

Kepada Yth.

Bapak/Ibu/Saudara/I

Konsumen TEKO boba

Di tempat

Dengan hormat,

Dalam rangka untuk menyelesaikan skripsi di Program Studi S-1 Manajemen Sekolah Tinggi Ilmu Ekonomi Indonesia, saya memohon kesediaan Bapak/Ibu/Saudara/i, agar berkenan untuk membantu saya memberikan jawaban atas kuesioner yang telah saya sajikan dalam lembar berikut ini. Penelitian ini bertujuan untuk mengetahui **"Pengaruh kualitas pelayanan, lokasi, fasilitas, terhadap loyalitas konsumen melalui keputusan pembelian sebagai variabel intervening"**

Setiap jawaban/informasi yang Bapak/Ibu/Saudara/i berikan akan sangat membantu penelitian ini. Data pribadi Bapak/Ibu/Saudara/i tidak akan dipublikasikan, sehingga Bapak/Ibu/Saudara/i dapat memberikan opini secara bebas. Kerahasiaan informasi yang diperoleh akan dijaga dengan baik dan informasi tersebut hanya akan digunakan untuk kepentingan penelitian saja.

Demikian permohonan ini saya sampaikan. Atas kerjasama dan kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuesioner ini, saya ucapkan terima kasih.

Jakarta, Desember 2020

Hormat saya,

(Beni Alfani Isra)

Petunjuk pengisian kuesioner

- Bagian I berisi identitas responden, untuk bagian ini Bapak/Ibu/Saudara/i cukup mengisi data pribadi dengan memberikan tanda checklist (√).
- Bagian II berisi daftar pertanyaan atau pernyataan, untuk bagian ini Bapak/Ibu/Saudara/i cukup memilih jawaban sesuai dengan kriteria dengan cara memberikan tanda checklist (√) pada jawaban yang tersedia.

Identitas Responden

1. Nama :
2. Jenis Kelamin : Pria Wanita
3. Usia : 15 – 20 tahun 31 – 40 tahun
 21 – 30 tahun > 40 tahun
4. Pendidikan : 1. SMA Sederajat 2. Diploma I, II, III
3. Sarjana (S1) 4. S2 / S3

Keterangan :

STS = Sangat Tidak Setuju

TS = Tidak Setuju

S = Setuju

SS = Sangat Setuju

| No | Pertanyaan | STS | TS | S | SS |
|-----|---|-----|----|---|----|
| 1. | Apakah teko coffee memberikan kualitas pelayanan berupa ruangan yang nyaman | | | | |
| 2. | Teko coffee memberikan pelayanan yang terpercaya | | | | |
| 3 | Pertanyaan konsumen dijawab dengan tepat oleh karyawan | | | | |
| 4. | Karyawan teko coffee memberikan informasi prouk dan promo terbaru | | | | |
| 5. | Semua karyawan bersikap sopan dan ramah | | | | |
| 6. | Pelanggan merasa nyaman dengan transaksi di teko coffee | | | | |
| 7. | Karyawan teko coffee peduli atas kebutuhan pelanggan | | | | |
| 8. | Karyawan memberikan pelayanan yang baik dan melayani pelanggan saat sedang ramai. | | | | |
| 9. | Bangunan pada teko coffee terlihat indah dan bersih | | | | |
| 10. | Harga minuman cukup pantas | | | | |

Lampiran 1**Lokasi (X₂)**

Halaman 4 dari 6

| No | Pertanyaan | STS | TS | S | SS |
|-----|---|-----|----|---|----|
| 11. | Mudah dijangkau oleh transportasi umum | | | | |
| 12. | Tempat dapat dilihat dengan jelas dengan jarak pandang normal | | | | |
| 13. | Banyaknya orang yang berlalu lalang | | | | |
| 14. | Terdapat tempat parkir yang cukup memadai | | | | |
| 15. | Lokasi nya yang luas untuk tempat usaha | | | | |
| 16. | Teko coffee berada di tempat keramaian | | | | |
| 17. | Mudahnya akses ke teko coffee | | | | |
| 18. | Teko coffee menjamin keamanan pelanggan | | | | |

Fasilitas (X₃)

| No | Pertanyaan | STS | TS | S | SS |
|-----|---|-----|----|---|----|
| 19. | Adanya fasilitas yang memadai bagi pelanggan | | | | |
| 20. | Peralatan yang terdapat di Teko coffee sudah canggih | | | | |
| 21. | Adanya gaya instgramable pada dinding ruangan menjadi daya tarik konsumen | | | | |
| 22. | Terdapat ruangan yang nyaman untuk kegiatan apa saja | | | | |

