

BAB V

KESIMPULAN, SARAN, DAN KELEMAHAN PENELITIAN

5.1. Kesimpulan.

Dari hasil yang diperoleh dalam penelitian ini, maka kesimpulannya adalah sebagai berikut:

1. Mayoritas responden adalah wanita yaitu sebesar 62% (62 orang), mayoritas responden memiliki usia 36-45 tahun yaitu sebesar 46% (46 orang), mayoritas responden memiliki tingkat pendidikan Sekolah Menengah Umum (SMU) yaitu sebesar 49% (49 orang), mayoritas responden memiliki pekerjaan sebagai pegawai negeri/swasta yaitu sebesar 40% (40 orang), dan mayoritas responden memiliki tingkat pendapatan kurang dari Rp.1.000.000/bulan yaitu sebanyak 28% (28 orang).
2. Penilaian konsumen terhadap atribut-atribut citra toko, dan kepuasan konsumen pada Giant *Hypermarket* adalah baik. Artinya konsumen menilai bahwa fasilitas toko, pelayanan toko, aktivitas toko, dan *convenience* yang dilakukan oleh Giant *Hypermarket* sudah baik. selain itu konsumen juga puas pada Giant *Hypermarket* Bekasi. Penilaian konsumen terhadap loyalitas konsumen adalah sedang, artinya bahwa konsumen tidak terlalu loyal pada Giant *Hypermarket* Bekasi

3. **Ditinjau dari jenis kelamin**, tidak terdapat perbedaan penilaian konsumen terhadap atribut-atribut citra toko, kepuasan, dan loyalitas konsumen pada Giant *Hypermarket* Bekasi.

Ditinjau usia, terdapat perbedaan penilaian konsumen dari salah satu atribut citra toko yaitu atribut fasilitas toko dan tidak terdapat perbedaan penilaian konsumen terhadap kepuasan dan loyalitas konsumen pada Giant *Hypermarket* Bekasi.

Ditinjau dari tingkat pendidikan, Tidak terdapat perbedaan penilaian konsumen terhadap atribut-atribut citra toko dan kepuasan konsumen pada Giant *Hypermarket* Bekasi. Terdapat perbedaan penilaian konsumen terhadap loyalitas konsumen pada Giant *Hypermarket* Bekasi ditinjau dari perbedaan tingkat pendidikan.

Ditinjau dari pekerjaan, tidak terdapat perbedaan penilaian konsumen terhadap atribut-atribut citra toko, kepuasan, dan loyalitas konsumen pada Giant *Hypermarket* Bekasi.

Ditinjau dari tingkat pendapatan, adanya perbedaan penilaian konsumen terhadap dua atribut citra toko yaitu atribut fasilitas toko aktivitas toko dan loyalitas konsumen pada Giant *Hypermarket* Bekasi. Tidak terdapat perbedaan penilaian konsumen terhadap kepuasan konsumen pada Giant *Hypermarket* Bekasi.

Dapat dikatakan bahwa penilaian konsumen terhadap atribut-atribut citra toko, kepuasan, dan loyalitas konsumen pada Giant *Hypermarket* Bekasi

ditinjau dari variabel-variabel demografi konsumen yang ada sebagian berbeda.

4. Dari hasil penelitian ini diketahui bahwa kepuasan konsumen memiliki pengaruh yang kuat terhadap loyalitas konsumen yaitu sebesar 57,5%. Hal ini menunjukkan bahwa loyalitas konsumen pada *Giant Hypermarket Bekasi* tergantung dari tingkat kepuasan konsumen pada *Giant Hypermarket Bekasi*.
5. Dari hasil penelitian ini diketahui bahwa atribut pelayanan toko *Giant Hypermarket Bekasi* dipandang sebagai atribut yang signifikan berpengaruh terhadap kepuasan konsumen pada *Giant Hypermarket Bekasi*. Pelayanan toko memiliki pengaruh yang sangat kuat terhadap kepuasan konsumen pada *Giant Hypermarket Bekasi*. Hal ini menunjukkan bahwa konsumen sangat mempertimbangkan pelayanan toko sebagai faktor utama dalam menentukan kepuasan berbelanja di *Giant Hypermarket Bekasi*.
6. Dari hasil penelitian ini diketahui bahwa fasilitas toko, pelayanan toko, dan aktivitas toko *Giant Hypermarket Bekasi* dipandang sebagai atribut yang signifikan berpengaruh terhadap loyalitas konsumen pada *Giant Hypermarket Bekasi*. Ketiga atribut ini memiliki pengaruh yang kuat, yaitu sebesar 65%. Hal ini menunjukkan bahwa konsumen sangat mempertimbangkan fasilitas toko, pelayanan toko, dan aktivitas toko sebagai faktor utama dalam menentukan loyalitas pada *Giant Hypermarket Bekasi*.

5.2. Saran.

Penelitian ini dilakukan guna mencari hubungan antara atribut citra toko (fasilitas toko, pelayanan toko, aktivitas toko, dan *convenience*), kepuasan, dan loyalitas konsumen pada Giant *Hypermarket* Bekasi. Maka penulis memiliki beberapa saran untuk penelitian berikutnya, yaitu: pertama, pada penelitian berikutnya dapat menambah jumlah responden guna memperoleh hasil yang lebih optimal. Kedua, pada penelitian berikutnya perlu menambah atribut-atribut citra toko yang lain guna menentukan tingkat kepuasan maupun loyalitas konsumen pada *Hypermarket*. Ketiga, objek untuk penelitian berikutnya sebaiknya *Hypermarket* yang lebih terkenal seperti Carrefour dan juga dapat membandingkannya dengan *Hypermarket-hypermarket* yang ada. guna mencari tahu apakah atribut-atribut citra toko yang berhubungan terhadap kepuasan dan loyalitas pada tiap-tiap *Hypermarket* adalah sama.

5.3. Kelemahan Penelitian.

Item pertanyaan “aktivitas” pada kuesioner yang ditanyakan dalam penelitian ini yaitu aktivitas yang berkaitan dengan pemasaran, sedangkan aktivitas yang dibahas dalam penelitian ini merupakan “aktivitas toko”. Hal ini merupakan kelemahan dalam penelitian karena pertanyaan yang semestinya tentang aktivitas toko tetapi pertanyaan tersebut cenderung menanyakan tentang aktivitas pemasaran.

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LAMPIRAN 1

KUESIONER

Bekasi,

Yang Terhormat:

Konsumen Giant *Hypermarket* Bekasi.

Bapak/Ibu/Saudara/Saudari Yang Terhormat,

Saya adalah mahasiswa S1 jurusan Ekonomi Manajemen Universitas Atma Jaya Yogyakarta yang sedang mengadakan penelitian guna penyusunan skripsi. Karena itu, saya mengharapkan kesediaan anda untuk berpartisipasi dalam penelitian ini dengan mengisi kuesioner ini dengan jujur dan benar.

Penelitian ini dilakukan untuk mengetahui hubungan antara citra toko, kepuasan konsumen, dan loyalitas konsumen terhadap Giant *Hypermarket* Bekasi.. Semua jawaban hanya digunakan untuk tujuan akademik dan di jaga kerahasiaannya.

Atas bantuan Bapak/Ibu/Saudara/Saudari luangkan, saya ucapkan banyak terima kasih.

Hormat saya,

Aditya Kusuma.

Kuesioner

Bagian I.

Untuk pertanyaan 1-5.

- Petunjuk:** 1. Pilihlah salah satu jawaban yang sesuai dengan kondisi anda dengan cara memberi tanda silang (X) pada jawaban anda.
2. Pastikan anda telah menjawab semua pertanyaan yang ada di bawah ini.

1. Jenis kelamin anda:

- a. Pria. b. Wanita.

2. Usia anda saat ini:

- a. 16-25 tahun. d. 46-55 tahun
b. 26-35 tahun. e. Lebih dari 55 tahun.
c. 36-45 tahun.

3. Tingkat pendidikan terakhir anda:

- a. Sekolah Dasar (SD). d. Diploma (D1/D2/D3).
b. Sekolah Lanjutan Tingkat Pertama (SLTP). e. Sarjana (S1) dan di atasnya.
c. Sekolah Menengah Umum (SMU).

4. Pekerjaan anda saat ini:

- a. Pelajar / Mahasiswa. d. Ibu Rumah Tangga.
b. Wiraswasta. e. Lain-lain.
c. Pegawai negeri / Swasta.

5. Tingkat pendapatan anda setiap bulan:

- a. Kurang dari Rp. 1.000.000 / bulan d. Rp. 2.000.001 – 2.500.000 / bulan
b. Rp.1.000.000 - 1.500.000 / bulan. e. Lebih dari Rp. 2.500.000 / bulan.
c. Rp.1.500.001 - 2.000.000 / bulan

Bagian II.

Pertanyaan mengenai citra toko "Giant" menurut anda.

Petunjuk: 1. Berilah tanda silang (X) dengan mengacu keterangan dibawah ini:

SS : Sangat Setuju
S : Setuju
R : Ragu-Ragu
TS : Tidak Setuju
STS : Sangat Tidak Setuju

2. Pastikan anda telah menjawab semua pertanyaan berikut:

Keterangan	SS	S	R	TS	STS
Fasilitas Toko:	-	-	-	-	-
1. Adanya fasilitas <i>debit/credit card</i> di Giant memudahkan saya dalam transaksi pembayaran.					
2. Adanya fasilitas tempat makan dan minum (<i>food court</i>) membuat saya santai dalam berbelanja.					
3. Adanya fasilitas keranjang barang/troli dorong di Giant memudahkan saya membawa barang-barang yang akan dibeli.					
4. Adanya fasilitas tempat penitipan barang di Giant memudahkan saya dalam berbelanja.					
5. Adanya penerangan dan musik di Giant memberikan kenyamanan dalam berbelanja.					
6. Fasilitas media iklan melalui TV/LCD di Giant menarik.					
Pelayanan Toko:	-	-	-	-	-
1. Giant memberikan pelayanan komplain/pengaduan atas ketidakpuasan pelanggan.					
2. Giant memberikan pelayanan "nilai tambah" (seperti: pemotongan dan pematangan bahan mentah, misalnya: ayam, ikan, daging, dll).					
3. Pramuniaga di Giant senantiasa bersedia memberikan bantuan dengan cepat dan ramah pada saat saya berbelanja.					
4. Giant memberikan pelayanan berupa jaminan penggantian/garansi atas barang-barang yang rusak.					

Keterangan	SS	S	R	TS	STS
5. Pegawai Giant membantu mencari informasi ketika saya berbelanja.					
Aktivitas Toko:	-	-	-	-	-
1. Waktu operasional Giant sesuai dengan waktu berbelanja.					
2. Giant menawarkan beragam jenis barang dan berkualitas tinggi.					
3. Iklan yang ditayangkan Giant di papan reklame, Koran, radio maupun televisi menarik.					
4. Program harga yang diberikan Giant menarik.					
5. Promosi penjualan yang dilakukan Giant (berupa: kartu diskon, hadiah langsung, potongan harga, hadiah undian, dll) menarik.					
Convenience:	-	-	-	-	-
a. Letak (Lokasi)	-	-	-	-	-
1. Giant terletak pada lokasi yang strategis (dekat dengan keramaian kota atau tempat-tempat sekolah, kampus pertokoan, dan lain-lain) sehingga mudah dijangkau.					
2. Ruangan gerai di Giant bersih dan nyaman.					
3. Penataan barang di Giant menarik, rapi, dan mudah dijangkau.					
4. Ketika berbelanja di Giant mudah menemukan produk yang dibutuhkan.					
5. Tata ruang dan penataan <i>display</i> di Giant menarik.					
b. Parkir	-	-	-	-	-
1. Tempat parkir kendaraan di Giant luas.					
2. Tempat parkir kendaraan di Giant bersih.					
3. Tempat parkir kendaraan di Giant teratur.					
4. Parkir kendaraan di Giant keamanannya terjamin.					
5. Tempat parkir kendaraan di Giant memiliki atap, sehingga kendaraan anda terlindung dari panas sinar matahari dan hujan.					

