



UNIVERSITAS PELITA HARAPAN

Pernyataan dan Persetujuan Unggah Tugas Akhir

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3.
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Lokasi Kampus : Surabaya
Jenis Tugas Akhir : Thesis (S2)
Judul :

PENGARUH LINGKUNGAN BELANJA ONLINE TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION PADA RESTORAN MIE GACUAN SURABAYA DI APLIKASI GRAB FOOD

Menyatakan bahwa:


1. Tugas akhir tersebut adalah benar karya saya/kami dengan arahan dari dosen pembimbing dan bukan merupakan duplikasi karya tulis yang sudah dipublikasikan atau yang pernah dipakai untuk mendapatkan gelar akademik di perguruan tinggi manapun;
2. Tugas akhir tersebut bukan merupakan plagiat dari hasil karya pihak lain, dan apabila saya/kami mengutip dari karya orang lain maka akan dicantumkan sebagai referensi sesuai dengan ketentuan yang berlaku.
3. Saya/kami memberikan Hak Noneksklusif Tanpa Royalti kepada Universitas Pelita Harapan atas Tugas Akhir tersebut untuk diunggah ke dalam Repositori UPH.

Apabila di kemudian hari ditemukan pelanggaran Hak Cipta dan Kekayaan Intelektual atau Peraturan Perundang-undangan Republik Indonesia lainnya dan integritas akademik dalam karya saya/kami tersebut, maka saya/kami bersedia menanggung secara pribadi segala bentuk tuntutan hukum dan sanksi akademis yang timbul serta membebaskan Universitas Pelita Harapan dari segala tuntutan hukum yang berlaku.

Dibuat di : Surabaya

Pada Tanggal : 25-Mar-2024

Yang menyatakan,

Tanda Tangan			
Nama	(Elisha Kristiani Putri) 2619220061	()	()



UNIVERSITAS PELITA HARAPAN
FAKULTAS EKONOMI DAN BISNIS

PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR

**ANALISIS PENGARUH LINGKUNGAN BELANJA *ONLINE* TERHADAP
CUSTOMER LOYALTY MELALUI *CUSTOMER SATISFACTION* PADA
RESTORAN MIE GACOAN SURABAYA DI APLIKASI GRAB FOOD**

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Telah diperiksa dan disetujui untuk diajukan dan dipertahankan dalam Sidang Tugas Akhir guna mendapatkan gelar Magister Manajemen Strata Dua pada Program Studi Magister Manajemen, Fakultas Ekonomi dan Bisnis Universitas Pelita Harapan, Surabaya.

Surabaya, 2 April 2024

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UNIVERSITAS PELITA HARAPAN
FAKULTAS EKONOMI DAN BISNIS

PERSETUJUAN TIM PENGUJI TUGAS AKHIR

Pada Selasa, 7 Mei 2024 telah diselenggarakan Sidang Tugas Akhir untuk memenuhi sebagian persyaratan akademik guna mencapai gelar Magister Manajemen Strata Dua pada Program Studi Magister Manajemen, Fakultas Ekonomi dan Bisnis Universitas Pelita Harapan, Surabaya, atas nama:

Nama : Elisha Kristiani Putri
NPM : 02619220061
Program Studi : Magister Manajemen
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termasuk ujian Tugas Akhir yang berjudul “ **ANALISIS PENGARUH LINGKUNGAN BELANJA *ONLINE* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA RESTORAN MIE GACOAN SURABAYA DI APLIKASI GRAB FOOD**” oleh tim penguji yang terdiri dari:

Nama Penguji	Jabatan dalam Tim Penguji	Tanda Tangan
1. Dr. Yanuar Dananjaya, B.Sc., M.M.	, sebagai Ketua Sidang	
2. Dr. Oliandes Sondakh, S.E., M.M.	, sebagai Penguji Pertama	
3. Dr. Yolanda Soediby, S.T., M.M.	, sebagai Penguji Kedua	

Surabaya, 7 Mei 2024

PREFACE

By the grace and blessing of the Almighty God, the writer has completed the final paper entitled: **“ANALISIS PENGARUH LINGKUNGAN BELANJA ONLINE TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION PADA RESTORAN MIE GACOAN SURABAYA DI APLIKASI GRAB FOOD”**

This final paper is written as a partial fulfilment of the academic requirements to obtain the degree of *Magister Management* at Management Study Program, Faculty of Economics and Business, Universitas Pelita Harapan Surabaya Campus.

The writer would like to express his sincere gratitude to the following people for their valuable contributions in assisting and supporting the writer from the beginning until the completion of this final paper:

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2. Dra. Gracia Shinta S. Ugut, M.B.A., Ph.D., as the Associate Dean of Faculty of Economics and Business of Universitas Pelita Harapan.
3. Dr. Fajar Sugianto, S.H., M.H., as the Interim Executive Director of UPH Surabaya Campus
4. Dr. Yanuar Dananjaya, B.Sc., M.M., as the Department Chair of Master of Management Study Program UPH Surabaya Campus.

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7. All UPH Surabaya Campus lecturers who have imparted knowledge from the first to the final semester, consistently throughout the entire study period, thereby contributing greatly to the writer's academic growth.
8. All UPH Surabaya Campus administrative staff who have also provided valuable assistance in the writing of this thesis, for which the writer is immensely grateful.
9. My beloved parents, to whom the writer owes an immeasurable debt of gratitude for their unwavering support and encouragement throughout the academic year, as well as during the completion of this thesis.
10. All friends at Magister Class UPH Surabaya Campus have been a constant pillar of strength, standing by my side through every obstacle and challenge I faced during this thesis journey. Especially, I want to extend my heartfelt appreciation to Christian, Jessica, Diana, Rendy, and Gilbert who have not only been instrumental in this research but have also inspired me to pursue further studies.

11. All my supportive friends of Gibeon Church, especially CG Sola Gratia have been a constant pillar of strength, standing by my side through every obstacle and challenge I faced during this thesis journey. I am deeply grateful for their unwavering thoughtfulness and assistance.
12. The writer would like to express sincere gratitude towards all individuals who have contributed to the successful completion of this thesis through their valuable suggestions, constructive criticisms, words of encouragement, and unwavering support.