Lampiran 1**Keputusan Pembelian (Z)**

Halaman 5 dari 6

| No | Pertanyaan | STS | TS | S | SS |
|-----------|---|------------|-----------|----------|-----------|
| 23. | Memperhatikan informasi dari sejumlah konsumen | | | | |
| 24. | Harga pada produk teko coffe yang sangat terjangkau untuk semua kalangan | | | | |
| 25. | Adanya rekomendasi dari teman/kerabat untuk melakukan pembelian pada produk teko coffee | | | | |
| 26. | Konsumen memperhatikan informasi dari konsumen lain untuk melakukan keputusan pembelian | | | | |
| 27. | Para pelanggan merasa puas atas produk yang dibeli | | | | |
| 28. | Kelengkapan produk di teko menjadi pemicu keputusan pembelian di teko | | | | |
| 29. | Adanya kebutuhan akan produk | | | | |
| 30. | Adanya produk yang berkualitas | | | | |
| 31. | Keputusan pembelian karena kebutuhan | | | | |
| 32. | Pencarian berdasarkan pegalaman pribadi | | | | |

Lampiran 1**Loyalitas Konsumen (Y₁)**

Halaman 6 dari 6

| No | Pertanyaan | STS | TS | S | SS |
|-----|---|-----|----|---|----|
| 33. | Konsumen selalu datang kembali untuk membeli produk pada teko coffee | | | | |
| 34. | Konsumen dengan senang hati merekomendasikan produk teko coffee kepada orang lain | | | | |
| 35. | Konsumen tidak akan berpindah selain membeli produk pada teko coffee | | | | |
| 36. | Konsumen membeli produk lain selain produk unggulan pada teko coffee | | | | |
| 37. | Konsumen senantiasa membeli produk di teko coffee | | | | |
| 38 | Konsumen datang kembali ke teko coffee | | | | |

Lampiran 2.**Tabulasi skor variabel Kualitas pelayanan (X_1)**

Halaman 2 dari 15

| NO | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | X1 |
|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-----------|
| 40 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 34 |
| 41 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 42 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 43 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 44 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 45 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 35 |
| 46 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 47 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 48 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 36 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 53 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 26 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 56 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 57 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 58 | 2 | 4 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 26 |
| 59 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 60 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 34 |
| 62 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 36 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 64 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 24 |
| 65 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 24 |
| 66 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 36 |
| 67 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 34 |

Lampiran 2.**Tabulasi skor variabel Kualitas pelayanan (X₁)**

Halaman 3 dari 12

| NO | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | X1 |
|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-----------|
| 68 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 36 |
| 69 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 36 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 71 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 24 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 76 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 77 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 78 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 34 |
| 79 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 36 |
| 80 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 26 |
| 81 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 82 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 83 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 84 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 85 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 36 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 91 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 93 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 36 |
| 94 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 36 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 96 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 97 | 3 | 2 | 3 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 31 |

Lampiran 2.**Tabulasi skor Variabel lokasi (X₂)**

Halaman 4 dari 15

| NO | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2..6 | X2.7 | X2.8 | X2 |
|----|------|------|------|------|------|-------|------|------|----|
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 2 | 3 | 3 | 3 | 2 | 4 | 2 | 3 | 2 | 22 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 6 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 21 |
| 7 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 29 |
| 8 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 9 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 10 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 28 |
| 11 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 25 |
| 12 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 24 |
| 13 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 28 |
| 14 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 16 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 17 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 23 |
| 18 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 26 |
| 19 | 4 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 26 |
| 20 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 26 |
| 21 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 22 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 30 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 24 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 23 |
| 25 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 26 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 27 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 28 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 29 | 3 | 4 | 1 | 3 | 4 | 3 | 4 | 4 | 26 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 32 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 25 |
| 33 | 4 | 1 | 2 | 3 | 1 | 3 | 4 | 3 | 21 |
| 34 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 35 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 22 |
| 36 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 25 |
| 37 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 39 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 22 |

Lampiran 2.**Tabulasi skor Variabel Lokasi (X₂)**

Halaman 5 dari 15

| NO | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2..6 | X2.7 | X2.8 | 32 |
|-----------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|-------------|-----------|
| 40 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 29 |
| 41 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 23 |
| 42 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 43 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 44 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 21 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 46 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 47 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 48 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 21 |
| 49 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 30 |
| 50 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 27 |
| 51 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 27 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 53 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 22 |
| 54 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 30 |
| 55 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 25 |
| 56 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 25 |
| 57 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 58 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 22 |
| 60 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 22 |
| 61 | 3 | 3 | 4 | 3 | 3 | 2 | 4 | 3 | 25 |
| 62 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 21 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 64 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 21 |
| 65 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 24 |
| 66 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 21 |
| 67 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 22 |

