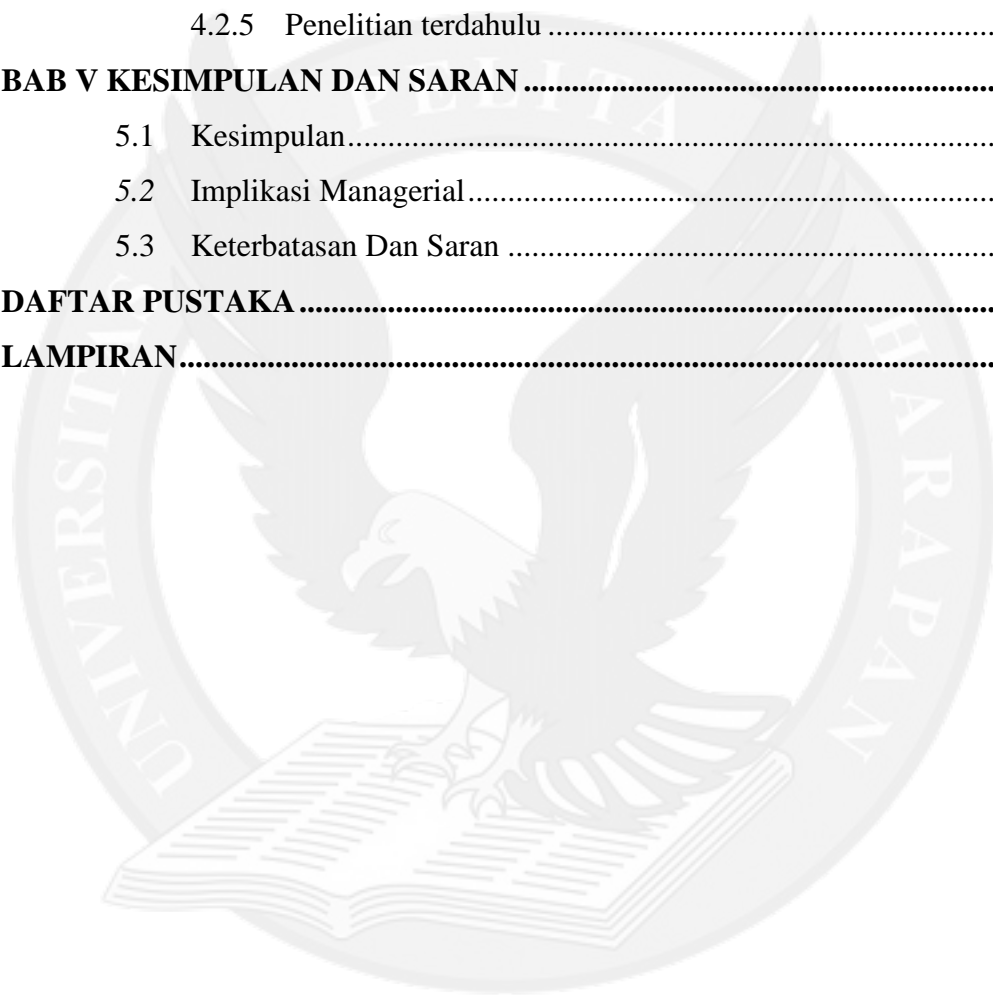


DAFTAR ISI

ABSTRAK	i
ABSTRACT	ii
KATA PENGANTAR	iii
DAFTAR ISI	vi
DAFTAR TABEL	ix
DAFTAR GAMBAR	x
BAB I PENDAHULUAN	1
1.1 Latar Belakang Penelitian.....	1
1.2 Rumusan Masalah	7
1.3 Tujuan Penelitian.....	8
1.4 Manfaat Penelitian.....	8
1.4.1 Manfaat Teoritis.....	8
1.4.2 Manfaat Praktis	9
1.5 Sistematika Penulisan.....	9
BAB II TINJAUAN LITERATUR	11
2.1. <i>Customer Loyalty</i> (Loyalitas Pelanggan)	11
2.2. Customer Satisfaction (Kepuasan Pelanggan).....	13
2.3. <i>Service quality</i> (Kualitas Pelayanan).....	15
2.4. Store atmosphere (Suasana Toko).....	18
2.5. Price Fairness (Kewajaran Harga).....	22
2.6. Pengajuan Hipotesis	23
2.6.1. Kualitas Pelayanan Terhadap Kepuasan Pelanggan.....	23
2.6.2. Suasana Toko Terhadap Kepuasan Pelanggan	25
2.6.3. Kewajaran Harga Terhadap Kepuasan Pelanggan.....	26
2.6.4. Kepuasan Pelanggan terhadap Loyalitas Pelanggan.....	27
2.7. Kerangka Penelitian.....	28
BAB III METODE PENELITIAN	29
3.1 Objek Penelitian	29
3.2 Unit Analisis	29

