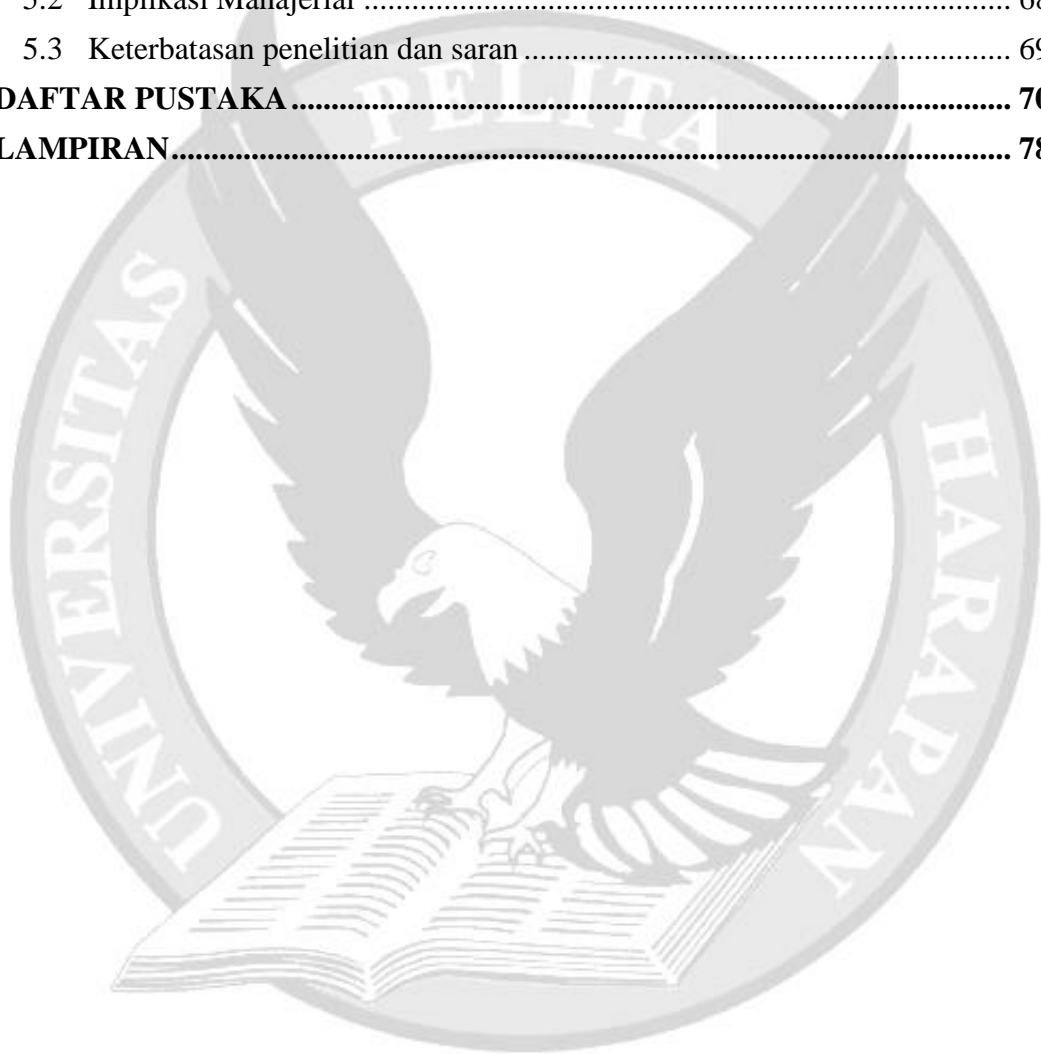


DAFTAR ISI

PERNYATAAN KEASLIAN TUGAS AKHIR.....	ii
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR	iii
PERSETUJUAN TIM PENGUJI TUGAS AKHIR.....	iv
PERNYATAAN DAN PERSETUJUAN UNGGAH TUGAS AKHIR.....	v
KATA PENGANTAR.....	vi
ABSTRAK	ix
ABSTRACT	x
DAFTAR ISI.....	xi
DAFTAR GAMBAR.....	xiv
DAFTAR TABEL	xv
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang	1
1.2 Pertanyaan Penelitian	9
1.3 Tujuan Penelitian.....	9
1.4 Batasan Penelitian	10
1.5 Manfaat Penelitian.....	11
1.6 Sistematika Penulisan.....	11
BAB II TINJAUAN PUSTAKA.....	14
2.1 Konsep Variabel	14
2.1.1 <i>Service Quality (DINESERV)</i>	14
2.1.2 Store Atmosphere	17
2.1.3 <i>Price Fairness</i>	18
2.1.4 <i>Customer Satisfaction</i>	18
2.1.5 <i>Customer Loyalty</i>	19
2.2 Pengembangan Hipotesis	19
2.3 Model penelitian.....	23
2.4 HIPOTESIS	24
BAB III METODE PENELITIAN.....	25
3.1 Obyek Penelitian	25
3.2 Unit Analisis.....	25
3.3 Jenis Penelitian	26
3.4 Definisi Operasionalisasi Variabel Penelitian.....	27
3.5 Sampel dan Populasi	30

