

CHAPTER V CONCLUSION

This chapter consists of a summary based on research findings from the previous chapter in the study of the effect of customer satisfaction on intention to revisit Cold N Brew Demangan with customer habit as a mediating variable. This chapter also explains managerial implications, followed by the limitations of this research, and suggestions for future research that would like to utilize this research as reference.

5.1 Conclusion

Based on data findings and discussion that have been explained in the previous chapter, the main conclusions that are able to draw as follows:

1. Brand awareness has a positive and significant effect on customer satisfaction.
2. Perceived service quality has a positive and significant effect on customer satisfaction.
3. Perceived product quality has a positive but insignificant effect on customer satisfaction.
4. Physical environment has a positive effect and significant effect on customer satisfaction.
5. Customer satisfaction has a positive and significant effect on the intention to revisit.
6. Customer satisfaction has a positive and significant effect on customer habits.
7. Customer habits have a positive impact and significant effect on intention to revisit.
8. Customer habits complementary mediate the effect between customer satisfaction and intention to revisit.

5.2 Managerial Implications

1. In this research, brand awareness influences customer satisfaction. Therefore, Cold N Brew Demangan need to improve their brand awareness by increasing social media presence and community engagement. This can be done by hiring social media influencers and attending coffee events and exhibitions. Higher brand awareness can attract more customers, making them feel more confident and satisfied with their choice. Moreover, this implication can also be applied to other business sectors, such as the fashion retail business. A strong brand presence can be beneficial for fashion retail businesses. Retail fashion businesses can increase

- their visibility and develop loyal consumers by utilizing social media and interacting with the community. This will increase customer satisfaction and trust.
2. In this research, perceived service quality influences customer satisfaction. Therefore, Cold N Brew Demangan need to improve their service quality by training staff regularly on customer service skills and actively seeking and responding to customer feedback. By enhancing the perceived quality of service, Cold N Brew Demangan can directly boost customer satisfaction. Moreover, this implication can also be applied to other business sectors, such as the hotel business. A focus on service quality might be beneficial for the hospitality industry. By investing in regular staff training and maintaining an open dialogue with customers, the hotel management can ensure that their guests receive excellent service, leading to higher levels of satisfaction and loyalty.
 3. In this research, physical environment influences customer satisfaction. Therefore, Cold N Brew Demangan could improve their physical environment by creating a welcoming and comfortable ambiance through thoughtful interior design, cleanliness, and a pleasant atmosphere. A well-maintained and inviting physical environment can enhance customer satisfaction by providing a memorable and enjoyable experience. Moreover, this implication can also be applied to other business sectors, such as the restaurant business. Restaurants could improve their physical environment by creating a welcoming and comfortable ambiance through thoughtful interior design, cleanliness, and a pleasant atmosphere. A clean, welcoming physical space can increase customer satisfaction by creating a memorable and pleasurable eating experience.
 4. In this research, customer satisfaction influences customer habit. Therefore, Cold N Brew Demangan need to improve their customer satisfaction by developing loyalty programs, personalized offers, and consistent quality to encourage repeat visits. Satisfied customers are more likely to develop a habit of frequenting Cold N Brew Demangan, thus ensuring steady business. Moreover, this implication can also be applied to other business sectors, such as streaming businesses. With specialized services and consistent quality, the streaming platform can increase customer satisfaction. By fostering positive experiences and rewarding loyalty,

streaming platform can encourage users to regularly engage with their service, leading to a stable and growing subscriber base.

5. In this research, both customer satisfaction and customer habit influences intention to revisit. Therefore, Cold N Brew Demangan need to improve their customer satisfaction and customer habit by designing loyalty programs that reward frequent visits, such as a points system, discounts, or a free drink after a certain number of purchases. By focusing on both customer satisfaction and habit, Cold N Brew Demangan can create a virtuous cycle where satisfied customers become habitual visitors, and these habitual visitors, in turn, reinforce their intention to revisit. Moreover, this implication can also be applied to other business sectors, such as car maintenance businesses. Car maintenance businesses should improve their customer satisfaction and habit by designing loyalty programs that reward frequent visits, such as a points system, discounts on future services, or a free car wash after a certain number of service appointments. Car maintenance businesses can establish a positive feedback loop by emphasizing client satisfaction and habit. This leads to satisfied customers becoming loyal customers, who then reiterate that they plan to return for future car maintenance needs.
6. In this research, customer satisfaction influences intention to revisit through customer habit. Therefore, Cold N Brew Demangan need to improve their customer satisfaction and customer habit by ensuring that the quality of coffee, food, and service consistently meets or exceeds customer expectations. Moreover, Cold N Brew Demangan need to ensure that every visit offers a consistently positive experience. By focusing on enhancing customer satisfaction and fostering habits, Cold N Brew Demangan can create a strong base of loyal customers who are more likely to return regularly. Moreover, this implication can also be applied to other business sectors, such as skin care clinics. Skin care clinics needs to improve their customer satisfaction and customer habit by ensuring that the quality of treatments, products, and service consistently meets or exceeds client expectations. Additionally, skin care clinics have to make sure that each visit provides a consistently good and customized experience. Skin care clinics can develop a loyal client base that is more likely to come back for follow-up therapy by focusing on customer satisfaction and encouraging regular skin care routines.

5.3 Research Limitations

1. The variables of perceived product quality, customer habit, and intention to revisit only have two indicators so that they cannot accurately describe the complexity and diversity of the variables to be measured.
2. The adjusted R-squared value of customer habit and intention to revisit is relatively small. Small adjusted R-squared value of customer habit and intention to revisit indicates that customer satisfaction does not have a strong influence on customer habit; and customer satisfaction and customer habit do not have a strong influence on intention to revisit.
3. The indicators of customer habit variable can't describe the intention of the research conducted.

5.4 Suggestions for Future Research

1. For future research it is recommended to find another previous study that contains more indicators for the variables that will be analyzed.
2. For future research, it is recommended to add other variables that are relevant to the research conducted in order to increase the adjusted R-squared value, for example, price fairness (Dhisasmito & Kumar, 2020) and variety of menu (Haifa et, al., 2022).
3. For future research it is recommended to find another sources that contains more reliable customer habit indicators.

REFERENCES

- Albert, K. P. (2017). Pengaruh Cafe Atmosphere Terhadap Keputusan Pembelian Gen Y Pada Old Bens Cafe. *Jurnal Manajemen Maranatha*, 16(2).
- Ali, F., & Amin, M. (2014). The influence of physical environment on emotions, customer satisfaction and behavioural intentions in Chinese resort hotel industry. KMITL-AGBA Conference Bangkok, 15-17/June, Thailand
- Amin, N. F., Garancang, S., & Abunawas, K. (2023). Konsep umum populasi dan sample dalam penelitian. *Jurnal Pilar: Jurnal Kajian Islam Kontemporer*, 14(1), 15-31.
- Amoroso, D., & Lim, R. (2017). The mediating effects of habit on continuance intention.
- Avkiran, N. K. (2018). *Partial Least Squares Structural Equation Modeling: Recent Advances in Banking and Finance*. Switzerland: Springer
- Ayu, Y. (2022, April 22). Jogja punya 3.000 kedai kopi, coba tebak berapa perputaran uangnya? <https://garasijogja.com/tempat-ngopi-di-jogja/>.
- Azzahra, F., Azizah, H., Aruan, L. S., & Nita. (2020). Revisit intention pelanggan coffee shop lokal: Bagaimana peran lifestyle dan service quality? *Jurnal Bisnis, Manajemen, Dan Keuangan*, 1(2), 226–244.
- Azim, A., Shah, N. A., Mehmood, Z., Mehmood, S., & Bagram, M. M. M. (2014). Factors effecting the customer's selection of restaurants in Pakistan. *International Review of Management and Business Research*, 3(2), 1003-1013.
- Berman, B., & Evans, J. R. (2018). *Retail management: A strategic approach* (13th ed.). Pearson Education.
- Bhowmick, A. & Seetharaman, A. (2023). Impact of product quality on customer satisfaction: A Systematic Literature Review. *ICVARS*, 93-99.
- Dhisasmito, P. P., & Kumar, S. (2020). Understanding customer loyalty in the coffee shop industry (A survey in Jakarta, Indonesia). *British Food Journal*, 122(7), 2253–2271. <https://doi.org/10.1108/BFJ-10-2019-0763>
- Elistia, E., & Maulana, P. 2023. Determinants of Consumer Satisfaction and Revisit Intention in Culinary Tourism. *IDEAS: Journal of Management and Technology*, 3(1), 69-81.
- Ghozali, I. & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan Penerbit Universitas Diponegoro.