Bagian III.

Pertanyaan mengenai **Kepuasan** dan **Loyalitas** anda setelah berbelanja di Giant *Hypermarket* Bekasi.

Petunjuk: 1. Berilah tanda silang (X) dengan mengacu keterangan dibawah ini:

- SS : Sangat Setuju
- S : Setuju
- R : Ragu-Ragu
- TS : Tidak Setuju
- STS : Sangat Tidak Setuju

2. Pastikan anda telah menjawab semua pertanyaan berikut:

Keterangan	SS	S	R	TS	STS
Kepuasan Konsumen:	-	-	-	-	-
1. Ternyata belanja di Giant menyenangkan.					
2. Ternyata belanja di Giant nyaman dan tidak membosankan.					
3. Berbelanja di Giant lebih baik daripada di tempat lain.					
4. Ternyata belanja di Giant menguntungkan.					
5. Saya puas berbelanja di Giant.					
Loyalitas Konsumen:	-	-	-	-	-
1. Saya akan berbelanja di Giant lagi di lain waktu.					
2. Saya hanya berbelanja di Giant dan tidak pernah di tempat lain.					
3. Saat Saya berbelanja di Giant, harga sudah tidak menjadi masalah lagi.					
4. Saya akan mengajak orang lain untuk ikut berbelanja di Giant.					
5. Giant adalah pilihan saya dalam jangka panjang.					



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LAMPIRAN 2

UJI VALIDITAS DAN RELIABILITAS

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.798	.814	6

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.767	3.367	4.167	.800	1.238	.088	6
Item Variance	.626	.300	1.137	.837	3.789	.117	6

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
FAS_1	18.77	8.806	.418	.396	.796
FAS_2	19.23	6.530	.651	.780	.749
FAS_3	18.43	8.461	.557	.485	.767
FAS_4	18.70	8.769	.661	.530	.757
FAS_5	19.13	6.878	.664	.775	.739
FAS_6	18.73	9.168	.497	.385	.782

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.719	.727	5

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.953	3.433	4.200	.767	1.223	.090	5
Item Variance	.579	.409	.806	.397	1.969	.032	5

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PEL_1	15.70	4.769	.461	.539	.677
PEL_2	16.33	4.506	.392	.405	.716
PEL_3	15.77	4.875	.534	.630	.655
PEL_4	15.57	4.116	.574	.618	.629
PEL_5	15.70	5.045	.470	.299	.677

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.687	.702	5

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.033	3.900	4.233	.333	1.085	.015	5
Item Variance	.504	.231	.806	.575	3.488	.059	5

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
AKT_1	16.13	3.982	.336	.490	.686
AKT_2	16.27	4.754	.290	.167	.692
AKT_3	16.17	4.075	.585	.459	.600
AKT_4	16.17	2.764	.842	.727	.418
AKT_5	15.93	3.720	.308	.411	.719

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.852	.869	10

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.073	3.833	4.400	.567	1.148	.038	10
Item Variance	.470	.231	1.154	.923	4.995	.067	10

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CON_1	36.60	16.179	.324	.470	.879
CON_2	36.53	16.533	.650	.854	.831
CON_3	36.43	16.668	.572	.850	.837
CON_4	36.83	16.282	.804	.780	.821
CON_5	36.83	16.006	.697	.770	.826
CON_6	36.33	17.747	.436	.643	.847
CON_7	36.73	16.547	.606	.799	.834
CON_8	36.57	15.633	.726	.803	.822
CON_9	36.90	15.817	.633	.744	.831
CON_10	36.83	18.351	.377	.568	.851

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.841	.838	5

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.753	3.433	3.967	.533	1.155	.047	5
Item Variances	.595	.202	.989	.786	4.886	.100	5

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KEP_1	14.80	6.234	.804	.710	.778
KEP_2	14.83	8.213	.259	.329	.883
KEP_3	15.33	5.126	.775	.666	.770
KEP_4	15.10	4.990	.699	.565	.803
KEP_5	15.00	5.655	.768	.607	.773

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.717	.756	5

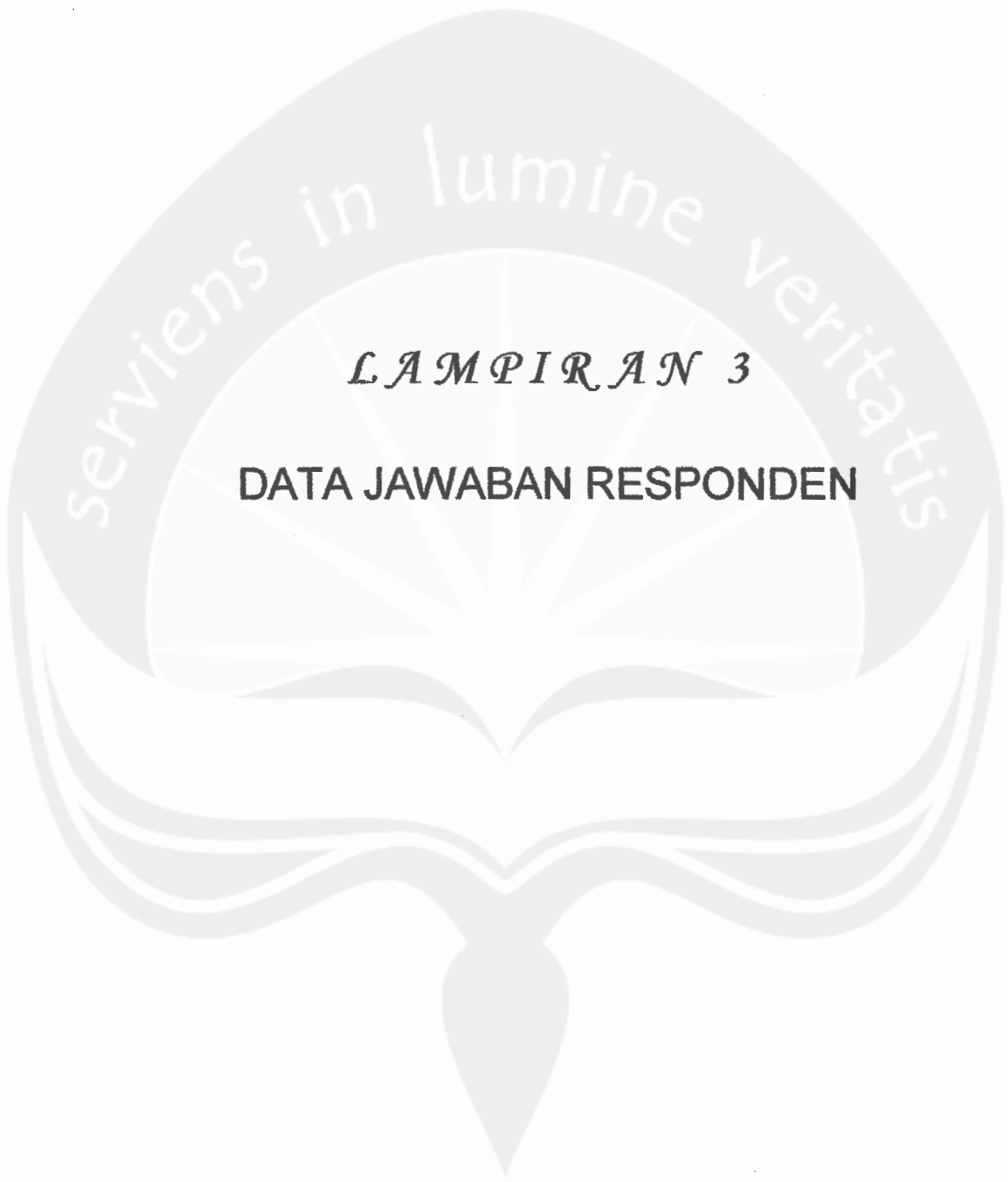
Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.160	2.433	3.700	1.267	1.521	.226	5
Item Variances	.931	.424	1.454	1.030	3.428	.209	5

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
LOY_1	12.10	8.369	.566	.401	.659
LOY_2	13.37	7.068	.684	.598	.594
LOY_3	12.63	6.861	.413	.602	.711
LOY_4	12.37	7.689	.567	.396	.641
LOY_5	12.73	7.444	.329	.411	.745



LAMPIRAN 3

DATA JAWABAN RESPONDEN

Summarize

Data Jawaban Responder^a

	JENIS KELAMIN	USIA	TINGKAT PENDIDIKAN	PEKERJAAN	TINGKAT PENDAPATAN
1	Wanita	36-45 tahun	Sekolah Lanjutan Tingkat Pertama (SLTP)	Ibu rumah tangga	Kurang dari Rp.1.000.000/bulan
2	Wanita	36-45 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Rp.1.000.000-Rp.1.500.000/bulan
3	Pria	36-45 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/Swasta	Rp1.500.001-2.000.000/bulan
4	Wanita	16-25 tahun	Sekolah Menengah Umum (SMU)	Pelajar/Mahasiswa	Kurang dari Rp.1.000.000/bulan
5	Wanita	16-25 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/Swasta	Rp.1.000.000-Rp.1.500.000/bulan
6	Wanita	26-35 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Rp1.500.001-2.000.000/bulan
7	Wanita	36-45 tahun	Sekolah Lanjutan Tingkat Pertama (SLTP)	Ibu rumah tangga	Rp.1.000.000-Rp.1.500.000/bulan
8	Wanita	26-35 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Lebih dari Rp.2.500.000/bulan
9	Pria	36-45 tahun	Sarjana (S1) dan di atasnya	Pegawai negeri/Swasta	Rp.1.000.000-Rp.1.500.000/bulan
10	Wanita	16-25 tahun	Sekolah Menengah Umum (SMU)	Pelajar/Mahasiswa	Kurang dari Rp.1.000.000/bulan
11	Wanita	16-25 tahun	Diploma (D1/D2/D3)	Pegawai negeri/Swasta	Kurang dari Rp.1.000.000/bulan
12	Pria	46-55 tahun	Sarjana (S1) dan di atasnya	Pegawai negeri/Swasta	Rp.1.000.000-Rp.1.500.000/bulan
13	Wanita	26-35 tahun	Diploma (D1/D2/D3)	Wiraswasta	Lebih dari Rp.2.500.000/bulan
14	Wanita	26-35 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Rp.1.000.000-Rp.1.500.000/bulan