Lampiran 2.**Tabulasi skor variabel Lokasi (X₂)**

Halaman 6 dari 15

| NO | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2..6 | X2.7 | X2.8 | X2 |
|-----------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|-------------|-----------|
| 68 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 28 |
| 69 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 27 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 71 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 24 |
| 72 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 29 |
| 73 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 75 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 26 |
| 76 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 77 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 78 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 29 |
| 79 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 80 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 24 |
| 81 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 82 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 83 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 28 |
| 84 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 29 |
| 85 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 27 |
| 86 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 30 |
| 87 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 28 |
| 88 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 26 |
| 89 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 28 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 91 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 29 |
| 92 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 28 |
| 93 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 2 | 27 |
| 94 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 29 |
| 95 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 28 |
| 96 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 28 |
| 97 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 27 |

Lampiran 2.**Tabulasi skor Variabel Fasilitas (X₃)**

Halaman 7 dari 15

| No | X3.1 | X3.2 | X3.3 | X3.4 | X3 |
|-----------|-------------|-------------|-------------|-------------|-----------|
| 1 | 4 | 4 | 3 | 2 | 13 |
| 2 | 3 | 3 | 2 | 3 | 11 |
| 3 | 4 | 4 | 4 | 4 | 16 |
| 4 | 3 | 3 | 3 | 3 | 12 |
| 5 | 3 | 3 | 4 | 3 | 13 |
| 6 | 3 | 3 | 3 | 3 | 12 |
| 7 | 4 | 4 | 3 | 4 | 15 |
| 8 | 3 | 3 | 4 | 3 | 13 |
| 9 | 3 | 3 | 3 | 3 | 12 |
| 10 | 3 | 3 | 3 | 3 | 12 |
| 11 | 4 | 3 | 3 | 3 | 13 |
| 12 | 3 | 2 | 4 | 3 | 12 |
| 13 | 3 | 3 | 4 | 4 | 14 |
| 14 | 3 | 4 | 3 | 3 | 13 |
| 15 | 3 | 3 | 3 | 3 | 12 |
| 16 | 3 | 3 | 3 | 3 | 12 |
| 17 | 3 | 4 | 4 | 2 | 13 |
| 18 | 3 | 3 | 3 | 3 | 12 |
| 19 | 2 | 4 | 4 | 4 | 14 |
| 20 | 4 | 3 | 3 | 3 | 13 |
| 21 | 2 | 2 | 2 | 3 | 9 |
| 22 | 4 | 3 | 4 | 4 | 15 |
| 23 | 4 | 4 | 3 | 2 | 13 |
| 24 | 4 | 3 | 4 | 4 | 15 |
| 25 | 3 | 3 | 3 | 3 | 12 |
| 26 | 3 | 3 | 3 | 3 | 12 |
| 27 | 4 | 3 | 3 | 3 | 13 |
| 28 | 4 | 4 | 4 | 4 | 16 |
| 29 | 3 | 3 | 3 | 4 | 13 |
| 30 | 4 | 4 | 4 | 4 | 16 |
| 32 | 3 | 3 | 3 | 3 | 12 |
| 33 | 4 | 3 | 3 | 3 | 13 |
| 34 | 3 | 3 | 4 | 3 | 13 |
| 35 | 3 | 2 | 2 | 3 | 10 |
| 36 | 3 | 4 | 4 | 3 | 14 |
| 37 | 3 | 3 | 3 | 3 | 12 |
| 38 | 4 | 4 | 4 | 4 | 16 |

Lampiran 2.**Tabulasi skor Variabel Fasilitas (X₃)**

Halaman 8 dari 15

| No | X3.1 | X3.2 | X3.3 | X3.4 | X3 |
|-----------|-------------|-------------|-------------|-------------|-----------|
| 39 | 4 | 4 | 4 | 4 | 16 |
| 40 | 4 | 4 | 3 | 3 | 14 |
| 41 | 3 | 3 | 3 | 3 | 12 |
| 42 | 3 | 2 | 3 | 3 | 11 |
| 43 | 3 | 3 | 3 | 3 | 12 |
| 44 | 2 | 3 | 3 | 2 | 10 |
| 45 | 3 | 3 | 3 | 3 | 12 |
| 46 | 3 | 3 | 3 | 3 | 12 |
| 47 | 3 | 3 | 3 | 3 | 12 |
| 48 | 2 | 2 | 3 | 3 | 10 |
| 49 | 3 | 4 | 3 | 4 | 14 |
| 50 | 3 | 3 | 3 | 4 | 13 |
| 51 | 4 | 4 | 3 | 3 | 14 |
| 52 | 3 | 3 | 4 | 3 | 13 |
| 53 | 3 | 3 | 3 | 3 | 12 |
| 54 | 4 | 4 | 4 | 4 | 16 |
| 55 | 3 | 4 | 3 | 3 | 13 |
| 56 | 3 | 3 | 3 | 3 | 12 |
| 57 | 4 | 3 | 4 | 4 | 15 |
| 58 | 3 | 2 | 3 | 2 | 10 |
| 59 | 3 | 3 | 3 | 3 | 12 |
| 60 | 4 | 4 | 3 | 4 | 15 |
| 62 | 2 | 4 | 4 | 3 | 13 |
| 63 | 4 | 4 | 4 | 4 | 16 |
| 64 | 2 | 3 | 2 | 2 | 9 |
| 65 | 3 | 2 | 4 | 3 | 12 |
| 66 | 2 | 2 | 3 | 3 | 10 |
| 67 | 3 | 3 | 4 | 4 | 14 |
| 68 | 3 | 3 | 4 | 4 | 14 |
| 69 | 3 | 3 | 3 | 3 | 12 |

