

DAFTAR ISI

BAB I.....	1
PENDAHULUAN	1
1.1 Latar Belakang Masalah.....	1
1.2 Batasan Masalah.....	10
1.3 Rumusan Masalah	10
1.4 Tujuan Penelitian.....	11
1.5 Manfaat Penelitian.....	13
1.5.1 Manfaat Teoritis	13
1.5.2 Manfaat Praktis	13
1.6 Sistematika Penelitian	14
BAB II	16
TINJAUAN PUSTAKA DAN PENGEMBANGAN HIPOTESIS	16
2.1 Landasan Teori	16
2.1.1 Product Quality.....	16
2.1.2 Service Quality	18
2.1.3 Environment Quality	20
2.1.4 Product Assortment	21
2.1.5 Customer satisfaction	22
2.1.6 Customer Loyalty.....	24
2.2 Penelitian Terdahulu	25
2.3 Pengembangan Hipotesis	29
2.3.1 Pengaruh Product Quality terhadap Customer Satisfaction	29
2.3.2 Pengaruh Product Quality terhadap Customer Loyalty.....	30
2.3.3 Pengaruh Service Quality terhadap Customer Satisfaction.....	30
2.3.4 Pengaruh Service Quality terhadap Customer Loyalty	31
2.3.5 Pengaruh Environment Quality terhadap Customer Satisfaction.....	31
2.3.6 Pengaruh Environment Quality terhadap Customer Loyalty	32
2.3.7 Pengaruh Product Assortment terhadap Customer Satisfaction	32
2.3.8 Pengaruh Product Assortment terhadap Customer Loyalty	33
2.3.9 Pengaruh Customer Satisfaction terhadap Customer Loyalty.....	33
2.4 Model Penelitian.....	34

2.5 Bagan Alur Berpikir.....	35
BAB III.....	38
METODE PENELITIAN	38
3.1 Jenis Penelitian dan Jenis Data	38
3.1.1 Jenis Penelitian.....	38
3.1.2 Jenis Data	39
3.2 Populasi dan Sampel	39
3.2.1 Populasi	39
3.2.2 Sampel.....	40
3.3 Metode Pengumpulan Data	41
3.4 Definisi Operasional Variabel.....	44
3.5 Metode Analisis Data.....	46
3.5.1 Uji Reabilitas	59
BAB IV.....	61
ANALISIS DATA DAN PEMBAHASAN	61
4.1 Gambaran Umum	61
4.1.1 Kopi Kenangan di Surabaya	61
4.1.2 Profil Responden.....	61
4.1.2.1 Domisili Responden	62
4.1.2.2 Jenis Kelamin Responden	62
4.1.2.3 Usia Responden.....	63
4.2 Analisa Data.....	64
4.2.1 Tanggapan Responden.....	64
4.2.1.1 Tanggapan Responden Terhadap Product Quality.....	65
4.2.1.2 Tanggapan Responden Terhadap Service Quality.....	66
4.2.1.3 Tanggapan Responden Terhadap Environment Quality.....	66
4.2.1.4 Tanggapan Responden Terhadap Product Assortment.....	67
4.2.1.5 Tanggapan Responden Terhadap Customer Satisfaction	67
4.2.1.6 Tanggapan Responden Terhadap Customer Loyalty.....	68
4.2.2 Analisis Deskriptif Variabel	69
4.2.2.1 Penjelasan Responden terhadap Product Quality.....	69
4.2.2.2 Penjelasan Responden terhadap Service Quality	70

4.2.2.3	Penjelasan Responden terhadap Environment Quality	70
4.2.2.4	Penjelasan Responden terhadap Product Assortment	71
4.2.2.5	Penjelasan Responden terhadap Customer Satisfaction	72
4.2.2.6	Penjelasan Responden terhadap Customer Loyalty	73
4.2.3	Hasil Pengujian Kualitas Data	73
4.2.3.1	Uji Validitas	75
4.2.3.2	Uji Reliabilitas	77
4.2.3.3	Uji Normalitas	78
4.2.3.4	Goodness of Fit Index	79
4.2.3.5	Evaluasi Outliers	80
4.2.3.5.1	Univariate Outliers	80
4.2.3.5.2	Multivariate Outliers	81
4.2.3.6	Analisis Faktor Konfirmatori Variabel Eksogen	82
4.2.3.7	Analisis Faktor Konfirmatori Variabel Endogen	83
4.2.4	Analisis Model Pengukuran Struktural	84
4.2.4.1	Analisis Model Pengukuran	84
4.2.4.2	Analisis Model Struktural	86
4.2.5	Hasil Pengujian Hipotesis	91
4.2.5.1	Pengujian Hipotesis 1	92
4.2.5.2	Pengujian Hipotesis 2	93
4.2.5.3	Pengujian Hipotesis 3	94
4.2.5.4	Pengujian Hipotesis 4	94
4.2.5.5	Pengujian Hipotesis 5	95
4.2.5.6	Pengujian Hipotesis 6	96
4.2.5.7	Pengujian Hipotesis 7	96
4.2.5.8	Pengujian Hipotesis 8	97
4.2.5.9	Pengujian Hipotesis 9	98
4.3	Pembahasan	99
4.3.1	Hubungan Kasual antar Variabel	99
4.3.1.1	Hub. Kasual Product Quality dan Customer Satisfaction	99