Data Jawaban Responden^a

	JENIS KELAMIN	USIA	TINGKAT PENDIDIKAN	PEKERJAAN	TINGKAT PENDAPATAN
15	Pria	36-45 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/ Swasta	Kurang dari Rp.1.000.000/bulan
16	Wanita	26-35 tahun	Sarjana (S1) dan di atasnya	Ibu rumah tangga	Lebih dari Rp.2.500.000/bulan
17	Wanita	36-45 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Kurang dari Rp.1.000.000/bulan
18	Pria	26-35 tahun	Diploma (D1/D2/D3)	Pegawai negeri/ Swasta	Rp.1.000.000-Rp.1.500.000/bulan
19	Pria	46-55 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/ Swasta	Rp1.500.001-2.000.000/bulan
20	Wanita	36-45 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Rp1.500.001-2.000.000/bulan
21	Pria	16-25 tahun	Sekolah Menengah Umum (SMU)	Pelajar/ Mahasiswa	Kurang dari Rp.1.000.000/bulan
22	Wanita	16-25 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/ Swasta	Rp.1.000.000-Rp.1.500.000/bulan
23	Pria	46-55 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/ Swasta	Rp.1.000.000-Rp.1.500.000/bulan
24	Wanita	46-55 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Kurang dari Rp.1.000.000/bulan
25	Wanita	16-25 tahun	Sekolah Menengah Umum (SMU)	Pelajar/ Mahasiswa	Kurang dari Rp.1.000.000/bulan
26	Pria	46-55 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/ Swasta	Lebih dari Rp.2.500.000/bulan
27	Wanita	26-35 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/ Swasta	Rp.1.000.000-Rp.1.500.000/bulan
28	Wanita	16-25 tahun	Sekolah Menengah Umum (SMU)	Pelajar/ Mahasiswa	Kurang dari Rp.1.000.000/bulan
29	Pria	36-45 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/ Swasta	Kurang dari Rp.1.000.000/bulan

Data Jawaban Responder^a

	JENIS KELAMIN	USIA	TINGKAT PENDIDIKAN	PEKERJAAN	TINGKAT PENDAPATAN
30	Wanita	36-45 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Lebih dari Rp.2.500.000/bulan
31	Wanita	26-35 tahun	Diploma (D1/D2/D3)	Ibu rumah tangga	Rp.2.000.001-2.500.000/bulan
32	Pria	36-45 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/ Swasta	Lebih dari Rp.2.500.000/bulan
33	Wanita	26-35 tahun	Sarjana (S1) dan di atasnya	Ibu rumah tangga	Lebih dari Rp.2.500.000/bulan
34	Wanita	Lebih dari 55 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Kurang dari Rp.1.000.000/bulan
35	Pria	46-55 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/ Swasta	Rp.1.000.000-Rp.1.500.000/bulan
36	Pria	16-25 tahun	Sarjana (S1) dan di atasnya	Pegawai negeri/ Swasta	Lebih dari Rp.2.500.000/bulan
37	Wanita	36-45 tahun	Sekolah Menengah Umum (SMU)	Wiraswasta	Kurang dari Rp.1.000.000/bulan
38	Wanita	16-25 tahun	Sekolah Menengah Umum (SMU)	Pelajar/ Mahasiswa	Kurang dari Rp.1.000.000/bulan
39	Wanita	26-35 tahun	Sarjana (S1) dan di atasnya	Ibu rumah tangga	Lebih dari Rp.2.500.000/bulan
40	Wanita	36-45 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Rp.2.000.001-2.500.000/bulan
41	Wanita	46-55 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Rp.1.000.000-Rp.1.500.000/bulan
42	Wanita	36-45 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Kurang dari Rp.1.000.000/bulan
43	Wanita	26-35 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Rp1.500.001-2.000.000/bulan
44	Wanita	36-45 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Rp1.500.001-2.000.000/bulan

Data Jawaban Responden^a

	JENIS KELAMIN	USIA	TINGKAT PENDIDIKAN	PEKERJAAN	TINGKAT PENDAPATAN
45	Wanita	36-45 tahun	Sekolah Dasar (SD)	Ibu rumah tangga	Kurang dari Rp.1.000.000/bulan
46	Wanita	36-45 tahun	Sekolah Dasar (SD)	Ibu rumah tangga	Kurang dari Rp.1.000.000/bulan
47	Wanita	26-35 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Kurang dari Rp.1.000.000/bulan
48	Wanita	36-45 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Rp.1.000.000-Rp.1.500.000/bulan
49	Wanita	36-45 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Rp.1.000.000-Rp.1.500.000/bulan
50	Wanita	36-45 tahun	Diploma (D1/D2/D3)	Ibu rumah tangga	Rp.2.000.001-2.500.000/bulan
51	Wanita	46-55 tahun	Sarjana (S1) dan di atasnya	Pegawai negeri/Swasta	Rp.2.000.001-2.500.000/bulan
52	Pria	46-55 tahun	Sarjana (S1) dan di atasnya	Pegawai negeri/Swasta	Lebih dari Rp.2.500.000/bulan
53	Wanita	46-55 tahun	Sekolah Lanjutan Tingkat Pertama (SLTP)	Ibu rumah tangga	Rp.1.000.000-Rp.1.500.000/bulan
54	Wanita	46-55 tahun	Sarjana (S1) dan di atasnya	Wiraswasta	Lebih dari Rp.2.500.000/bulan
55	Pria	46-55 tahun	Sarjana (S1) dan di atasnya	Pegawai negeri/Swasta	Lebih dari Rp.2.500.000/bulan
56	Pria	26-35 tahun	Diploma (D1/D2/D3)	Pegawai negeri/Swasta	Rp.2.000.001-2.500.000/bulan
57	Pria	36-45 tahun	Sarjana (S1) dan di atasnya	Pegawai negeri/Swasta	Rp1.500.001-2.000.000/bulan
58	Pria	36-45 tahun	Sekolah Menengah Umum (SMU)	Lain-lain	Kurang dari Rp.1.000.000/bulan
59	Pria	16-25 tahun	Sekolah Menengah Umum (SMU)	Pelajar/Mahasiswa	Kurang dari Rp.1.000.000/bulan

Data Jawaban Responden^a

	JENIS KELAMIN	USIA	TINGKAT PENDIDIKAN	PEKERJAAN	TINGKAT PENDAPATAN
60	Pria	36-45 tahun	Sekolah Lanjutan Tingkat Pertama (SLTP)	Wiraswasta	Rp.1.000.000-Rp.1.500.000/bulan
61	Pria	36-45 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/Swasta	Rp1.500.001-2.000.000/bulan
62	Wanita	36-45 tahun	Sekolah Dasar (SD)	Ibu rumah tangga	Rp.1.000.000-Rp.1.500.000/bulan
63	Wanita	36-45 tahun	Sekolah Lanjutan Tingkat Pertama (SLTP)	Ibu rumah tangga	Kurang dari Rp.1.000.000/bulan
64	Pria	36-45 tahun	Sarjana (S1) dan di atasnya	Pegawai negeri/Swasta	Rp.2.000.001-2.500.000/bulan
65	Wanita	36-45 tahun	Sekolah Dasar (SD)	Ibu rumah tangga	Rp.1.000.000-Rp.1.500.000/bulan
66	Pria	16-25 tahun	Diploma (D1/D2/D3)	Pelajar/Mahasiswa	Kurang dari Rp.1.000.000/bulan
67	Wanita	16-25 tahun	Sekolah Menengah Umum (SMU)	Pelajar/Mahasiswa	Kurang dari Rp.1.000.000/bulan
68	Pria	16-25 tahun	Sekolah Menengah Umum (SMU)	Pelajar/Mahasiswa	Kurang dari Rp.1.000.000/bulan
69	Wanita	36-45 tahun	Sekolah Lanjutan Tingkat Pertama (SLTP)	Ibu rumah tangga	Kurang dari Rp.1.000.000/bulan
70	Wanita	36-45 tahun	Sekolah Dasar (SD)	Ibu rumah tangga	Kurang dari Rp.1.000.000/bulan
71	Wanita	46-55 tahun	Sekolah Lanjutan Tingkat Pertama (SLTP)	Ibu rumah tangga	Rp.1.000.000-Rp.1.500.000/bulan
72	Pria	36-45 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/Swasta	Rp1.500.001-2.000.000/bulan

Data Jawaban Responden^a

	JENIS KELAMIN	USIA	TINGKAT PENDIDIKAN	PEKERJAAN	TINGKAT PENDAPATAN
73	Wanita	16-25 tahun	Sekolah Menengah Umum (SMU)	Pelajar/ Mahasiswa	Kurang dari Rp.1.000.000/bulan
74	Pria	46-55 tahun	Sekolah Menengah Umum (SMU)	Wiraswasta	Rp1.500.001-2.000.000/bulan
75	Wanita	36-45 tahun	Sekolah Dasar (SD)	Lain-lain	Rp.1.000.000-Rp.1.500.000/bulan
76	Pria	36-45 tahun	Diploma (D1/D2/D3)	Pegawai negeri/ Swasta	Rp.1.000.000-Rp.1.500.000/bulan
77	Wanita	46-55 tahun	Sekolah Dasar (SD)	Ibu rumah tangga	Rp.1.000.000-Rp.1.500.000/bulan
78	Pria	36-45 tahun	Sekolah Menengah Umum (SMU)	Wiraswasta	Rp.1.000.000-Rp.1.500.000/bulan
79	Wanita	46-55 tahun	Sekolah Lanjutan Tingkat Pertama (SLTP)	Ibu rumah tangga	Rp.1.000.000-Rp.1.500.000/bulan
80	Pria	46-55 tahun	Sekolah Lanjutan Tingkat Pertama (SLTP)	Wiraswasta	Rp.1.000.000-Rp.1.500.000/bulan
81	Wanita	36-45 tahun	Diploma (D1/D2/D3)	Pegawai negeri/ Swasta	Lebih dari Rp.2.500.000/bulan
82	Wanita	36-45 tahun	Diploma (D1/D2/D3)	Pegawai negeri/ Swasta	Lebih dari Rp.2.500.000/bulan
83	Wanita	36-45 tahun	Sarjana (S1) dan di atasnya	Pegawai negeri/ Swasta	Lebih dari Rp.2.500.000/bulan
84	Wanita	46-55 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Lebih dari Rp.2.500.000/bulan
85	Pria	26-35 tahun	Diploma (D1/D2/D3)	Pegawai negeri/ Swasta	Rp.2.000.001-2.500.000/bulan
86	Pria	Lebih dari 55 tahun	Sarjana (S1) dan di atasnya	Wiraswasta	Lebih dari Rp.2.500.000/bulan
87	Wanita	36-45 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/ Swasta	Rp.2.000.001-2.500.000/bulan

Data Jawaban Responder^a

	JENIS KELAMIN	USIA	TINGKAT PENDIDIKAN	PEKERJAAN	TINGKAT PENDAPATAN
88	Wanita	36-45 tahun	Diploma (D1/D2/D3)	Pegawai negeri/Swasta	Lebih dari Rp.2.500.000/bulan
89	Wanita	36-45 tahun	Diploma (D1/D2/D3)	Pegawai negeri/Swasta	Lebih dari Rp.2.500.000/bulan
90	Wanita	46-55 tahun	Diploma (D1/D2/D3)	Pegawai negeri/Swasta	Lebih dari Rp.2.500.000/bulan
91	Pria	36-45 tahun	Sarjana (S1) dan di atasnya	Pegawai negeri/Swasta	Lebih dari Rp.2.500.000/bulan
92	Pria	36-45 tahun	Sarjana (S1) dan di atasnya	Wiraswasta	Lebih dari Rp.2.500.000/bulan
93	Pria	Lebih dari 55 tahun	Sarjana (S1) dan di atasnya	Pegawai negeri/Swasta	Lebih dari Rp.2.500.000/bulan
94	Pria	36-45 tahun	Sarjana (S1) dan di atasnya	Pegawai negeri/Swasta	Lebih dari Rp.2.500.000/bulan
95	Wanita	36-45 tahun	Sekolah Menengah Umum (SMU)	Ibu rumah tangga	Rp.2.000.001-2.500.000/bulan
96	Pria	36-45 tahun	Diploma (D1/D2/D3)	Pegawai negeri/Swasta	Rp.2.000.001-2.500.000/bulan
97	Pria	46-55 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/Swasta	Lebih dari Rp.2.500.000/bulan
98	Pria	36-45 tahun	Sekolah Menengah Umum (SMU)	Pegawai negeri/Swasta	Rp.2.000.001-2.500.000/bulan
99	Wanita	16-25 tahun	Diploma (D1/D2/D3)	Pelajar/Mahasiswa	Kurang dari Rp.1.000.000/bulan
100	Wanita	26-35 tahun	Diploma (D1/D2/D3)	Pegawai negeri/Swasta	Rp.2.000.001-2.500.000/bulan
Total	N	100	100	100	100

a. Limited to first 100 cases.

