

LAMPIRAN

Lampiran 1.

KUESIONER

No:.....(diisi peneliti)

Responden yang budiman,

Dalam rangka penelitian yang tengah Kami lakukan, Kami memohon Bapak/Ibu/Saudara dapat meluangkan waktu sejenak untuk mengisi kuesioner ini. Jawaban jujur yang Bapak/Ibu/Saudara berikan akan berguna bagi penelitian yang sedang Kami lakukan. Atas bantuan dan perhatian Bapak/Ibu/Saudara Kami ucapkan terima kasih.

A. Identitas Responden

Isi atau pilihlah jawaban yang sesuai dengan keadaan sebenarnya Bapak/Ibu/Saudara

1. Umur :
 - a. 20 – 35 tahun
 - b. 35 – 50 tahun
 - c. > 50 tahun
2. Jenis kelamin :
 - a. Pria
 - b. Wanita
3. Pekerjaan :
 - a. Pegawai Negeri
 - b. Swasta
4. Pendapatan :
 - a. Kurang dari Rp 1.500.000,-
 - b. Rp 1.500.000,- – Rp 3.500.000,-
 - c. Lebih dari Rp 3.500.000,-
5. Pendidikan terakhir :
 - a. SMA
 - b. Perguruan Tinggi
6. Apakah sebelum kunjungan saat ini, anda pernah berkunjung dan membeli produk di *Hypermart* Surabaya?
 - a. Pernah
 - b. Tidak pernah
7. Dalam 3 bulan terakhir, berapa kali Saudara berkunjung di *Hypermart* Surabaya?
 - a. 2 kali
 - b. 3 kali
 - c. Lebih dari 3 kali

B. Retailing Image

Jawablah pertanyaan di bawah ini yang menyangkut pengalaman Bapak/Ibu/Saudara terhadap pelayanan di *Hypermart* Surabaya, dengan memberi tanda silang (X) di kolom yang sesuai pada:

- | | | | | | |
|---|---|---------------------|---|---|---------------|
| 1 | = | Sangat tidak setuju | 4 | = | Setuju |
| 2 | = | Tidak setuju | 5 | = | Sangat setuju |
| 3 | = | Netral/biasa | | | |

No	Variabel	Indikator	1	2	3	4	5
1	<i>Store Location</i>	Lokasi toko mudah dijangkau					
		Lokasi parkir luas					
		Petunjuk lokasi toko jelas					
2	<i>Merchandise</i>	Kelompok barang yang dijual banyak macamnya					
		Masing-masing kelompok barang yang dijual banyak jenisnya					
		Kualitas barang yang dijual sesuai harapan					
		Barang-barang yang baru dijual dapat menimbulkan pembelian seketika					
3	<i>Price</i>	Harga yang ditawarkan bersaing					
		Banyak barang harganya di bawah harga pasar					
		Harga eceran (per unit) dan harga paket relatif berbeda					
		Harga barang-barang yang ditawarkan sesuai dengan kualitas produk					
4	<i>Customer Service</i>	Karyawan memberikan pelayanan dengan cepat					
		Karyawan cakap dalam menjawab pertanyaan konsumen					
		Karyawan menghormati konsumen					
		Layanan mandiri yang membuat konsumen berbelanja dengan santai					
5	<i>Physical Facilities</i>	Penerangan ruangan memadai					
		Suhu ruangan sejuk membuat konsumen merasa betah berbelanja					
		Lay-out bagus					
		Aliran (<i>traffic-flow</i>) bagus membuat konsumen dapat leluasa melihat-lihat dan memilih.					
		Jangkauan signal ponsel bagus					

C. Kepuasan Pelanggan

Pernyataan berikut ini berhubungan dengan perasaan Saudara setelah berkunjung dan berbelanja di *Hypermart* yang dinyatakan dalam setiap pernyataan. Penilaian dilakukan dengan memberi tanda silang pada kolom yang tersedia dengan 5 alternatif jawaban, yaitu:

1 = Sangat tidak puas

2 = Tidak puas

3 = Netral/Biasa

4 = Puas

5 = Sangat puas

No	Variabel	Indikator	1	2	3	4	5
1	<i>Attributes related to product</i>	Harga sesuai dengan kualitas produk.					
		Jenis atau macam produk yang ditawarkan beranekaragam.					
		Barang yang dijual berkualitas baik.					
2	<i>Attributes related to service</i>	Toko memberikan jaminan atas suatu produk yang dikembalikan jika terjadi kerusakan.					
		Toko selalu memperbaiki kinerja yang tidak memuaskan.					
		Proses delivery produk cepat dan tepat waktu.					
		Penanganan terhadap keluhan-keluhan pelanggan baik.					
3	<i>Attributes related to purchase</i>	Karyawan sopan dan ramah dalam melayani.					
		Komunikasi karyawan mudah dipahami.					
		Pembelian dapat dilakukan dengan mudah.					
		Ketrampilan dan pengetahuan yang dimiliki oleh karyawan luas.					

Lampiran 2.

Data Tanggapan Responden Kuesioner (N = 97) Terhadap Pernyataan-Pernyataan Variabel Bebas (X)

Respon den	PERNYATAAN VARIABEL-VARIABEL RETAILING IMAGE																														
	Store Location (X1)					Merchandise (X2)						Price (X3)						Customer Service (X4)						Physical Facilities (X5)						RATA2	
	1	2	3	Jumlah	Rata-2	4	5	6	7	Jumlah	Rata-2	8	9	10	11	Jumlah	Rata-2	12	13	14	15	Jumlah	Rata-2	16	17	18	19	20	Jumlah	Rata-2	VAR. X
1	3	5	4	12	4.00	3	5	4	4	16	4.00	5	3	4	4	16	4.00	4	4	4	4	16	4.00	4	5	3	3	2	17	3.40	3.85
2	4	4	5	13	4.33	4	4	4	5	17	4.25	4	4	4	5	17	4.25	5	5	4	5	19	4.75	5	4	4	4	3	20	4.00	4.30
3	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
4	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	5	5	5	5	20	5.00	4	4	4	4	2	18	3.60	4.10
5	4	4	5	13	4.33	4	4	4	5	17	4.25	4	4	4	5	17	4.25	5	5	4	5	19	4.75	5	4	4	4	2	19	3.80	4.25
6	3	5	4	12	4.00	3	5	5	4	17	4.25	5	3	3	4	15	3.75	4	4	5	3	16	4.00	4	5	3	3	2	17	3.40	3.85
7	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	5	4	4	17	4.25	4	4	4	4	2	18	3.60	3.95
8	5	5	4	14	4.67	5	5	4	4	18	4.50	5	4	4	4	17	4.25	4	4	4	4	16	4.00	4	5	4	5	2	20	4.00	4.25
9	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
10	5	5	5	15	5.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00	4	5	4	4	17	4.25	5	5	5	5	2	22	4.40	4.70
11	4	4	4	12	4.00	4	3	4	3	14	3.50	4	3	3	4	14	3.50	4	3	3	4	14	3.50	4	4	3	4	2	17	3.40	3.55
12	3	5	4	12	4.00	4	4	5	4	17	4.25	5	4	4	4	17	4.25	5	4	4	4	17	4.25	4	5	4	3	2	18	3.60	4.05
13	4	4	5	13	4.33	5	5	4	5	19	4.75	4	5	5	5	19	4.75	4	5	5	5	19	4.75	5	4	5	4	2	20	4.00	4.50
14	5	5	4	14	4.67	4	5	5	5	19	4.75	5	5	5	4	19	4.75	5	5	5	4	19	4.75	4	5	5	5	2	21	4.20	4.60
15	4	4	5	13	4.33	5	4	4	4	17	4.25	4	4	4	5	17	4.25	4	4	4	5	17	4.25	5	4	4	4	2	19	3.80	4.15
16	5	5	5	15	5.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00	5	5	5	5	2	22	4.40	4.85
17	4	4	4	12	4.00	4	3	4	3	14	3.50	4	3	3	4	14	3.50	4	3	3	4	14	3.50	4	4	3	4	2	17	3.40	3.55
18	5	4	4	13	4.33	4	3	4	3	14	3.50	4	3	3	4	14	3.50	4	3	3	4	14	3.50	4	4	3	5	2	18	3.60	3.65
19	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
20	5	5	5	15	5.00	5	4	5	4	18	4.50	5	4	4	5	18	4.50	5	4	4	5	18	4.50	5	5	4	5	2	21	4.20	4.50
21	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90