Having said that, the writer humbly acknowledges that there may be certain inaccuracies and errors that could have crept into this thesis. Thus, the writer welcomes and highly values constructive feedback and inputs from the readership aimed at improving the overall quality of the content presented in this thesis.

Surabaya, 30 November 2023

The Writer,

Elisha Kristiani Putri

02619220061

LAMPIRAN A: KUISIONER

Instruksi Pengisian Pilihlah salah satu jawaban di bawah ini yang paling sesuai menurut Anda dengan memberi tanda silang (X).

Demografi:

1. Jenis Kelamin:
 - a. Wanita
 - b. Pria
2. Apakah Anda berdomisili di Surabaya?
 - a. Ya
 - b. Tidak (berhenti disini, terima kasih)
3. Umur:
 - a. >18 Tahun (berhenti sampai disini)
 - b. 18-35 tahun
 - c. 35-50 tahun
 - d. 51-60 tahun
 - e. >60 tahun
4. Apakah Anda pernah bertransaksi dan mengkonsumsi produk restoran Mie Gacoan melalui aplikasi Grab Food minimal 2x selama 6 bulan terakhir?
 - a. Ya
 - b. Tidak (berhenti sampai disini)

Berilah tanda silang (X) pada salah satu kolom pilihan jawaban yang telah disediakan dengan keterangan sebagai berikut:

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

No.	Pernyataan	STS	TS	N	S	SS
<i>Discounted Price & Advertising</i>						
1.	Mie Gacoan Surabaya memiliki iklan yang menarik dari restoran di layanan Grab Food.					

2.	Produk Mie Gacoan Surabaya memiliki harga yang terjangkau di aplikasi Grab Food.					
3.	Produk Mie Gacoan Surabaya memiliki diskon khusus yang menarik di Grab Food.					
4.	Mie Gacoan Surabaya sering menyediakan beragam skema diskon yang menarik di aplikasi Grab Food.					
5.	Mie Gacoan Surabaya mengadakan acara promosi khusus yang menarik melalui Grab Food.					
Visual Merchandising						
1.	Produk Mie Gacoan Surabaya memiliki tampilan warna & desain yang menarik pada aplikasi Grab Food.					
2.	Produk Mie Gacoan Surabaya memiliki kemasan yang aman (tidak bocor, rusak dan sejenisnya) ketika memesan melalui aplikasi Grab Food.					
3.	Produk Mie Gacoan Surabaya memiliki tata letak atau urutan produk yang baik pada menu di aplikasi Grab Food.					
4.	Restoran Mie Gacoan Surabaya memiliki tampilan produk (foto per produk) yang menarik di aplikasi Grab Food.					
Emotional Attachment						
1.	Saya memiliki ikatan emosional dengan restoran Mie Gacoan Surabaya sebagai restoran lokal ternama.					
2.	Saya merasa memiliki keterikatan dengan kualitas produk Mie Gacoan Surabaya.					
3.	Saya selalu teringat kembali untuk memesan Mie Gacoan Surabaya melalui aplikasi Grab Food.					
Special Occasion						
1.	Mie Gacoan Surabaya memiliki <i>cashback/ complementary</i> yang menarik dengan syarat tertentu melalui Grab Food.					
2.	Mie Gacoan Surabaya memiliki tradisi pemilihan level yang unik pada produk utama (produk mie).					
3.	Mie Gacoan memiliki acara khusus (flash sale, pay day, 12.12, dll) yang beragam melalui Grab Food.					
Companion's Influence						
1.	Saya mengonsumsi lebih banyak produk Mie					

	Gacoan Surabaya ketika bersama rekan saya melalui Grab Food.					
2.	Saya dipengaruhi rekan untuk memutuskan mengkonsumsi produk Mie Gacoan Surabaya melalui Grab Food.					
3.	Saya beberapa kali diberi saran untuk mengkonsumsi produk Mie Gacoan Surabaya oleh rekan saya melalui Grab Food.					
System Quality						
1.	Aplikasi Grab Food beroperasi dengan lancar (jarang <i>error</i> dan <i>loading</i> cepat) dalam memesan produk Mie Gacoan Surabaya.					
2.	Aplikasi Grab Food memungkinkan informasi mengenai restoran Mie Gacoan Surabaya agar mudah diakses (<i>user friendly</i>).					
3.	Aplikasi Grab Food tidak membutuhkan waktu lama untuk menanggapi pesanan saya pada produk Mie Gacoan Surabaya.					
4.	Aplikasi Grab Food dapat beradaptasi untuk memenuhi beragam kebutuhan pesanan produk Mie Gacoan Surabaya dengan baik.					
Service Quality						
1.	Saya merasa keamanan transaksi dari aplikasi Grab Food pada restoran Mie Gacoan Surabaya baik.					
2.	Aplikasi Grab Food dapat mempersonalisasi jenis informasi yang saya butuhkan pada restoran Mie Gacoan Surabaya dengan baik.					
3.	Aplikasi Grab Food memungkinkan saya memberikan penilaian tentang layanannya pada restoran Mie Gacoan Surabaya.					
Information Quality						
1.	Aplikasi Grab Food menyediakan informasi yang bermanfaat dari restoran Mie Gacoan Surabaya.					
2.	Aplikasi Grab Food menyediakan informasi lengkap (informatif) mengenai menu Mie Gacoan Surabaya (rincian keterangan produk).					
3.	Aplikasi Grab Food memberikan informasi detail mengenai diskon pemesanan produk Mie Gacoan Surabaya.					
4.	Aplikasi Grab Food memberikan informasi lengkap mengenai proses pembelian produk Mie					

	Gacoan Surabaya dari awal sampai akhir					
Customer Satisfaction						
1.	Secara keseluruhan saya merasa puas dengan produk Mie Gacoan Surabaya melalui layanan Grab Food.					
2.	Saya merasa puas dengan pelayanan dari Mie Gacoan Surabaya melalui layanan Grab Food.					
3.	Saya merasa puas dengan kemudahan sistem pemesanan Mie Gacoan Surabaya melalui layanan Grab Food.					
Customer Loyalty						
1.	Saya akan membeli kembali produk Mie Gacoan Surabaya secara berkala melalui layanan Grab Food.					
2.	Saya akan mengonsumsi produk pelengkap (selain mie) dari Mie Gacoan Surabaya secara berkala melalui layanan Grab Food.					
3.	Saya akan mengajak dan merekomendasikan rekan saya untuk membeli produk Mie Gacoan Surabaya melalui layanan Grab Food.					