Data Jawaban Responder^a

	FAS 1	FAS 2	FAS 3	FAS 4	FAS 5	FAS 6
1	5	4	4	4	4	4
2	4	4	5	4	4	4
3	5	4	5	4	4	4
4	4	4	4	4	4	4
5	4	4	4	4	4	4

Data Jawaban Responden^a

	FAS 1	FAS 2	FAS 3	FAS 4	FAS 5	FAS 6
6	4	2	4	4	2	4
7	4	1	4	4	4	3
8	3	5	4	5	5	4
9	4	2	4	4	2	4
10	4	2	4	4	2	4
11	4	3	4	4	3	4
12	4	5	4	4	5	5
13	2	4	3	4	4	4
14	4	3	4	4	3	3
15	4	4	5	4	4	4
16	3	2	2	2	2	3
17	5	4	5	4	4	5
18	2	3	3	3	3	4
19	3	4	4	3	4	2
20	5	4	5	5	4	4
21	3	3	5	4	3	4
22	3	1	4	3	1	3
23	4	4	4	4	4	4
24	4	4	4	4	4	4
25	4	2	4	4	2	4
26	4	4	5	4	4	4
27	4	4	5	4	4	4
28	4	4	5	4	4	4
29	4	3	4	4	3	4
30	4	4	4	4	4	4
31	4	4	4	4	4	5
32	5	5	5	4	4	4
33	5	5	5	4	4	4
34	4	5	5	4	4	4
35	4	4	4	4	4	4
36	4	4	4	4	5	4
37	4	4	4	4	4	4
38	4	4	4	4	4	4
39	5	5	5	5	5	5
40	4	3	4	4	4	4
41	5	4	4	4	4	4
42	4	4	4	4	4	4
43	5	4	5	4	4	4
44	4	4	4	4	5	5
45	4	4	4	4	4	4
46	4	4	4	4	4	4
47	4	4	4	4	4	4
48	4	4	4	4	4	4
49	5	4	4	4	5	5
50	4	4	4	4	4	3
51	5	5	5	5	5	5
52	5	4	4	4	4	4
53	5	4	4	4	5	4
54	4	4	4	4	4	4
55	5	5	5	5	5	4
56	5	5	5	4	4	4
57	5	4	4	4	4	4

Data Jawaban Responder^a

	FAS_1	FAS_2	FAS_3	FAS_4	FAS_5	FAS_6
58	5	4	4	4	4	4
59	5	5	4	4	4	4
60	5	4	4	4	4	4
61	5	5	4	4	4	4
62	5	5	5	4	4	4
63	5	5	4	4	4	4
64	5	5	4	4	4	4
65	5	4	4	4	4	4
66	5	5	4	4	4	4
67	4	4	4	4	4	4
68	5	5	4	4	4	4
69	5	4	4	4	4	4
70	5	4	4	4	4	4
71	4	4	5	4	4	5
72	5	4	4	4	4	4
73	5	4	4	4	4	4
74	5	4	4	4	4	4
75	5	4	4	4	4	4
76	5	4	4	4	4	4
77	5	4	4	4	4	4
78	5	4	4	4	4	4
79	5	4	4	4	4	4
80	5	4	4	4	4	4
81	5	5	5	4	4	4
82	4	4	4	4	4	4
83	5	5	5	5	4	4
84	5	5	5	5	5	5
85	5	5	5	4	4	4
86	5	5	5	5	4	4
87	5	5	5	4	4	4
88	5	5	5	5	4	4
89	5	5	5	4	4	4
90	5	5	4	4	4	4
91	5	5	5	4	4	4
92	5	5	5	5	5	5
93	5	5	5	5	4	4
94	5	5	5	5	4	4
95	5	5	5	4	4	4
96	5	5	5	5	4	4
97	5	5	5	4	4	4
98	5	5	5	4	4	4
99	4	4	4	4	4	4
100	5	5	5	5	4	4
Total N	100	100	100	100	100	100

a. Limited to first 100 cases.

Data Jawaban Responder^a

	PEL_1	PEL_2	PEL_3	PEL_4	PEL_5
1	5	4	4	5	5
2	5	4	4	5	5
3	4	4	5	5	4

Data Jawaban Responder^a

	PEL_1	PEL_2	PEL_3	PEL_4	PEL_5
4	4	4	4	4	4
5	4	4	5	4	4
6	3	3	4	4	3
7	5	3	4	5	4
8	5	4	4	4	4
9	3	3	4	4	3
10	3	3	4	4	3
11	3	2	4	4	5
12	4	4	4	4	4
13	3	1	2	2	4
14	4	3	4	5	4
15	5	4	4	5	5
16	5	2	2	3	3
17	4	4	4	5	4
18	4	5	4	3	4
19	5	2	4	5	4
20	4	4	4	4	5
21	3	4	4	2	4
22	5	3	5	5	5
23	4	4	4	4	4
24	4	3	4	5	4
25	3	3	4	4	3
26	4	5	4	4	4
27	4	3	4	4	4
28	5	4	4	5	5
29	4	3	4	4	4
30	4	4	5	5	4
31	5	5	4	3	5
32	4	5	5	5	4
33	4	5	5	5	5
34	4	4	4	4	4
35	4	3	4	3	4
36	4	3	4	4	4
37	4	3	4	3	4
38	3	4	3	1	3
39	4	4	4	4	4
40	4	4	4	4	4
41	4	4	4	4	4
42	1	4	4	4	1
43	5	4	4	5	4
44	4	4	4	5	4
45	4	4	4	4	4
46	4	4	4	4	4
47	3	4	4	3	4
48	4	4	4	4	4
49	5	4	4	4	4
50	4	3	3	3	4
51	4	4	5	4	4
52	4	4	4	4	5
53	4	4	4	4	4
54	5	5	5	5	4
55	5	5	5	5	5

Data Jawaban Responden^a

	PEL 1	PEL 2	PEL 3	PEL 4	PEL 5
56	5	5	4	4	4
57	4	4	4	4	4
58	4	5	3	5	4
59	4	4	4	4	5
60	4	4	4	4	5
61	5	4	3	5	4
62	4	4	4	4	4
63	5	4	4	5	4
64	4	4	4	4	5
65	5	5	4	5	5
66	4	4	4	4	4
67	4	4	4	4	5
68	4	4	4	4	4
69	5	4	4	4	5
70	4	4	4	4	5
71	4	5	4	5	4
72	4	4	4	5	5
73	4	4	4	4	4
74	4	4	5	5	5
75	4	4	4	4	5
76	4	4	4	4	4
77	4	5	5	5	4
78	4	4	4	4	5
79	4	4	4	4	4
80	4	4	5	5	4
81	5	5	5	5	4
82	4	4	4	4	4
83	5	5	5	5	4
84	5	5	5	5	4
85	5	5	5	5	4
86	5	5	5	4	4
87	5	5	5	4	4
88	5	5	4	4	4
89	4	4	4	4	4
90	5	4	4	4	4
91	4	4	4	4	4
92	5	4	4	4	4
93	4	4	4	4	4
94	4	4	4	4	4
95	4	4	4	4	4
96	4	4	4	4	4
97	4	4	4	4	4
98	4	5	4	4	4
99	4	5	4	4	4
100	4	5	4	4	4
Total N	100	100	100	100	100

a. Limited to first 100 cases.

Data Jawaban Responder^a

	AKT 1	AKT 2	AKT 3	AKT 4	AKT 5
1	4	4	5	5	5
2	4	4	5	4	5
3	4	4	4	4	4
4	4	4	4	4	4
5	4	4	4	4	4
6	5	4	4	5	5
7	2	5	3	3	5
8	4	4	4	5	4
9	5	4	4	5	5
10	5	4	4	5	5
11	4	3	3	3	4
12	4	4	4	4	5
13	3	4	3	2	2
14	4	4	4	4	5
15	4	4	5	5	5
16	4	4	4	4	4
17	5	5	4	4	5
18	5	3	4	3	3
19	3	3	4	3	5
20	4	4	4	4	4
21	4	3	4	3	3
22	2	3	3	3	5
23	4	4	4	4	4
24	4	4	4	4	4
25	5	4	4	5	5
26	5	4	4	4	2
27	4	4	4	4	4
28	4	4	5	5	5
29	4	4	4	4	4
30	4	4	4	4	3
31	5	5	4	4	5
32	5	5	4	4	4
33	5	5	4	4	4
34	4	4	4	4	4
35	3	4	4	4	4
36	4	3	4	4	4
37	3	4	4	4	4
38	3	4	4	4	4
39	4	4	3	3	2
40	4	4	4	4	4
41	4	4	4	4	4
42	4	4	4	4	1
43	4	5	4	4	4
44	4	4	4	4	5
45	4	4	4	4	4
46	4	4	4	4	4
47	4	4	4	4	4
48	4	4	4	4	4
49	5	4	4	4	4
50	4	3	4	4	4
51	4	4	4	4	4
52	4	4	4	4	5

Data Jawaban Responder^a

	AKT 1	AKT 2	AKT 3	AKT 4	AKT 5
53	4	4	4	4	4
54	4	3	4	4	4
55	4	4	4	4	4
56	4	3	4	4	4
57	4	4	4	4	5
58	4	4	4	4	4
59	5	4	4	4	4
60	5	4	4	4	4
61	4	5	5	5	5
62	4	4	4	4	5
63	4	5	4	4	5
64	4	4	4	4	4
65	5	4	4	4	4
66	4	5	4	4	5
67	4	4	4	4	4
68	4	4	4	4	4
69	4	4	4	4	4
70	4	4	4	3	4
71	4	4	4	4	4
72	4	4	4	4	4
73	4	4	4	4	4
74	4	4	4	4	4
75	4	4	4	4	4
76	4	4	4	4	5
77	4	4	4	5	4
78	4	4	4	4	4
79	4	4	4	5	5
80	4	4	4	4	4
81	4	4	4	4	4
82	4	3	3	4	4
83	4	3	3	4	4
84	4	3	3	4	4
85	4	4	3	4	4
86	4	3	3	4	3
87	4	3	3	4	3
88	4	3	3	4	3
89	4	3	3	4	4
90	4	4	4	4	4
91	4	4	2	4	4
92	4	4	4	4	4
93	4	4	4	4	4
94	4	4	4	4	4
95	4	4	4	4	4
96	4	4	4	4	4
97	4	4	4	4	4
98	4	4	4	4	4
99	4	4	4	4	4
100	4	4	3	4	4
Total N	100	100	100	100	100

a. Limited to first 100 cases.