22	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
23	4	4	4	12	4.00	4	4	4	3	15	3.75	4	4	4	3	15	3.75	4	3	4	4	15	3.75	4	4	3	4	2	17	3.40	3.70
24	3	5	5	13	4.33	5	5	5	5	20	5.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00	5	5	5	3	2	20	4.00	4.65
25	4	4	4	12	4.00	4	3	4	3	14	3.50	3	4	4	3	14	3.50	4	3	3	4	14	3.50	4	4	3	4	2	17	3.40	3.55
26	5	5	5	15	5.00	5	4	5	4	18	4.50	4	5	5	4	18	4.50	5	4	4	5	18	4.50	5	5	4	5	2	21	4.20	4.50
27	4	4	4	12	4.00	4	3	4	3	14	3.50	3	4	4	3	14	3.50	4	3	3	4	14	3.50	4	4	3	4	2	17	3.40	3.55
28	4	5	4	13	4.33	4	4	5	4	17	4.25	4	4	5	4	17	4.25	5	4	4	4	17	4.25	4	5	4	4	2	19	3.80	4.15
29	5	4	5	14	4.67	5	4	4	4	17	4.25	4	5	4	4	17	4.25	4	4	4	5	17	4.25	5	4	4	5	2	20	4.00	4.25
30	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
31	4	4	4	12	4.00	4	5	4	5	18	4.50	4	5	5	4	18	4.50	4	5	5	4	18	4.50	4	4	5	4	2	19	3.80	4.25
32	4	5	4	13	4.33	4	4	5	4	17	4.25	5	4	4	4	17	4.25	5	4	4	4	17	4.25	4	5	4	4	2	19	3.80	4.15
33	5	4	5	14	4.67	5	4	4	4	17	4.25	4	4	4	5	17	4.25	4	4	4	5	17	4.25	5	4	4	5	2	20	4.00	4.25
34	4	5	4	13	4.33	4	4	5	4	17	4.25	5	4	4	4	17	4.25	5	4	4	4	17	4.25	4	5	4	4	2	19	3.80	4.15
35	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
36	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	3	19	3.80	3.95
37	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
38	4	5	4	13	4.33	4	4	5	4	17	4.25	5	4	4	4	17	4.25	5	4	4	4	17	4.25	4	5	4	4	3	20	4.00	4.20
39	4	4	4	12	4.00	4	5	4	5	18	4.50	4	5	5	4	18	4.50	4	5	5	4	18	4.50	4	4	5	4	2	19	3.80	4.25
40	5	4	5	14	4.67	5	4	4	3	16	4.00	4	3	4	5	16	4.00	4	3	4	5	16	4.00	5	4	3	5	2	19	3.80	4.05
41	3	5	4	12	4.00	4	4	5	3	16	4.00	5	3	4	4	16	4.00	5	3	4	4	16	4.00	4	5	3	3	2	17	3.40	3.85
42	4	4	5	13	4.33	5	4	4	4	17	4.25	4	4	4	5	17	4.25	4	4	4	5	17	4.25	5	4	4	4	2	19	3.80	4.15
43	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
44	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
45	4	4	5	13	4.33	5	4	4	4	17	4.25	4	4	4	5	17	4.25	4	4	4	5	17	4.25	5	4	4	4	2	19	3.80	4.15
46	3	5	4	12	4.00	4	3	5	3	15	3.75	5	3	3	4	15	3.75	5	3	3	4	15	3.75	4	5	3	3	2	17	3.40	3.70
47	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
48	5	5	4	14	4.67	4	4	5	4	17	4.25	5	4	4	4	17	4.25	5	4	4	4	17	4.25	4	5	4	5	2	20	4.00	4.25

49	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
50	5	5	5	15	5.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00	5	5	5	5	2	22	4.40	4.85
51	4	3	3	10	3.33	4	3	4	3	14	3.50	4	3	4	4	15	3.75	4	3	3	4	14	3.50	4	3	3	4	2	16	3.20	3.45
52	4	4	4	12	4.00	4	4	5	4	17	4.25	3	4	4	5	16	4.00	5	4	4	4	17	4.25	4	5	4	5	2	20	4.00	4.10
53	5	5	5	15	5.00	5	5	4	5	19	4.75	4	5	5	4	18	4.50	4	5	5	5	19	4.75	5	4	5	4	2	20	4.00	4.55
54	4	5	5	14	4.67	4	5	5	5	19	4.75	5	5	4	5	19	4.75	5	5	5	4	19	4.75	5	5	5	5	2	22	4.40	4.65
55	5	4	4	13	4.33	5	4	4	4	17	4.25	4	4	5	4	17	4.25	4	4	4	5	17	4.25	4	4	4	4	2	18	3.60	4.10
56	5	5	5	15	5.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00	5	5	5	5	2	22	4.40	4.85
57	4	3	3	10	3.33	4	3	4	3	14	3.50	4	3	4	4	15	3.75	4	3	3	4	14	3.50	4	4	3	4	2	17	3.40	3.50
58	4	3	3	10	3.33	4	3	4	3	14	3.50	5	3	4	4	16	4.00	4	3	3	4	14	3.50	4	4	3	5	2	18	3.60	3.60
59	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
60	5	4	4	13	4.33	5	4	5	4	18	4.50	5	4	5	5	19	4.75	5	4	4	5	18	4.50	5	5	5	5	2	22	4.40	4.50
61	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
62	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
63	4	4	3	11	3.67	4	4	4	3	15	3.75	4	3	4	4	15	3.75	4	3	4	4	15	3.75	3	4	3	4	2	16	3.20	3.60
64	5	5	5	15	5.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00	5	5	5	5	2	22	4.40	4.85
65	4	3	3	10	3.33	4	3	4	3	14	3.50	4	3	4	4	15	3.75	4	3	3	4	14	3.50	3	4	3	4	2	16	3.20	3.45
66	5	4	4	13	4.33	5	4	5	4	18	4.50	5	4	5	5	19	4.75	5	4	4	5	18	4.50	5	5	4	5	2	21	4.20	4.45
67	4	3	3	10	3.33	4	3	4	3	14	3.50	4	3	4	4	15	3.75	4	3	3	4	14	3.50	3	4	3	4	2	16	3.20	3.45
68	4	4	4	12	4.00	4	4	5	4	17	4.25	4	4	4	5	17	4.25	5	4	4	4	17	4.25	4	5	4	4	2	19	3.80	4.10
69	5	4	4	13	4.33	5	4	4	4	17	4.25	5	4	5	4	18	4.50	4	4	4	5	17	4.25	5	4	4	5	2	20	4.00	4.25
70	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
71	4	5	5	14	4.67	4	5	4	5	18	4.50	4	5	5	4	18	4.50	4	5	5	4	18	4.50	5	4	5	4	2	20	4.00	4.40
72	4	4	4	12	4.00	4	4	5	4	17	4.25	5	4	4	5	18	4.50	5	4	4	4	17	4.25	4	4	4	5	2	19	3.80	4.15
73	5	4	4	13	4.33	5	4	4	4	17	4.25	4	4	4	5	17	4.25	4	4	4	5	17	4.25	4	5	4	4	2	19	3.80	4.15
74	4	4	4	12	4.00	4	4	5	4	17	4.25	5	4	4	4	17	4.25	5	4	4	4	17	4.25	4	4	4	5	2	19	3.80	4.10
75	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90