LAMPIRAN B: TABULASI DATA

Responden	DPA1	DPA2	DPA3	DPA4	DPA5	VM1	VM2	VM3	VM4
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Responden	EA1	EA2	EA3	SO1	SO2	SO3	CI1	CI2	CI3
1	5	4	4	5	4	5	5	4	5
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68	5	5	5	5	4	3	4	4	5	2
69	4	3	3	4	3	3	3	3	3	3
70	4	3	4	4	5	5	5	5	5	5
71	4	4	4	4	4	4	4	3	3	3
72	4	4	3	3	4	4	4	3	4	2
73	5	4	4	5	4	4	3	4	4	2
74	4	3	4	4	4	4	4	5	5	4

75	3	3	3	3	3	3	3	3	3	3
76	5	4	4	3	5	5	4	4	4	5
77	5	5	4	4	4	4	4	4	4	3
78	5	5	5	5	5	5	5	5	5	4
79	4	4	3	3	4	4	4	4	4	4
80	4	3	4	4	4	4	4	5	5	4
81	5	5	4	4	4	4	4	3	3	3
82	4	3	3	4	4	4	4	3	3	3
83	5	4	4	4	5	5	5	5	5	5
84	4	5	4	5	4	4	4	4	4	4
85	5	4	4	4	4	4	5	4	4	5
86	5	4	5	3	4	3	3	3	3	3
87	5	5	5	5	4	4	4	4	4	5
88	5	5	5	5	4	3	3	4	4	3
89	4	4	5	5	4	4	4	4	4	4
90	5	5	5	5	3	2	3	3	3	2
91	5	5	5	5	4	3	3	3	2	2
92	4	4	4	4	5	4	4	4	4	4
93	5	5	5	5	3	3	3	3	3	3
94	5	5	4	4	5	5	5	5	5	5
95	4	4	4	4	5	5	5	5	5	5
96	5	5	4	5	5	5	5	5	5	5
97	4	4	4	4	3	3	3	3	3	3
98	4	5	4	3	3	3	3	4	4	3
99	2	2	3	3	4	3	4	5	4	4
100	4	3	3	3	5	5	5	5	5	5
101	5	5	5	5	5	5	5	4	4	4
102	4	4	4	4	5	4	3	4	5	4
103	5	5	5	5	4	5	5	3	5	4
104	4	3	4	4	5	5	4	5	5	5
105	5	5	5	5	4	4	3	4	3	5
106	5	5	5	5	5	4	5	4	4	5
107	4	5	5	4	4	4	4	5	5	5
108	5	5	5	5	4	4	4	4	4	5
109	4	4	5	4	4	4	3	4	5	3
110	5	4	5	4	4	4	3	3	3	3
111	5	3	5	3	5	5	5	5	5	5
112	5	5	5	5	5	5	5	5	5	5
113	4	4	5	4	3	5	4	3	5	4

114	5	5	5	5	5	5	5	5	5	5
115	4	5	4	5	4	4	4	4	5	5
116	4	5	4	5	4	4	4	4	4	4
117	4	5	5	5	5	5	4	4	4	4
118	4	4	4	5	5	5	5	5	5	5
119	4	4	4	4	4	4	4	4	4	3
120	5	4	4	5	5	5	4	5	5	5
121	4	4	4	4	5	5	4	4	4	4
122	4	4	4	4	4	4	4	4	4	2
123	4	4	4	4	4	4	4	4	4	2
124	4	4	4	4	4	4	3	4	5	5
125	5	4	4	4	4	4	4	4	4	3
126	4	4	4	4	4	4	3	4	4	3
127	4	4	4	4	4	4	4	4	4	3
128	5	5	5	5	3	3	3	2	2	1
129	4	4	4	4	4	4	4	4	4	5
130	5	4	5	4	3	4	4	4	4	4
131	5	5	5	5	4	4	4	4	4	4
132	4	5	5	5	3	3	3	3	3	3
133	5	5	5	5	5	5	5	5	5	5
134	5	5	5	5	3	3	3	2	3	1
135	5	4	4	4	5	5	5	5	5	4
136	5	5	5	5	3	3	3	3	3	2
137	5	5	5	5	5	4	5	4	5	5
138	4	3	3	4	4	5	5	4	4	5
139	5	5	4	5	4	5	4	4	5	4
140	5	5	5	5	4	5	5	4	5	4
141	4	3	3	4	4	5	4	5	4	4
142	3	3	3	4	5	5	5	4	5	5
143	5	5	4	4	3	3	3	3	3	3
144	5	5	5	4	5	5	5	4	5	5
145	4	5	4	3	3	3	3	3	3	3
146	4	3	3	5	4	4	4	4	5	2
147	5	4	4	5	4	5	5	5	5	5
148	5	5	5	5	5	5	5	5	5	5
149	4	5	5	5	4	5	4	4	4	4
150	4	5	4	4	5	4	5	4	5	4
151	5	5	5	5	4	4	4	5	5	5
152	4	4	4	5	5	4	4	4	5	5

153	5	5	5	5	5	5	5	5	5	5
154	5	4	3	4	4	5	5	4	4	4
155	3	3	4	4	5	5	5	5	4	4
156	4	5	4	4	5	5	4	5	5	5
157	4	3	4	4	5	5	4	5	4	5
158	2	3	3	4	4	5	5	4	5	4
159	2	4	3	2	4	5	5	5	4	5
160	3	3	3	3	5	5	4	4	4	5
161	5	5	5	5	4	5	4	5	5	5
162	4	4	4	4	5	4	5	5	5	4
163	5	5	5	5	5	5	4	4	5	5
164	3	4	3	4	5	5	5	5	5	5
165	4	4	5	4	4	5	5	5	4	4
166	5	5	5	5	5	4	5	5	5	5
167	5	3	4	5	5	5	5	5	5	4
168	4	5	5	5	4	5	5	4	4	4
169	5	4	5	3	5	5	4	5	5	5
170	5	5	5	5	5	4	5	4	5	5
171	5	4	4	4	4	4	5	4	4	5
172	5	5	5	5	5	5	5	5	5	4
173	4	4	5	5	4	4	4	4	4	4
174	4	4	4	4	4	4	4	4	5	5
175	5	5	5	5	5	5	5	5	5	5