3.3	Tipe Penelitian.....	30
3.4	Operasional Variabel Penelitian.....	31
3.5	Populasi dan Sample.....	36
3.5.1	Penentuan Jumlah Sampel.....	36
3.5.2	Metode Penarikan Sampel.....	36
3.6	Teknik Pengumpulan Data.....	37
3.7	Metode Analisis Data.....	38
3.7.1	<i>Partial Least Square</i> (PLS).....	38
3.7.2	Evaluasi Model.....	39
3.7.2.1	Model Pengukuran (Outer Model).....	39
3.7.2.2	Model Struktural (Inner Model).....	41
3.8	Pengujian Instrumen Penelitian.....	42
3.8.1	Uji Validitas.....	42
3.8.2	Uji Reliabilitas.....	43
3.8.3	Hasil Uji Instrumen Pendahuluan.....	43
BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....		47
4.1	Hasil Penelitian.....	47
4.1.1	Profil Responden.....	47
4.1.2	Deskriptif Konstruk Penelitian.....	49
4.1.2.1	Deskriptik Konstruk Service Quality.....	50
4.1.2.2	Store Atmosphere.....	53
4.1.2.3	Price Fairness.....	54
4.1.2.4	<i>Customer Satisfaction</i>	55
4.1.2.5	<i>Customer Loyalty</i>	56
4.1.3	Hasil Analisis Data.....	57
4.1.3.1	Evaluasi Model pengukuran (Measurement Model).....	58
4.1.3.2	Evaluasi Model Struktur (<i>Structural Model</i>).....	64
4.2	Pembahasan.....	69
4.2.1	Pengaruh antara Service Quality terhadap Customer Satisfaction.....	69

4.2.2 Pengaruh antara Store Atmosphere terhadap Customer Satisfaction	70
4.2.3 Pengaruh antara Price Fairness terhadap Customer Satisfaction	70
4.2.4 Pengaruh antara Customer Satisfaction terhadap Customer Loyalty	71
4.2.5 Penelitian terdahulu	72
BAB V KESIMPULAN DAN SARAN	75
5.1 Kesimpulan.....	75
5.2 Implikasi Managerial.....	75
5.3 Keterbatasan Dan Saran	77
DAFTAR PUSTAKA	80
LAMPIRAN.....	84



DAFTAR TABEL

Tabel 1.1 Temuan Kesenjangan Penelitian	5
Tabel 3.1 Definisi Konseptual dan Definisi Operasional Variable.....	32
Tabel 3.2 Skala Likert.....	38
Tabel 3.3 Validity & Reliability HOC (higher order construct)	43
Tabel 3.4 Validity & Reliability LOC (lower order construct).....	44
Tabel 3.5 Validity & Reliability (construct)	45
Tabel 3.6 Discriminant Validity.....	45
Tabel 4.1 Profil Responden.....	48
Tabel 4.2 Skala Statistik Deskriptif	50
Tabel 4.3 Deskriptif Variabel <i>Service Quality</i>	50
Tabel 4.4 Deskriptif Variabel <i>Store Atmosphere</i>	54
Tabel 4.5 Deskriptif Variabel <i>Price Fairness</i>	55
Tabel 4.6 Deskriptif Variabel <i>Customer Satisfaction</i>	56
Tabel 4.7 Deskriptif Variabel <i>Customer Loyalty</i>	57
Tabel 4.8 Validity & Reliability HOC (higher order construct)	59
Tabel 4.9 Validity & Reliability LOC (lower order construct).....	60
Tabel 4.10 <i>Validity & Reliability (construct)</i>	61
Tabel 4.11 <i>Discriminant Validity Assessment Using the fornell-lacker Criterion</i>	62
Tabel 4.12 <i>Discriminant Validity Assessment Using the Hetrotrait-Monotrait (HTMT)</i>	63
Tabel 4.13 Collinearity.....	64
Tabel 4.14 Coefficient of Determination	65
Tabel 4.15 <i>Goodness of Fit Measure</i>	66
Tabel 4.16 <i>Predictive Relevances</i>	67
Tabel 4.17 <i>significance of path coefficient</i>	68

DAFTAR GAMBAR

Gambar 1.1 Konsumsi Kopi Domestik di Indonesia Tahun 2014-2019.....	2
Gambar 2.1 Kerangka Penelitian	28
Gambar 2.2 Measurement model	43
Gambar 4.1 Measurement model	59