- Gonzales, A. L., Lopez, A. M., Gaytan, O. R. T., & Ramos, V. M. (2019). Cup Quality Attributes of Catomors as Affected by Size and Shape of Coffee Bean (*Coffea arabica* L.). *International Journal of Food Properties*, 22(1), 758-767.
- Gunawan, C. B., & Syahputra, S. (2020). Analisis Perbandingan Pengaruh Store Atmosphere Terhadap Loyalitas Pelanggan Coffee Shop Di Bandung. *Jurnal Manajemen Maranatha*, 20(1), 51-62. <https://doi.org/10.28932/jmm.v2011.2935>
- Haifa, B. M., Suhud, U., & Aditya, S. 2020. Predicting Customer Satisfaction and Intention to Revisit at Local Coffee Shop with Industrial Concept in Jakarta. *Jelajah: Journal Tourism and Hospitality*, 2(2), 50-61.
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(1), 106-121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage, Thousand Oaks, CA.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31, 2-24.
- Hair, J. F., Hult, G. T. M., Ringle, M. C., Sarstedt, M., Nicholas, P. D, Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R; A Workbook*. Switzerland: Springer.
- Halim, P., Bambang, S., Djamhur H., & MRizaz, F. (2014). The Influence of Product Quality, Brand Image, and Quality of Service to Customer Trust and Implication on Customer Loyalty (Survey on Customer Brand Sharp Electronics Product at the South Kalimantan Province). *European Journal of Business and Management*, 6(29), 159-166.
- Hayes, A. (2023, January 18). Demographics: How to collect, analyze, and use demographic data. Investopedia. Retrieved May 20, 2024, from <https://www.investopedia.com/terms/d/demographics.asp>
- Hosseini, Z., Jayashree, S., & Malarvichi, C. (2014). Store image and its effect on customer perception of retail stores. *Asian Social Science*, 10(21), 223-235.
- Islami, F. S., Prasetyanto, P. K., & Setiawan, A. D. (2022). Analysis of determinants of coffee exports in Indonesia. *INOVASI: Jurnal Ekonomi, Keuangan dan Manajemen*, 18(Special Issue), 61-67.

- Jatmika, M. R., & Abdurrahman, A. (2023). The influence of service quality dimensions on customer loyalty with customer satisfaction as an intervening variable. *International Journal of Science, Technology & Management*, 4(4), 1067-1080. <https://doi.org/10.46729/ijstm.v4i4.884>
- Junaidi. (2018). *Aplikasi Amos Dan Structural Equation Modeling (SEM)*. Makassar: Unhas Press.
- Keller, K. L. & Swaminathan, V. (2020). *Strategic Brand Management, Building, Measuring, and Managing Brand Equity*. Fifth Global Edition. Harlow, English: Pearson Education Inc.
- Khoo, K. L. (2019). A study of service quality, corporate image, customer satisfaction, revisit intention and word-of-mouth: evidence from the KTV industry. *Pacific Rim Management Journal*, 28(4), 315-335. doi:10.1108/PRR-08-2019-0029
- Kotler, P., Keller, K. L., & Chernev, A. (2021). *Marketing Management* (16th ed.). Pearson Education.
- Lafley, A., & Martin, R. (2017). Customer loyalty is overrated: Focus on habit instead. *Harvard Business Review*, 3–10.
- Lee, H.J. (2022). A study on the effect of customer habits on revisit intention focusing on franchise coffee shops. *Information*, 13(2), 86
- Malini, H. (2021). Gaya Konsumsi dan Perilaku Konsumen Generasi Z di Warung Kopi. *Prosiding Seminar Nasional SATIESP*, 34-44.
- Mangku, I. Gede Pasek, Luh Suriati, I Gst. Bagus Udayana, Yohanes Parlindungan, I Dewa Nyoman Sudita, & I Gst. Agus Maha Putra Sanjaya. (2021). *Standar Operasional Prosedur (SOP) Good Handling Practices (GHP) dan Good Manufacturing Practices (GMP) Kopi Arabica*. Surabaya: Scopindo Media Pustaka.
- Mea, M. H. C. D., & Laga, Y. (2020). Pengaruh Relationship Marketing, Suasana Kafe, dan Kepuasan Pengunjung terhadap Loyalitas Pelanggan Mokka Coffee Ende. *Jurnal MEBIS (Manajemen Dan Bisnis)*, 5(2), 131-139.
- Mothersbaugh, D. L., & Hawkins, D. I. (2016). *Consumer behavior: Building marketing strategy*, 13th ed. New York, NY, USA: McGraw-Hill Education.
- Närvänen, E., Kuusela, H., Paavola, H., & Sirola, N. (2020). A meaning-based framework for customer loyalty. *International Journal of Retail & Distribution Management*, 48(8), 825-843. <https://doi.org/10.1108/IJRDM-05-2019-0153>

- Ngah, H. C., Rosli, N. F. M., Lotpi, M. H. M., Samsudin, A., & Anuar, J. (2022). A Review on the Elements of Restaurant Physical Environment towards Customer Satisfaction. *International Journal of Academic Research in Business and Social Sciences*, 12(11), 818 – 828.
- Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer*. Routledge.
- Pallant, J. (2001), *SPSS survival manual - a step by step guide to data analysis using SPSS for windows (version 10)*, Buckingham Open University Press.
- Pramelani. (2020). Faktor Ketertarikan Minuman Kopi Kekinian Terhadap Minat Beli Konsumen Kalangan Muda. *Managment Insight: Jurnal Ilmiah Manajemen*, 15(1), 121-129. <https://doi.org/10.33369/insight.15.1.121-129>
- Rachmatunnissa, D., & Deliana, Y. (2019). Segmentasi Konsumen Coffee Shop Generasi Z di Jatinangor. *Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 6(1), 90-100.
- Ringle, Christian M., Wende, Sven, Becker, & Jan-Michael. (2022). *SmartPLS 4*. Oststeinbek: SmartPLS.
- Sekaran, U., & Bougie, R. (2016). *Research Method For Business (A Skill Building Approach 17th Edition ed.)*. Chichester: Wiley.
- Sekaran, U., & Bougie, R. (2019). *Research Methods For Business: A Skill Building Approach, Enhanced eText*.
- Sekaran, U. & Bougie R. (2020). *Research Method for Business. Eighth Edition*. Wiley
- Shabbir, M. Q., Khan, A. A., & Khan, S. R. (2018). Brand loyalty, brand image, and brand equity: The mediating role of brand awareness. *International Journal of Innovation and Applied Studies*, 2(4), 1225-1234.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Suharsono, S., & Rahman, R. (2024). Warung Kopi and social behavior patterns (Case study: Coffee culture of Yogyakarta). In *National Conference on Applied Business, Education, & Technology (NCABET)*, 3, 861-874.
- Sürücü, Ö., Öztürk, Y., Okumus, F., & Bilgihan, A. (2019). Brand awareness, image, physical quality and employee behavior as building blocks of customer-based brand equity: Consequences in the hotel context. *Journal of Hospitality and Tourism Management*, 40(1), 114-124. <https://doi.org/10.1016/j.jhtm.2019.07.002>

- Suryati, L. (2019). Manajemen pemasaran: Suatu strategi dalam meningkatkan loyalitas konsumen. Deepublish. Yogyakarta.
- Tomokumoro, C. T., & Berlianto, M. P. 2024. Factors Influencing Customer Satisfaction and Their Impact on Habits and Intention to Revisit in the Tuku Coffee Shop Industry. *Business Management Journal*, 20(1), 13-32.
- Wang, F. J., Hsiao, C. H., Shih, W. H., & Chiu, W. (2023). Impacts of price and quality perceptions on individuals' intention to participate in marathon events: Mediating role of perceived value. *SAGE Open*, 13(2), <https://doi.org/10.1177/21582440231181431>
- Wantara, P. & Tambrin, M. (2019). The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik. *International Tourism and Hospitality Journal*, 2(1), 1-9.
- Yafie, A. S., Suharyono, & Yusri, A. (2016). Pengaruh Kualitas Produk dan Kualitas Jasa Terhadap Kepuasan Pelanggan (Studi pada Pelanggan Food and Beverages 8 Oz Coffee Studio Malang). *Jurnal Administrasi Bisnis*, 35(2), 11-19.
- Zakirin, M. (2021). Influence of Product Quality, Service Quality and Completeness on Customer Satisfaction on Mie Sopyonyo Producer. *International Journal of Review Management, Business, and Entrepreneurship (RMBE)*, 1(2), 281-294.
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. *Journal of Consumer Research*, 37, 197-206. <https://doi.org/10.1086/65125>

APPENDIX

Appendix 1 – Questionnaire

Pengaruh Kepuasan Pelanggan terhadap Niat Berkunjung Kembali ke Cold N Brew Demangan dengan Kebiasaan Pelanggan sebagai Variabel Mediasi

Halo semuanya!