Lampiran 2. Tabulasi skor Variabel Fasilitas (X₃)

Halaman 9 dari 15

| No | X3.1 | X3.2 | X3.3 | X3.4 | X3 |
|----|------|------|------|------|----|
| 70 | 4 | 4 | 4 | 4 | 16 |
| 71 | 3 | 3 | 3 | 3 | 12 |
| 72 | 4 | 4 | 4 | 4 | 16 |
| 73 | 3 | 3 | 3 | 3 | 12 |
| 74 | 4 | 4 | 3 | 3 | 14 |
| 75 | 3 | 3 | 3 | 3 | 12 |
| 76 | 3 | 3 | 3 | 3 | 12 |
| 77 | 3 | 3 | 3 | 3 | 12 |
| 78 | 4 | 3 | 3 | 3 | 13 |
| 79 | 3 | 3 | 3 | 3 | 12 |
| 80 | 3 | 2 | 3 | 3 | 11 |
| 81 | 4 | 3 | 3 | 3 | 13 |
| 82 | 4 | 3 | 3 | 3 | 13 |
| 83 | 3 | 4 | 3 | 4 | 14 |
| 84 | 4 | 3 | 4 | 3 | 14 |
| 85 | 3 | 2 | 2 | 3 | 10 |
| 86 | 4 | 2 | 4 | 4 | 14 |
| 87 | 4 | 3 | 4 | 4 | 15 |
| 88 | 4 | 3 | 4 | 3 | 14 |
| 89 | 3 | 4 | 4 | 2 | 13 |
| 90 | 4 | 4 | 3 | 3 | 14 |
| 91 | 3 | 4 | 3 | 4 | 14 |
| 92 | 4 | 3 | 4 | 4 | 15 |
| 93 | 4 | 4 | 3 | 4 | 15 |
| 94 | 4 | 3 | 4 | 3 | 14 |
| 95 | 4 | 3 | 4 | 4 | 15 |
| 96 | 4 | 3 | 4 | 3 | 14 |
| 97 | 4 | 3 | 3 | 3 | 13 |

Lampiran 2.**Tabulasi skor variabel Loyalitas konsumen (Y)**

Halaman 10 dari 15

| No | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y |
|----|----|----|----|----|----|----|----|
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 2 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 6 | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| 7 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 8 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 9 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 10 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 11 | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| 12 | 4 | 3 | 3 | 4 | 2 | 3 | 19 |
| 13 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 14 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 16 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 17 | 4 | 3 | 2 | 2 | 2 | 3 | 16 |
| 18 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 19 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 20 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 21 | 2 | 2 | 4 | 2 | 2 | 2 | 14 |
| 22 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 23 | 3 | 3 | 4 | 2 | 4 | 4 | 20 |
| 24 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 25 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 26 | 2 | 3 | 4 | 3 | 3 | 3 | 18 |
| 27 | 3 | 3 | 4 | 2 | 2 | 2 | 16 |
| 28 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 31 | 3 | 3 | 2 | 4 | 3 | 3 | 18 |
| 32 | 2 | 4 | 2 | 2 | 2 | 3 | 15 |
| 34 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 35 | 2 | 3 | 2 | 3 | 2 | 3 | 15 |
| 36 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 37 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 38 | 4 | 3 | 2 | 3 | 4 | 4 | 20 |
| 39 | 2 | 3 | 2 | 3 | 2 | 2 | 14 |

Lampiran 2.**Tabulasi skor variabel Loyalitas konsumen (Y)**

Halaman 11 dari 15

| No | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y |
|----|----|----|----|----|----|----|----|
| 40 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 41 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 42 | 3 | 4 | 2 | 3 | 3 | 4 | 19 |
| 43 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 44 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 45 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 46 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 47 | 4 | 3 | 2 | 3 | 3 | 3 | 18 |
| 48 | 2 | 3 | 4 | 4 | 2 | 2 | 17 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 50 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 51 | 3 | 4 | 3 | 3 | 4 | 4 | 21 |
| 52 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 53 | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 55 | 3 | 4 | 3 | 3 | 3 | 4 | 20 |
| 56 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 57 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 58 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 59 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 60 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 61 | 2 | 3 | 2 | 2 | 2 | 3 | 14 |
| 62 | 4 | 3 | 2 | 3 | 4 | 4 | 20 |
| 64 | 3 | 3 | 3 | 2 | 3 | 3 | 17 |
| 65 | 4 | 3 | 3 | 4 | 2 | 3 | 19 |
| 66 | 2 | 3 | 4 | 4 | 2 | 2 | 17 |
| 67 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 68 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 69 | 3 | 3 | 4 | 3 | 4 | 3 | 20 |

