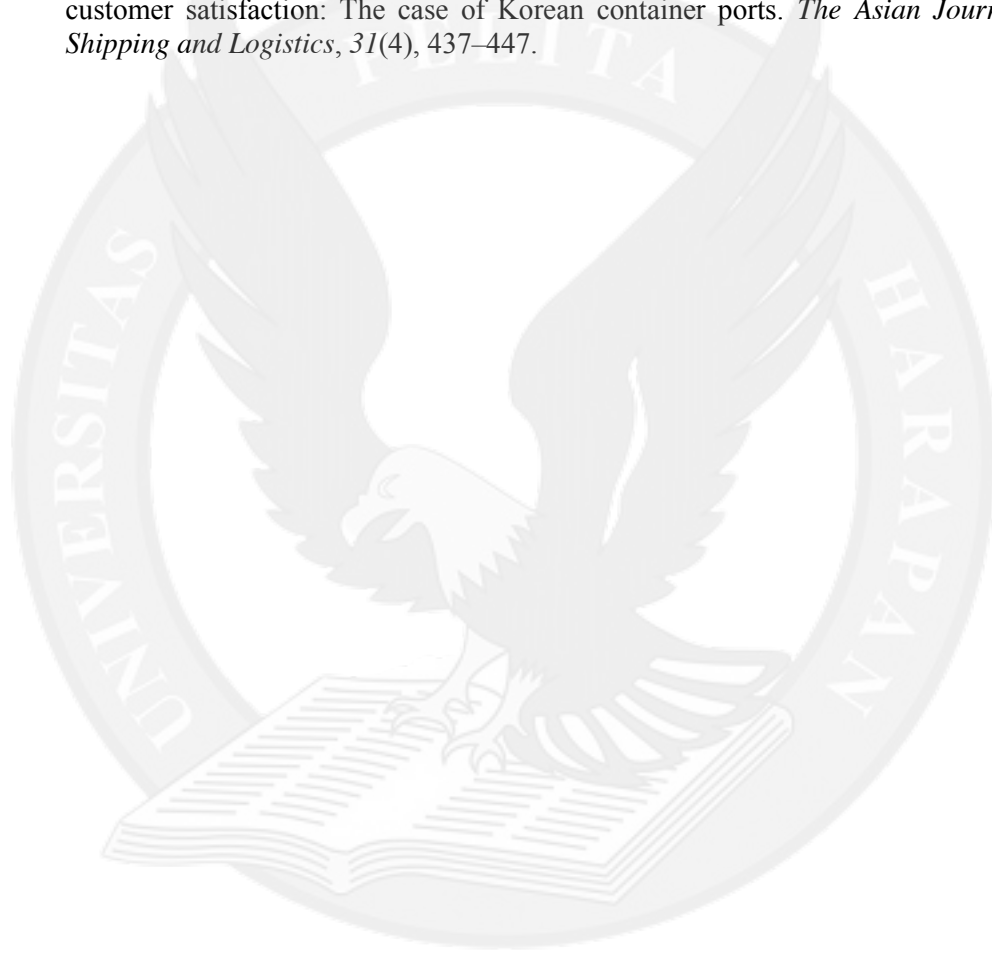
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LAMPIRAN

LAMPIRAN A

KUISIONER

A. Identitas Responen

1. Jenis Kelamin: pria, wanita
2. Usia: <18, 18-25, 26-30, 31-40, 41-50, >50
3. Pendidikan terakhir: SD, SMP, SMA, Strata-1, Strata-2, Strata-3
4. Pekerjaan: mahasiswa, pegawai swasta, wiraswasta, PNS, Lain lain
5. Jumlah biaya yang dikeluarkan per kali datang di Starbucks: <100,0000, >100,0000
6. Frekuensi berkunjung ke starbucks dalam satu bulan: 1, 2, 3, 4 >4

B. Petunjuk pengisian

Pilihlah salah satu jawaban dari setiap pernyataan yang paling sesuai dengan keadaan/ perasaan diri anda, dengan cara memilih salah satu jawaban pada kolom yang sudah tersedia.