Terima kasih sudah meluangkan waktu anda untuk membantu mengisi kuisioner ini. Sebelumnya perkenalkan, saya Richard Kurniawan Davidson, mahasiswa International Business Management Program, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta.

Saat ini, saya sedang melakukan penelitian untuk skripsi yang berjudul Pengaruh Kepuasan Pelanggan terhadap Niat Berkunjung Kembali dengan Kebiasaan Pelanggan sebagai Variabel Mediasi di Cold N Brew Demangan*.

Sebelumnya, berikut adalah kriteria yang harus dipenuhi untuk dapat mengisi kuisioner ini, yakni:

1. Mengetahui brand Cold N Brew
2. Pernah mengunjungi Cold N Brew Demangan dalam kurun waktu 1 tahun terakhir

Dengan ini saya meminta kesediaan Anda agar dapat meluangkan waktu untuk mengisi kuesioner ini. Dimohon untuk mengisi kuesioner ini dengan jujur. Semua data yang dikumpulkan hanya akan digunakan untuk keperluan penelitian ini dan dijaga kerahasiaannya.

Atas kesediaan Anda dalam mengisi kuesioner penelitian ini, saya ucapkan terima kasih banyak dan Tuhan memberkati.

richardkdavidson8@gmail.com [Ganti akun](#)



Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Jenis Kelamin *

- Laki-laki
 Perempuan

Usia *

Jawaban Anda

Pengaruh Kepuasan Pelanggan terhadap Niat Berkunjung Kembali ke Cold N Brew Demangan dengan Kebiasaan Pelanggan sebagai Variabel Mediasi

Apakah Anda mengetahui brand Cold N Brew? *

- Ya
 Tidak

Pengaruh Kepuasan Pelanggan terhadap Niat Berkunjung Kembali ke Cold N Brew Demangan dengan Kebiasaan Pelanggan sebagai Variabel Mediasi

Apakah Anda pernah mengunjungi Cold N Brew Demangan dalam satu tahun terakhir? *

- Ya
 Tidak

Kuesioner

Keterangan

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Saya memiliki pengetahuan yang luas tentang merek kedai kopi. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya merasa sangat familiar dengan brand Cold N Brew. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Menurut saya, saya memiliki pengetahuan yang luas mengenai brand Cold N Brew. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Rasa kopi di Cold N Brew Demangan sangat enak. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya merasa puas dengan produk yang dijual di Cold N Brew Demangan. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Staf di Cold N Brew Demangan menangani keluhan pelanggan dengan sigap. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Pelayanan yang diberikan oleh staf Cold N Brew Demangan tergolong cepat dan efisien. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Staf Cold N Brew sangat ramah terhadap pelanggan. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Pelanggan diperkenankan berada di Cold N Brew Demangan selama yang diinginkan. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Cold N Brew Demangan menyediakan berbagai program menarik bagi pengunjung, seperti diskon, kupon, dan peningkatan gratis untuk produk tertentu. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Cold N Brew Demangan memiliki suasana yang nyaman dengan tersedianya meja, kursi, dan koneksi internet (Wi-Fi) yang stabil. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Cold N Brew Demangan nyaman dan selalu menjaga kebersihan tempatnya. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya menyukai suasana Cold N Brew Demangan. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Cold N Brew Demangan memberikan pengalaman yang positif bagi para pelanggannya. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Cold N Brew Demangan mampu memenuhi harapan para pelanggannya. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Ketika saya mengunjungi Cold N Brew Demangan, saya merasa puas dengan waktu dan usaha yang saya keluarkan. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya sering mengunjungi Cold N Brew Demangan. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya akan terus berlangganan program membership di Cold N Brew Demangan. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya berniat untuk kembali mengunjungi Cold N Brew Demangan di masa depan. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya akan kembali membeli produk di Cold N Brew Demangan. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Appendix 2 – Raw Data from Respondents

1	Timestamp	Jenis Kelamin	Usia	BA1	BA2	BA3	PQ1	PQ2	SQ1	SQ2	SQ3	SQ4	PE1	PE2	PE3	PE4	CS1	CS2	CS3	CH1	CH2	IR1	IR2
2	3/20/2024 18:41:59	Laki-laki	21	4	5	4	5	5	5	4	5	5	4	5	5	5	5	5	5	4	4	5	5
3	3/27/2024 16:17:16	Perempuan	22	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4
4	3/31/2024 13:48:44	Laki-laki	22	2	4	3	4	4	4	4	4	5	3	4	4	4	4	4	4	2	1	4	4
5	3/31/2024 15:33:01	Perempuan	22	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	4
6	3/31/2024 15:58:33	Perempuan	21	4	5	4	4	4	4	4	4	5	3	5	4	4	4	5	5	4	4	4	4
7	3/31/2024 17:24:42	Laki-laki	21	5	5	5	4	4	5	5	5	5	3	4	4	4	4	5	4	3	2	5	3
8	3/31/2024 19:53:01	Laki-laki	22	4	4	3	4	4	4	4	2	3	3	3	3	3	3	3	4	4	4	3	4
9	3/31/2024 19:54:47	Laki-laki	23	3	4	4	3	4	4	4	4	5	4	4	4	3	3	3	3	1	3	4	4
10	3/31/2024 20:19:51	Laki-laki	21	4	3	3	4	4	4	4	4	4	4	5	5	5	5	5	5	3	4	3	4
11	3/31/2024 20:56:02	Laki-laki	22	4	4	3	4	4	4	4	4	4	3	4	4	4	4	4	4	3	4	4	4
12	3/31/2024 21:33:35	Laki-laki	22	4	2	3	4	5	4	4	4	5	4	4	4	5	4	4	4	5	2	5	4
13	3/31/2024 21:45:42	Laki-laki	21	3	2	2	4	4	4	3	4	4	4	4	4	4	4	3	3	2	2	2	3
14	3/31/2024 22:06:59	Perempuan	21	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
15	4/1/2024 13:42:38	Laki-laki	22	2	2	2	4	4	4	4	4	4	2	4	3	3	3	3	3	1	2	3	3
16	4/1/2024 22:47:07	Laki-laki	22	2	5	3	4	4	4	4	5	4	3	4	4	3	5	4	5	2	2	4	4
17	4/2/2024 13:20:38	Laki-laki	21	5	5	5	5	5	5	4	4	5	4	4	5	4	4	4	4	4	4	5	5
18	4/2/2024 13:21:34	Laki-laki	21	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
19	4/2/2024 13:22:19	Laki-laki	22	4	5	4	5	5	4	4	4	4	5	5	5	4	5	4	5	4	5	5	5
20	4/2/2024 13:23:08	Laki-laki	21	4	4	4	4	5	5	5	4	4	5	5	4	5	4	5	4	5	4	4	5