Lampiran 2.**Tabulasi skor variabel Loyalitas konsumen (Y)**

Halaman 12 dari 15

| No | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y |
|----|----|----|----|----|----|----|----|
| 70 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 71 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 74 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 75 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 76 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 77 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 79 | 4 | 4 | 3 | 2 | 3 | 3 | 19 |
| 80 | 3 | 2 | 3 | 3 | 2 | 4 | 17 |
| 81 | 3 | 3 | 3 | 2 | 2 | 2 | 15 |
| 82 | 3 | 3 | 3 | 2 | 2 | 2 | 15 |
| 83 | 4 | 3 | 3 | 4 | 3 | 4 | 21 |
| 84 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 85 | 3 | 4 | 3 | 3 | 3 | 2 | 18 |
| 86 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 87 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 88 | 3 | 4 | 2 | 4 | 3 | 4 | 20 |
| 89 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 90 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 91 | 4 | 3 | 4 | 3 | 3 | 4 | 21 |
| 92 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 93 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 94 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 95 | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| 96 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 97 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |

Lampiran 2.**Tabulasi skor variabel Keputusan pembelian (Z)**

Halaman 13 dari 15

| No | Z1 | Z2 | Z3 | Z4 | Z5 | Z6 | Z7 | Z8 | Z9 | Z10 | Z |
|----|----|----|----|----|----|----|----|----|----|-----|----|
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 31 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 6 | 3 | 3 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 32 |
| 7 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 35 |
| 8 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 9 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 10 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 11 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 12 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 33 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 14 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 15 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 16 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 17 | 3 | 2 | 2 | 3 | 4 | 4 | 2 | 4 | 3 | 2 | 29 |
| 18 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 33 |
| 19 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 2 | 33 |
| 20 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 31 |
| 21 | 2 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 22 |
| 22 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 34 |
| 23 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 33 |
| 24 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 25 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 28 |
| 26 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 27 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 31 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 31 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 28 |
| 32 | 2 | 3 | 3 | 3 | 4 | 4 | 2 | 4 | 2 | 4 | 31 |
| 34 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 33 |
| 35 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 31 |
| 36 | 3 | 1 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 29 |

Lampiran 2. Tabulasi skor variabel Keputusan pembelian (Z)