Data Jawaban Responder^a

	CON_1	CON_2	CON_3	CON_4	CON_5	CON_6
1	5	5	5	4	4	4
2	5	5	5	4	4	5
3	4	4	4	4	4	5
4	4	4	4	4	4	4
5	4	4	4	4	4	4
6	4	4	4	4	4	5
7	2	5	5	4	4	4
8	5	5	5	5	4	5
9	4	4	4	4	4	5
10	4	4	4	4	4	5
11	4	4	4	4	4	4
12	5	4	4	4	5	4
13	4	4	4	4	4	4
14	4	4	4	4	4	4
15	5	5	5	4	4	5
16	4	2	2	2	2	4
17	4	4	5	4	5	4
18	5	4	4	3	4	3
19	1	4	5	3	3	4
20	5	5	5	5	5	5
21	5	4	4	4	3	5
22	1	4	4	3	2	4
23	4	4	4	4	4	4
24	5	4	5	4	4	4
25	4	4	4	4	4	5
26	5	4	4	4	4	5
27	4	4	4	4	4	5
28	5	5	5	4	4	5
29	5	5	5	4	4	4
30	4	4	4	4	4	4
31	4	4	3	3	3	5
32	5	4	4	4	4	4
33	5	4	4	4	4	5
34	4	4	4	4	4	4
35	4	4	4	4	4	4
36	4	4	3	3	3	4
37	4	4	4	4	3	4
38	4	4	4	3	4	4
39	4	4	3	2	3	5
40	4	4	3	3	3	3
41	4	4	4	4	4	4
42	4	4	4	4	2	4
43	3	3	3	3	3	4
44	5	4	4	4	4	5
45	4	4	4	4	4	4
46	4	4	4	4	4	4
47	4	4	4	4	4	4
48	4	4	4	4	4	4
49	4	4	4	4	4	5
50	4	4	3	3	3	2
51	4	4	4	4	4	4
52	4	5	5	5	4	4

Data Jawaban Responder^a

	CON_1	CON_2	CON_3	CON_4	CON_5	CON_6
53	5	5	4	4	4	5
54	5	5	5	5	5	5
55	4	4	4	4	4	4
56	4	4	4	4	4	4
57	5	4	4	4	4	4
58	5	4	4	4	3	4
59	4	4	4	4	4	4
60	5	4	4	4	4	4
61	5	4	4	4	4	4
62	5	4	3	3	4	4
63	5	4	4	3	4	4
64	5	4	5	5	4	4
65	4	4	5	4	4	4
66	4	5	4	3	4	4
67	4	4	4	4	4	5
68	4	4	4	4	4	5
69	5	4	4	4	4	4
70	4	4	4	4	4	5
71	4	4	4	5	4	5
72	4	4	4	4	4	5
73	4	4	4	5	5	5
74	4	4	4	4	4	5
75	4	4	4	4	4	5
76	4	4	4	4	4	5
77	5	4	5	4	4	4
78	4	4	4	4	4	5
79	5	5	5	5	4	4
80	5	5	5	5	4	4
81	5	5	5	5	4	5
82	4	4	4	4	4	5
83	5	5	5	5	5	5
84	5	5	5	5	5	5
85	5	5	5	5	5	5
86	5	5	5	5	5	5
87	5	5	5	5	5	5
88	5	5	5	5	5	5
89	5	5	5	5	5	5
90	5	5	5	5	5	5
91	4	4	4	4	4	4
92	5	5	5	5	5	5
93	5	5	5	5	5	5
94	5	5	5	5	5	5
95	5	5	5	5	5	5
96	5	5	5	5	5	5
97	5	5	5	4	4	5
98	4	4	4	4	4	5
99	4	4	4	4	4	4
100	4	4	4	4	4	5
Total N	100	100	100	100	100	100

Data Jawaban Responder^a

	CON 7	CON 8	CON 9	CON 10
1	5	4	5	4
2	4	5	4	4
3	5	5	5	4
4	4	4	4	4
5	4	4	4	4
6	4	4	4	4
7	4	4	4	5
8	3	4	3	4
9	4	4	4	4
10	4	4	4	4
11	4	4	4	3
12	4	4	4	4
13	3	3	2	4
14	4	4	4	4
15	4	5	4	4
16	2	2	3	4
17	4	5	5	5
18	3	3	2	3
19	4	4	3	3
20	5	5	5	4
21	4	5	3	3
22	4	4	3	3
23	4	4	4	4
24	4	4	4	4
25	4	4	4	4
26	5	5	4	4
27	5	5	4	4
28	4	5	4	4
29	4	4	4	4
30	4	4	4	4
31	4	4	3	5
32	4	4	4	5
33	5	4	5	5
34	4	4	4	3
35	4	4	4	3
36	4	4	4	4
37	4	4	4	3
38	4	4	4	3
39	4	4	5	5
40	4	4	3	3
41	4	4	4	4
42	4	4	4	4
43	3	3	3	5
44	4	4	4	4
45	4	4	4	4
46	4	4	4	4
47	4	4	4	4
48	4	4	4	4
49	4	4	3	4
50	4	2	3	4
51	4	4	4	4
52	4	4	4	4

Data Jawaban Responder^a

	CON_7	CON_8	CON_9	CON_10
53	5	4	4	4
54	5	5	2	2
55	4	4	4	4
56	4	4	2	1
57	4	4	4	4
58	4	4	5	3
59	4	5	5	4
60	4	5	5	3
61	4	4	4	4
62	4	4	4	2
63	4	4	4	2
64	4	4	4	4
65	4	4	4	4
66	4	4	4	4
67	5	5	5	4
68	5	5	5	3
69	4	5	5	3
70	5	5	5	3
71	5	5	5	4
72	5	5	5	4
73	5	5	5	4
74	5	5	5	4
75	5	5	5	4
76	5	5	5	4
77	4	4	4	3
78	5	5	5	5
79	4	4	4	4
80	4	4	4	3
81	5	5	1	1
82	5	5	1	1
83	5	5	1	1
84	5	5	1	1
85	5	5	2	2
86	5	5	2	2
87	5	5	2	1
88	5	5	2	2
89	5	5	2	1
90	5	5	1	1
91	4	4	3	1
92	5	5	2	1
93	5	5	2	1
94	5	5	3	1
95	5	5	3	1
96	5	5	1	1
97	5	5	2	1
98	5	5	3	2
99	4	4	3	2
100	5	5	3	2
Total N	100	100	100	100

a. Limited to first 100 cases.

Data Jawaban Responden^a

	KEP_1	KEP_2	KEP_3	KEP_4	KEP_5
1	4	4	4	5	4
2	4	4	4	4	4
3	4	4	4	2	4
4	4	4	4	4	4
5	4	4	4	4	4
6	4	4	3	4	4
7	4	4	3	3	3
8	5	5	4	4	4
9	4	4	3	4	4
10	4	4	3	4	4
11	3	4	2	3	4
12	4	4	4	4	5
13	2	4	1	1	1
14	4	4	3	3	3
15	4	4	4	5	4
16	4	4	2	2	3
17	5	4	4	5	5
18	4	3	5	5	4
19	3	3	2	3	2
20	5	4	4	5	4
21	4	3	4	3	4
22	3	3	3	3	3
23	4	4	4	4	4
24	4	4	3	3	4
25	4	4	3	4	4
26	5	5	5	4	4
27	4	4	3	3	4
28	4	4	4	5	4
29	4	4	3	3	4
30	4	4	4	4	4
31	4	4	3	4	4
32	4	4	4	3	4
33	4	4	4	3	4
34	4	4	4	4	4
35	4	4	4	4	4
36	4	4	4	4	4
37	4	4	3	3	3
38	4	4	3	3	4
39	3	3	2	2	2
40	3	3	4	4	4
41	5	4	4	4	4
42	5	5	4	4	4
43	4	4	3	3	4
44	4	4	2	3	4
45	4	4	4	4	4
46	4	4	4	4	4
47	4	4	3	4	4
48	4	4	4	4	4
49	5	4	4	4	4
50	3	3	4	3	3
51	4	4	4	4	5
52	4	4	4	4	4

Data Jawaban Responder^a

	KEP 1	KEP 2	KEP 3	KEP 4	KEP 5
53	4	4	4	4	4
54	4	4	4	4	4
55	4	4	4	4	4
56	4	4	4	4	4
57	4	4	4	4	4
58	4	4	3	3	4
59	5	4	3	4	4
60	5	4	2	4	4
61	5	5	5	5	4
62	4	4	3	4	4
63	5	4	4	4	4
64	5	4	4	4	4
65	5	4	3	4	3
66	4	4	4	4	4
67	5	5	5	4	4
68	4	4	4	4	4
69	5	4	4	4	4
70	5	4	3	4	4
71	4	4	4	4	3
72	4	4	4	3	4
73	4	4	4	4	4
74	5	4	4	4	4
75	5	4	4	4	4
76	4	4	4	4	4
77	4	4	4	4	4
78	5	5	5	4	4
79	4	4	4	3	3
80	4	4	4	4	4
81	4	4	4	4	4
82	4	4	4	4	4
83	4	4	4	4	4
84	4	4	4	4	4
85	4	4	4	4	4
86	4	4	4	4	4
87	5	5	4	4	4
88	4	4	4	4	4
89	4	4	2	4	4
90	4	4	2	4	4
91	4	4	3	3	4
92	4	4	4	4	4
93	4	4	4	4	4
94	4	4	4	4	4
95	4	4	3	3	4
96	4	4	4	3	4
97	4	4	4	2	4
98	4	5	2	2	4
99	4	4	4	4	4
100	4	4	4	4	4
Total N	100	100	100	100	100

a. Limited to first 100 cases.

Data Jawaban Responden^a

	LOY 1	LOY 2	LOY 3	LOY 4	LOY 5
1	4	2	4	4	2
2	4	3	4	3	3
3	4	2	4	4	2
4	4	3	4	4	4
5	4	3	4	4	3
6	4	2	2	4	5
7	4	2	1	2	3
8	4	4	5	3	4
9	4	2	2	4	5
10	4	2	2	4	5
11	3	2	3	3	3
12	4	3	5	4	4
13	1	1	1	1	1
14	3	3	3	4	4
15	4	2	4	4	2
16	4	2	2	4	2
17	4	4	4	4	4
18	4	3	3	4	3
19	3	1	1	3	3
20	4	2	4	4	2
21	4	2	3	3	3
22	3	1	1	3	1
23	4	4	4	4	4
24	4	4	4	4	2
25	4	2	2	4	5
26	4	2	4	2	2
27	3	3	4	3	3
28	4	2	4	2	2
29	3	3	3	4	4
30	4	2	4	3	2
31	4	3	4	4	4
32	4	2	2	3	4
33	4	2	3	3	4
34	4	4	4	4	4
35	4	3	2	2	3
36	5	4	4	4	4
37	4	3	3	3	3
38	3	2	3	4	3
39	3	1	2	3	2
40	3	3	3	4	3
41	4	3	4	4	4
42	4	4	5	4	5
43	3	2	3	3	3
44	4	2	4	2	2
45	4	3	4	4	4
46	4	3	4	4	3
47	4	3	4	4	3
48	4	4	4	4	4
49	4	2	4	4	4
50	5	2	2	2	2
51	4	3	3	4	4
52	4	4	4	4	4

Data Jawaban Responder^a

	LOY_1	LOY_2	LOY_3	LOY_4	LOY_5
53	4	4	4	4	4
54	4	1	4	1	2
55	3	4	4	4	4
56	4	1	4	1	1
57	4	4	4	4	4
58	4	3	3	4	3
59	3	2	3	4	3
60	3	4	4	4	3
61	4	4	4	4	4
62	3	2	3	3	3
63	3	3	3	3	3
64	4	4	4	4	4
65	3	3	3	4	4
66	4	4	4	4	4
67	4	4	4	4	4
68	4	4	4	4	4
69	4	4	4	4	4
70	3	3	3	3	3
71	4	3	4	4	4
72	3	3	4	3	3
73	3	3	4	4	3
74	4	4	4	4	4
75	4	4	4	4	5
76	4	4	4	4	4
77	4	4	4	4	4
78	4	4	4	4	4
79	3	3	3	3	3
80	2	2	4	4	4
81	4	1	4	1	1
82	4	1	4	1	1
83	4	1	4	2	2
84	4	1	4	2	1
85	4	1	4	2	1
86	4	2	4	2	2
87	4	2	4	2	2
88	4	2	4	2	1
89	4	1	4	2	1
90	4	1	4	1	1
91	4	2	4	2	2
92	4	2	4	2	2
93	4	2	4	1	1
94	4	2	4	2	2
95	4	2	3	2	2
96	4	1	4	1	1
97	4	2	4	1	1
98	4	2	4	1	1
99	4	2	4	2	2
100	4	2	4	2	3
Total N	100	100	100	100	100

a. Limited to first 100 cases.