76	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
77	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	2	18	3.60	3.90
78	4	4	4	12	4.00	4	4	5	4	17	4.25	5	4	5	4	18	4.50	4	4	5	4	17	4.25	4	5	4	4	2	19	3.80	4.15
79	5	5	5	15	5.00	4	5	4	5	18	4.50	4	5	5	4	18	4.50	5	4	4	5	18	4.50	4	4	5	4	2	19	3.80	4.40
80	5	4	5	14	4.67	5	4	4	3	16	4.00	4	5	4	5	18	4.50	4	5	4	3	16	4.00	5	4	4	5	2	20	4.00	4.20
81	5	4	5	14	4.67	4	4	5	5	18	4.50	5	5	5	5	20	5.00	4	4	3	3	14	3.50	5	5	5	5	2	22	4.40	4.40
82	3	3	3	9	3.00	5	4	4	4	17	4.25	4	3	3	4	14	3.50	4	4	3	4	15	3.75	4	4	4	4	2	18	3.60	3.65
83	3	4	3	10	3.33	4	4	4	5	17	4.25	5	3	4	4	16	4.00	3	3	4	4	14	3.50	5	5	4	4	2	20	4.00	3.85
84	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	3	4	4	4	15	3.75	3	4	4	4	2	17	3.40	3.80
85	4	3	4	11	3.67	5	4	4	4	17	4.25	3	4	3	4	14	3.50	4	5	3	3	15	3.75	4	3	4	4	2	17	3.40	3.70
86	4	3	4	11	3.67	4	3	5	4	16	4.00	4	4	5	5	18	4.50	4	4	3	5	16	4.00	3	3	4	4	2	16	3.20	3.85
87	5	4	5	14	4.67	4	4	4	3	15	3.75	5	5	4	4	18	4.50	5	5	4	4	18	4.50	4	4	5	5	2	20	4.00	4.25
88	5	5	5	15	5.00	4	4	5	4	17	4.25	4	5	5	4	18	4.50	4	5	5	3	17	4.25	5	4	5	4	2	20	4.00	4.35
89	4	4	4	12	4.00	4	4	4	5	17	4.25	5	3	4	4	16	4.00	5	3	4	4	16	4.00	4	4	4	4	2	18	3.60	3.95
90	4	5	4	13	4.33	5	5	5	4	19	4.75	4	4	4	4	16	4.00	4	4	5	4	17	4.25	5	5	4	4	2	20	4.00	4.25
91	4	4	4	12	4.00	4	4	4	5	17	4.25	4	4	4	4	16	4.00	3	5	3	5	16	4.00	4	4	4	4	2	18	3.60	3.95
92	5	5	5	15	5.00	4	3	5	4	16	4.00	5	5	4	4	18	4.50	5	3	3	4	15	3.75	4	4	5	5	2	20	4.00	4.20
93	4	4	4	12	4.00	5	4	4	4	17	4.25	4	4	4	4	16	4.00	4	3	3	5	15	3.75	3	3	4	4	1	15	3.00	3.75
94	4	4	4	12	4.00	4	5	5	4	18	4.50	5	4	5	4	18	4.50	4	5	4	3	16	4.00	5	4	4	5	2	20	4.00	4.20
95	5	4	5	14	4.67	5	4	4	5	18	4.50	4	4	4	4	16	4.00	3	4	3	4	14	3.50	4	4	4	4	1	17	3.40	3.95
96	4	4	4	12	4.00	5	5	5	4	19	4.75	5	4	4	5	18	4.50	5	5	5	4	19	4.75	4	4	3	3	2	16	3.20	4.20
97	4	3	4	11	3.67	4	4	4	5	17	4.25	5	5	5	5	20	5.00	3	3	4	4	14	3.50	3	3	4	4	1	15	3.00	3.85

	Store Location (X1)				Merchandise (X2)				Price (X3)				Customer Service (X4)				Physical Facilities (X5)				RATA2										
	1	2	3	Jumlah	Rata-2	4	5	6	7	Jumlah	Rata-2	8	9	10	11	Jumlah	Rata-2	12	13	14	15	Jumlah	Rata-2	16	17	18	19	20	Jumlah	Rata-2	VAR. X
Mean	4.20	4.19	4.20	12.58	4.19	4.28	4.07	4.34	4.05	16.74	4.19	4.31	4.05	4.19	4.25	16.79	4.20	4.27	4.04	3.99	4.22	16.52	4.13	4.23	4.26	4.01	4.21	2.00	18.70	3.74	4.07

Lampiran 3.

Data Tanggapan Responden Kuesioner (N = 97) Terhadap Pernyataan-Pernyataan Variabel Terikat (Y)

Respon den	PERNYATAAN VARIABEL KEPUASAN PELANGGAN																	NILAI TOTAL	NILAI RATA-RATA
	Attributes Related to Product					Attributes Related to Service						Attributes Related to Purchase							
	1	2	3	Jumlah	Rata-2	4	5	6	7	Jumlah	Rata-2	8	9	10	11	Jumlah	Rata-2		
1	3	5	4	12	4.00	4	3	5	4	16	4.00	5	4	4	3	16	4.00	44	4.00
2	4	4	5	13	4.33	4	4	4	5	17	4.25	4	5	4	4	17	4.25	47	4.27
3	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
4	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
5	4	4	5	13	4.33	4	4	4	5	17	4.25	4	5	4	4	17	4.25	47	4.27
6	3	5	4	12	4.00	3	3	5	4	15	3.75	5	4	3	3	15	3.75	42	3.82
7	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
8	5	5	4	14	4.67	4	4	5	4	17	4.25	5	4	4	4	17	4.25	48	4.36
9	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
10	5	5	5	15	5.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00	55	5.00
11	4	4	4	12	4.00	3	3	4	4	14	3.50	4	4	3	3	14	3.50	40	3.64
12	3	5	4	12	4.00	4	4	5	4	17	4.25	5	4	4	4	17	4.25	46	4.18
13	4	4	5	13	4.33	5	5	4	5	19	4.75	4	5	5	5	19	4.75	51	4.64
14	5	5	4	14	4.67	5	5	5	4	19	4.75	5	4	5	5	19	4.75	52	4.73
15	4	4	5	13	4.33	4	4	4	5	17	4.25	4	5	4	4	17	4.25	47	4.27
16	5	5	5	15	5.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00	55	5.00
17	4	4	4	12	4.00	3	3	4	4	14	3.50	4	4	3	3	14	3.50	40	3.64
18	5	4	4	13	4.33	3	3	4	4	14	3.50	4	4	3	3	14	3.50	41	3.73
19	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
20	5	5	5	15	5.00	4	4	5	5	18	4.50	5	5	4	4	18	4.50	51	4.64
21	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00