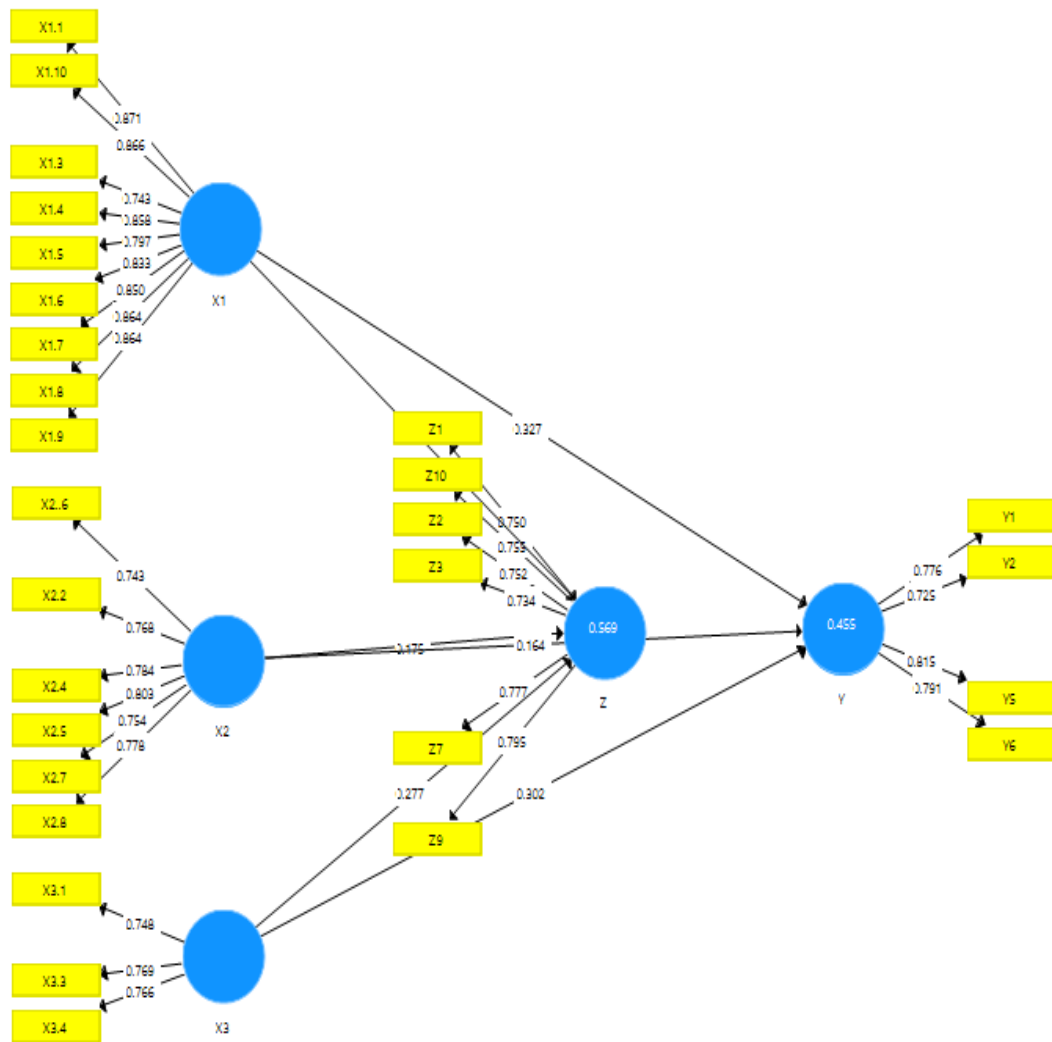
Halaman 14 dari 15

| No | Z1 | Z2 | Z3 | Z4 | Z5 | Z6 | Z7 | Z8 | Z9 | Z10 | Z |
|----|----|----|----|----|----|----|----|----|----|-----|----|
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 38 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 29 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 40 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 33 |
| 41 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 42 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 31 |
| 43 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 44 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 46 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 47 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 48 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 30 |
| 49 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 50 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 34 |
| 51 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 52 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 35 |
| 53 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 55 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 35 |
| 56 | 4 | 4 | 2 | 4 | 2 | 3 | 4 | 4 | 3 | 3 | 33 |
| 57 | 3 | 3 | 2 | 4 | 4 | 3 | 4 | 3 | 2 | 3 | 31 |
| 58 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 59 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 60 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 32 |
| 61 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 64 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 28 |
| 65 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 31 |

Lampiran 2.**Tabulasi skor variabel Keputusan pembelian (Z)**

Halaman 15 dari 15

| No | Z1 | Z2 | Z3 | Z4 | Z5 | Z6 | Z7 | Z8 | Z9 | Z10 | Z |
|----|----|----|----|----|----|----|----|----|----|-----|----|
| 66 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 37 |
| 67 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 37 |
| 68 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 36 |
| 69 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 71 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 72 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 73 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 32 |
| 74 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 31 |
| 75 | 3 | 3 | 2 | 2 | 3 | 4 | 2 | 3 | 3 | 3 | 28 |
| 76 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 2 | 3 | 30 |
| 77 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 31 |
| 78 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 34 |
| 79 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 80 | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 2 | 2 | 29 |
| 81 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 82 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 83 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 36 |
| 84 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 35 |
| 85 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 86 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 87 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 35 |
| 88 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 37 |
| 89 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 38 |
| 90 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 91 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 36 |
| 92 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 36 |
| 93 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 35 |
| 94 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 36 |
| 95 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 36 |
| 96 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 35 |
| 97 | 4 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 33 |



Validitas dan Reliabilitas Konstruk

| Matriks | Cronbach's Alpha | rho_A | Reliabilitas Komposit | Rata-rata Varians Diekstrak ... |
|--------------------|------------------|-------|-----------------------|-----------------------------------|
| | Cronbach's Al... | rho_A | Reliabilitas Komposit | Rata-rata Varians Diekstrak (AVE) |
| Kualitas pelaya... | 0.948 | 0.957 | 0.955 | 0.704 |
| Lokasi (X2) | 0.865 | 0.870 | 0.899 | 0.596 |
| Loyalitas Pelan... | 0.781 | 0.782 | 0.859 | 0.605 |
| fasilitas (X3) | 0.638 | 0.637 | 0.805 | 0.580 |
| keputusa pem... | 0.866 | 0.867 | 0.897 | 0.556 |

Discriminant validity

Validitas Diskriminan

| Kriteria Fornell-Larcker | Cross Loadings | Rasio Heterotrait-Monot... | Rasio Heterotrait-Monot.. | | |
|--------------------------|--------------------|----------------------------|---------------------------|----------------|-----------------|
| | Kualitas pelaya... | Lokasi (X2) | Loyalitas Pelan... | fasilitas (X3) | keputusa pem... |
| X1.1 | 0.868 | 0.502 | 0.378 | 0.373 | 0.537 |
| X1.10 | 0.868 | 0.585 | 0.625 | 0.495 | 0.659 |
| X1.3 | 0.745 | 0.455 | 0.500 | 0.394 | 0.508 |
| X1.4 | 0.860 | 0.591 | 0.633 | 0.494 | 0.652 |
| X1.5 | 0.795 | 0.438 | 0.329 | 0.331 | 0.467 |
| X1.6 | 0.830 | 0.453 | 0.346 | 0.338 | 0.504 |
| X1.7 | 0.852 | 0.571 | 0.622 | 0.469 | 0.595 |
| X1.8 | 0.861 | 0.490 | 0.367 | 0.361 | 0.524 |
| X1.9 | 0.861 | 0.509 | 0.387 | 0.374 | 0.532 |
| X2..6 | 0.310 | 0.742 | 0.361 | 0.510 | 0.399 |
| X2.2 | 0.404 | 0.769 | 0.444 | 0.375 | 0.424 |