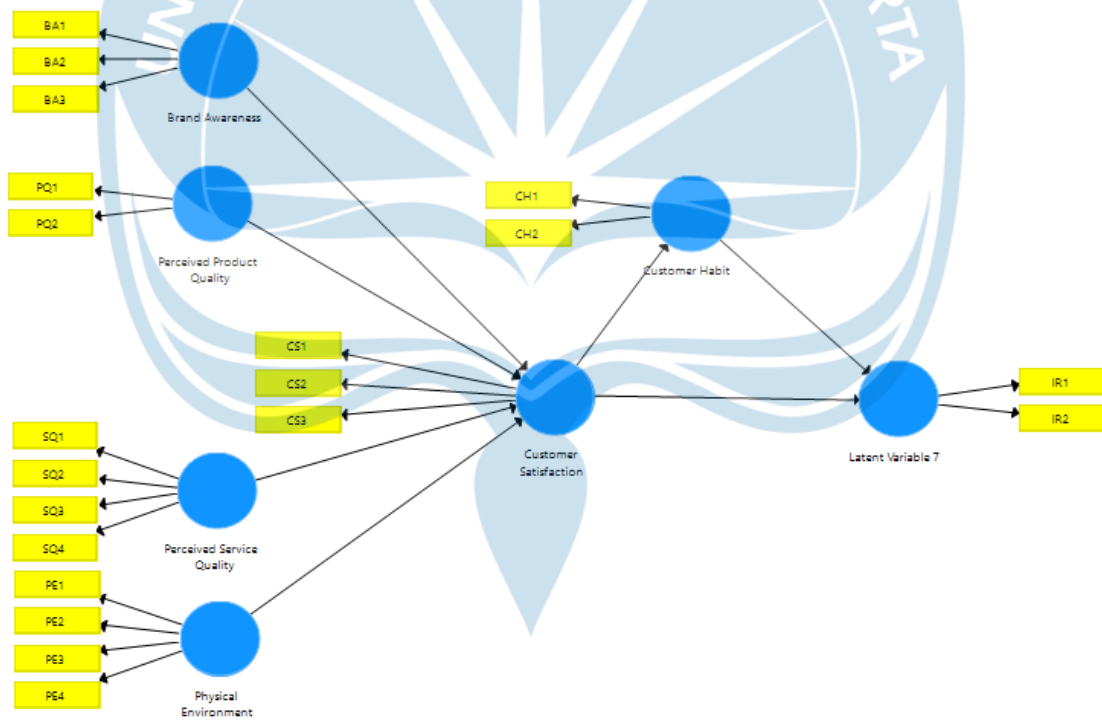
21	4/2/2024 13:23:55	Laki-laki	21	5	5	5	4	4	5	4	5	4	5	5	4	4	5	5	4	5	4	5	
22	4/2/2024 13:26:45	Laki-laki	22	4	3	4	5	3	4	2	2	5	2	1	3	4	3	4	4	3	2	2	4
23	4/2/2024 13:27:21	Laki-laki	22	4	4	2	4	3	4	4	5	5	3	4	5	5	5	5	4	5	2	2	5
24	4/2/2024 13:27:31	Laki-laki	22	4	5	4	4	4	5	5	5	5	3	5	5	5	5	5	5	4	3	5	5
25	4/2/2024 13:27:59	Laki-laki	22	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	3	3	3
26	4/2/2024 13:28:37	Laki-laki	21	4	4	4	5	2	5	5	2	5	5	2	4	5	5	5	2	3	5	4	2
27	4/2/2024 13:29:18	Perempuan	21	3	5	2	4	4	4	4	4	4	4	5	4	5	4	4	4	2	2	4	4
28	4/2/2024 13:29:22	Perempuan	22	3	5	4	4	4	4	4	4	4	5	5	5	4	4	3	4	2	3	4	4
29	4/2/2024 14:33:37	Perempuan	21	3	4	3	4	4	4	4	4	4	3	4	4	4	4	4	4	2	2	3	3
30	4/3/2024 9:11:50	Perempuan	22	2	3	2	4	3	3	4	4	3	3	4	5	4	4	4	4	1	2	4	3
31	4/3/2024 9:39:26	Perempuan	21	2	5	2	4	4	4	4	5	5	4	5	5	5	5	5	4	2	2	4	4
32	4/3/2024 9:52:08	Laki-laki	22	3	5	3	4	4	4	5	5	5	4	5	4	4	3	4	2	2	4	4	
33	4/3/2024 15:38:01	Perempuan	21	3	4	3	5	5	5	5	5	5	5	5	5	5	5	4	5	4	4	4	4
34	4/4/2024 16:00:37	Perempuan	22	5	5	4	4	4	4	5	4	4	4	5	5	5	5	5	4	4	4	5	5
35	4/4/2024 17:12:37	Perempuan	21	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
36	4/4/2024 17:22:05	Perempuan	21	3	3	3	4	4	3	4	4	5	3	5	4	4	3	3	3	3	4	4	3
37	4/4/2024 18:02:01	Perempuan	21	4	4	4	4	4	5	5	5	5	4	5	5	5	5	5	5	3	4	4	4
38	4/4/2024 19:35:38	Perempuan	21	3	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4
39	4/4/2024 20:33:21	Perempuan	21	4	4	2	4	5	4	4	4	5	4	5	4	4	4	4	4	2	2	4	4
40	4/4/2024 21:37:39	Laki-laki	22	2	3	3	4	4	4	4	4	4	3	4	5	5	4	4	4	3	1	4	4
41	4/4/2024 21:48:25	Laki-laki	22	5	4	5	5	5	5	5	4	5	4	4	4	4	5	5	5	4	5	4	5
42	4/8/2024 21:16:08	Laki-laki	21	3	4	3	4	4	3	4	3	4	4	3	3	4	4	4	4	3	4	4	4
43	4/8/2024 21:16:32	Laki-laki	22	3	4	3	4	4	3	4	4	4	3	4	4	4	4	4	4	3	3	3	3
44	4/8/2024 21:17:09	Laki-laki	22	4	4	3	4	4	4	4	4	4	3	4	4	4	4	4	4	3	3	4	4
45	4/15/2024 13:15:36	Laki-laki	20	3	4	3	3	4	3	4	5	4	3	5	5	4	5	4	4	3	3	4	4
46	4/15/2024 13:17:15	Perempuan	25	3	4	4	5	5	4	5	4	4	4	5	4	4	4	5	4	4	4	4	4
47	4/15/2024 13:17:22	Laki-laki	23	3	4	3	3	3	5	4	4	4	3	3	4	4	3	4	3	4	3	4	4
48	4/15/2024 13:24:19	Perempuan	21	4	3	4	4	4	4	4	5	5	3	4	5	5	4	4	4	3	4	5	5
49	4/15/2024 13:25:55	Laki-laki	21	4	3	3	4	4	3	4	4	3	4	5	3	4	4	5	4	3	4	4	3
50	4/15/2024 13:28:52	Laki-laki	17	4	3	3	4	3	4	3	5	5	3	4	4	5	4	4	3	4	4	3	4
51	4/15/2024 13:29:21	Laki-laki	27	4	5	4	4	4	4	5	5	4	4	4	5	5	4	4	4	5	4	5	4
52	4/15/2024 13:30:01	Laki-laki	20	5	4	3	5	5	3	4	3	3	4	3	4	4	3	4	3	3	4	3	4
53	4/15/2024 13:30:50	Perempuan	19	3	3	3	4	4	5	4	4	4	4	4	5	4	4	4	3	3	4	3	4
54	4/15/2024 13:35:17	Laki-laki	20	4	4	5	4	4	4	5	4	4	3	5	5	4	4	4	4	4	3	4	4
55	4/15/2024 13:35:45	Perempuan	23	4	4	4	5	5	4	3	4	4	4	3	4	4	4	4	3	4	4	4	4
56	4/15/2024 13:36:01	Laki-laki	19	4	4	3	3	4	3	4	3	4	5	3	3	4	4	5	5	4	5	4	3
57	4/15/2024 13:37:29	Perempuan	21	4	5	4	4	4	4	4	3	4	4	3	5	4	4	3	5	4	3	4	4
58	4/15/2024 13:40:18	Laki-laki	18	4	4	3	4	3	5	3	4	3	4	3	4	3	4	4	3	5	3	4	5
59	4/15/2024 13:42:44	Laki-laki	20	3	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	5	4	4	4
60	4/15/2024 13:44:21	Laki-laki	24	3	3	4	4	4	3	3	5	4	3	4	5	5	4	4	4	4	3	4	5
61	4/15/2024 14:09:28	Laki-laki	20	4	4	3	4	4	4	3	4	5	4	4	4	3	4	3	4	4	4	5	4
62	4/15/2024 14:11:40	Laki-laki	20	3	3	3	5	4	4	4	4	4	4	4	4	3	5	4	4	4	3	4	5
63	4/15/2024 14:14:36	Perempuan	24	4	4	3	4	3	4	4	5	3	4	4	4	3	4	4	4	3	3	4	4
64	4/15/2024 14:17:46	Perempuan	21	4	3	3	4	4	4	4	4	5	4	4	4	5	4	4	3	3	3	4	4
65	4/15/2024 14:19:22	Perempuan	20	4	4	4	4	5	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4
66	4/15/2024 14:21:20	Laki-laki	26	4	5	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	5	4	4
67	4/15/2024 14:24:14	Perempuan	20	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	5	3	4	4	4
68	4/15/2024 14:57:22	Laki-laki	21	4	4	4	3	4	5	3	4	4	4	5	4	4	4	4	3	4	4	4	3
69	4/15/2024 15:06:26	Perempuan	22	2	2	2	3	3	3	3	4	4	4	4	4	4	4	4	2	3	3	2	
70	4/15/2024 17:43:42	Perempuan	21	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
71	4/15/2024 18:12:55	Perempuan	22	4	5	1	5	5	5	5	5	5	5	5	5	5	5	5	5	2	5	5	5
72	4/15/2024 18:14:15	Laki-laki	22	4	5	3	4	4	3	4	3	5	3	4	4	5	4	4	4	3	2	5	5
73	4/15/2024 18:15:21	Perempuan	22	2	3	2	4	4	4	4	4	3	3	5	4	4	3	3	3	1	1	3	4
74	4/15/2024 18:15:33	Laki-laki	22	4	4	3	4	4	4	3	3	4	3	4	4	3	3	3	4	2	2	4	4
75	4/15/2024 18:15:34	Laki-laki	22	4	4	4	4	4	5	5	5	5	3	5	5	5	5	5	5	4	4	5	5
76	4/15/2024 18:16:53	Laki-laki	22	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
77	4/15/2024 18:17:42	Perempuan	21	1	3	1	3	4	4	4	4	5	5	5	5	5	4	4	4	2	2	5	3
78	4/15/2024 18:19:09	Laki-laki	22	2	4	2	4	4	4	4	4	4	2	4	4	4	5	5	4	4	5	3	3
79	4/15/2024 18:19:25	Perempuan	22	4	3	4	5	5	5	4	5	5	3	5	5	4	5	4	4	3	3	4	4
80	4/15/2024 18:21:11	Laki-laki	23	4	4	1	2	2	3	3	3	4	2	3	3	4	4	4	2	1	1	1	1