22	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
23	4	4	4	12	4.00	4	3	4	4	15	3.75	4	4	4	3	15	3.75	42	3.82
24	3	5	5	13	4.33	5	5	5	5	20	5.00	5	5	5	5	20	5.00	53	4.82
25	4	4	4	12	4.00	3	3	4	4	14	3.50	4	4	3	3	14	3.50	40	3.64
26	5	5	5	15	5.00	4	4	5	5	18	4.50	5	5	4	4	18	4.50	51	4.64
27	4	4	4	12	4.00	3	3	4	4	14	3.50	4	4	3	3	14	3.50	40	3.64
28	4	5	4	13	4.33	4	4	5	4	17	4.25	5	4	4	4	17	4.25	47	4.27
29	5	4	5	14	4.67	4	4	4	5	17	4.25	4	5	4	4	17	4.25	48	4.36
30	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
31	4	4	4	12	4.00	5	5	4	4	18	4.50	4	4	5	5	18	4.50	48	4.36
32	4	5	4	13	4.33	4	4	5	4	17	4.25	5	4	4	4	17	4.25	47	4.27
33	5	4	5	14	4.67	4	4	4	5	17	4.25	4	5	4	4	17	4.25	48	4.36
34	4	5	4	13	4.33	4	4	5	4	17	4.25	5	4	4	4	17	4.25	47	4.27
35	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
36	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
37	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
38	4	5	4	13	4.33	4	4	5	4	17	4.25	5	4	4	4	17	4.25	47	4.27
39	4	4	4	12	4.00	5	5	4	4	18	4.50	4	4	5	5	18	4.50	48	4.36
40	5	4	5	14	4.67	4	3	4	5	16	4.00	4	5	4	3	16	4.00	46	4.18
41	3	5	4	12	4.00	4	3	5	4	16	4.00	5	4	4	3	16	4.00	44	4.00
42	4	4	5	13	4.33	4	4	4	5	17	4.25	4	5	4	4	17	4.25	47	4.27
43	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
44	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
45	4	4	5	13	4.33	4	4	4	5	17	4.25	4	5	4	4	17	4.25	47	4.27
46	3	5	4	12	4.00	3	3	5	4	15	3.75	5	4	3	3	15	3.75	42	3.82
47	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
48	5	5	4	14	4.67	4	4	5	4	17	4.25	5	4	4	4	17	4.25	48	4.36

49	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
50	5	5	5	15	5.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00	55	5.00
51	4	4	4	12	4.00	3	3	4	4	14	3.50	4	4	3	3	14	3.50	40	3.64
52	3	5	4	12	4.00	4	4	5	4	17	4.25	5	4	4	4	17	4.25	46	4.18
53	4	4	5	13	4.33	5	5	4	5	19	4.75	4	5	5	5	19	4.75	51	4.64
54	5	5	4	14	4.67	5	5	5	4	19	4.75	5	4	5	5	19	4.75	52	4.73
55	4	4	5	13	4.33	4	4	4	5	17	4.25	4	5	4	4	17	4.25	47	4.27
56	5	5	5	15	5.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00	55	5.00
57	4	4	4	12	4.00	3	3	4	4	14	3.50	4	4	3	3	14	3.50	40	3.64
58	5	4	4	13	4.33	3	3	4	4	14	3.50	4	4	3	3	14	3.50	41	3.73
59	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
60	5	5	5	15	5.00	4	4	5	5	18	4.50	5	5	4	4	18	4.50	51	4.64
61	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
62	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
63	4	4	4	12	4.00	4	3	4	4	15	3.75	4	4	4	3	15	3.75	42	3.82
64	3	5	5	13	4.33	5	5	5	5	20	5.00	5	5	5	5	20	5.00	53	4.82
65	4	4	4	12	4.00	3	3	4	4	14	3.50	4	4	3	3	14	3.50	40	3.64
66	5	5	5	15	5.00	4	4	5	5	18	4.50	5	5	4	4	18	4.50	51	4.64
67	4	4	4	12	4.00	3	3	4	4	14	3.50	4	4	3	3	14	3.50	40	3.64
68	4	5	4	13	4.33	4	4	5	4	17	4.25	5	4	4	4	17	4.25	47	4.27
69	5	4	5	14	4.67	4	4	4	5	17	4.25	4	5	4	4	17	4.25	48	4.36
70	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
71	4	4	4	12	4.00	5	5	4	4	18	4.50	4	4	5	5	18	4.50	48	4.36
72	4	5	4	13	4.33	4	4	5	4	17	4.25	5	4	4	4	17	4.25	47	4.27
73	5	4	5	14	4.67	4	4	4	5	17	4.25	4	5	4	4	17	4.25	48	4.36
74	4	5	4	13	4.33	4	4	5	4	17	4.25	5	4	4	4	17	4.25	47	4.27
75	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00

76	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
77	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	44	4.00
78	4	5	4	13	4.33	4	4	5	4	17	4.25	5	4	4	4	17	4.25	47	4.27
79	4	4	4	12	4.00	5	5	4	4	18	4.50	4	4	5	5	18	4.50	48	4.36
80	5	4	5	14	4.67	4	3	4	5	16	4.00	4	5	4	3	16	4.00	46	4.18
81	4	5	5	14	4.67	4	3	3	4	14	3.50	5	5	4	5	19	4.75	47	4.27
82	3	4	4	11	3.67	4	4	3	4	15	3.75	4	5	3	3	15	3.75	41	3.73
83	4	3	5	12	4.00	3	4	4	3	14	3.50	5	4	4	3	16	4.00	42	3.82
84	4	4	3	11	3.67	3	4	4	4	15	3.75	4	5	4	4	17	4.25	43	3.91
85	5	3	4	12	4.00	4	3	3	5	15	3.75	4	4	3	4	15	3.75	42	3.82
86	5	4	4	13	4.33	3	5	3	5	16	4.00	4	5	3	4	16	4.00	45	4.09
87	5	3	5	13	4.33	5	4	3	3	15	3.75	5	4	4	5	18	4.50	46	4.18
88	3	3	5	11	3.67	4	5	3	3	15	3.75	4	3	5	5	17	4.25	43	3.91
89	5	5	5	15	5.00	4	3	4	5	16	4.00	5	4	4	3	16	4.00	47	4.27
90	5	4	3	12	4.00	3	4	3	4	14	3.50	4	4	5	4	17	4.25	43	3.91
91	4	5	4	13	4.33	4	3	4	3	14	3.50	4	4	4	4	16	4.00	43	3.91
92	3	5	4	12	4.00	5	3	4	4	16	4.00	5	4	4	5	18	4.50	46	4.18
93	5	4	5	14	4.67	5	4	4	5	18	4.50	4	3	4	4	15	3.75	47	4.27
94	4	4	5	13	4.33	3	4	4	3	14	3.50	5	4	5	4	18	4.50	45	4.09
95	3	3	4	10	3.33	4	3	4	4	15	3.75	4	4	4	4	16	4.00	41	3.73
96	4	5	4	13	4.33	5	4	4	2	15	3.75	5	4	5	4	18	4.50	46	4.18
97	5	5	5	15	5.00	4	4	3	4	15	3.75	4	3	4	3	14	3.50	44	4.00
	Attributes Related to Product					Attributes Related to Service						Attributes Related to Purchase						TOTAL	RATA-RATA
	1	2	3	Jumlah	Rata-2	4	5	6	7	Jumlah	Rata-2	8	9	10	11	Jumlah	Rata-2	VARIABEL Y	
Mean	4.15	4.30	4.31	12.76	4.25	4.01	3.92	4.21	4.22	16.35	4.09	4.36	4.26	4.03	3.96	16.61	4.15	45.72	4.16