4.3.1.2	Hub. Kasual Product Quality dan Customer Loyalty.....	100
4.3.1.3	Hub. Kasual Service Quality dan Customer Satisfaction.....	101
4.3.1.4	Hub. Kasual Service Quality dan Customer Loyalty	102
4.3.1.5	Hub. Kasual Environment Quality dan Customer Satisfaction.....	103
4.3.1.6	Hub. Kasual Environment Quality dan Customer Loyalty.....	104
4.3.1.7	Hub. Kasual Product Assortment dan Customer Satisfaction.....	105
4.3.1.8	Hub. Kasual Product Assortment dan Customer Loyalty.....	106
4.3.1.9	Hub. Kasual Customer Satisfaction dan Customer Loyalty	107
4.3.2	Analisis Indikator Terpenting dan Indikator Terbaik.....	109
4.3.2.1	Indikator Product Quality.....	109
4.3.2.2	Indikator Service Quality	110
4.3.2.3	Indikator Environment Quality	112
4.3.2.4	Indikator Product Assortment	114
4.3.2.5	Indikator Customer Satisfaction.....	115
4.3.2.6	Indikator Customer Loyalty	117
BAB V	119
KESIMPULAN	119
5.1	Ringkasan Penelitian.....	119
5.2	Kesimpulan	121
5.2.1	Kesimpulan atas Hipotesis.....	121
5.2.1.1	Pengaruh Product Quality terhadap Customer Satisfaction	121
5.2.1.2	Pengaruh Product Quality terhadap Customer Loyalty.....	122
5.2.1.3	Pengaruh Service Quality terhadap Customer Satisfaction.....	123
5.2.1.4	Pengaruh Service Quality terhadap Customer Loyalty.....	123
5.2.1.5	Pengaruh Environment Quality terhadap Customer Satisfaction.	124
5.2.1.6	Pengaruh Environment Quality terhadap Customer Loyalty	125
5.2.1.7	Pengaruh Product Assortment terhadap Customer Satisfaction.....	126
5.2.1.8	Pengaruh Product Assortment terhadap Customer Loyalty.....	126
5.2.1.9	Pengaruh Customer Satisfaction terhadap Customer Loyalty	127
5.2.2	Kesimpulan Atas Masalah Penelitian.....	128

5.3	Implikasi.....	130
	5.3.1 Implikasi Teoritis	130
	5.3.2 Implikasi Manajerial	132
5.4	Rekomendasi	134
	Daftar Pustaka.....	136
	LAMPIRAN	151



DAFTAR TABEL

Tabel 1.1 - Top Brand Award Kategori Kedai Kopi	5
Tabel 3.1 - Desain Inti Kuisisioner	43
Tabel 3.2 - Definisi Operasional Variabel.....	45
Tabel 3.3 - Keterangan Indikator Konstruk	50
Tabel 3.4 - Keterangan Hubungan Konstruk	51
Tabel 3.5 - Hasil Konversi ke Dalam Persamaan	52
Tabel 3.6 - Index Pengujian Kelayakan pada Sebuah Model.....	58
Tabel 4.1 - Profil Responden Berdasarkan Domisili.....	62
Tabel 4.2 - Profil Responden Berdasarkan Jenis Kelamin.....	62
Tabel 4.3 - Profil Responden Berdasarkan Usia	63
Tabel 4.4 - Interval Rata-rata Variabel Penelitian	65
Tabel 4.5 - Rata-rata Hasil Kuesioner Product Quality	65
Tabel 4.6 - Rata-rata Hasil Kuesioner Service Quality.....	66
Tabel 4.7 - Rata-rata Hasil Kuesioner Environment Quality.....	66
Tabel 4.8 - Rata-rata Hasil Kuesioner Product Assortment.....	67
Tabel 4.9 - Rata-rata Hasil Kuesioner Customer Satisfaction	67
Tabel 4.10 - Rata-rata Hasil Kuesioner Customer Loyalty	68
Tabel 4.11 - Distribusi Hasil Kuesioner terhadap Product Quality.....	69
Tabel 4.12 - Distribusi Hasil Kuesioner terhadap Service Quality.....	70
Tabel 4.13 - Distribusi Hasil Kuesioner terhadap Environment Quality	70
Tabel 4.14 - Distribusi Hasil Kuesioner terhadap Product Assortment	71
Tabel 4.15 - Distribusi Hasil Kuesioner terhadap Customer Satisfaction.....	72
Tabel 4.16 - Distribusi Hasil Kuesioner terhadap Customer Loyalty	73
Tabel 4.17 - Uji Validitas	76
Tabel 4.18 - Uji Construct Reliability	77
Tabel 4.19 - Uji Normalitas Data	78
Tabel 4.20 - Evaluasi Kriteria Goodness of Fit Index	79