Keterangan:

STS= Sangat Tidak Setuju (1)

TS= Tidak Setuju (2)

N= Netral (3)

S= Setuju (4)

SS= Sangat Setuju (5)

1. Kualitas Layanan

No.	Pertanyaan	STS	TS	N	S	SS
1	Starbucks memiliki tempat yang bersih					
2	Kondisi ruangan Starbucks memiliki tampilan yang menarik					
3	Karyawan Starbucks berpakaian dan berpenampilan rapi					
4	Kasir Starbucks selalu menghitung harga pemesanan dengan akurat					

5	Karyawan Starbucks selalu tanggap terhadap keluhan yang diajukan konsumen					
6	Pesanan minuman di Starbucks keluar sesuai dengan waktu yang dijanjikan					
7	Pemesanan minuman di Starbucks dilayani dengan cepat					
8	Karyawan Starbucks selalu bersedia membantu pembeli					
9	Karyawan Starbucks selalu siap dalam merespon pertanyaan pembeli					
10	Saya merasa aman saat berkunjung ke Starbucks					
11	Karyawan Starbucks memiliki pengetahuan yang baik tentang menu yang dipesan					
12	Karyawan Starbucks mampu berkomunikasi dengan baik saat melayani pembeli					
13	Karyawan Starbucks ramah saat memberikan pelayanan kepada pembeli					
14	Karyawan Starbucks memberikan pelayanan yang sama tanpa membedakan pembeli					
15	Karyawan Starbucks memberikan saran sesuai dengan kebutuhan pembeli					

2. Kualitas Produk

No.	Pertanyaan	STS	TS	N	S	SS
1	Rasa minuman yang disajikan Starbucks memiliki cita rasa yang enak					
2	Tampilan minuman yang disajikan oleh Starbucks menarik					
3	Minuman yang disajikan oleh Starbucks sesuai dengan menu yang ditawarkan					

4	Porsi minuman yang disajikan oleh Starbucks sudah sesuai dengan kebutuhan pembeli					
5	Kualitas produk minuman di Starbucks konsisten					
6	Pelayanan produk minuman yang diberikan memuaskan					
7	Kualitas produk minuman di Starbucks secara keseluruhan bagus					