Lampiran 4. Hasil Uji Validitas dan Reliabilitas

1. Validitas Variabel X1 (*Store Location*)

Correlations

		x1item1	x1item2	x1item3	x1total
x1item1	Pearson Correlation	1	.171	.488**	.714**
	Sig. (2-tailed)		.093	.000	.000
	N	97	97	97	97
x1item2	Pearson Correlation	.171	1	.515**	.734**
	Sig. (2-tailed)	.093		.000	.000
	N	97	97	97	97
x1item3	Pearson Correlation	.488**	.515**	1	.865**
	Sig. (2-tailed)	.000	.000		.000
	N	97	97	97	97
x1total	Pearson Correlation	.714**	.734**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	97	97	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

2. Validitas Variabel X2 (*Merchandise*)

Correlations

		x2item4	x2item5	x2item6	x2item7	x2total
x2item4	Pearson Correlation	1	.255*	.080	.186	.530**
	Sig. (2-tailed)		.012	.435	.068	.000
	N	97	97	97	97	97
x2item5	Pearson Correlation	.255*	1	.249*	.694**	.840**
	Sig. (2-tailed)	.012		.014	.000	.000
	N	97	97	97	97	97
x2item6	Pearson Correlation	.080	.249*	1	.182	.515**
	Sig. (2-tailed)	.435	.014		.074	.000
	N	97	97	97	97	97
x2item7	Pearson Correlation	.186	.694**	.182	1	.807**
	Sig. (2-tailed)	.068	.000	.074		.000
	N	97	97	97	97	97
x2total	Pearson Correlation	.530**	.840**	.515**	.807**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

3. Validitas Variabel X3 (*Price*)

Correlations

		x3item8	x3item9	x3item10	x3item11	x3total
x3item8	Pearson Correlation	1	.104	.259*	.288**	.576**
	Sig. (2-tailed)		.313	.010	.004	.000
	N	97	97	97	97	97
x3item9	Pearson Correlation	.104	1	.662**	.287**	.767**
	Sig. (2-tailed)	.313		.000	.004	.000
	N	97	97	97	97	97
x3item10	Pearson Correlation	.259*	.662**	1	.287**	.803**
	Sig. (2-tailed)	.010	.000		.004	.000
	N	97	97	97	97	97
x3item11	Pearson Correlation	.288**	.287**	.287**	1	.639**
	Sig. (2-tailed)	.004	.004	.004		.000
	N	97	97	97	97	97
x3total	Pearson Correlation	.576**	.767**	.803**	.639**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

4. Validitas Variabel X4 (*Customer Service*)

Correlations

		x4item12	x4item13	x4item14	x4item15	x4total
x4item12	Pearson Correlation	1	.222*	.283**	.222*	.610**
	Sig. (2-tailed)		.029	.005	.029	.000
	N	97	97	97	97	97
x4item13	Pearson Correlation	.222*	1	.647**	.117	.773**
	Sig. (2-tailed)	.029		.000	.254	.000
	N	97	97	97	97	97
x4item14	Pearson Correlation	.283**	.647**	1	.161	.796**
	Sig. (2-tailed)	.005	.000		.116	.000
	N	97	97	97	97	97
x4item15	Pearson Correlation	.222*	.117	.161	1	.517**
	Sig. (2-tailed)	.029	.254	.116		.000
	N	97	97	97	97	97
x4total	Pearson Correlation	.610**	.773**	.796**	.517**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

5. Validitas Variabel X5 (Physical Facilities)

Correlations

		x5item 16	x5item 17	x5item 18	x5item 19	x5item 20	x5total
x5item16	Pearson Correlation	1	.381**	.436**	.377**	.220*	.791**
	Sig. (2-tailed)		.000	.000	.000	.030	.000
	N	97	97	97	97	97	97
x5item17	Pearson Correlation	.381**	1	.207*	.132	.229*	.615**
	Sig. (2-tailed)	.000		.041	.199	.024	.000
	N	97	97	97	97	97	97
x5item18	Pearson Correlation	.436**	.207*	1	.355**	.000	.711**
	Sig. (2-tailed)	.000	.041		.000	1.000	.000
	N	97	97	97	97	97	97
x5item19	Pearson Correlation	.377**	.132	.355**	1	.000	.641**
	Sig. (2-tailed)	.000	.199	.000		1.000	.000
	N	97	97	97	97	97	97
x5item20	Pearson Correlation	.220*	.229*	.000	.000	1	.301**
	Sig. (2-tailed)	.030	.024	1.000	1.000		.003
	N	97	97	97	97	97	97
x5total	Pearson Correlation	.791**	.615**	.711**	.641**	.301**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.003	
	N	97	97	97	97	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		yitem9	yitem10	yitem11	ytotal
yitem1	Pearson Correlation	.238*	.073	.069	.351**
	Sig. (2-tailed)	.019	.477	.505	.000
	N	97	97	97	97
yitem2	Pearson Correlation	.129	.193	.121	.516**
	Sig. (2-tailed)	.207	.058	.239	.000
	N	97	97	97	97
yitem3	Pearson Correlation	.538**	.283**	.231*	.562**
	Sig. (2-tailed)	.000	.005	.023	.000
	N	97	97	97	97
yitem4	Pearson Correlation	.162	.765**	.778**	.742**
	Sig. (2-tailed)	.113	.000	.000	.000
	N	97	97	97	97
yitem5	Pearson Correlation	.227*	.757**	.800**	.711**
	Sig. (2-tailed)	.025	.000	.000	.000
	N	97	97	97	97
yitem6	Pearson Correlation	.137	.197	.107	.511**
	Sig. (2-tailed)	.179	.053	.295	.000
	N	97	97	97	97
yitem7	Pearson Correlation	.694**	.041	.135	.522**
	Sig. (2-tailed)	.000	.688	.186	.000
	N	97	97	97	97
yitem8	Pearson Correlation	.084	.255*	.216*	.517**
	Sig. (2-tailed)	.411	.012	.034	.000
	N	97	97	97	97
yitem9	Pearson Correlation	1	.149	.225*	.539**
	Sig. (2-tailed)		.146	.027	.000
	N	97	97	97	97
yitem10	Pearson Correlation	.149	1	.777**	.720**
	Sig. (2-tailed)	.146		.000	.000
	N	97	97	97	97
yitem11	Pearson Correlation	.225*	.777**	1	.720**
	Sig. (2-tailed)	.027	.000		.000
	N	97	97	97	97
ytotal	Pearson Correlation	.539**	.720**	.720**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	97	97	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

7. Reliabilitas Variabel X1 (*Store Location*)

Reliability Statistics

Cronbach's Alpha	N of Items
.658	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1item1	8.3814	1.009	.377	.680
x1item2	8.3918	.970	.398	.656
x1item3	8.3814	.780	.656	.292