LAMPIRAN C: HASIL OUTPUT DATA SPSS

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-35	148	84.6	84.6	84.6
35-50	23	13.1	13.1	97.7
51-60	4	2.3	2.3	100.0
Total	175	100.0	100.0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	65	37.1	37.1	37.1
Wanita	110	62.9	62.9	100.0
Total	175	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
DPA1	175	3.0	5.0	4.297	.6888
DPA2	175	3.0	5.0	4.331	.7223
DPA3	175	3.0	5.0	4.503	.6510
DPA4	175	3.0	5.0	4.389	.7013
DPA5	175	1.0	5.0	4.246	.7445
VM1	175	3.0	5.0	4.360	.6623
VM2	175	3.0	5.0	4.366	.6890
VM3	175	3.0	5.0	4.577	.5809
VM4	175	3.0	5.0	4.366	.6370
EA1	175	3.0	5.0	4.440	.5730
EA2	175	3.0	5.0	4.434	.5823
EA3	175	3.0	5.0	4.400	.6521
SO1	175	2.0	5.0	4.394	.6856
SO2	175	2.0	5.0	4.320	.6951
SO3	175	2.0	5.0	4.389	.6503
CI1	175	3.0	5.0	4.377	.6210
CI2	175	3.0	5.0	4.411	.6083
CI3	175	3.0	5.0	4.406	.6441
SYQ1	175	2.0	5.0	4.291	.7277
SYQ2	175	2.0	5.0	4.389	.6847
SYQ3	175	3.0	5.0	4.446	.6488
SYQ4	175	2.0	5.0	4.457	.6924

SEQ1	175	2.0	5.0	4.051	.8793
SEQ2	175	2.0	5.0	4.126	.8416
SEQ3	175	2.0	5.0	4.131	.7656
IQ1	175	2.0	5.0	4.411	.6625
IQ2	175	1.0	5.0	4.257	.7483
IQ3	175	2.0	5.0	4.269	.7127
IQ4	175	2.0	5.0	4.309	.6921
CS1	175	3.0	5.0	4.320	.6699
CS2	175	2.0	5.0	4.320	.7195
CS3	175	3.0	5.0	4.257	.7328
CL1	175	2.0	5.0	4.257	.7249
CL2	175	2.0	5.0	4.291	.7355
CL3	175	1.0	5.0	4.069	1.0260
Valid N (listwise)	175				

DPA1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	23	13.1	13.1	13.1
	4.0	77	44.0	44.0	57.1
	5.0	75	42.9	42.9	100.0
	Total	175	100.0	100.0	

DPA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	26	14.9	14.9	14.9
	4.0	65	37.1	37.1	52.0
	5.0	84	48.0	48.0	100.0
	Total	175	100.0	100.0	

DPA3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	15	8.6	8.6	8.6
	4.0	57	32.6	32.6	41.1
	5.0	103	58.9	58.9	100.0
	Total	175	100.0	100.0	

DPA4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	22	12.6	12.6	12.6
	4.0	63	36.0	36.0	48.6
	5.0	90	51.4	51.4	100.0
	Total	175	100.0	100.0	

DPA5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	1	.6	.6	.6
	2.0	1	.6	.6	1.1
	3.0	23	13.1	13.1	14.3
	4.0	79	45.1	45.1	59.4
	5.0	71	40.6	40.6	100.0
	Total	175	100.0	100.0	

VM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	18	10.3	10.3	10.3
	4.0	76	43.4	43.4	53.7
	5.0	81	46.3	46.3	100.0
	Total	175	100.0	100.0	

VM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	21	12.0	12.0	12.0
	4.0	69	39.4	39.4	51.4
	5.0	85	48.6	48.6	100.0
	Total	175	100.0	100.0	

VM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	8	4.6	4.6	4.6
	4.0	58	33.1	33.1	37.7
	5.0	109	62.3	62.3	100.0
	Total	175	100.0	100.0	

VM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	15	8.6	8.6	8.6
	4.0	81	46.3	46.3	54.9
	5.0	79	45.1	45.1	100.0
	Total	175	100.0	100.0	

EA1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	7	4.0	4.0	4.0
	4.0	84	48.0	48.0	52.0
	5.0	84	48.0	48.0	100.0
	Total	175	100.0	100.0	

EA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	8	4.6	4.6	4.6
	4.0	83	47.4	47.4	52.0
	5.0	84	48.0	48.0	100.0
	Total	175	100.0	100.0	

EA3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	16	9.1	9.1	9.1
	4.0	73	41.7	41.7	50.9
	5.0	86	49.1	49.1	100.0
	Total	175	100.0	100.0	

SO1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	2	1.1	1.1	1.1
	3.0	14	8.0	8.0	9.1
	4.0	72	41.1	41.1	50.3
	5.0	87	49.7	49.7	100.0
	Total	175	100.0	100.0	

SO2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	2	1.1	1.1	1.1
	3.0	17	9.7	9.7	10.9
	4.0	79	45.1	45.1	56.0
	5.0	77	44.0	44.0	100.0
	Total	175	100.0	100.0	

SO3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	1	.6	.6	.6
	3.0	13	7.4	7.4	8.0
	4.0	78	44.6	44.6	52.6
	5.0	83	47.4	47.4	100.0
	Total	175	100.0	100.0	

CI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	13	7.4	7.4	7.4
	4.0	83	47.4	47.4	54.9
	5.0	79	45.1	45.1	100.0
	Total	175	100.0	100.0	

CI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	11	6.3	6.3	6.3
	4.0	81	46.3	46.3	52.6
	5.0	83	47.4	47.4	100.0
	Total	175	100.0	100.0	