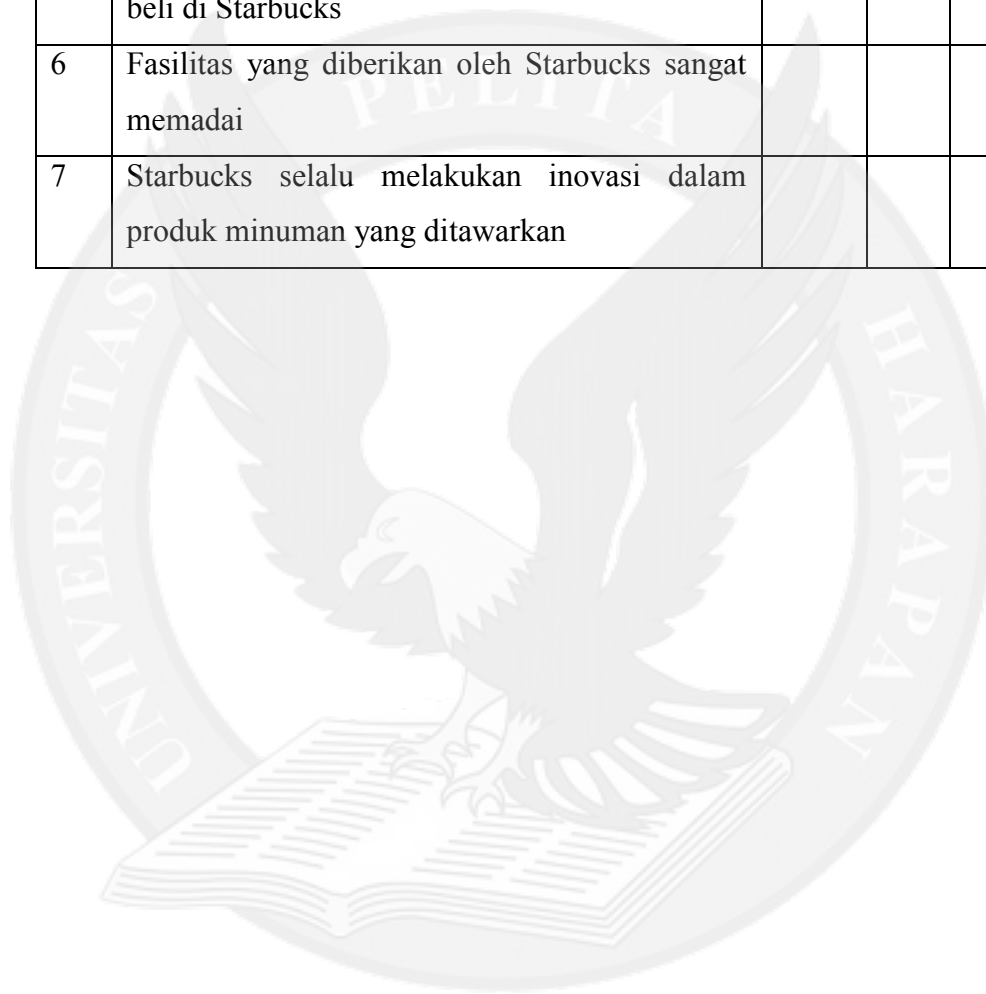
3. Harga

No.	Pertanyaan	STS	TS	N	S	SS
1	Harga minuman yang ditawarkan oleh Starbucks murah					
2	Harga yang ditetapkan oleh Starbucks sesuai dengan mutu produk					
3	Harga minuman yang ditawarkan oleh Starbucks lebih murah dibandingkan pesaing lain					
4	Saya memperoleh pelayanan yang memuaskan saat berkunjung ke Starbucks sesuai dengan harga yang saya bayarkan					
5	Harga minuman yang ditetapkan oleh Starbucks sesuai dengan kemampuan saya untuk membeli produk					
6	Porsi minuman di Starbucks sesuai dengan harga yang dibayarkan					

4. Kepuasan Konsumen

No.	Pertanyaan	STS	TS	N	S	SS
1	Saya merasa puas dengan pelayanan yang diberikan oleh Starbucks					

2	Kualitas pelayanan dan minuman yang diberikan oleh Starbucks berbeda dari tempat lain					
3	Minuman yang disediakan oleh Starbucks sesuai dengan keinginan saya					
4	Saya merasa puas dengan harga yang ditetapkan oleh Starbucks					
5	Saya merasa puas dengan minuman yang saya beli di Starbucks					
6	Fasilitas yang diberikan oleh Starbucks sangat memadai					
7	Starbucks selalu melakukan inovasi dalam produk minuman yang ditawarkan					



LAMPIRAN B

OUTER LOADING

Outer Loadings

Matrix	(X) Harga	(X) Kualitas La...	(X) Kualitas Pr...	(Y) Kepuasan K...	Assurance	Empathy	Reliability	Responsiveness	Tangible
H2	0.794								
H4	0.853								
H5	0.859								
H6	0.877								
KK1				0.842					
KK2				0.841					
KK3				0.755					
KK5				0.862					
KK6				0.850					
KK7				0.799					
KL1									0.851

Outer Loadings

Matrix	(X) Harga	(X) Kualitas La...	(X) Kualitas Pr...	(Y) Kepuasan K...	Assurance	Empathy	Reliability	Responsiveness	Tangible
KL1		0.616							
KL11					0.909				
KL11		0.740							
KL12					0.921				
KL12		0.795							
KL13						0.889			
KL13		0.800							
KL14						0.899			
KL14		0.788							
KL15						0.783			
KL15		0.659							

Outer Loadings

Matrix	(X) Harga	(X) Kualitas La...	(X) Kualitas Pr...	(Y) Kepuasan K...	Assurance	Empathy	Reliability	Responsiveness	Tangible
KL2									0.790
KL2		0.554							
KL3									0.847
KL3		0.675							
KL4							0.767		
KL4		0.666							
KL5							0.821		
KL5		0.714							
KL6							0.806		
KL6		0.678							
KL8								0.922	

Outer Loadings

Matrix	(X) Harga	(X) Kualitas La...	(X) Kualitas Pr...	(Y) Kepuasan K...	Assurance	Empathy	Reliability	Responsiveness	Tangible
KL8								0.922	
KL8		0.759							
KL9								0.921	
KL9		0.755							
KP1			0.713						
KP2			0.773						
KP3			0.829						
KP4			0.770						
KP5			0.797						
KP6			0.813						
KP7			0.862						

AVE dan CR

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)		
			Cronbach's Al...	rho_A	Composite Reliability	Average Variance Extracted (AVE)
(X) Harga			0.867	0.869	0.910	0.716
(X) Kualitas Layanan			0.917	0.922	0.929	0.506
(X) Kualitas Produk			0.902	0.906	0.923	0.632
(Y) Kepuasan Konsumen			0.906	0.910	0.928	0.682
Assurance			0.806	0.809	0.912	0.838
Empathy			0.820	0.833	0.893	0.737
Reliability			0.714	0.716	0.840	0.637
Responsiveness			0.822	0.822	0.918	0.849
Tangible			0.774	0.782	0.869	0.689