Validitas Diskriminan

| | Kriteria Fornell-Larcker | Cross Loadings | Rasio Heterotrait-Monot... | Rasio Heterotrait-Monot... | | |
|------|--------------------------|----------------|----------------------------|----------------------------|-----------------|--|
| | Kualitas pelaya... | Lokasi (X2) | Loyalitas Pelan... | fasilitas (X3) | keputusa pem... | |
| X2.2 | 0.404 | 0.769 | 0.444 | 0.375 | 0.424 | |
| X2.4 | 0.531 | 0.786 | 0.451 | 0.549 | 0.484 | |
| X2.5 | 0.568 | 0.802 | 0.514 | 0.548 | 0.559 | |
| X2.7 | 0.528 | 0.755 | 0.448 | 0.546 | 0.497 | |
| X2.8 | 0.478 | 0.777 | 0.364 | 0.472 | 0.505 | |
| X3.1 | 0.422 | 0.717 | 0.475 | 0.745 | 0.443 | |
| X3.3 | 0.309 | 0.391 | 0.437 | 0.770 | 0.472 | |
| X3.4 | 0.395 | 0.373 | 0.388 | 0.770 | 0.501 | |
| Y1 | 0.353 | 0.473 | 0.775 | 0.490 | 0.522 | |
| Y2 | 0.491 | 0.437 | 0.721 | 0.440 | 0.557 | |
| Y5 | 0.512 | 0.478 | 0.814 | 0.425 | 0.574 | |