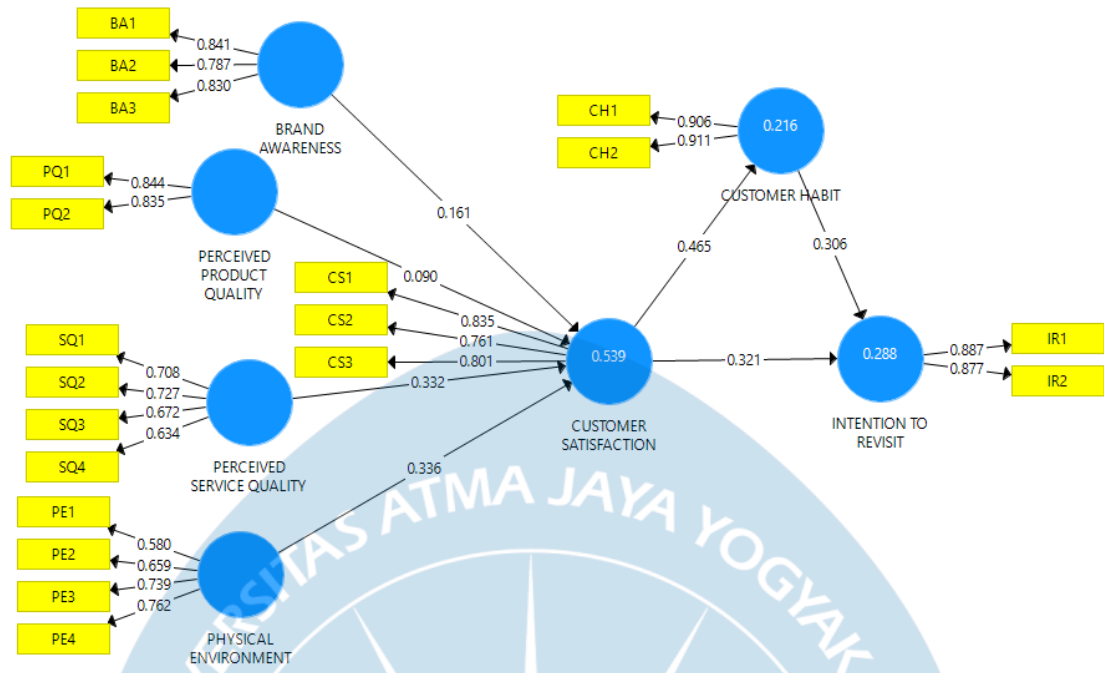
81	4/15/2024 18:24:02	Laki-laki	22	3	4	4	3	4	2	5	3	5	3	2	4	4	4	4	3	4	3	5	5
82	4/15/2024 18:26:51	Laki-laki	22	3	4	3	4	5	4	4	4	4	4	4	3	4	3	4	4	3	4	3	4
83	4/15/2024 18:29:33	Perempuan	22	3	4	3	4	4	4	4	4	4	5	4	4	4	4	4	3	3	4	4	
84	4/15/2024 18:38:39	Perempuan	22	5	5	4	5	4	4	4	5	3	5	5	4	4	4	5	3	3	4	4	
85	4/15/2024 18:43:38	Perempuan	22	5	5	3	3	3	3	3	3	4	3	3	3	3	3	2	1	3	3	3	
86	4/15/2024 18:50:31	Perempuan	21	2	2	2	4	4	4	4	4	4	4	4	4	4	4	4	1	3	4	4	
87	4/15/2024 18:56:45	Perempuan	22	4	4	3	3	3	4	4	5	5	3	4	3	3	4	3	3	1	1	4	4
88	4/15/2024 19:03:09	Perempuan	22	3	2	2	4	4	4	4	4	5	5	5	5	5	4	4	2	2	4	4	
89	4/15/2024 19:11:03	Perempuan	21	2	4	3	4	4	4	4	4	5	4	4	5	5	4	4	3	3	4	4	
90	4/15/2024 19:18:13	Laki-laki	24	4	4	3	4	4	2	3	3	3	3	5	4	5	4	4	3	2	4	4	
91	4/15/2024 20:06:00	Perempuan	19	3	4	3	3	4	4	4	4	5	4	4	4	3	4	4	3	4	4	4	
92	4/15/2024 20:07:43	Perempuan	22	4	4	3	4	4	4	4	4	3	3	4	5	4	4	4	5	4	4	4	
93	4/15/2024 20:09:28	Perempuan	26	3	3	3	4	4	4	3	4	5	4	4	4	4	4	5	4	5	4	4	
94	4/15/2024 20:11:16	Perempuan	18	3	3	3	5	4	4	4	4	3	4	4	4	4	3	4	3	3	4	4	
95	4/15/2024 20:11:59	Laki-laki	22	4	5	4	4	4	4	4	4	4	5	3	4	4	4	4	4	4	4	4	
96	4/15/2024 20:13:24	Perempuan	24	4	4	3	3	3	4	4	4	4	4	4	4	5	4	4	5	4	3	4	4
97	4/15/2024 20:14:26	Perempuan	23	3	4	4	5	5	4	4	4	5	3	4	5	4	4	4	4	4	3	4	5
98	4/15/2024 20:15:19	Laki-laki	20	4	3	3	4	4	3	4	5	3	4	4	5	4	3	4	3	3	3	4	5
99	4/15/2024 20:16:18	Perempuan	24	4	3	3	4	4	3	4	5	3	4	4	3	5	4	3	4	3	5	4	4
100	4/15/2024 20:16:30	Laki-laki	17	4	4	5	4	3	4	4	3	4	4	4	4	3	4	4	4	3	5	4	
101	4/15/2024 20:17:44	Laki-laki	25	5	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	5	4	
102	4/15/2024 20:19:00	Laki-laki	21	4	3	4	4	4	3	4	5	5	3	4	3	4	5	4	5	5	4	4	4
103	4/15/2024 20:19:12	Laki-laki	22	3	4	4	3	4	5	4	5	4	4	4	4	4	4	4	3	4	4	4	4
104	4/15/2024 20:20:33	Perempuan	22	1	1	2	5	5	4	5	5	5	3	5	5	5	3	5	2	2	5	5	
105	4/15/2024 20:21:34	Laki-laki	21	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	4	4
106	4/15/2024 20:21:42	Perempuan	22	4	4	2	3	4	4	4	4	3	4	2	4	3	4	3	2	3	3	3	3
107	4/15/2024 20:23:22	Laki-laki	27	4	4	3	4	4	4	4	4	4	4	4	4	3	4	4	5	5	4	4	4
108	4/15/2024 20:24:39	Laki-laki	23	5	4	3	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	5	4
109	4/15/2024 20:26:01	Laki-laki	20	3	3	3	4	4	4	4	4	4	4	5	4	4	4	4	3	5	4	4	4
110	4/15/2024 20:27:14	Perempuan	24	5	4	4	3	4	4	4	4	4	4	4	4	4	4	3	3	4	4	5	4
111	4/15/2024 20:28:34	Perempuan	26	4	4	4	4	4	5	4	4	4	3	4	4	4	4	4	4	4	5	4	4
112	4/15/2024 20:35:33	Laki-laki	24	4	3	3	4	4	4	4	4	4	3	4	4	4	4	4	3	4	5	5	4
113	4/15/2024 20:36:38	Laki-laki	21	3	3	3	4	4	4	4	5	4	4	3	4	4	4	4	3	4	5	4	4
114	4/15/2024 20:38:34	Laki-laki	19	4	4	5	4	4	4	4	4	4	4	5	4	4	4	3	4	4	4	4	4
115	4/15/2024 20:39:27	Perempuan	25	4	3	3	4	4	4	4	5	4	4	4	4	4	4	4	3	4	5	4	4
116	4/15/2024 20:40:36	Perempuan	21	5	5	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4
117	4/15/2024 20:41:56	Perempuan	23	3	4	3	4	4	4	4	5	4	4	4	4	4	4	5	4	4	4	5	4
118	4/15/2024 20:42:58	Perempuan	24	5	3	3	5	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4
119	4/15/2024 20:44:01	Perempuan	25	3	4	4	4	4	4	4	5	4	4	3	4	5	4	4	4	4	4	4	4
120	4/15/2024 20:44:55	Perempuan	19	4	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	4	5	5	4
121	4/15/2024 20:45:48	Perempuan	17	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4
122	4/15/2024 21:13:07	Perempuan	23	4	3	3	4	4	3	3	4	5	3	4	5	4	3	5	4	3	4	3	4
123	4/15/2024 21:14:54	Laki-laki	19	3	4	4	5	4	3	3	4	5	4	4	3	3	4	4	3	4	3	4	4
124	4/15/2024 21:16:29	Perempuan	20	3	3	3	4	3	4	4	5	5	3	4	4	3	4	4	3	3	4	4	4
125	4/15/2024 21:59:11	Perempuan	21	4	5	4	4	3	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4
126	4/15/2024 22:15:38	Perempuan	22	3	3	2	4	4	4	4	4	3	4	4	4	4	4	4	2	2	3	3	3
127	4/15/2024 22:50:17	Laki-laki	24	3	3	3	4	4	4	4	4	3	4	3	4	3	3	5	3	2	3	3	3
128	4/15/2024 22:51:01	Perempuan	23	3	3	4	3	3	3	4	2	3	3	3	4	4	3	4	3	3	3	3	3
129	4/15/2024 22:57:17	Perempuan	21	4	5	4	5	5	5	5	5	5	4	5	5	5	5	5	5	4	5	5	5
130	4/16/2024 9:10:50	Laki-laki	21	5	4	4	4	5	5	5	5	5	4	5	5	5	5	4	3	3	3	4	4
131	4/16/2024 9:12:27	Laki-laki	20	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4
132	4/16/2024 9:13:20	Laki-laki	24	4	3	3	5	4	4	4	4	3	4	5	4	4	3	3	2	3	3	3	3
133	4/16/2024 9:52:31	Laki-laki	30	3	4	4	2	5	2	3	4	1	2	3	4	2	4	3	2	5	3	4	2
134	4/16/2024 10:13:41	Perempuan	21	2	2	2	4	4	4	3	5	4	5	4	4	4	4	4	2	3	4	4	4
135	4/16/2024 10:22:39	Laki-laki	22	5	5	4	5	4	5	4	5	4	5	5	5	4	5	5	5	5	4	4	4
136	4/16/2024 20:56:39	Perempuan	22	3	3	3	4	4	5	4	4	3	4	4	5	5	4	5	4	5	3	4	4
137	4/16/2024 20:57:25	Laki-laki	24	4	3	5	4	3	4	4	4	5	4	3	4	4	3	3	3	4	5	4	5
138	4/17/2024 7:03:24	Perempuan	21	2	2	1	3	3	3	3	3	4	4	5	3	3	4	4	3	1	1	4	4
139	4/17/2024 18:14:39	Perempuan	22	3	4	3	4	4	4	4	4	3	3	4	4	3	3	3	3	2	4	4	4
140	4/17/2024 20:33:06	Perempuan	22	3	3	2	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4