Discriminant Validity- HTMT

Discriminant Validity

Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)	Heterotrait-Monotrait Ratio (HTMT)	Copy to Clipboard:	Excel Format					
		(X) Harga	(X) Kualitas La...	(X) Kualitas Pr...	(Y) Kepuasan K...	Assurance	Empathy	Reliability	Responsiveness	Tangible
(X) Harga										
(X) Kualitas Layanan	0.669									
(X) Kualitas Produk	0.687	0.761								
(Y) Kepuasan Konsumen	0.776	0.823	0.812							
Assurance	0.614	0.960	0.605	0.733						
Empathy	0.700	0.998	0.684	0.771	0.887					
Reliability	0.666	1.068	0.782	0.776	0.835	0.889				
Responsiveness	0.617	0.934	0.666	0.747	0.800	0.762	0.854			
Tangible	0.400	0.907	0.653	0.655	0.610	0.653	0.783	0.631		

VIF

Collinearity Statistics (VIF)

	(X) Harga	(X) Kualitas La...	(X) Kualitas Pr...	(Y) Kepuasan K...	Assurance	Empathy	Reliability	Responsiveness	Tangible
(X) Harga				1.771					
(X) Kualitas Lay...				2.130	1.000	1.000	1.000	1.000	1.000
(X) Kualitas Pro...				2.164					
(Y) Kepuasan K...									
Assurance									
Empathy									
Reliability									
Responsiveness									
Tangible									

R-Square

R Square

	R Square	R Square Adjusted
(Y) Kepuasan Konsumen	0.701	0.697
Assurance	0.704	0.702
Empathy	0.767	0.766
Reliability	0.740	0.738
Responsiveness	0.675	0.673
Tangible	0.554	0.552

Uji Hipotesis

Path Coefficients

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values
(X) Harga -> (Y) Kepuasan Konsumen	0.281	0.286	0.054	5.172	0.000
(X) Kualitas Layanan -> (Y) Kepuasan Konsumen	0.375	0.371	0.080	4.665	0.000
(X) Kualitas Layanan -> Assurance	0.839	0.838	0.021	40.273	0.000
(X) Kualitas Layanan -> Empathy	0.876	0.878	0.016	53.495	0.000
(X) Kualitas Layanan -> Reliability	0.860	0.861	0.023	37.473	0.000
(X) Kualitas Layanan -> Responsiveness	0.822	0.820	0.031	26.610	0.000
(X) Kualitas Layanan -> Tangible	0.745	0.745	0.050	14.847	0.000
(X) Kualitas Produk -> (Y) Kepuasan Konsumen	0.305	0.304	0.075	4.064	0.000