Tabel 4.21 - Statistic Descriptive Z-score.....	80
Tabel 4.22 - Mahalonbis Distance	81
Tabel 4.23 - Uji Bobot dan Nilai Lamda Loading Variabel Eksogen.....	82
Tabel 4.24 - Uji Bobot dan Nilai Lamda Loading Variabel Endogen	84
Tabel 4.25 - Analisis Model Pengukuran Product Quality.....	84
Tabel 4.26 - Analisis Model Pengukuran Service Quality	85
Tabel 4.27 - Analisis Model Pengukuran Environment Quality	85
Tabel 4.28 - Analisis Model Pengukuran Product Assortment.....	85
Tabel 4.29 - Analisis Model Pengukuran Customer Satisfaction	86
Tabel 4.30 - Analisis Model Pengukuran Customer Loyalty.....	86
Tabel 4.31 - Regression Weights Full Structural Equation Model.....	89
Tabel 4.32 - Hasil Uji Hipotesis.....	91
Tabel 4.33 - Perbandingan Indikator Terpenting dan Indikator Terbaik PQ.....	108
Tabel 4.34 - Perbandingan Indikator Terpenting dan Indikator Terbaik SQ.....	109
Tabel 4.35 - Perbandingan Indikator Terpenting dan Indikator Terbaik EQ.....	111
Tabel 4.36 - Perbandingan Indikator Terpenting dan Indikator Terbaik PA.....	113
Tabel 4.37 - Perbandingan Indikator Terpenting dan Indikator Terbaik CS	114
Tabel 4.38 - Perbandingan Indikator Terpenting dan Indikator Terbaik CL.....	116
Tabel 5.1 - Implikasi Teoritis.....	129
Tabel 5.2 - Implikasi Manajerial.....	131

DAFTAR GAMBAR

Gambar 1.1 - Perkembangan di Berbagai Industri.....	1
Gambar 1.2 - Grafik Negara dengan Konsumsi Kopi Terbesar Dunia.....	2
Gambar 1.3 - Grafik Provinsi Penghasil Kopi Terbesar di Indonesia.....	3
Gambar 1.4 - Gambar Kedai Kopi.....	4
Gambar 1.5 - Logo Kopi Kenangan.....	5
Gambar 1.6 - Gambar Gerai Kedai Kopi Kenangan.....	6
Gambar 1.7 - Produk Kopi Kenangan.....	7
Gambar 1.8 - Layanan Kopi Kenangan.....	7
Gambar 1.9 - Lingkungan dari Kopi Kenangan.....	8
Gambar 1.10 - Variasi Produk Kopi Kenangan.....	9
Gambar 2.1 - Hasil Peneliiian pertama dan kedua dari Jurnal Utama.....	27
Gambar 2.2 - Model Peneltian.....	34
Gambar 3.1 - Diagram Alur Kerangka Pemikiran Teoritis.....	49
Gambar 4.1 - Logo kopi Kenangan.....	61
Gambar 4.2 - Diagram Profil Responden Berdasarkan Domisili.....	62
Gambar 4.3 - Diagram Profil Responden Berdasarkan Jenis Kelamin.....	63
Gambar 4.4 - Diagram Profil Responden Berdasarkan Usia.....	64
Gambar 4.5 - Nilai CFA.....	75
Gambar 4.6 - Variabel Eksogen.....	82
Gambar 4.7 - Variabel Endogen.....	83
Gambar 4.8 - Regression Weights Full Structural Equation Model.....	87