3.5.1	Metode Penarikan Sampel.....	31
3.5.2	Metode Pengumpulan Data.....	32
3.6	Metode Analisis Data.....	33
3.6.1	Evaluasi Outer Model.....	33
3.6.2	Convergent Validity.....	33
3.6.3	Validity Test - Average Variance Extracted.....	34
3.6.4	Discriminant Validity.....	34
3.6.5	Reability Test - Cronbach Alpha.....	34
3.7	Evaluasi Inner Model.....	35
3.7.1	<i>R-Squared</i>	35
3.7.2	<i>F-Squared</i>	36
3.6	Uji Hipotesis	36
3.7.2	Merumuskan Hipotesis.....	36
3.7.3	Menentukan Level of Significance.....	37
3.7.4	Memilih dan Menerapkan Uji Statistik.....	37
3.7.5	Mengambil Keputusan.....	37
3.7.6	Menyimpulkan Hasil.....	37
3.8	Hasil Uji <i>Pretest</i>	38
3.8.1	Uji <i>AVE Pretest</i>	39
3.8.2	Uji Outer Loading <i>Pretest</i>	39
3.10.2	Uji Composite Reliability <i>Pretest</i>	43
BAB IV	HASIL DAN PEMBAHASAN	45
4.1	Demografi profil responden.....	45
4.2	Analisis Statistik Deskriptif.....	46
4.2.1	<i>Service Quality</i>	46
4.2.2	<i>Store Atmosphere</i>	48
4.2.3	<i>Price Fairness</i>	49
4.2.4	<i>Customer Satisfaction</i>	50
4.2.5	<i>Customer Loyalty</i>	51
4.3	Hasil Analisis Data.....	52
4.4	Uji Outer Model.....	52
4.4.1	Convergent Validity Test.....	52
4.4.2	Discriminant Validity Test.....	55
4.4.3	4.4.3 Uji Reabilitas.....	56
4.5	4.5 Uji Inner model.....	57
4.5.1	4.5.1 Uji VIF.....	57

4.5.2	<i>R-Squared</i>	58
4.5.3	<i>F-Squared</i>	59
4.6	Pengujian Hipotesis.....	60
4.6.1	Uji Hipotesis	60
4.7	Diskusi.....	64
BAB V	KESIMPULAN DAN SARAN	67
5.1	Kesimpulan.....	67
5.2	Implikasi Manajerial	68
5.3	Keterbatasan penelitian dan saran	69
	DAFTAR PUSTAKA	70
	LAMPIRAN	78



DAFTAR GAMBAR

Gambar 1.1 Snapcart Research	2
Gambar 1.2 Logo Sallo <i>Coffee</i>	4
Gambar 2.1 Model Penelitian	22



DAFTAR TABEL

Tabel 1.1 Daftar Okupansi Tamu Sallo Coffee.....	8
Tabel 2.1 Model <i>Service Quality</i>	13
Tabel 3.1 Tabel Dkdo.....	27
Tabel 3.2 Skala <i>Likert</i>	31
Tabel 3.3 Tingkat Reliabilitas Berdasarkan Nilai <i>Cronbach Alpha</i>	34
Tabel 3.4 Uji <i>AVE</i>	38
Tabel 3.5 Uji <i>Outer Loading (Lower Order Construct)</i>	37
Tabel 3.6 Uji <i>Outer Loading (High Order Construct)</i>	39
Tabel 3.7 Uji <i>Fornell Lecker</i>	41
Tabel 3.8 Uji <i>Composite Reliability Pre-Test</i>	41
Tabel 4.1 Demografi Profil Responden.....	43
Tabel 4.2 Statistik Deskriptif <i>Service Quality</i>	45
Tabel 4.3 Statistik Deskriptif <i>Store Atmosphere</i>	45
Tabel 4.4 Statistik Deskriptif <i>Price Fairness</i>	46
Tabel 4.5 Statistik Deskriptif <i>Customer Satisfaction</i>	46
Tabel 4.6 Statistik Deskriptif <i>Customer Loyalty</i>	47
Tabel 4.7 Uji <i>Outer Loading (Lowe Order Construct)</i>	49
Tabel 4.8 Uji <i>Outer Loading (High Order Construct)</i>	50
Tabel 4.9 Uji <i>Fornell Lecker</i>	52
Tabel 4.10 Uji <i>Composite Reliability</i>	53
Tabel 4.11 Uji <i>Vif</i>	54
Tabel 4.12 Uji <i>R-Square</i>	55
Tabel 4.13 Uji <i>F-Square</i>	56
Tabel 4.14 Uji Hipotesis.....	57