8. Reliabilitas Variabel X2 (*Merchandise*)

Reliability Statistics

Cronbach's Alpha	N of Items
.623	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2item4	12.4639	1.730	.232	.660
x2item5	12.6701	1.140	.642	.349
x2item6	12.4021	1.764	.226	.661
x2item7	12.6907	1.133	.548	.427

9. Reliabilitas Variabel X3 (*Price*)

Reliability Statistics

Cronbach's Alpha	N of Items
.648	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3item8	12.4845	1.752	.266	.684
x3item9	12.7423	1.318	.490	.535
x3item10	12.6082	1.366	.604	.453
x3item11	12.5464	1.688	.383	.610

10. Reliabilitas Variabel X4 (*Customer Service*)

Reliability Statistics

Cronbach's Alpha	N of Items
.614	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x4item12	12.2474	1.876	.326	.590
x4item13	12.4742	1.419	.493	.459
x4item14	12.5258	1.439	.567	.400
x4item15	12.2990	2.045	.210	.661

11. Reliabilitas Variabel X5 (*Physical Facilities*)

Reliability Statistics

Cronbach's Alpha	N of Items
.624	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x5item16	14.4742	1.585	.591	.445
x5item17	14.4433	1.937	.342	.588
x5item18	14.6907	1.674	.432	.542
x5item19	14.4948	1.878	.369	.575
x5item20	16.7010	2.566	.156	.649

12. Reliabilitas Variabel Y (*Kepuasan Pelanggan*)

Reliability Statistics

Cronbach's Alpha	N of Items
.807	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
yitem1	41.5670	12.477	.193	.820
yitem2	41.4227	11.872	.391	.799
yitem3	41.4124	11.849	.457	.793
yitem4	41.7113	10.749	.654	.772
yitem5	41.8041	10.742	.608	.776
yitem6	41.5155	11.857	.382	.801
yitem7	41.5052	11.794	.393	.799
yitem8	41.3608	12.087	.412	.797
yitem9	41.4639	11.939	.432	.796
yitem10	41.6907	10.924	.629	.775
yitem11	41.7629	10.683	.619	.775

Lampiran 5. Print Out Komputer Program SPSS

Frequency Table**Lokasi toko mudah dijangkau**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	8	8.2	8.2	8.2
	4.00	62	63.9	63.9	72.2
	5.00	27	27.8	27.8	100.0
	Total	97	100.0	100.0	

Lokasi parkir luas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	9	9.3	9.3	9.3
	4.00	61	62.9	62.9	72.2
	5.00	27	27.8	27.8	100.0
	Total	97	100.0	100.0	

Petunjuk lokasi toko jelas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	8	8.2	8.2	8.2
	4.00	62	63.9	63.9	72.2
	5.00	27	27.8	27.8	100.0
	Total	97	100.0	100.0	

Kelompok barang banyak macamnya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	2	2.1	2.1	2.1
	4.00	66	68.0	68.0	70.1
	5.00	29	29.9	29.9	100.0
	Total	97	100.0	100.0	

Masing-masing kelompok barang banyak jenisnya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	13.4	13.4	13.4
	4.00	64	66.0	66.0	79.4
	5.00	20	20.6	20.6	100.0
	Total	97	100.0	100.0	

Kualitas barang sesuai harapan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	64	66.0	66.0	66.0
	5.00	33	34.0	34.0	100.0
	Total	97	100.0	100.0	

Barang baru menimbulkan pembelian seketika

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	17	17.5	17.5	17.5
	4.00	58	59.8	59.8	77.3
	5.00	22	22.7	22.7	100.0
	Total	97	100.0	100.0	

Harga bersaing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	4	4.1	4.1	4.1
	4.00	59	60.8	60.8	64.9
	5.00	34	35.1	35.1	100.0
	Total	97	100.0	100.0	

Banyak barang dengan harga di bawah harga pasar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	17	17.5	17.5	17.5
	4.00	58	59.8	59.8	77.3
	5.00	22	22.7	22.7	100.0
	Total	97	100.0	100.0	

Harga eceran dan harga paket relatif berbeda

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	7	7.2	7.2	7.2
	4.00	65	67.0	67.0	74.2
	5.00	25	25.8	25.8	100.0
	Total	97	100.0	100.0	

Harga barang sesuai dengan kualitasnya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	3.1	3.1	3.1
	4.00	67	69.1	69.1	72.2
	5.00	27	27.8	27.8	100.0
	Total	97	100.0	100.0	

Karyawan memberikan pelayanan dengan cepat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	5.2	5.2	5.2
	4.00	61	62.9	62.9	68.0
	5.00	31	32.0	32.0	100.0
	Total	97	100.0	100.0	

Karyawan cakap dalam menjawab pertanyaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	20	20.6	20.6	20.6
	4.00	53	54.6	54.6	75.3
	5.00	24	24.7	24.7	100.0
	Total	97	100.0	100.0	

Karyawan menghormati konsumen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	19	19.6	19.6	19.6
	4.00	60	61.9	61.9	81.4
	5.00	18	18.6	18.6	100.0
	Total	97	100.0	100.0	

Layanan mandiri membuat konsumen berbelanja dengan santai

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	6	6.2	6.2	6.2
	4.00	64	66.0	66.0	72.2
	5.00	27	27.8	27.8	100.0
	Total	97	100.0	100.0	

Penerangan ruangan memadai

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	7	7.2	7.2	7.2
	4.00	61	62.9	62.9	70.1
	5.00	29	29.9	29.9	100.0
	Total	97	100.0	100.0	

Suhu ruangan sejuk membuat konsumen betah berbelanja

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	5.2	5.2	5.2
	4.00	62	63.9	63.9	69.1
	5.00	30	30.9	30.9	100.0
	Total	97	100.0	100.0	

Lay-out bagus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	18	18.6	18.6	18.6
	4.00	60	61.9	61.9	80.4
	5.00	19	19.6	19.6	100.0
	Total	97	100.0	100.0	

Aliran (traffic-flow) bagus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	7	7.2	7.2	7.2
	4.00	63	64.9	64.9	72.2
	5.00	27	27.8	27.8	100.0
	Total	97	100.0	100.0	

Jangkauan signal ponsel bagus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.1	3.1	3.1
	2.00	91	93.8	93.8	96.9
	3.00	3	3.1	3.1	100.0
	Total	97	100.0	100.0	

Atribut terkait dengan produk : harga sesuai kualitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	12	12.4	12.4	12.4
	4.00	58	59.8	59.8	72.2
	5.00	27	27.8	27.8	100.0
	Total	97	100.0	100.0	

Atribut terkait dengan produk : macam produk beranekaragam

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	5.2	5.2	5.2
	4.00	58	59.8	59.8	64.9
	5.00	34	35.1	35.1	100.0
	Total	97	100.0	100.0	

Atribut terkait dengan produk : kualitas barang baik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	2	2.1	2.1	2.1
	4.00	63	64.9	64.9	67.0
	5.00	32	33.0	33.0	100.0
	Total	97	100.0	100.0	

Atribut terkait dengan layanan : jaminan pengembalian produk rusak

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	17	17.5	17.5	17.5
	4.00	62	63.9	63.9	81.4
	5.00	18	18.6	18.6	100.0
	Total	97	100.0	100.0	