LAMPIRAN 4
TABEL FREKUENSI

Frequency Table

JENIS KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	38	38.0	38.0	38.0
	Wanita	62	62.0	62.0	100.0
	Total	100	100.0	100.0	

USIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-25 tahun	16	16.0	16.0	16.0
	26-35 tahun	15	15.0	15.0	31.0
	36-45 tahun	46	46.0	46.0	77.0
	46-55 tahun	20	20.0	20.0	97.0
	Lebih dari 55 tahun	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

TINGKAT PENDIDIKAN

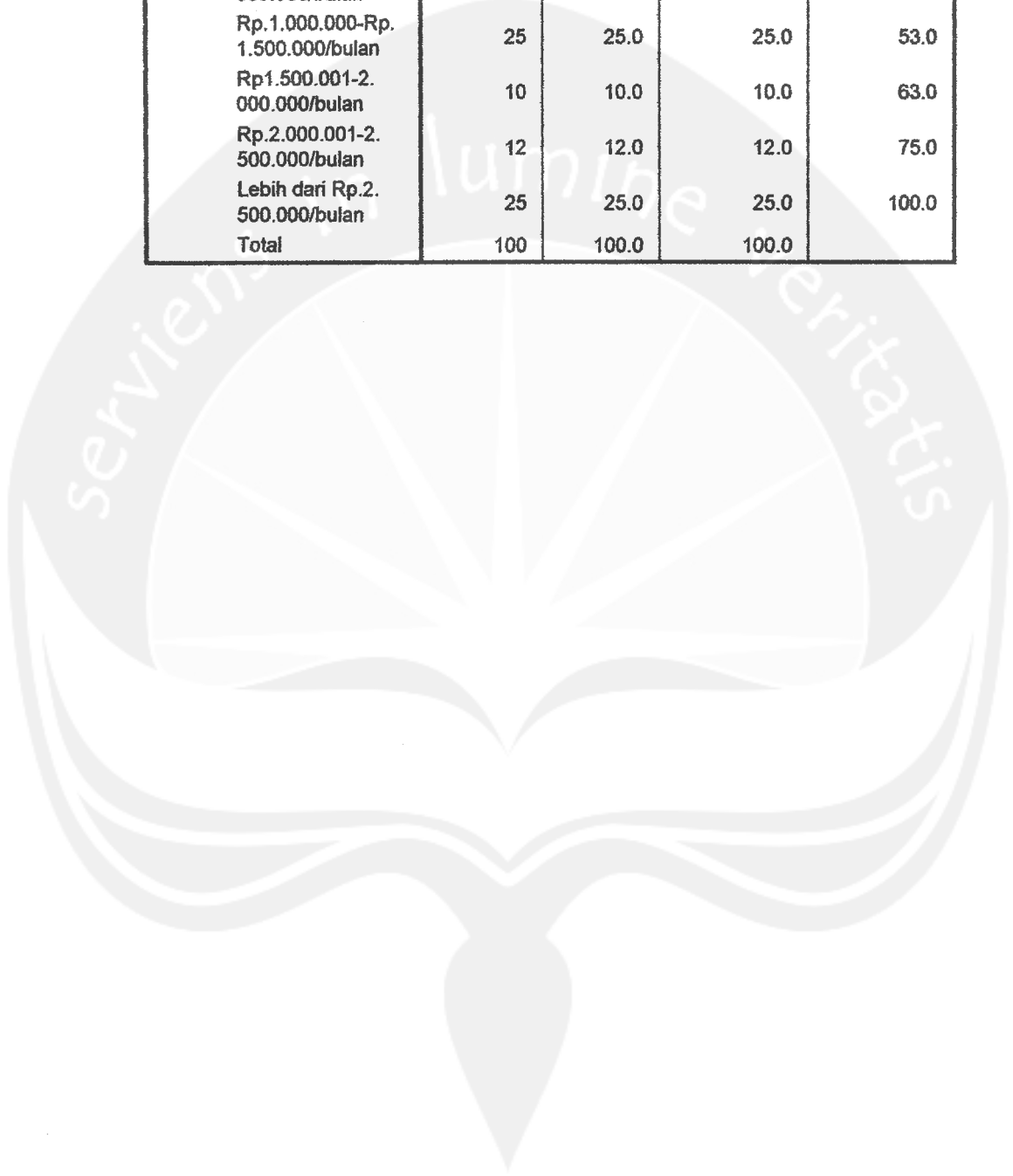
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sekolah Dasar (SD)	7	7.0	7.0	7.0
	Sekolah Lanjutan Tingkat Pertama (SLTP)	9	9.0	9.0	16.0
	Sekolah Menengah Umum (SMU)	49	49.0	49.0	65.0
	Diploma (D1/D2/D3)	17	17.0	17.0	82.0
	Sarjana (S1) dan di atasnya	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

PEKERJAAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	12	12.0	12.0	12.0
	Wiraswasta	9	9.0	9.0	21.0
	Pegawai negeri/Swasta	40	40.0	40.0	61.0
	Ibu rumah tangga	37	37.0	37.0	98.0
	Lain-lain	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

TINGKAT PENDAPATAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang dari Rp.1.000.000/bulan	28	28.0	28.0	28.0
	Rp.1.000.000-Rp.1.500.000/bulan	25	25.0	25.0	53.0
	Rp1.500.001-2.000.000/bulan	10	10.0	10.0	63.0
	Rp.2.000.001-2.500.000/bulan	12	12.0	12.0	75.0
	Lebih dari Rp.2.500.000/bulan	25	25.0	25.0	100.0
	Total	100	100.0	100.0	





LAMPIRAN 5
RATA-RATA HITUNG

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
FASILITAS TOKO	100	2.33	5.00	4.1583	.46201
PELAYANAN TOKO	100	1.80	4.80	3.8680	.43690
AKTIVITAS TOKO	100	2.80	4.80	3.9940	.34868
CONVENIENCE	100	2.70	4.90	4.0910	.34934
KEPUASAN KONSUMEN	100	1.80	4.80	3.8680	.43690
LOYALITAS KONSUMEN	100	1.00	4.40	3.2020	.65350
Valid N (listwise)	100				





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LAMPIRAN 6

**ANALISIS BEDA DUA RATA-RATA
(T-TEST)**

T-Test

Group Statistics

	JEN KEL	N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	Pria	38	4.2375	.40929	.06640
	Wanita	62	4.1105	.48881	.06208
PELAYANAN TOKO	Pria	38	3.9379	.36254	.05881
	Wanita	62	3.8258	.47423	.06023
AKTIVITAS TOKO	Pria	38	4.0158	.29912	.04852
	Wanita	62	3.9806	.37758	.04795
CONVENIENCE	Pria	38	4.1368	.29263	.04747
	Wanita	62	4.0629	.37949	.04820

Independent Samples Test

		Levene's Test for Equality of Variance		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
FASILITAS TOKO	Equal variance assumed	.464	.497	1.339	98	.184	.12701	.09485	-.06123	.31524
	Equal variance not assumed			1.397	88.803	.166	.12701	.09090	-.05361	.30762
PELAYANAN TOKO	Equal variance assumed	2.113	.149	1.249	98	.214	.11209	.08971	-.06594	.29012
	Equal variance not assumed			1.332	93.155	.186	.11209	.08418	-.05507	.27925
AKTIVITAS TOKO	Equal variance assumed	1.560	.215	.487	98	.627	.03514	.07211	-.10796	.17825
	Equal variance not assumed			.515	91.579	.608	.03514	.06822	-.10036	.17065
CONVENIENCE	Equal variance assumed	1.217	.273	1.028	98	.307	.07394	.07195	-.06885	.21672
	Equal variance not assumed			1.093	92.789	.277	.07394	.06765	-.06040	.20828

T-Test

Group Statistics

JEN KEL		N	Mean	Std. Deviation	Std. Error Mean
KEPUASAN KONSUMEN	Pria	38	3.9684	.34960	.05671
	Wanita	62	3.8258	.47423	.06023

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
KEPUASAN KONSL	3.432	.067	1.605	98	.112	.14261	.08000	-.03377	.31900
			1.724	94.563	.088	.14261	.06273	-.02163	.30686


T-Test

Group Statistics

JEN KEL		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Pria	38	3.2632	.64112	.10400
	Wanita	62	3.1645	.66335	.08425

Independent Samples Test

	Levene's Test for Equality of Variance		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
LOYALITAS KON	.041	.840	.731	98	.467	.09864	.13495	-.16917	.36645
			.737	80.470	.463	.09864	.13384	-.16769	.36497



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LAMPIRAN 7

**ANALISIS VARIAN (ANOVA)
&**

**LETAK PERBEDAAN PENILAIAN
KONSUMEN**

Oneway

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
FASILITAS TOKO	16-25 tahun	16	3.8750	.48504	.12126	3.6165	4.1335	2.50	4.33
	26-35 tahun	15	4.0553	.71546	.18473	3.6591	4.4515	2.33	5.00
	36-45 tahun	46	4.2385	.33020	.04869	4.1404	4.3365	3.33	5.00
	46-55 tahun	20	4.2670	.37982	.08493	4.0892	4.4448	3.33	5.00
	Lebih dari 55 tahun	3	4.5587	.19630	.11333	4.0690	5.0443	4.33	4.67
Total	100	4.1681	.45905	.04590	4.0770	4.2592	2.33	5.00	
PELAYANAN TOKO	16-25 tahun	16	3.8625	.37749	.09437	3.6613	4.0637	3.00	4.60
	26-35 tahun	15	3.6287	.70659	.18296	3.2343	4.0191	1.80	4.40
	36-45 tahun	46	3.9391	.34736	.05122	3.8360	4.0423	3.20	4.80
	46-55 tahun	20	3.9100	.39723	.08882	3.7241	4.0959	2.60	4.60
	Lebih dari 55 tahun	3	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
Total	100	3.8760	.43557	.04356	3.7896	3.9624	1.80	4.80	
AKTIVITAS TOKO	16-25 tahun	16	4.0000	.42583	.10646	3.7731	4.2269	3.20	4.80
	26-35 tahun	15	3.9467	.48678	.12569	3.6771	4.2162	2.80	4.60
	36-45 tahun	46	4.0261	.32825	.04840	3.9286	4.1236	3.40	4.80
	46-55 tahun	20	3.9800	.19358	.04329	3.8894	4.0706	3.60	4.40
	Lebih dari 55 tahun	3	3.8000	.34641	.20000	2.9395	4.6605	3.40	4.00
Total	100	3.9940	.34868	.03487	3.9248	4.0632	2.80	4.80	
CONVENIENCE	16-25 tahun	16	4.0313	.34394	.08598	3.8480	4.2145	3.20	4.60
	26-35 tahun	15	3.8667	.49087	.12674	3.5948	4.1385	2.70	4.50
	36-45 tahun	46	4.1470	.31534	.04649	4.0542	4.2415	3.20	4.90
	46-55 tahun	20	4.1700	.25152	.05624	4.0523	4.2877	3.40	4.50
	Lebih dari 55 tahun	3	4.2000	.26458	.15275	3.5428	4.8572	3.90	4.40
Total	100	4.0930	.34939	.03494	4.0237	4.1623	2.70	4.90	