141	4/18/2024 19:49:50	Perempuan	24	3	4	4	3	4	5	4	3	3	4	4	4	3	3	4	3	4	3	4	4
142	4/18/2024 19:50:45	Laki-laki	26	3	3	3	3	3	5	3	3	3	3	3	3	3	3	3	3	3	3	3	3
143	4/19/2024 18:54:57	Laki-laki	20	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5
144	4/19/2024 19:01:16	Perempuan	20	4	4	4	5	5	4	4	4	5	4	4	5	5	5	4	5	4	4	5	5
145	4/20/2024 14:06:08	Perempuan	22	3	3	3	4	5	4	4	5	5	4	5	5	5	4	4	4	3	3	4	4
146	4/28/2024 19:28:57	Laki-laki	18	5	4	4	5	4	5	5	4	4	5	3	5	4	5	5	3	4	4	5	4
147	4/28/2024 19:30:11	Laki-laki	19	4	5	5	4	4	5	3	4	5	4	5	4	5	3	4	4	5	3	4	5
148	4/28/2024 19:31:51	Laki-laki	26	5	3	4	5	4	4	5	3	5	4	5	3	4	5	4	5	5	5	4	4
149	4/28/2024 19:34:09	Laki-laki	25	5	4	5	4	5	5	3	4	5	5	5	3	4	4	4	5	5	5	5	5
150	4/28/2024 19:35:20	Laki-laki	24	5	3	4	4	5	4	5	4	5	4	3	5	4	5	4	4	5	5	4	5
151	4/28/2024 19:36:17	Laki-laki	23	4	5	3	4	5	4	5	4	5	4	5	4	5	5	4	4	5	5	5	4
152	4/28/2024 19:44:41	Perempuan	17	5	4	4	5	4	4	5	5	3	4	5	4	5	4	5	4	5	5	4	4
153	4/28/2024 19:45:46	Perempuan	18	4	5	4	5	4	5	4	5	4	5	5	5	3	5	4	5	4	4	5	5
154	4/28/2024 19:46:20	Perempuan	19	5	4	5	4	5	5	5	4	5	4	4	5	3	5	5	4	4	5	4	5
155	4/28/2024 19:47:26	Perempuan	20	5	5	4	4	5	4	5	4	5	4	5	3	5	4	5	4	5	4	4	5
156	4/28/2024 19:47:59	Perempuan	21	5	4	4	5	5	4	4	5	4	5	3	5	4	5	4	5	4	5	4	4
157	4/28/2024 19:49:03	Perempuan	22	5	3	5	4	4	5	5	5	4	4	3	5	4	5	4	5	4	4	5	5
158	4/28/2024 19:49:57	Perempuan	22	5	5	4	4	5	5	4	5	4	5	3	5	4	5	4	5	5	5	4	5
159	4/28/2024 19:50:35	Perempuan	23	5	4	5	3	5	4	5	4	5	5	4	5	4	5	4	5	5	4	5	4
160	4/28/2024 19:51:21	Perempuan	24	5	5	4	4	5	5	3	5	4	5	4	5	5	4	5	4	5	4	5	5
161	4/28/2024 19:52:04	Perempuan	25	4	5	4	3	5	4	3	4	4	5	5	3	4	4	5	3	5	4	5	3
162	4/28/2024 19:53:45	Perempuan	26	4	5	4	3	4	3	5	4	5	3	5	4	5	4	3	3	5	4	5	3