LAMPIRAN C

Data Original Identitas Responden

Jenis Kelamin	Usia (tahun)	Pendidikan Terakhir	Pekerjaan	Jumlah biaya yang dikeluarkan	Frekuensi berkunjung ke Sta
Wanita	31-40	Strata-1	Lain lain	<100,000	> 4x
Wanita	18-25	Strata-1	Lain lain	>100,000	2x
Wanita	18-25	Strata-1	Lain lain	>100,000	2x
Wanita	18-25	Strata-1	Pegawai Swasta	<100,000	1x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	2x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	1x
Wanita	18-25	Strata-1	Pegawai Swasta	<100,000	> 4x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	> 4x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	1x
Wanita	41-50	Strata-2	Pegawai Swasta	>100,000	> 4x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	2x
Pria	26-30	Strata-2	Pegawai Swasta	>100,000	1x
Wanita	18-25	Strata-1	Pegawai Swasta	<100,000	1x
Wanita	26-30	Strata-1	Mahasiswa	>100,000	3x
Wanita	41-50	Strata-1	Wiraswasta	>100,000	2x
Wanita	>50	Strata-1	Lain lain	>100,000	1x
Wanita	41-50	Strata-3	Lain lain	>100,000	1x
Wanita	41-50	Strata-1	Pegawai Swasta	<100,000	> 4x
Wanita	>50	Strata-1	Pegawai Swasta	<100,000	> 4x
Pria	31-40	Strata-1	Pegawai Swasta	<100,000	1x
Wanita	41-50	Strata-1	Lain lain	<100,000	1x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	4x
Wanita	18-25	Strata-1	Lain lain	<100,000	2x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	1x
Wanita	18-25	Strata-1	Lain lain	<100,000	1x
Wanita	18-25	Strata-1	Mahasiswa	>100,000	1x
Pria	18-25	SMA	Mahasiswa	<100,000	2x
Pria	18-25	Strata-1	Pegawai Swasta	<100,000	> 4x
Wanita	18-25	Strata-1	Lain lain	<100,000	4x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	1x
Pria	18-25	Strata-1	Pegawai Swasta	>100,000	4x
Wanita	18-25	Strata-1	Mahasiswa	>100,000	1x
Pria	18-25	Strata-1	Pegawai Swasta	<100,000	1x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	1x
Wanita	>50	Strata-2	Lain lain	<100,000	2x
Wanita	>50	Strata-1	Wiraswasta	>100,000	3x
Wanita	18-25	Strata-1	Mahasiswa	>100,000	3x
Wanita	41-50	SMA	Lain lain	<100,000	1x
Wanita	18-25	Strata-1	Pegawai Swasta	<100,000	1x
Wanita	18-25	Strata-1	Mahasiswa	>100,000	1x
Wanita	18-25	Strata-1	Lain lain	<100,000	1x
Wanita	41-50	Strata-2	Pegawai Swasta	>100,000	> 4x
Wanita	41-50	Strata-2	Pegawai Swasta	>100,000	> 4x
Wanita	41-50	Strata-2	Pegawai Swasta	>100,000	> 4x
Wanita	26-30	Strata-1	Mahasiswa	>100,000	3x
Pria	31-40	Strata-1	Pegawai Swasta	<100,000	1x
Wanita	41-50	Strata-1	Wiraswasta	>100,000	3x
Wanita	41-50	Strata-1	Wiraswasta	>100,000	3x
Wanita	>50	Strata-1	Lain lain	>100,000	2x
Wanita	41-50	Strata-1	Pegawai Swasta	<100,000	2x
Wanita	>50	Strata-1	Pegawai Swasta	<100,000	1x
Wanita	41-50	Strata-1	Lain lain	<100,000	1x
Wanita	>50	Strata-1	Wiraswasta	<100,000	3x
Wanita	18-25	Strata-1	Lain lain	<100,000	1x
Wanita	18-25	Strata-1	Pegawai Swasta	<100,000	4x
Wanita	>50	Strata-1	Wiraswasta	>100,000	3x
Wanita	18-25	Strata-1	Mahasiswa	>100,000	3x
Wanita	18-25	Strata-1	Mahasiswa	>100,000	2x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	1x
Wanita	41-50	Strata-1	Lain lain	<100,000	1x