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
FASILITAS TOKO	3.718	4	95	.007
PELAYANAN TOKO	2.795	4	95	.030
AKTIVITAS TOKO	2.239	4	95	.071
CONVENIENCE	2.073	4	95	.090

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
FASILITAS TOKO	Between Groups	2.442	4	.610	3.148	.018
	Within Groups	18.420	95	.194		
	Total	20.862	99			
PELAYANAN TOKO	Between Groups	1.188	4	.297	1.604	.180
	Within Groups	17.594	95	.185		
	Total	18.782	99			
AKTIVITAS TOKO	Between Groups	.198	4	.050	.398	.810
	Within Groups	11.838	95	.125		
	Total	12.036	99			
CONVENIENCE	Between Groups	1.121	4	.280	2.427	.053
	Within Groups	10.964	95	.115		
	Total	12.085	99			

T-Test

Group Statistics

	USIA	N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	16-25 tahun	16	3.8713	.48962	.12241
	26-35 tahun	15	4.0553	.71546	.18473

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
FASILITAS TOKO	Equal variances assumed	1.853	.184	-.841	29	.407	-.18408	.21894	-.63187	.26370
	Equal variances not assumed			-.831	24.572	.414	-.18408	.22161	-.64089	.27272

T-Test

Group Statistics

	USIA	N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	16-25 tahun	16	3.8713	.48962	.12241
	36-45 tahun	46	4.2398	.32949	.04858

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
FASILITAS TOKO	Equal variances assumed	2.628	.110	-3.377	60	.001	-.36853	.10912	-.58681	-.15025
	Equal variances not assumed			-2.798	19.933	.011	-.36853	.13169	-.64330	-.09376

T-Test

Group Statistics

	USIA	N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	16-25 tahun	16	3.8713	.48962	.12241
	46-55 tahun	20	4.2670	.37982	.08493

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
FASILITAS TO	Equal variance assumed	1.008	.322	-2.733	34	.010	-.39575	.14480	-.69003	-.10147
	Equal variance not assumed			-2.656	27.827	.013	-.39575	.14898	-.70102	-.09048

T-Test

Group Statistics

	USIA	N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	16-25 tahun	16	3.8713	.48962	.12241
	Lebih dari 55 tahun	3	4.5567	.19630	.11333

Independent Samples Test

		Levene's Test for quality of Variance		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
FASILITAS TC	Equal variance assumed	1.323	.266	-2.344	17	.032	-.68542	.29245	1.30242	-.06841
	Equal variance not assumed			-4.109	7.946	.003	-.68542	.16682	1.07055	-.30028

T-Test

Group Statistics

USIA		N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	26-35 tahun	15	4.0553	.71546	.18473
	36-45 tahun	46	4.2398	.32949	.04858

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
FASILITAS TOKO	Equal variance assumed	12.757	.001	-1.373	59	.175	-.18445	.13438	-.45335	.08445
	Equal variance not assumed			-.966	15.980	.349	-.18445	.19101	-.58942	.22052

T-Test

Group Statistics

USIA		N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	26-35 tahun	15	4.0553	.71546	.18473
	46-55 tahun	20	4.2670	.37982	.08493

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
FASILITAS TOKO	Equal variance assumed	5.637	.024	-1.131	33	.266	-.21167	.18715	-.59243	.16910
	Equal variance not assumed			-1.041	19.889	.310	-.21167	.20332	-.63594	.21260

T-Test

Group Statistics

USIA		N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	26-35 tahun	15	4.0553	.71546	.18473
	Lebih dari 55 tahun	3	4.5567	.19630	.11333

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
FASILITAS TO	Equal variance assumed	2.383	.142	-1.178	16	.256	-.50133	.42554	-1.40344	.40078
	Equal variance not assumed			-2.313	13.317	.037	-.50133	.21673	-.96841	-.03425

T-Test

Group Statistics

USIA		N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	36-45 tahun	46	4.2398	.32949	.04858
	46-55 tahun	20	4.2670	.37982	.08493

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
FASILITAS TC	Equal variance assumed	.074	.786	-.294	64	.769	-.02722	.09246	-.21193	.15749
	Equal variance not assumed			-.278	32.020	.783	-.02722	.09784	-.22651	.17208

T-Test

Group Statistics

USIA	N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKC 36-45 tahun	46	4.2398	.32949	.04858
Lebih dari 55 tahun	3	4.5567	.19630	.11333

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
FASILITAS TO	.682	.413	-1.637	47	.108	-.31688	.19363	-.70641	.07264
Equal variance assumed									
Equal variance not assumed			-2.570	2.798	.088	-.31688	.12331	-.72580	.09203

T-Test

Group Statistics

USIA	N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO 46-55 tahun	20	4.2670	.37982	.08493
Lebih dari 55 tahun	3	4.5567	.19630	.11333

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
FASILITAS TOK	.576	.456	-1.277	21	.215	-.28967	.22681	-.76134	.18200
Equal variances assumed									
Equal variances not assumed			-2.045	4.720	.100	-.28967	.14163	-.66031	.08098

Oneway

Descriptives

KEPUASAN KONSUMEN

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
16-25 tahun	16	3.8625	.37749	.09437	3.6613	4.0637	3.00	4.60
26-35 tahun	15	3.6267	.70859	.18296	3.2343	4.0191	1.80	4.40
36-45 tahun	46	3.9391	.34736	.05122	3.8360	4.0423	3.20	4.80
46-55 tahun	20	3.9100	.39723	.08882	3.7241	4.0959	2.60	4.60
Lebih dari 55 tahun	3	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
Total	100	3.8760	.43557	.04356	3.7896	3.9624	1.80	4.80

Test of Homogeneity of Variances

KEPUASAN KONSUMEN

Levene Statistic	df1	df2	Sig.
2.795	4	95	.030

ANOVA

KEPUASAN KONSUMEN

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.188	4	.297	1.604	.180
Within Groups	17.594	95	.185		
Total	18.782	99			

Oneway

Descriptives

LOYALITAS KONSUMEN

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
16-25 tahun	16	3.3125	.62809	.15702	2.9778	3.6472	1.80	4.20
26-35 tahun	15	3.0000	.80711	.20840	2.5530	3.4470	1.00	4.00
36-45 tahun	46	3.2087	.59771	.08813	3.0312	3.3862	2.20	4.40
46-55 tahun	20	3.3000	.70038	.15661	2.9722	3.6278	2.20	4.00
Lebih dari 55 tahun	3	3.0667	.83267	.48074	.9982	5.1351	2.40	4.00
Total	100	3.2080	.65808	.06581	3.0774	3.3386	1.00	4.40

Test of Homogeneity of Variances

LOYALITAS KONSUMEN

Levene Statistic	df1	df2	Sig.
.808	4	95	.523

ANOVA

LOYALITAS KONSUMEN

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.053	4	.263	.598	.665
Within Groups	41.821	95	.440		
Total	42.874	99			

Oneway

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
FASILITAS TOKO	Sekolah Dasar (SD)	7	4.1686	.16668	.06300	4.0144	4.3227	4.00	4.50
	Sekolah Lanjutan Tingkat Pertama (SLTP)	9	4.1300	.30984	.10328	3.8818	4.3682	3.33	4.33
	Sekolah Menengah Umum (SMU)	49	4.0816	.41845	.05978	3.9614	4.2018	2.50	5.00
	Diploma (D1/D2/D3)	17	4.1771	.48816	.11306	3.9574	4.4167	3.00	4.67
	Sarjana (S1) dan di atasnya	18	4.3617	.65590	.15460	4.0355	4.6878	2.33	5.00
	Total	100	4.1587	.46250	.04625	4.0669	4.2505	2.33	5.00
PELAYANAN TOKO	Sekolah Dasar (SD)	7	3.9714	.13801	.05216	3.8438	4.0991	3.80	4.20
	Sekolah Lanjutan Tingkat Pertama (SLTP)	9	3.9111	.28480	.09493	3.6922	4.1300	3.40	4.20
	Sekolah Menengah Umum (SMU)	49	3.8061	.43031	.06147	3.7825	4.0297	2.60	4.80
	Diploma (D1/D2/D3)	17	3.7178	.57035	.13833	3.4244	4.0109	1.60	4.20
	Sarjana (S1) dan di atasnya	18	3.8444	.45273	.10671	3.6193	4.0696	2.40	4.20
	Total	100	3.8680	.43690	.04369	3.7813	3.9547	1.80	4.80
AKTIVITAS TOKO	Sekolah Dasar (SD)	7	4.0571	.15119	.05714	3.9173	4.1970	3.80	4.20
	Sekolah Lanjutan Tingkat Pertama (SLTP)	9	4.1333	.30000	.10000	3.9027	4.3639	3.60	4.60
	Sekolah Menengah Umum (SMU)	49	4.0408	.33907	.04844	3.9434	4.1382	3.20	4.80
	Diploma (D1/D2/D3)	17	3.8118	.41515	.10060	3.5983	4.0252	2.80	4.60
	Sarjana (S1) dan di atasnya	18	3.9444	.34166	.08053	3.7745	4.1143	3.20	4.60
	Total	100	3.9940	.34868	.03487	3.9248	4.0632	2.80	4.80
CONVENIENCE	Sekolah Dasar (SD)	7	4.0857	.22678	.08571	3.8760	4.2954	3.70	4.40
	Sekolah Lanjutan Tingkat Pertama (SLTP)	9	4.2667	.22361	.07454	4.0948	4.4385	3.80	4.50
	Sekolah Menengah Umum (SMU)	49	4.1204	.33415	.04774	4.0244	4.2164	3.20	4.90
	Diploma (D1/D2/D3)	17	3.9294	.37210	.09025	3.7381	4.1207	3.20	4.40
	Sarjana (S1) dan di atasnya	18	4.0778	.42226	.09953	3.8678	4.2878	2.70	4.50
	Total	100	4.0810	.34934	.03493	4.0217	4.1603	2.70	4.90

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
FASILITAS TOKO	2.150	4	95	.081
PELAYANAN TOKO	1.374	4	95	.249
AKTIVITAS TOKO	.710	4	95	.587
CONVENIENCE	.995	4	95	.414

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
FASILITAS TOKO	Between Groups	1.046	4	.262	1.235	.302
	Within Groups	20.130	95	.212		
	Total	21.177	99			
PELAYANAN TOKO	Between Groups	.557	4	.139	.721	.579
	Within Groups	18.340	95	.193		
	Total	18.898	99			
AKTIVITAS TOKO	Between Groups	.919	4	.230	1.963	.106
	Within Groups	11.118	95	.117		
	Total	12.036	99			
CONVENIENCE	Between Groups	.767	4	.192	1.611	.178
	Within Groups	11.315	95	.119		
	Total	12.082	99			