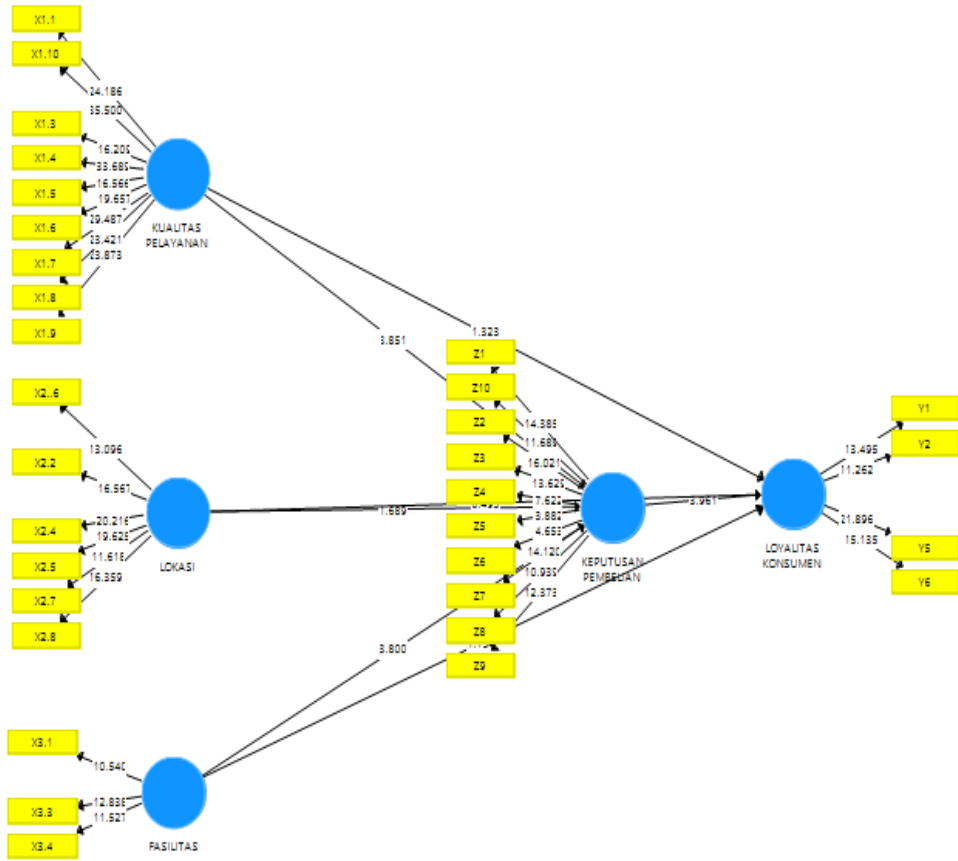
Validitas Diskriminan

| | Kriteria Fornell-Larcker | Cross Loadings | Rasio Heterotrait-Monot... | Rasio Heterotrait-Monot... | | |
|-----|--------------------------|----------------|----------------------------|----------------------------|-----------------|--|
| | Kualitas pelaya... | Lokasi (X2) | Loyalitas Pelan... | fasilitas (X3) | keputusa pem... | |
| Y1 | 0.353 | 0.473 | 0.775 | 0.490 | 0.522 | |
| Y2 | 0.491 | 0.437 | 0.721 | 0.440 | 0.557 | |
| Y5 | 0.512 | 0.478 | 0.814 | 0.425 | 0.574 | |
| Y6 | 0.433 | 0.357 | 0.797 | 0.417 | 0.544 | |
| Z1 | 0.554 | 0.580 | 0.545 | 0.488 | 0.731 | |
| Z10 | 0.467 | 0.427 | 0.548 | 0.457 | 0.768 | |
| Z2 | 0.492 | 0.452 | 0.501 | 0.442 | 0.746 | |
| Z3 | 0.542 | 0.538 | 0.502 | 0.439 | 0.709 | |
| Z7 | 0.458 | 0.386 | 0.522 | 0.471 | 0.773 | |
| Z8 | 0.415 | 0.428 | 0.535 | 0.476 | 0.701 | |
| Z9 | 0.560 | 0.431 | 0.535 | 0.456 | 0.786 | |

Lampiran 3

Hasil PLS *bootstrapping*

Halaman 4 dari 4



Analisis jalur

Koefisien Jalur

| | Sampel Asli (O) | Rata-rata Sampel (M) | Standar Deviasi (STDEV) | T Statistik (O/STDEV) | P Values |
|--|-----------------|----------------------|-------------------------|---------------------------|----------|
| Kualitas pelayanan (X1) -> Loyalitas Pelanggan (Y) | 0.136 | 0.141 | 0.119 | 1.135 | 0.257 |
| Kualitas pelayanan (X1) -> keputusan pembelian (Z) | 0.416 | 0.421 | 0.086 | 4.865 | 0.000 |
| Lokasi (X2) -> Loyalitas Pelanggan (Y) | 0.085 | 0.088 | 0.143 | 0.594 | 0.553 |
| Lokasi (X2) -> keputusan pembelian (Z) | 0.169 | 0.161 | 0.112 | 1.505 | 0.133 |
| fasilitas (X3) -> Loyalitas Pelanggan (Y) | 0.160 | 0.157 | 0.102 | 1.580 | 0.115 |
| fasilitas (X3) -> keputusan pembelian (Z) | 0.304 | 0.314 | 0.106 | 2.877 | 0.004 |
| keputusan pembelian (Z) -> Loyalitas Pelanggan (Y) | 0.464 | 0.461 | 0.119 | 3.887 | 0.000 |

Efek Tidak Langsung Spesifik

| | Sampel Asli (O) | Rata-rata Sam... | Standar Devias... | T Statistik (O/... | P Values | |
|--|-----------------|------------------|-------------------|----------------------|----------|-------|
| Kualitas pelayanan (X1) -> keputusan pembelian (Z) -> Loyalitas Pelan... | Sampel Asli (O) | 0.193 | 0.061 | 3.169 | 0.002 | |
| Lokasi (X2) -> keputusan pembelian (Z) -> Loyalitas Pelanggan (Y) | | 0.079 | 0.075 | 0.057 | 1.379 | 0.169 |
| fasilitas (X3) -> keputusan pembelian (Z) -> Loyalitas Pelanggan (Y) | | 0.141 | 0.146 | 0.065 | 2.172 | 0.030 |

Lampiran 4. Surat Keterangan Riset

Halaman 1 dari 1



Lampiran 5

DAFTAR RIWAYAT HIDUP

Nama : Beni Alfani Isra
NPM : 21160000157
Tempat, tgl lahir : Alahan panjang, 09 April 1998
Usia : 22 tahun
Jenis kelamin : Laki-laki
Agama : Islam
Kewarganegaraan : Indonesia
Alamat : Jl.rawamangun muka no. 27
No tlp : 081291211721
Email : alfanibeni09@gmail.com

LATAR BELAKANG PENDIDIKAN

- ▶ 2004-2010 : SDN 11 Alahan panjang
- ▶ 2010-2013 : SMPN 1 Lembah Gumanti
- ▶ 2013-2016 : SMAN 1 Lembah Gumanti
- ▶ 2016- sekarang : Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI)

PENGALAMAN ORGANISASI

- ▶ 2014 : Anggota Osis SMAN 1 Lembah Gumanti
- ▶ 2016 : Anggota UKMJ Manajemen STEI Jakarta
- ▶ 2017 : Ketua Divisi Pendidikan Sumber Daya manusia (PSDM) UKMJ Manajemen STEI jakarta