CI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	15	8.6	8.6	8.6
	4.0	74	42.3	42.3	50.9
	5.0	86	49.1	49.1	100.0
	Total	175	100.0	100.0	

SYQ1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	2	1.1	1.1	1.1
	3.0	22	12.6	12.6	13.7
	4.0	74	42.3	42.3	56.0
	5.0	77	44.0	44.0	100.0
	Total	175	100.0	100.0	

SYQ2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	2	1.1	1.1	1.1
	3.0	14	8.0	8.0	9.1
	4.0	73	41.7	41.7	50.9
	5.0	86	49.1	49.1	100.0
	Total	175	100.0	100.0	

SYQ3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	15	8.6	8.6	8.6
	4.0	67	38.3	38.3	46.9
	5.0	93	53.1	53.1	100.0
	Total	175	100.0	100.0	

SYQ4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	1	.6	.6	.6
	3.0	17	9.7	9.7	10.3
	4.0	58	33.1	33.1	43.4
	5.0	99	56.6	56.6	100.0
	Total	175	100.0	100.0	

SEQ1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	10	5.7	5.7	5.7
	3.0	33	18.9	18.9	24.6
	4.0	70	40.0	40.0	64.6
	5.0	62	35.4	35.4	100.0
	Total	175	100.0	100.0	

SEQ2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	6	3.4	3.4	3.4
	3.0	34	19.4	19.4	22.9
	4.0	67	38.3	38.3	61.1
	5.0	68	38.9	38.9	100.0
	Total	175	100.0	100.0	

SEQ3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	3	1.7	1.7	1.7
	3.0	32	18.3	18.3	20.0
	4.0	79	45.1	45.1	65.1
	5.0	61	34.9	34.9	100.0
	Total	175	100.0	100.0	

IQ1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	3	1.7	1.7	1.7
	3.0	8	4.6	4.6	6.3
	4.0	78	44.6	44.6	50.9
	5.0	86	49.1	49.1	100.0
	Total	175	100.0	100.0	

IQ2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	1	.6	.6	.6
	2.0	1	.6	.6	1.1
	3.0	23	13.1	13.1	14.3
	4.0	77	44.0	44.0	58.3
	5.0	73	41.7	41.7	100.0
	Total	175	100.0	100.0	

IQ3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	1	.6	.6	.6
	3.0	24	13.7	13.7	14.3
	4.0	77	44.0	44.0	58.3
	5.0	73	41.7	41.7	100.0
	Total	175	100.0	100.0	

IQ4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	1	.6	.6	.6
	3.0	20	11.4	11.4	12.0
	4.0	78	44.6	44.6	56.6
	5.0	76	43.4	43.4	100.0
	Total	175	100.0	100.0	

CS1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	20	11.4	11.4	11.4
	4.0	79	45.1	45.1	56.6
	5.0	76	43.4	43.4	100.0
	Total	175	100.0	100.0	

CS2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	1	.6	.6	.6
	3.0	23	13.1	13.1	13.7
	4.0	70	40.0	40.0	53.7
	5.0	81	46.3	46.3	100.0
	Total	175	100.0	100.0	

CS3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	30	17.1	17.1	17.1
	4.0	70	40.0	40.0	57.1
	5.0	75	42.9	42.9	100.0
	Total	175	100.0	100.0	

CL1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	2	1.1	1.1	1.1
	3.0	23	13.1	13.1	14.3
	4.0	78	44.6	44.6	58.9
	5.0	72	41.1	41.1	100.0
	Total	175	100.0	100.0	

CL2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	2	1.1	1.1	1.1
	3.0	23	13.1	13.1	14.3
	4.0	72	41.1	41.1	55.4
	5.0	78	44.6	44.6	100.0
	Total	175	100.0	100.0	

CL3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	4	2.3	2.3	2.3
	2.0	11	6.3	6.3	8.6
	3.0	29	16.6	16.6	25.1
	4.0	56	32.0	32.0	57.1
	5.0	75	42.9	42.9	100.0
	Total	175	100.0	100.0	

Descriptive Statistics Z-Score					
	N	Minimum	Maximum	Mean	Std. Deviation
Zscore (DPA1)	175	-1.88325	1.02044	.0000000	1.0000000
Zscore (DPA2)	175	-1.84333	.92562	.0000000	1.0000000
Zscore (DPA3)	175	-2.30842	.76362	.0000000	1.0000000
Zscore (DPA4)	175	-1.97999	.87185	.0000000	1.0000000
Zscore (DPA5)	175	-3.35983	1.01320	.0000000	1.0000000
Zscore (VM1)	175	-2.05350	.96635	.0000000	1.0000000
Zscore (VM2)	175	-1.98225	.92063	.0000000	1.0000000
Zscore (VM3)	175	-2.71516	.72798	.0000000	1.0000000
Zscore (VM4)	175	-2.14412	.99581	.0000000	1.0000000
Zscore (EA1)	175	-2.51329	.97739	.0000000	1.0000000
Zscore (EA2)	175	-2.46323	.97155	.0000000	1.0000000
Zscore (EA3)	175	-2.14678	.92005	.0000000	1.0000000
Zscore (SO1)	175	-3.49212	.88345	.0000000	1.0000000
Zscore (SO2)	175	-3.33746	.97822	.0000000	1.0000000
Zscore (SO3)	175	-3.67317	.94026	.0000000	1.0000000
Zscore (CI1)	175	-2.21751	1.00294	.0000000	1.0000000
Zscore (CI2)	175	-2.32043	.96763	.0000000	1.0000000
Zscore (CI3)	175	-2.18233	.92261	.0000000	1.0000000
Zscore (SYQ1)	175	-3.14893	.97374	.0000000	1.0000000
Zscore (SYQ2)	175	-3.48842	.89297	.0000000	1.0000000
Zscore (SYQ3)	175	-2.22843	.85438	.0000000	1.0000000
Zscore (SYQ4)	175	-3.54852	.78398	.0000000	1.0000000
Zscore (SEQ1)	175	-2.33297	1.07876	.0000000	1.0000000
Zscore (SEQ2)	175	-2.52589	1.03887	.0000000	1.0000000
Zscore (SEQ3)	175	-2.78416	1.13456	.0000000	1.0000000
Zscore (IQ1)	175	-3.63971	.88837	.0000000	1.0000000
Zscore (IQ2)	175	-4.35280	.99274	.0000000	1.0000000
Zscore (IQ3)	175	-3.18315	1.02631	.0000000	1.0000000
Zscore (IQ4)	175	-3.33579	.99909	.0000000	1.0000000
Zscore (CS1)	175	-1.97051	1.01511	.0000000	1.0000000
Zscore (CS2)	175	-3.22440	.94508	.0000000	1.0000000
Zscore (CS3)	175	-1.71561	1.01377	.0000000	1.0000000
Zscore (CL1)	175	-3.11381	1.02480	.0000000	1.0000000
Zscore (CL2)	175	-3.11530	.96334	.0000000	1.0000000
Zscore (CL3)	175	-2.99072	.90780	.0000000	1.0000000
Valid N (listwise)	175				