Appendix 3 – Data Analysis

Structural Model





Outer Loadings

Outer Loadings

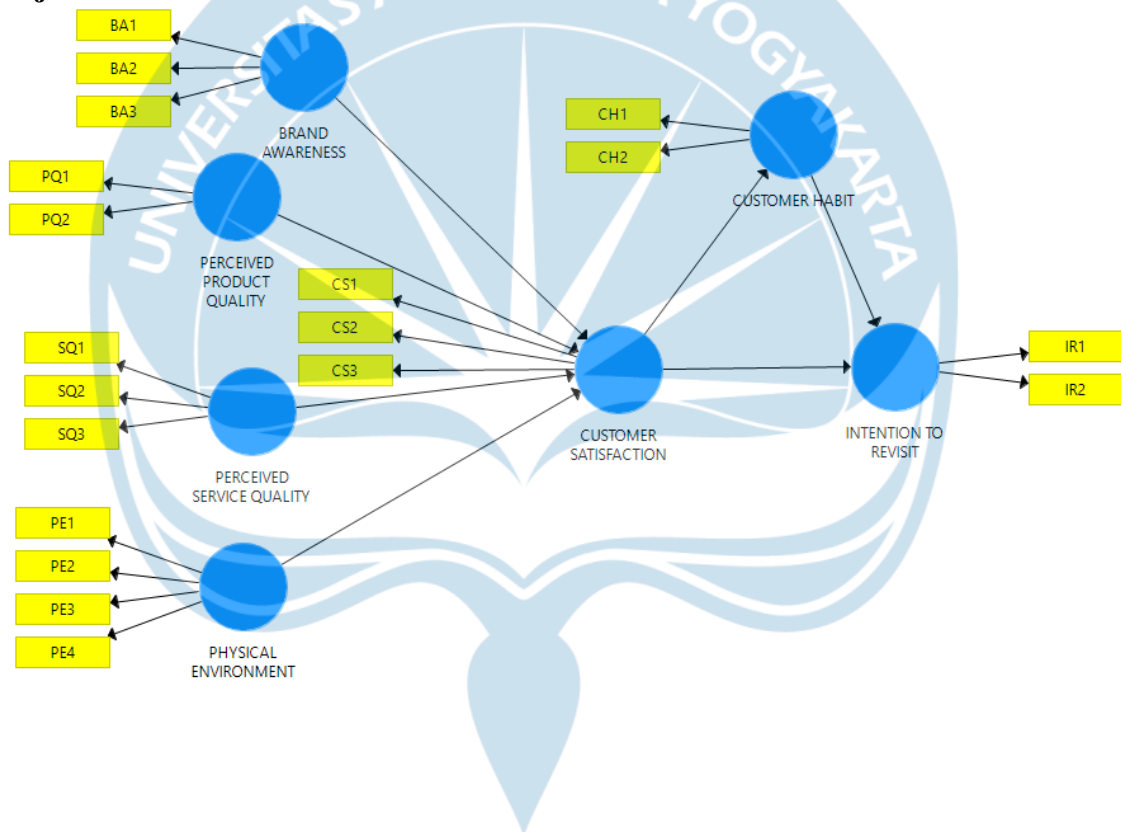
	BRAND AWAR...	CUSTOMER H...	CUSTOMER SA...	INTENTION TO...	PERCEIVED PR...	PERCEIVED SE...	PHYSICAL ENV...
BA1	0.841						
BA2	0.787						
BA3	0.830						
CH1		0.906					
CH2		0.911					
CS1			0.835				
CS2			0.761				
CS3			0.801				
IR1				0.887			
IR2				0.877			
PE1							0.580
PE2							0.659
PE3							0.739
PE4							0.762
PQ1					0.844		
PQ2					0.835		
SQ1						0.708	
SQ2						0.727	
SQ3						0.672	
SQ4						0.634	

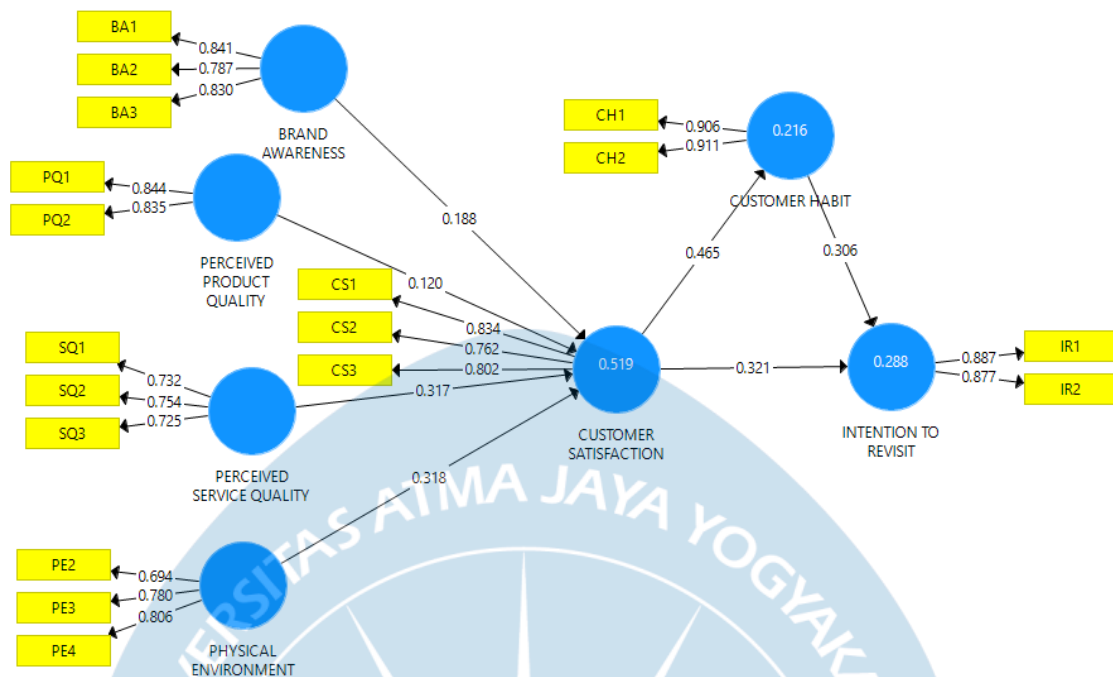
Construct Validity and Reliability

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BRAND AWARE...	0.755	0.756	0.860	0.672
CUSTOMER HA...	0.788	0.788	0.904	0.825
CUSTOMER SA...	0.719	0.724	0.842	0.640
INTENTION TO ...	0.715	0.716	0.875	0.778
PERCEIVED PR...	0.580	0.580	0.826	0.704
PERCEIVED SER...	0.626	0.629	0.780	0.471
PHYSICAL ENV...	0.625	0.635	0.781	0.474

Adjusted Structural Model





Adjusted Outer Loadings

Outer Loadings

Matrix	BRAND AWAR...	CUSTOMER H...	CUSTOMER SA...	INTENTION TO...	PERCEIVED PR...	PERCEIVED SE...	PHYSICAL ENV...
BA1	0.841						
BA2	0.787						
BA3	0.830						
CH1		0.906					
CH2		0.911					
CS1			0.834				
CS2			0.762				
CS3			0.802				
IR1				0.887			
IR2				0.877			
PE2							0.694
PE3							0.780
PE4							0.806
PQ1					0.844		
PQ2					0.835		
SQ1						0.732	
SQ2						0.754	
SQ3						0.725	

Adjusted Construct Reliability and Validity

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BRAND AWARE...	0.755	0.756	0.860	0.672
CUSTOMER HA...	0.788	0.788	0.904	0.825
CUSTOMER SA...	0.719	0.724	0.842	0.640
INTENTION TO ...	0.715	0.716	0.875	0.778
PERCEIVED PR...	0.580	0.580	0.826	0.704
PERCEIVED SER...	0.581	0.582	0.781	0.544
PHYSICAL ENV...	0.637	0.646	0.805	0.580