Jenis Kelamin	Usia (tahun)	Pendidikan Terakhir	Pekerjaan	Jumlah biaya yang dikeluarkan	Frekuensi berkunjung ke Sta
Wanita	31-40	Strata-1	Wirawasta	<100,000	1x
Wanita	41-50	Strata-1	Lain lain	>100,000	1x
Wanita	>50	Strata-1	Wirawasta	>100,000	> 4x
Wanita	>50	Strata-1	Wirawasta	>100,000	2x
Wanita	18-25	Strata-1	Mahasiswa	>100,000	> 4x
Wanita	18-25	Strata-1	Mahasiswa	>100,000	4x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	3x
Wanita	26-30	Strata-1	Mahasiswa	>100,000	1x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	1x
Wanita	26-30	Strata-1	Lain lain	<100,000	1x
Wanita	18-25	Strata-1	Lain lain	>100,000	3x
Pria	18-25	Strata-1	Pegawai Swasta	<100,000	1x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	2x
Wanita	41-50	Strata-1	Lain lain	>100,000	2x
Wanita	18-25	Strata-1	Pegawai Swasta	<100,000	3x
Wanita	18-25	Strata-1	Pegawai Swasta	<100,000	3x
Pria	18-25	Strata-1	Pegawai Swasta	>100,000	> 4x
Wanita	18-25	Strata-1	Pegawai Swasta	<100,000	4x
Wanita	18-25	SMA	Mahasiswa	<100,000	2x
Wanita	18-25	SMA	Mahasiswa	<100,000	2x
Wanita	18-25	Strata-1	Pegawai Swasta	<100,000	3x
Pria	41-50	Strata-1	Wirawasta	>100,000	2x
Wanita	18-25	Strata-1	Pegawai Swasta	>100,000	1x
Wanita	18-25	Strata-1	Lain lain	>100,000	3x
Pria	31-40	Stata-2	Pegawai Swasta	<100,000	1x
Pria	31-40	Strata-1	Pegawai Swasta	<100,000	1x
Pria	31-40	Strata-1	Pegawai Swasta	<100,000	1x
Wanita	26-30	Strata-1	Pegawai Swasta	<100,000	2x
Pria	31-40	Strata-1	Pegawai Swasta	>100,000	1x
Pria	31-40	Stata-2	Pegawai Swasta	<100,000	2x
Pria	26-30	Strata-1	Wirawasta	<100,000	1x
Pria	18-25	Strata-1	Lain lain	<100,000	2x
Pria	31-40	Strata-1	Pegawai Swasta	>100,000	1x
Wanita	18-25	Strata-1	Pegawai Swasta	>100,000	3x
Wanita	26-30	Strata-1	Wirawasta	>100,000	1x
Pria	26-30	Strata-1	Pegawai Swasta	<100,000	3x
Pria	31-40	Stata-2	Pegawai Swasta	>100,000	> 4x
Pria	26-30	Strata-1	Wirawasta	<100,000	1x
Pria	26-30	Stata-2	Pegawai Swasta	<100,000	1x
Wanita	18-25	Strata-1	Lain lain	<100,000	4x
Pria	31-40	Strata-1	Lain lain	<100,000	3x
Pria	26-30	Stata-2	Pegawai Swasta	<100,000	1x
Pria	31-40	Strata-1	Pegawai Swasta	<100,000	1x
Wanita	26-30	Strata-1	Wirawasta	>100,000	1x
Pria	>50	Stata-2	Pegawai Swasta	<100,000	> 4x
Pria	31-40	Strata-1	Pegawai Swasta	<100,000	1x
Wanita	41-50	Strata-1	Wirawasta	>100,000	4x
Wanita	41-50	Strata-1	Lain lain	<100,000	1x
Wanita	31-40	Strata-1	Pegawai Swasta	<100,000	> 4x
Wanita	41-50	Strata-1	Lain lain	>100,000	1x
Wanita	41-50	Strata-1	Lain lain	<100,000	2x
Wanita	41-50	Strata-1	Lain lain	<100,000	> 4x
Pria	18-25	Strata-1	Lain lain	<100,000	2x
Wanita	41-50	Strata-1	Lain lain	>100,000	1x
Wanita	>50	Strata-3	Pegawai Swasta	>100,000	2x
Wanita	41-50	Strata-1	Lain lain	<100,000	1x
Wanita	41-50	Strata-1	Lain lain	>100,000	1x
Wanita	41-50	Strata-1	Lain lain	>100,000	1x
Wanita	>50	Strata-1	Lain lain	>100,000	2x
Wanita	41-50	Strata-3	Lain lain	>100,000	2x
Wanita	18-25	Strata-1	Pegawai Swasta	<100,000	3x
Wanita	>50	Strata-1	Lain lain	>100,000	2x
Wanita	41-50	Strata-1	Lain lain	<100,000	2x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	3x