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Assessment of normality (All)

Variabel	Min	Max	Skew	C.R	Kurtosis	C.R
SO3	2	5	-.713	-1.853	.047	.127
CL3	1	5	-1.002	-2.410	.392	1.058
CL2	2	5	-.690	-1.726	-.249	-.673
CL1	2	5	-.613	-2.310	-.244	-.660
IQ4	2	5	-.596	-2.220	-.351	-.948
SYQ4	2	5	-.992	-2.357	.123	.333
IQ1	2	5	-1.040	-1.615	1.372	1.706
IQ2	1	5	-.868	-1.690	1.029	1.778
IQ3	2	5	-.535	-1.889	-.537	-1.450
SEQ1	2	5	-.609	-2.286	-.412	-1.114
SEQ2	2	5	-.588	-2.176	-.501	-1.353
SEQ3	2	5	-.457	-2.470	-.491	-1.326
SYQ1	2	5	-.686	-1.707	-.191	-.515
SYQ2	2	5	-.886	-1.786	.440	1.189
SYQ3	3	5	-.748	-2.038	-.489	-1.321
CS1	3	5	-.473	-2.557	-.767	-2.071
CS2	2	5	-.653	-2.527	-.480	-1.296
CS3	3	5	-.440	-2.377	-1.034	-1.791
CI1	3	5	-.465	-2.510	-.656	-1.771
CI2	3	5	-.503	-1.718	-.638	-1.723
CI3	3	5	-.616	-2.326	-.606	-1.636
EA3	3	5	-.623	-2.367	-.620	-1.674
VM4	3	5	-.491	-1.651	-.668	-1.803
VM3	3	5	-1.008	-2.446	.017	.045
VM2	3	5	-.620	-2.348	-.741	-2.002
VM1	3	5	-.547	-1.956	-.703	-1.899
DPA5	1	5	-.848	-2.578	1.047	1.828
DPA4	3	5	-.702	-1.793	-.711	-1.919
DPA3	3	5	-.951	-2.133	-.218	-.589
EA2	3	5	-.444	-2.396	-.717	-1.935
EA1	3	5	-.408	-2.202	-.774	-2.089
SO2	2	5	-.728	-1.934	.140	.378
SO1	2	5	-.903	-1.875	.455	1.229
DPA2	3	5	-.591	-2.191	-.892	-2.408
DPA1	3	5	-.462	-2.494	-.842	-2.274
Multivariate					14.835	1.564

Observations farthest from the centroid (Mahalanobis distance) (All)

Observation number	Mahalanobis d-squared	p1	p2
51	60.944	.004	.000
72	60.721	.004	.000
74	59.174	.007	.000
141	58.993	.007	.000
66	58.567	.008	.000
102	57.039	.011	.000
11	56.832	.011	.000
146	56.077	.013	.000
6	55.109	.017	.000
159	54.440	.019	.000
67	53.346	.024	.000
69	53.076	.026	.000
103	52.847	.027	.000
98	52.496	.029	.000
121	52.431	.029	.000
15	51.747	.034	.000
42	50.624	.043	.000
53	50.181	.046	.000
111	50.046	.048	.000
68	50.011	.048	.000
105	49.856	.049	.000
117	49.708	.051	.000
136	49.654	.051	.000
138	49.607	.052	.000
17	49.548	.053	.000
41	49.396	.054	.000
145	49.332	.055	.000
99	49.141	.057	.000
35	49.103	.057	.000
3	49.004	.058	.000
154	48.578	.063	.000
140	48.538	.064	.000
165	47.882	.072	.000
86	46.634	.090	.000
37	45.988	.101	.000
81	45.270	.115	.000
122	45.103	.118	.000
26	44.211	.137	.000
126	43.627	.150	.000
108	43.197	.161	.000

128	42.562	.178	.002
139	42.352	.183	.002
2	42.215	.187	.002
22	42.168	.189	.001
29	41.818	.199	.002
109	41.725	.202	.002
13	41.662	.203	.001
125	41.289	.215	.002
173	41.278	.215	.001
129	41.027	.223	.002
158	40.789	.231	.003
71	40.702	.234	.002
19	40.690	.234	.001
162	40.116	.254	.005
123	40.034	.257	.004
87	39.979	.259	.003
32	39.842	.263	.003
20	39.684	.269	.003
12	39.186	.287	.010
63	38.873	.299	.017
110	38.554	.312	.028
62	38.416	.317	.028
120	38.019	.334	.054
33	37.846	.341	.059
39	37.151	.370	.185
115	37.055	.374	.175
106	36.651	.392	.273
150	36.555	.396	.261
91	36.474	.400	.243
25	36.419	.402	.217
157	36.181	.413	.260
48	36.115	.416	.237
160	35.995	.422	.236
75	35.831	.429	.251
116	35.504	.444	.339
90	35.492	.445	.290
101	35.490	.445	.242
8	35.297	.454	.271
144	35.274	.455	.232
127	35.180	.460	.221
155	34.988	.469	.249
156	34.945	.471	.219