Discriminant Validity

Discriminant Validity

Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)	Heterotrait-Monotrait Ratio (HTMT)	Cop			
	BRAND AWAR...	CUSTOMER H...	CUSTOMER SA...	INTENTION TO...	PERCEIVED PR...	PERCEIVED SE...	PHYSICAL ENV...
BRAND AWARE...	0.820						
CUSTOMER HA...	0.629	0.908					
CUSTOMER SA...	0.392	0.465	0.800				
INTENTION TO ...	0.433	0.455	0.463	0.882			
PERCEIVED PR...	0.310	0.408	0.480	0.480	0.839		
PERCEIVED SER...	0.361	0.358	0.630	0.502	0.479	0.737	
PHYSICAL ENV...	0.166	0.180	0.592	0.429	0.470	0.590	0.762

Cross Loadings

Discriminant Validity

Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)	Heterotrait-Monotrait Ratio (HTMT)	Co			
	BRAND AWAR...	CUSTOMER H...	CUSTOMER SA...	INTENTION TO...	PERCEIVED PR...	PERCEIVED SE...	PHYSICAL ENV...
BA1	0.841	0.562	0.329	0.333	0.279	0.266	0.092
BA2	0.787	0.351	0.330	0.322	0.174	0.284	0.184
BA3	0.830	0.644	0.301	0.413	0.314	0.341	0.131
CH1	0.633	0.906	0.371	0.454	0.345	0.264	0.155
CH2	0.511	0.911	0.472	0.373	0.396	0.385	0.171
CS1	0.301	0.360	0.834	0.343	0.360	0.578	0.490
CS2	0.354	0.399	0.762	0.244	0.314	0.440	0.447
CS3	0.293	0.362	0.802	0.503	0.465	0.489	0.482
IR1	0.393	0.417	0.409	0.887	0.354	0.442	0.384

PE2	0.059	0.037	0.396	0.293	0.340	0.390	0.694
PE3	0.163	0.147	0.475	0.382	0.431	0.560	0.780
PE4	0.146	0.211	0.478	0.302	0.303	0.393	0.806
PQ1	0.201	0.282	0.407	0.364	0.844	0.381	0.348
PQ2	0.321	0.404	0.397	0.442	0.835	0.423	0.442
SQ1	0.336	0.310	0.440	0.319	0.343	0.732	0.318
SQ2	0.306	0.299	0.495	0.390	0.409	0.754	0.495
SQ3	0.155	0.181	0.456	0.399	0.304	0.725	0.484

R-Square

R Square

Matrix	R Square	R Square Adjusted
CUSTOMER HA...	0.216	0.211
CUSTOMER SA...	0.519	0.507
INTENTION TO ...	0.288	0.279

f-Square

f Square

Matrix	f Square	Copy						
		BRAND AWAR...	CUSTOMER H...	CUSTOMER SA...	INTENTION TO...	PERCEIVED PR...	PERCEIVED SE...	PHYSICAL ENV...
BRAND AWARE...		0.061						
CUSTOMER HA...					0.103			
CUSTOMER SA...			0.276		0.113			
INTENTION TO ...								
PERCEIVED PR...				0.021				
PERCEIVED SER...				0.116				
PHYSICAL ENV...				0.126				

Q-Square

Construct Crossvalidated Redundancy

Total	Case1	Case2	Case3	Case4	Case5	Case6
			SSO	SSE	Q ² (=1-SSE/SSO)	
BRAND AWARENESS			483.000	483.000		
CUSTOMER HABIT			322.000	266.322		0.173
CUSTOMER SATISFACTION			483.000	331.475		0.314
INTENTION TO REVISIT			322.000	252.793		0.215
PERCEIVED PRODUCT QUALITY			322.000	322.000		
PERCEIVED SERVICE QUALITY			483.000	483.000		
PHYSICAL ENVIRONMENT			483.000	483.000		

Bootstrapping

Path Coefficients

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	Copy to Clipboard	
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values
BRAND AWARENESS -> CUSTOMER SATISFACTION	0.188	0.185	0.073	2.561	0.011
CUSTOMER HABIT -> INTENTION TO REVISIT	0.306	0.295	0.081	3.787	0.000
CUSTOMER SATISFACTION -> CUSTOMER HABIT	0.465	0.456	0.065	7.163	0.000
CUSTOMER SATISFACTION -> INTENTION TO REVISIT	0.321	0.326	0.071	4.532	0.000
PERCEIVED PRODUCT QUALITY -> CUSTOMER SATISFACTION	0.120	0.124	0.078	1.546	0.124
PERCEIVED SERVICE QUALITY -> CUSTOMER SATISFACTION	0.317	0.326	0.062	5.109	0.000
PHYSICAL ENVIRONMENT -> CUSTOMER SATISFACTION	0.318	0.310	0.078	4.049	0.000

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	Copy to Clipboard:	Excel Format	R Forma
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values	
BRAND AWARENESS -> CUSTOMER SATISFACTION -> CUSTOMER HABIT	0.087	0.086	0.038	2.281	0.024	
PERCEIVED PRODUCT QUALITY -> CUSTOMER SATISFACTION -> CUSTOMER HABIT	0.056	0.057	0.037	1.500	0.136	
PERCEIVED SERVICE QUALITY -> CUSTOMER SATISFACTION -> CUSTOMER HABIT	0.147	0.149	0.036	4.128	0.000	
PHYSICAL ENVIRONMENT -> CUSTOMER SATISFACTION -> CUSTOMER HABIT	0.148	0.141	0.038	3.903	0.000	
BRAND AWARENESS -> CUSTOMER SATISFACTION -> CUSTOMER HABIT -> INTENTION TO REVISIT	0.027	0.025	0.013	2.001	0.047	
PERCEIVED PRODUCT QUALITY -> CUSTOMER SATISFACTION -> CUSTOMER HABIT -> INTENTION ...	0.017	0.017	0.012	1.378	0.170	
PERCEIVED SERVICE QUALITY -> CUSTOMER SATISFACTION -> CUSTOMER HABIT -> INTENTION T...	0.045	0.044	0.017	2.714	0.007	
CUSTOMER SATISFACTION -> CUSTOMER HABIT -> INTENTION TO REVISIT	0.142	0.135	0.043	3.331	0.001	
PHYSICAL ENVIRONMENT -> CUSTOMER SATISFACTION -> CUSTOMER HABIT -> INTENTION TO R...	0.045	0.042	0.017	2.653	0.009	
BRAND AWARENESS -> CUSTOMER SATISFACTION -> INTENTION TO REVISIT	0.060	0.061	0.028	2.139	0.034	
PERCEIVED PRODUCT QUALITY -> CUSTOMER SATISFACTION -> INTENTION TO REVISIT	0.039	0.041	0.026	1.504	0.135	
PERCEIVED SERVICE QUALITY -> CUSTOMER SATISFACTION -> INTENTION TO REVISIT	0.102	0.107	0.033	3.111	0.002	
PHYSICAL ENVIRONMENT -> CUSTOMER SATISFACTION -> INTENTION TO REVISIT	0.102	0.102	0.034	2.965	0.003	

Total Indirect Effects

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	Copy to Cli	
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values
BRAND AWARENESS -> CUSTOMER HABIT	0.087	0.086	0.038	2.281	0.024
BRAND AWARENESS -> CUSTOMER SATISFACTION					
BRAND AWARENESS -> INTENTION TO REVISIT	0.087	0.086	0.036	2.420	0.017
CUSTOMER HABIT -> INTENTION TO REVISIT					
CUSTOMER SATISFACTION -> CUSTOMER HABIT					
CUSTOMER SATISFACTION -> INTENTION TO REVISIT	0.142	0.135	0.043	3.331	0.001
PERCEIVED PRODUCT QUALITY -> CUSTOMER HABIT	0.056	0.057	0.037	1.500	0.136
PERCEIVED PRODUCT QUALITY -> CUSTOMER SATISFACTION					
PERCEIVED PRODUCT QUALITY -> INTENTION TO REVISIT	0.056	0.057	0.036	1.561	0.121
PERCEIVED SERVICE QUALITY -> CUSTOMER HABIT	0.147	0.149	0.036	4.128	0.000
PERCEIVED SERVICE QUALITY -> CUSTOMER SATISFACTION					
PERCEIVED SERVICE QUALITY -> INTENTION TO REVISIT	0.147	0.151	0.038	3.896	0.000
PHYSICAL ENVIRONMENT -> CUSTOMER HABIT	0.148	0.141	0.038	3.903	0.000
PHYSICAL ENVIRONMENT -> CUSTOMER SATISFACTION					
PHYSICAL ENVIRONMENT -> INTENTION TO REVISIT	0.147	0.143	0.040	3.654	0.000