Jenis Kelamin	Usia (tahun)	Pendidikan Terakhir	Pekerjaan	Jumlah biaya yang dikeluarkan	Frekuensi berkunjung ke Sta
Wanita	18-25	Strata-1	Mahasiswa	<100,000	3x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	2x
Wanita	41-50	Stata-2	Wiraswasta	>100,000	2x
Pria	41-50	Strata-3	Pegawai Swasta	<100,000	1x
Wanita	31-40	Stata-2	Lain lain	<100,000	1x
Wanita	31-40	Stata-2	Lain lain	<100,000	4x
Wanita	>50	Strata-3	Lain lain	>100,000	1x
Wanita	>50	Stata-2	Lain lain	>100,000	1x
Wanita	31-40	Stata-2	Lain lain	<100,000	1x
Wanita	41-50	Strata-1	Lain lain	>100,000	2x
Wanita	>50	Strata-1	Lain lain	>100,000	2x
Wanita	41-50	Strata-1	Lain lain	<100,000	1x
Wanita	41-50	Stata-2	PNS	>100,000	1x
Wanita	>50	Strata-1	Pegawai Swasta	>100,000	1x
Wanita	41-50	Strata-1	Pegawai Swasta	<100,000	1x
Wanita	41-50	Stata-2	Wiraswasta	<100,000	1x
Wanita	41-50	Strata-1	Pegawai Swasta	>100,000	2x
Wanita	>50	Strata-3	Lain lain	>100,000	1x
Wanita	41-50	Stata-2	Lain lain	<100,000	1x
Wanita	>50	Stata-2	Lain lain	>100,000	1x
Pria	41-50	Stata-2	Lain lain	<100,000	1x
Wanita	>50	Strata-1	Lain lain	<100,000	2x
Wanita	41-50	Stata-2	Lain lain	<100,000	1x
Wanita	18-25	Strata-1	Pegawai Swasta	<100,000	1x
Wanita	>50	Stata-2	Pegawai Swasta	>100,000	2x
Wanita	18-25	Strata-1	Pegawai Swasta	<100,000	4x
Wanita	>50	Strata-1	Lain lain	>100,000	1x
Wanita	31-40	SMA	Lain lain	<100,000	3x
Wanita	31-40	Strata-1	Lain lain	<100,000	1x
Wanita	>50	Strata-1	Pegawai Swasta	>100,000	1x
Wanita	31-40	Stata-2	PNS	>100,000	1x
Wanita	31-40	Strata-1	Lain lain	<100,000	1x
Pria	18-25	Strata-1	Lain lain	<100,000	1x
Pria	18-25	Strata-1	Pegawai Swasta	<100,000	1x
Pria	18-25	Strata-1	Mahasiswa	<100,000	3x
Wanita	18-25	Strata-1	Pegawai Swasta	<100,000	1x
Pria	31-40	Strata-1	Pegawai Swasta	>100,000	1x
Wanita	41-50	SMA	Lain lain	>100,000	2x
Wanita	>50	Strata-1	Pegawai Swasta	>100,000	1x
Wanita	31-40	Stata-2	Pegawai Swasta	>100,000	1x
Wanita	26-30	Stata-2	Pegawai Swasta	<100,000	1x
Pria	41-50	Strata-1	Pegawai Swasta	>100,000	2x
Pria	18-25	Strata-1	Pegawai Swasta	>100,000	1x
Wanita	31-40	Stata-2	Pegawai Swasta	>100,000	1x
Wanita	>50	Strata-1	Lain lain	>100,000	4x
Wanita	26-30	Strata-1	Pegawai Swasta	<100,000	1x
Wanita	41-50	Stata-2	Pegawai Swasta	>100,000	2x
Pria	26-30	Stata-2	Pegawai Swasta	<100,000	1x
Pria	18-25	Strata-1	Pegawai Swasta	>100,000	1x
Wanita	26-30	Strata-1	Pegawai Swasta	<100,000	3x
Pria	41-50	Stata-2	Wiraswasta	>100,000	2x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	1x
Wanita	18-25	SMA	Mahasiswa	<100,000	2x
Wanita	<18	SD	Lain lain	<100,000	3x
Pria	>50	Stata-2	Wiraswasta	<100,000	3x
Wanita	>50	Strata-1	Lain lain	>100,000	4x
Wanita	31-40	Strata-1	Pegawai Swasta	<100,000	> 4x
Wanita	>50	Strata-1	Lain lain	<100,000	1x
Wanita	>50	Strata-1	Lain lain	<100,000	2x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	2x
Wanita	41-50	Strata-1	Lain lain	<100,000	1x
Wanita	>50	SMA	Lain lain	<100,000	1x
Pria	31-40	Stata-2	Pegawai Swasta	<100,000	2x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	2x

Jenis Kelamin	Usia (tahun)	Pendidikan Terakhir	Pekerjaan	Jumlah biaya yang dikeluarkan	Frekuensi berkunjung ke Sta
Wanita	>50	Strata-1	Lain lain	>100,000	1x
Wanita	18-25	SMA	Mahasiswa	<100,000	> 4x
Pria	31-40	Stata-2	PNS	<100,000	1x
Wanita	>50	Strata-1	Wiraswasta	<100,000	1x
Wanita	41-50	Strata-1	Lain lain	<100,000	1x
Wanita	>50	Stata-2	Lain lain	<100,000	1x
Pria	18-25	SMA	Mahasiswa	<100,000	1x
Wanita	18-25	Strata-1	Mahasiswa	<100,000	2x
Wanita	41-50	Strata-1	Lain lain	<100,000	1x
Wanita	>50	SMA	Lain lain	<100,000	1x
Wanita	41-50	SMA	Lain lain	>100,000	2x
Wanita	41-50	SMA	Lain lain	>100,000	2x
Wanita	41-50	SMA	Lain lain	>100,000	2x
Wanita	41-50	Stata-2	Pegawai Swasta	<100,000	2x