Atribut terkait dengan layanan : perbaikan kinerja

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	24	24.7	24.7	24.7
4.00	57	58.8	58.8	83.5
5.00	16	16.5	16.5	100.0
Total	97	100.0	100.0	

Atribut terkait dengan layanan : delivery produk cepat dan tepat waktu

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	8	8.2	8.2	8.2
4.00	61	62.9	62.9	71.1
5.00	28	28.9	28.9	100.0
Total	97	100.0	100.0	

Atribut terkait dengan layanan : penanganan keluhan baik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.0	1.0	1.0
3.00	5	5.2	5.2	6.2
4.00	63	64.9	64.9	71.1
5.00	28	28.9	28.9	100.0
Total	97	100.0	100.0	

Atribut terkait dgn pembelian : karyawan sopan dan ramah melayani

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4.00	62	63.9	63.9	63.9
5.00	35	36.1	36.1	100.0
Total	97	100.0	100.0	

Atribut terkait dgn pembelian : komunikasi karyawan mudah dipahami

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	3	3.1	3.1	3.1
4.00	66	68.0	68.0	71.1
5.00	28	28.9	28.9	100.0
Total	97	100.0	100.0	

Atribut terkait dgn pembelian : pembelian dapat dilakukan dgn mudah

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	15	15.5	15.5	15.5
4.00	64	66.0	66.0	81.4
5.00	18	18.6	18.6	100.0
Total	97	100.0	100.0	

Atribut terkait dgn pembelian : pengetahuan karyawan luas

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	22	22.7	22.7	22.7
4.00	57	58.8	58.8	81.4
5.00	18	18.6	18.6	100.0
Total	97	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Sum	Mean	Std. Deviation
x1item1	97	407.00	4.1959	.57080
x1item2	97	406.00	4.1856	.58327
x1item3	97	407.00	4.1959	.57080
x2item4	97	415.00	4.2784	.49460
x2item5	97	395.00	4.0722	.58180
x2item6	97	421.00	4.3402	.47624
x2item7	97	393.00	4.0515	.63527
x3item8	97	418.00	4.3093	.54698
x3item9	97	393.00	4.0515	.63527
x3item10	97	406.00	4.1856	.54639
x3item11	97	412.00	4.2474	.50064
x4item12	97	414.00	4.2680	.54991
x4item13	97	392.00	4.0412	.67573
x4item14	97	387.00	3.9897	.62073
x4item15	97	409.00	4.2165	.54442
x5item16	97	410.00	4.2268	.56835
x5item17	97	413.00	4.2577	.54540
x5item18	97	389.00	4.0103	.62073
x5item19	97	408.00	4.2062	.55786
x5item20	97	194.00	2.0000	.25000
yitem1	97	403.00	4.1546	.61813
yitem2	97	417.00	4.2990	.56208
yitem3	97	418.00	4.3093	.50746
yitem4	97	389.00	4.0103	.60372
yitem5	97	380.00	3.9175	.64015
yitem6	97	408.00	4.2062	.57623
yitem7	97	409.00	4.2165	.58143
yitem8	97	423.00	4.3608	.48273
yitem9	97	413.00	4.2577	.50577
yitem10	97	391.00	4.0309	.58548
yitem11	97	384.00	3.9588	.64416
Valid N (listwise)	97			

Lampiran 6. Hasil Uji Regresi

1. Regresi Linier Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
ymean	4.1564	.33586	97
x1mean	4.1922	.44364	97
x2mean	4.1856	.37721	97
x3mean	4.1985	.39021	97
x4mean	4.1289	.40843	97
x5mean	3.7402	.33187	97

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	x5mean, x4mean, x1mean, x3mean, x2mean ^a		Enter

a. All requested variables entered.

b. Dependent Variable: ymean

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.944 ^a	.891	.885	.11386

a. Predictors: (Constant), x5mean, x4mean, x1mean, x3mean, x2mean

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.649	5	1.930	148.860	.000 ^a
	Residual	1.180	91	.013		
	Total	10.829	96			

a. Predictors: (Constant), x5mean, x4mean, x1mean, x3mean, x2mean

b. Dependent Variable: ymean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	.327	.144		2.276	.025			
	x1mean	.085	.040	.112	2.128	.036	.724	.218	.074
	x2mean	.172	.059	.193	2.911	.005	.851	.292	.101
	x3mean	.290	.054	.337	5.366	.000	.866	.490	.186
	x4mean	.231	.046	.280	5.031	.000	.826	.466	.174
	x5mean	.156	.060	.154	2.611	.011	.791	.264	.090

a. Dependent Variable: ymean

2. Regresi Linier Sederhana**Descriptive Statistics**

	Mean	Std. Deviation	N
ymean	4.1564	.33586	97
xmean	4.0665	.33352	97

Correlations

		ymean	xmean
Pearson Correlation	ymean	1.000	.939
	xmean	.939	1.000
Sig. (1-tailed)	ymean	.	.000
	xmean	.000	.
N	ymean	97	97
	xmean	97	97

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939 ^a	.881	.880	.11654

a. Predictors: (Constant), xmean

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.539	1	9.539	702.403	.000 ^a
	Residual	1.290	95	.014		
	Total	10.829	96			

a. Predictors: (Constant), xmean

b. Dependent Variable: ymean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	.313	.146		2.151	.034			
	xmean	.945	.036	.939	26.503	.000	.939	.939	.939

a. Dependent Variable: ymean

Lampiran 7. Uji Asumsi Klasik

1. Uji Multikolinieritas

Correlations

		ymean	x1mean	x2mean	x3mean	x4mean	x5mean
Pearson Correlation	ymean	1.000	.724	.851	.866	.826	.791
	x1mean	.724	1.000	.615	.635	.594	.730
	x2mean	.851	.615	1.000	.800	.756	.693
	x3mean	.866	.635	.800	1.000	.692	.708
	x4mean	.826	.594	.756	.692	1.000	.649
	x5mean	.791	.730	.693	.708	.649	1.000
Sig. (1-tailed)	ymean	.	.000	.000	.000	.000	.000
	x1mean	.000	.	.000	.000	.000	.000
	x2mean	.000	.000	.	.000	.000	.000
	x3mean	.000	.000	.000	.	.000	.000
	x4mean	.000	.000	.000	.000	.	.000
	x5mean	.000	.000	.000	.000	.000	.
N	ymean	97	97	97	97	97	97
	x1mean	97	97	97	97	97	97
	x2mean	97	97	97	97	97	97
	x3mean	97	97	97	97	97	97
	x4mean	97	97	97	97	97	97
	x5mean	97	97	97	97	97	97

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.327	.144		2.276	.025		
	x1mean	.085	.040	.112	2.128	.036	.429	2.329
	x2mean	.172	.059	.193	2.911	.005	.272	3.680
	x3mean	.290	.054	.337	5.366	.000	.304	3.294
	x4mean	.231	.046	.280	5.031	.000	.385	2.597
	x5mean	.156	.060	.154	2.611	.011	.344	2.905

a. Dependent Variable: ymean

2. Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.944 ^a	.891	.885	.11386	1.859