169	34.671	.484	.281
134	34.569	.489	.274
149	34.564	.489	.228
93	34.486	.493	.213
85	34.355	.499	.217
34	34.073	.513	.284
21	33.800	.526	.355
38	33.402	.545	.497
137	33.374	.547	.451
77	33.318	.549	.420
171	33.009	.565	.519
76	32.952	.567	.488

Regression Weights: (All - Default model)

		Estimate	S.E.	C.R.	P	Label
CS	<--- VM	.055	.088	.625	.532	par_25
CS	<--- EA	.048	.092	.519	.604	par_26
CS	<--- SO	.014	.054	.266	.790	par_27
CS	<--- IQ	.017	.043	.392	.695	par_29
CS	<--- SEQ	.445	.061	7.278	***	par_30
CS	<--- SYQ	.406	.072	5.660	***	par_31
CS	<--- CI	.445	.091	4.888	***	par_32
CS	<--- DPA	.040	.079	.502	.616	par_33
CL	<--- CS	.898	.084	10.658	***	par_28
DPA1	<--- DPA	1.000				
DPA2	<--- DPA	1.065	.146	7.277	***	par_1
SO1	<--- SO	1.000				
SO2	<--- SO	.884	.097	9.070	***	par_2
EA1	<--- EA	1.000				
EA2	<--- EA	.775	.248	3.126	.002	par_3
DPA3	<--- DPA	.855	.132	6.453	***	par_4
DPA4	<--- DPA	.855	.136	6.298	***	par_5
DPA5	<--- DPA	.837	.142	5.899	***	par_6
VM1	<--- VM	1.000				
VM2	<--- VM	1.019	.180	5.651	***	par_7
VM3	<--- VM	.835	.140	5.948	***	par_8
VM4	<--- VM	1.048	.171	6.116	***	par_9
EA3	<--- EA	1.016	.334	3.040	.002	par_10
CI3	<--- CI	1.000				
CI2	<--- CI	1.144	.131	8.762	***	par_11
CI1	<--- CI	1.007	.122	8.244	***	par_12

		Estimate	S.E.	C.R.	P	Label
CS3	<--- CS	1.000				
CS2	<--- CS	1.055	.079	13.415	***	par_13
CS1	<--- CS	.907	.075	12.066	***	par_14
SYQ3	<--- SYQ	1.000				
SYQ2	<--- SYQ	.994	.096	10.397	***	par_15
SYQ1	<--- SYQ	.874	.101	8.627	***	par_16
SEQ3	<--- SEQ	1.000				
SEQ2	<--- SEQ	1.093	.101	10.821	***	par_17
SEQ1	<--- SEQ	1.101	.104	10.573	***	par_18
IQ3	<--- IQ	1.000				
IQ2	<--- IQ	1.017	.086	11.882	***	par_19
IQ1	<--- IQ	.769	.079	9.733	***	par_20
SYQ4	<--- SYQ	1.052	.096	10.965	***	par_21
IQ4	<--- IQ	.870	.079	11.025	***	par_22
CL1	<--- CL	1.000				
CL2	<--- CL	.926	.085	10.912	***	par_23
CL3	<--- CL	1.222	.120	10.204	***	par_24
SO3	<--- SO	.854	.093	9.222	***	par_34

Standardized Regression Weights: (All - Default model)

		Estimate
CS	<--- VM	.053
CS	<--- EA	.038
CS	<--- SO	.019
CS	<--- IQ	.023
CS	<--- SEQ	.629
CS	<--- SYQ	.490
CS	<--- CI	.456
CS	<--- DPA	.043
CL	<--- CS	.798
DPA1	<--- DPA	.698
DPA2	<--- DPA	.709
SO1	<--- SO	.847
SO2	<--- SO	.739
EA1	<--- EA	.618
EA2	<--- EA	.471
DPA3	<--- DPA	.631
DPA4	<--- DPA	.586
DPA5	<--- DPA	.541
VM1	<--- VM	.639

	Estimate
VM2 <--- VM	.626
VM3 <--- VM	.608
VM4 <--- VM	.696
EA3 <--- EA	.552
CI3 <--- CI	.703
CI2 <--- CI	.852
CI1 <--- CI	.734
CS3 <--- CS	.715
CS2 <--- CS	.793
CS1 <--- CS	.707
SYQ3 <--- SYQ	.820
SYQ2 <--- SYQ	.773
SYQ1 <--- SYQ	.639
SEQ3 <--- SEQ	.816
SEQ2 <--- SEQ	.811
SEQ1 <--- SEQ	.782
IQ3 <--- IQ	.850
IQ2 <--- IQ	.823
IQ1 <--- IQ	.702
SYQ4 <--- SYQ	.808
IQ4 <--- IQ	.761
CL1 <--- CL	.785
CL2 <--- CL	.698
CL3 <--- CL	<u>.652</u>
SO3 <--- SO	.763

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	79	1082.673	551	.000	1.965
Saturated model	630	.000	0		
Independence model	35	3475.382	595	.000	5.841

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.112	.714	.673	.624
Saturated model	.000	1.000		
Independence model	.154	.231	.186	.218

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.688	.664	.818	.801	.815
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.926	.638	.755
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	531.673	442.068	629.057
Saturated model	.000	.000	.000
Independence model	2880.382	2698.565	3069.597

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	6.222	3.056	2.541	3.615
Saturated model	.000	.000	.000	.000
Independence model	19.973	16.554	15.509	17.641

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.074	.068	.081	.000
Independence model	.167	.161	.172	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	1240.673	1281.890	1490.691	1569.691
Saturated model	1260.000	1588.696	3253.815	3883.815
Independence model	3545.382	3563.643	3656.150	3691.150

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	7.130	6.615	7.690	7.367
Saturated model	7.241	7.241	7.241	9.130
Independence model	20.376	19.331	21.463	20.481

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	98	102
Independence model	33	34

Variances: (All - Default model)