KP1	KP2	KP3	KP4	KP5	KP6	KP7
3	3	3	3	3	3	3
4	5	4	4	4	5	5
5	5	5	5	4	5	5
5	5	4	4	4	4	4
5	5	5	5	5	5	5
3	4	4	4	4	4	4
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5	5	5	5	5	5	5
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5	4	4	4	4	4	4
3	4	4	4	3	3	3
4	4	4	4	4	4	4
5	5	5	5	5	5	5
5	4	4	4	3	5	4
5	5	5	5	5	5	5
4	4	4	5	4	4	4
3	4	4	4	4	4	4
5	5	5	5	5	4	5
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5	5	5	5	4	5	5
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4	4	4	4	3	3	4
5	5	5	5	4	5	5
5	5	5	5	4	5	5
3	5	5	5	3	5	5
3	5	5	5	5	5	5

Data Original Variabel Harga

H1	H2	H3	H4	H5	H6
3	2	4	2	3	4
2	2	2	2	2	3
3	4	4	3	5	4
2	3	2	2	3	3
2	3	3	5	3	4
2	3	2	2	3	1
3	4	2	3	3	4
3	4	3	3	4	4
2	2	2	2	3	3
3	3	3	3	4	4
4	4	4	3	3	4
3	4	3	4	4	4
2	5	1	1	5	4
2	5	1	1	4	3
3	5	1	5	5	5
3	4	3	3	3	3
4	4	4	4	4	4
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3	5	3	3	5	5
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2	3	2	2	3	2
2	3	1	2	2	2
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4	4	4	4	4	4
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3	3	3	4	4	4
3	3	3	4	4	4
3	3	3	4	4	4
2	5	1	4	3	3
3	5	3	4	4	5
2	3	3	4	4	4

H1	H2	H3	H4	H5	H6
3		4	3	4	4
3		4	2	3	4
3		4	2	3	3
2		2	2	4	3
2		4	3	4	4
3		3	3	4	3
3		4	3	4	4
3		3	2	3	3
2		4	1	4	3
3		4	3	3	4
3		3	3	4	3
1		3	1	2	2
3		3	2	3	3
3		3	3	3	4
3		4	4	5	5
1		2	2	2	2
2		4	2	4	4
3		4	4	5	5
4		4	3	4	4
1		4	2	3	3
1		4	2	3	3
2		3	2	4	2
2		3	1	3	3
3		5	3	4	4
2		3	1	3	3
3		3	3	5	4
2		4	5	4	3
2		3	2	4	3
3		4	3	4	4
3		3	3	4	3
1		4	1	4	4
3		4	2	4	4
1		4	2	3	4
3		4	3	3	3
2		3	1	3	4
2		3	1	4	3
2		3	2	3	4
2		4	5	4	3
3		4	3	4	3
3		4	2	4	4
3		3	2	4	4
3		4	4	4	4
1		2	1	3	3
2		3	3	3	3
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1		2	1	2	2
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1		1	1	3	2

H1	H2	H3	H4	H5	H6	
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1	4	2	2	3	3	3
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2	2	1	1	3	4	2
2	3	2	2	3	4	2
1	1	1	1	3	3	2

H1	H2	H3	H4	H5	H6	
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3	4	3	3	3	4	4
2	4	2	2	4	4	4
2	3	1	1	3	4	3
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3	4	2	2	4	4	5
1	2	1	1	3	3	1
1	3	1	1	1	1	1
1	3	1	1	1	1	1
1	3	1	1	1	1	1
3	5	3	3	5	5	5

Data Original Variabel Kepuasan Konsumen

KK1	KK2	KK3	KK4	KK5	KK6	KK7
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4	5	5	5	3	4	3
5	5	5	5	5	5	5
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KK1	KK2	KK3	KK4	KK5	KK6	KK7
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5	5	5	5	5	5	5
4	3	2	1	2	4	3
4	3	3	3	3	3	4
5	5	2	3	5	5	5

LAMPIRAN D

PERHITUNGAN HOC

HOC Kualitas layanan

Perhitungan untuk CR:

CR=

$$(0.745+0.860+0.822+0.839+0.876)^2/\{(0.745+0.860+0.822+0.839+0.876)^2+(1-0.745^2)+(1-0.860^2)+(1-0.822^2)+(1-0.839^2)+(1-0.876^2)\}$$

$$CR=17.156/(17.156+0.445+0.260+0.324+0.296+0.233)$$

$$CR=17.156/18.715$$

CR=0.917

Perhitungan untuk AVE:

$$CA=(0.745^2+0.860^2+0.822^2+0.839^2+0.876^2)/5$$

$$CA=3.442/5$$

CA=0.688