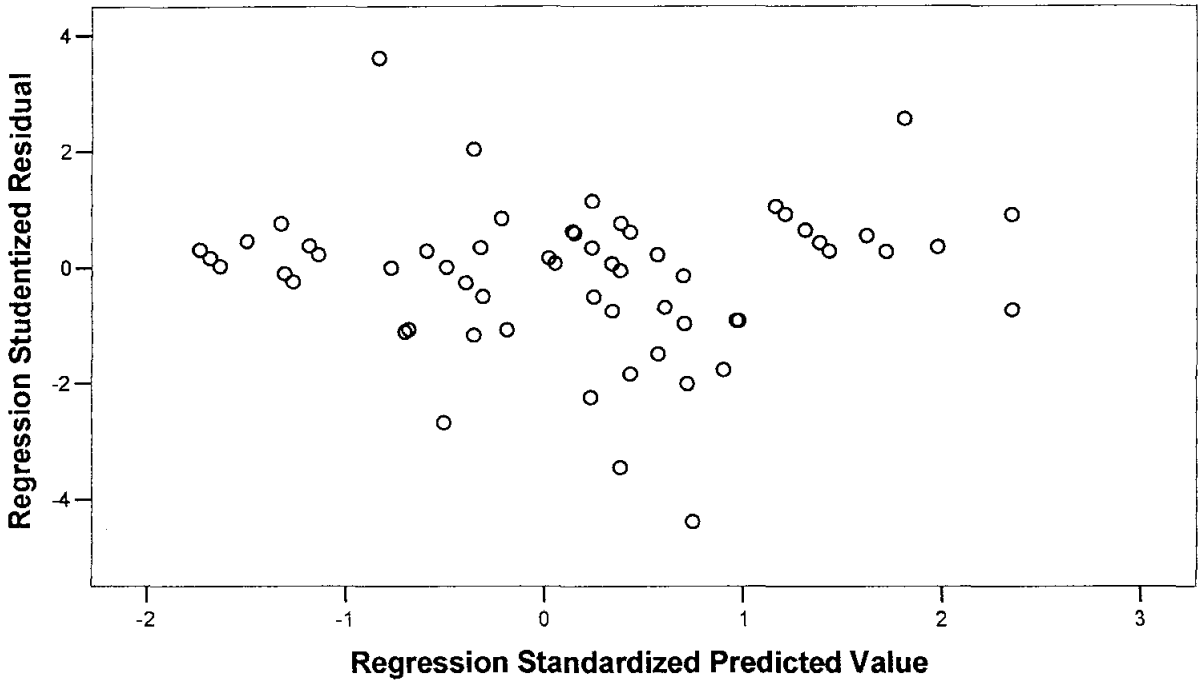
a. Predictors: (Constant), x5mean, x4mean, x1mean, x3mean, x2mean

b. Dependent Variable: ymean

3. Uji Heteroskedastisitas

Scatterplot

Dependent Variable: ymean



Correlations

			x1mean	x2mean	x3mean	x4mean	x5mean	RES
Spearman's rho	x1mean	Correlation Coefficient	1.000	.605**	.664**	.620**	.773**	.224*
		Sig. (2-tailed)	.	.000	.000	.000	.000	.027
		N	97	97	97	97	97	97
	x2mean	Correlation Coefficient	.605**	1.000	.774**	.713**	.695**	.124
		Sig. (2-tailed)	.000	.	.000	.000	.000	.224
		N	97	97	97	97	97	97
	x3mean	Correlation Coefficient	.664**	.774**	1.000	.735**	.752**	.082
Sig. (2-tailed)		.000	.000	.	.000	.000	.424	
N		97	97	97	97	97	97	
x4mean	Correlation Coefficient	.620**	.713**	.735**	1.000	.692**	.137	
	Sig. (2-tailed)	.000	.000	.000	.	.000	.179	
	N	97	97	97	97	97	97	
x5mean	Correlation Coefficient	.773**	.695**	.752**	.692**	1.000	.134	
	Sig. (2-tailed)	.000	.000	.000	.000	.	.191	
	N	97	97	97	97	97	97	
RES	Correlation Coefficient	.224*	.124	.082	.137	.134	1.000	
	Sig. (2-tailed)	.027	.224	.424	.179	.191	.	
	N	97	97	97	97	97	97	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Lampiran 8.

Tabel *r* product moment (two tailed test)

df	α 5%	df	α 5%	df	α 5%	df	α 5%
1	0,997	26	0,374	51	0,271	76	0,223
2	0,980	27	0,367	52	0,268	77	0,221
3	0,878	28	0,361	53	0,266	78	0,220
4	0,811	29	0,355	54	0,263	79	0,219
5	0,775	30	0,349	55	0,261	80	0,217
6	0,707	31	0,344	56	0,257	81	0,216
7	0,666	32	0,339	57	0,256	82	0,215
8	0,632	33	0,334	58	0,254	83	0,213
9	0,602	34	0,329	59	0,252	84	0,212
10	0,576	35	0,325	60	0,250	85	0,211
11	0,553	36	0,320	61	0,248	86	0,210
12	0,532	37	0,316	62	0,246	87	0,208
13	0,514	38	0,312	63	0,244	88	0,207
14	0,497	39	0,308	64	0,242	89	0,206
15	0,482	40	0,304	65	0,240	90	0,205
16	0,468	41	0,301	66	0,239	91	0,204
17	0,456	42	0,297	67	0,237	92	0,203
18	0,444	43	0,294	68	0,235	93	0,202
19	0,433	44	0,291	69	0,234	94	0,201
20	0,423	45	0,288	70	0,232	95	0,200
21	0,413	46	0,285	71	0,230	96	0,199
22	0,404	47	0,282	72	0,229	97	0,198
23	0,396	48	0,279	73	0,227	98	0,197
24	0,388	49	0,276	74	0,226	99	0,196
25	0,381	50	0,273	75	0,224	100	0,195

Sumber : Nugroho, Bhuono Agung. *Srategi Jitu Memilih Metode Statistik Penelitian Dengan SPSS*. Yogyakarta: Penerbit Andi, 2005, hlm. 141.

Lampiran 9.

Kriteria Interval Rata-Rata Variabel

Interval Rata-Rata (\bar{X})	Kriteria	
	<i>Retailing Image</i>	Interpretasi
$1,00 < \bar{X} \leq 1,80$	Sangat tidak setuju	Sangat tidak baik
$1,80 < \bar{X} \leq 2,60$	Tidak setuju	Tidak baik
$2,60 < \bar{X} \leq 3,40$	Netral/Ragu-ragu	Biasa
$3,40 < \bar{X} \leq 4,20$	Setuju	Baik
$4,20 < \bar{X} \leq 5,00$	Sangat setuju	Sangat baik
Interval Rata-Rata (\bar{X})	Kriteria	
	Kepuasan Pelanggan	Interpretasi
$1,00 < \bar{X} \leq 1,80$	Sangat tidak setuju	Sangat tidak puas
$1,80 < \bar{X} \leq 2,60$	Tidak setuju	Tidak puas
$2,60 < \bar{X} \leq 3,40$	Netral/Ragu-ragu	Biasa
$3,40 < \bar{X} \leq 4,20$	Setuju	Puas
$4,20 < \bar{X} \leq 5,00$	Sangat setuju	Sangat puas

Sumber : hasil perhitungan

Lampiran 10.

Pedoman Interpretasi Koefisien Korelasi

Interval Koefisien Korelasi	Tingkat Hubungan
0,000 – 0,199	Sangat rendah
0,200 – 0,399	Rendah
0,400 – 0,599	Sedang
0,600 – 0,799	Kuat
0,800 – 1,000	Sangat kuat

Sumber: Sugiyono. *Metode Penelitian Bisnis*. Bandung: Alfabeta. 2003, hlm.183.