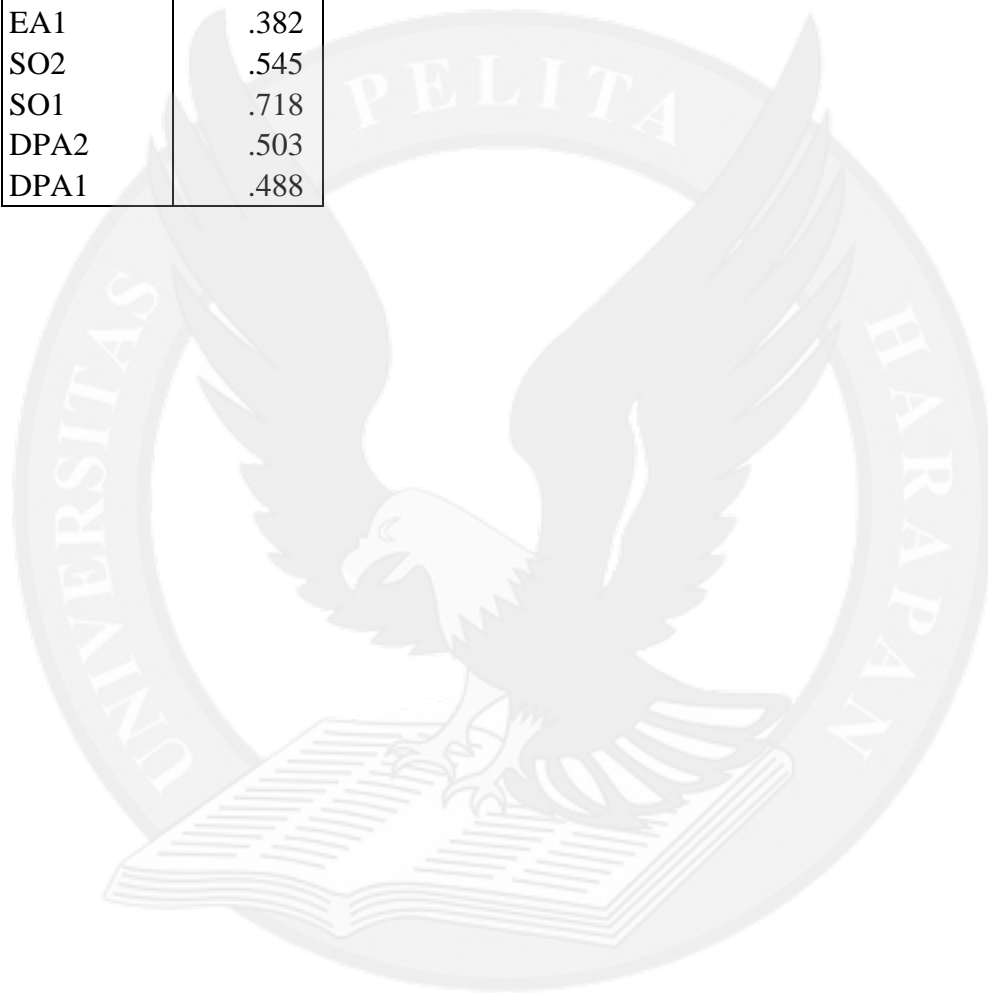
	Estimate	S.E.	C.R.	P	Label
DPA	.230	.050	4.576	***	par_35
SO	.336	.056	6.023	***	par_36
EA	.125	.049	2.530	.011	par_37
VM	.178	.045	3.915	***	par_38
CI	.204	.042	4.844	***	par_39
SYQ	.282	.046	6.179	***	par_40
SEQ	.388	.064	6.103	***	par_41
IQ	.365	.056	6.550	***	par_42
z1	.029	.012	2.404	.016	par_43
z2	.089	.023	3.949	***	par_44
e1	.242	.036	6.676	***	par_45
e2	.258	.040	6.456	***	par_46
e13	.132	.032	4.186	***	par_47
e14	.218	.032	6.816	***	par_48
e10	.202	.046	4.362	***	par_49
e11	.262	.037	7.106	***	par_50
e3	.253	.034	7.405	***	par_51
e4	.321	.041	7.782	***	par_52
e5	.390	.048	8.114	***	par_53
e6	.258	.038	6.870	***	par_54
e7	.287	.041	7.093	***	par_55
e8	.211	.029	7.231	***	par_56
e9	.208	.034	6.036	***	par_57
e12	.294	.053	5.599	***	par_58
e18	.209	.029	7.305	***	par_59
e17	.101	.024	4.248	***	par_60
e16	.177	.025	7.014	***	par_61
e32	.186	.024	7.843	***	par_62
e31	.127	.018	7.108	***	par_63
e30	.160	.020	7.915	***	par_64
e21	.137	.022	6.151	***	par_65
e20	.188	.027	7.064	***	par_66
e19	.311	.038	8.284	***	par_67

	Estimate	S.E.	C.R.	P	Label
e25	.195	.032	6.155	***	par_68
e24	.241	.038	6.277	***	par_69
e23	.299	.043	6.884	***	par_70
e28	.140	.025	5.644	***	par_71
e27	.180	.029	6.300	***	par_72
e26	.221	.028	7.959	***	par_73
e22	.165	.026	6.444	***	par_74
e29	.200	.027	7.403	***	par_75
e33	.153	.025	6.033	***	par_76
e34	.221	.030	7.345	***	par_77
e35	.495	.063	7.794	***	par_78
e15	.176	.028	6.315	***	par_79

Squared Multiple Correlations: (All - Default model)

	Estimate
CS	.851
CL	.637
SO3	.582
CL3	.425
CL2	.487
CL1	.616
IQ4	.580
SYQ4	.653
IQ1	.493
IQ2	.677
IQ3	.722
SEQ1	.611
SEQ2	.658
SEQ3	.665
SYQ1	.409
SYQ2	.597
SYQ3	.673
CS1	.500
CS2	.629
CS3	.511
CI1	.539
CI2	.725
CI3	.494
EA3	.304
VM4	.485

	Estimate
VM3	.370
VM2	.391
VM1	.408
DPA5	.293
DPA4	.344
DPA3	.399
EA2	.222
EA1	.382
SO2	.545
SO1	.718
DPA2	.503
DPA1	.488



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THESIS
PENGARUH LINGKUNGAN BELANJA ONLINE TERHADAP
CUSTOMER LOYALTY MELALUI CUSTOMER
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SURABAYA DI APLIKASI GRAB FOOD
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