Oneway

Descriptives

KEPUASAN KONSUMEN

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Sekolah Dasar	7	3.9714	.13801	.05216	3.8438	4.0991	3.80	4.20
Sekolah Lanjutan Tingkat Pertama (SLTP)	9	3.9111	.28480	.09493	3.6922	4.1300	3.40	4.20
Sekolah Menengah Umum (SMU)	49	3.9061	.43031	.08147	3.7825	4.0297	2.60	4.80
Diploma (D1/D2/D3)	17	3.7176	.57035	.13833	3.4244	4.0109	1.80	4.20
Sarjana (S1) dan di atasnya	18	3.8444	.45273	.10671	3.6193	4.0696	2.40	4.20
Total	100	3.8680	.43690	.04369	3.7813	3.9547	1.80	4.80

Test of Homogeneity of Variances

KEPUASAN KONSUMEN

Levene Statistic	df1	df2	Sig.
1.374	4	95	.249

ANOVA

KEPUASAN KONSUMEN

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.557	4	.139	.721	.579
Within Groups	18.340	95	.193		
Total	18.898	99			

Oneway

Descriptives

LOYALITAS KONSUMEN

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Sekolah Dasar	7	3.5429	.51270	.19378	3.0687	4.0170	2.80	4.20
Sekolah Lanjutan Tingkat Pertama (SLTP)	9	3.3556	.53645	.17882	2.9432	3.7679	2.40	4.00
Sekolah Menengah Umum (SMU)	49	3.2980	.56734	.08105	3.1350	3.4609	1.80	4.40
Diploma (D1/D2/D3)	17	2.6941	.77174	.18718	2.2973	3.0909	1.00	4.00
Sarjana (S1) dan di atasnya	18	3.2111	.66676	.15716	2.8795	3.5427	2.20	4.20
Total	100	3.2020	.65350	.06535	3.0723	3.3317	1.00	4.40

Test of Homogeneity of Variances

LOYALITAS KONSUMEN

Levene Statistic	df1	df2	Sig.
.937	4	95	.446

ANOVA

LOYALITAS KONSUMEN

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.863	4	1.466	3.824	.006
Within Groups	36.416	95	.383		
Total	42.280	99			

T-Test

Group Statistics

TK PENDIDIKAN	N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN Sekolah Dasar (SD)	7	3.5429	.51270	.19378
Sekolah Lanjutan Tingkat Pertama (SLTP)	9	3.3556	.53645	.17882

Independent Samples Test

	Levene's Test for quality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
LOYALITAS KONSUMEN	.056	.817	.706	14	.492	.18730	.26528	-.38167	.75627
Equal variances assumed			.710	13.323	.490	.18730	.26368	-.38094	.75554

T-Test

Group Statistics

TK PENDIDIKAN	N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN Sekolah Dasar (SD)	7	3.5429	.51270	.19378
Sekolah Menengah Umum (SMU)	49	3.2980	.56734	.08105

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
LOYALITAS KONSUMEN	.128	.722	1.079	54	.285	.24490	.22689	-.20999	.69979
Equal variances assumed			1.166	8.251	.276	.24490	.21005	-.23692	.72871

T-Test

Group Statistics

TK PENDIDIKAN		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Sekolah Dasar (SD)	7	3.5429	.51270	.19378
	Diploma (D1/D2/D3)	17	2.6941	.77174	.18718

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
LOYALITAS KONSUMEN	Equal variances assumed	.779	.387	2.660	22	.014	.84874	.31909	.18699	1.51049
	Equal variances not assumed			3.150	16.902	.006	.84874	.26942	.28007	1.41741

T-Test

Group Statistics

TK PENDIDIKAN		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Sekolah Dasar (SD)	7	3.5429	.51270	.19378
	Sarjana (S1) dan di atasnya	18	3.2111	.66676	.15716

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
LOYALITAS KONSUMEN	Equal variances assumed	2.257	.147	1.182	23	.249	.33175	.28072	-.24897	.91246
	Equal variances not assumed			1.330	14.304	.204	.33175	.24950	-.20231	.86580

T-Test

Group Statistics

TK PENDIDIKAN		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Sekolah Lanjutan Tingkat Pertama (SLTP_	9	3.3556	.53645	.17882
	Sekolah Menengah Umum (SMU)	49	3.2980	.56734	.08105

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
LOYALITAS KONSUMEN	Equal variance assumed	.018	.894	.282	56	.779	-.05760	.20419	-.35144	.46663
	Equal variance not assumed			.293	11.543	.774	-.05760	.19633	-.37205	.48724

T-Test

Group Statistics

TK PENDIDIKAN		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Sekolah Lanjutan Tingkat Pertama (SLTP)	9	3.4889	.26667	.08889
	Diploma (D1/D2/D3)	17	2.6941	.77174	.18718

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
LOYALITAS KONSUMEN	Equal variances assumed	4.978	.035	2.972	24	.007	.79477	.26740	.24289	1.34666
	Equal variances not assumed			3.836	21.812	.001	.79477	.20721	.36483	1.22471

T-Test

Group Statistics

TK PENDIDIKAN	N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN Sekolah Lanjutan Tingkat Pertama (SLTP)	9	3.4889	.26667	.08889
Sarjana (S1) dan di atasnya	18	3.2111	.66676	.15716

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
LOYALITAS KONSUMEN	14.935	.001	1.193	25	.244	.27778	.23276	-.20160	.75716
Equal variances assumed									
Equal variances not assumed			1.538	24.326	.137	.27778	.18055	-.09460	.65016

T-Test

Group Statistics

TK PENDIDIKAN	N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN Sekolah Menengah Umum (SMU)	49	3.2980	.56734	.08105
Diploma (D1/D2/D3)	17	2.6941	.77174	.18718

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
LOYALITAS KONSUMEN	1.416	.239	3.434	64	.001	.60384	.17585	.25254	.95515
Equal variances assumed									
Equal variances not assumed			2.960	22.301	.007	.60384	.20397	.18117	1.02652

T-Test

Group Statistics

TK PENDIDIKAN		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Sekolah Menengah Umum (SMU)	49	3.2980	.56734	.08105
	Sarjana (S1) dan di atasnya	18	3.2111	.66676	.15716

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
LOYALITAS KONSUMEN	Equal variances assumed	2.366	.129	.530	65	.598	.08685	.16398	-.24064	.41433
	Equal variances not assumed			.491	28.579	.627	.08685	.17683	-.27624	.44993

T-Test

Group Statistics

TK PENDIDIKAN		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Diploma (D1/D2/D3)	17	2.6941	.77174	.18718
	Sarjana (S1) dan di atasnya	18	3.2111	.66676	.15716

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
LOYALITAS KONSUMEN	Equal variances assumed	.004	.947	-2.124	33	.041	-.51699	.24336	-1.01212	-.02187
	Equal variances not assumed			-2.115	31.689	.042	-.51699	.24440	-1.01502	-.01897

Oneway

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
FASILITAS TOKO	Pelajar/Mahasiswa	12	3.9717	.35440	.10231	3.7465	4.1968	3.33	4.33
	Wiraswasta	9	4.2056	.42341	.14114	3.8801	4.5310	3.50	5.00
	Pegawai negeri/swas	40	4.2258	.50322	.07957	4.0648	4.3867	2.50	5.00
	Ibu rumah tangga	37	4.1349	.46678	.07674	3.9792	4.2905	2.33	5.00
	Lain-lain	2	4.1700	.00000	.00000	4.1700	4.1700	4.17	4.17
Total	100	4.1587	.46250	.04625	4.0669	4.2505	2.33	5.00	
PELAYANAN TO	Pelajar/Mahasiswa	12	3.9667	.26742	.07720	3.7968	4.1366	3.60	4.60
	Wiraswasta	9	3.7556	.79881	.26620	3.1417	4.3694	1.80	4.60
	Pegawai negeri/swas	40	3.8850	.39455	.06238	3.7588	4.0112	2.60	4.80
	Ibu rumah tangga	37	3.8568	.43751	.07193	3.7109	4.0026	2.40	4.60
	Lain-lain	2	3.9000	.42426	.30000	.0881	7.7119	3.60	4.20
Total	100	3.8730	.44127	.04413	3.7854	3.9606	1.80	4.80	
AKTIVITAS TOKO	Pelajar/Mahasiswa	12	4.1333	.36515	.10541	3.9013	4.3653	3.40	4.60
	Wiraswasta	9	3.7778	.42947	.14316	3.4477	4.1079	2.60	4.20
	Pegawai negeri/swas	40	3.9250	.33493	.05296	3.8179	4.0321	3.20	4.80
	Ibu rumah tangga	37	4.0757	.31746	.05219	3.9698	4.1815	3.20	4.60
	Lain-lain	2	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
Total	100	3.9940	.34868	.03487	3.9248	4.0632	2.80	4.80	
CONVENIENCE	Pelajar/Mahasiswa	12	4.1417	.27122	.07829	3.9693	4.3140	3.70	4.60
	Wiraswasta	9	4.2111	.30596	.10199	3.9759	4.4463	3.60	4.50
	Pegawai negeri/swas	40	4.0800	.31881	.05041	3.9780	4.1820	3.20	4.50
	Ibu rumah tangga	37	4.0514	.41608	.06840	3.9126	4.1901	2.70	4.90
	Lain-lain	2	4.2000	.28284	.20000	1.6588	6.7412	4.00	4.40
Total	100	4.0910	.34934	.03493	4.0217	4.1603	2.70	4.90	

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
FASILITAS TOKO	.747	4	95	.563
PELAYANAN TOKO	1.641	4	95	.170
AKTIVITAS TOKO	.903	4	95	.468
CONVENIENCE	.408	4	95	.802

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
FASILITAS TOKO	Between Groups	.641	4	.160	.741	.566
	Within Groups	20.536	95	.216		
	Total	21.177	99			
PELAYANAN TOKO	Between Groups	.246	4	.062	.308	.872
	Within Groups	19.031	95	.200		
	Total	19.277	99			
AKTIVITAS TOKO	Between Groups	1.091	4	.273	2.367	.058
	Within Groups	10.945	95	.115		
	Total	12.036	99			
CONVENIENCE	Between Groups	.247	4	.062	.497	.738
	Within Groups	11.834	95	.125		
	Total	12.082	99			

Oneway

Descriptives

KEPUASAN KONSUMEN

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Pelajar/Mahasiswa	12	3.9667	.26742	.07720	3.7968	4.1368	3.60	4.60
Wiraswasta	9	3.7556	.79861	.26620	3.1417	4.3694	1.80	4.60
Pegawai negeri/swasta	40	3.8850	.39455	.06238	3.7588	4.0112	2.60	4.80
Ibu rumah tangga	37	3.8162	.42000	.06905	3.6762	3.9562	2.40	4.60
Lain-lain	2	3.9000	.42426	.30000	.0881	7.7119	3.60	4.20
Total	100	3.8580	.43605	.04360	3.7715	3.9445	1.80	4.80

Test of Homogeneity of Variances

KEPUASAN KONSUMEN

Levene Statistic	df1	df2	Sig.
1.625	4	95	.174

ANOVA

KEPUASAN KONSUMEN

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.333	4	.083	.428	.788
Within Groups	18.490	95	.195		
Total	18.824	99			

Oneway

Descriptives

LOYALITAS KONSUMEN

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Pelajar/Mahasiswa	12	3.3833	.47065	.13587	3.0843	3.6824	2.80	4.00
Wiraswasta	9	3.0000	.92736	.30912	2.2872	3.7128	1.00	4.00
Pegawai negeri/swasta	40	3.0300	.68020	.10755	2.8125	3.2475	1.80	4.20
Ibu rumah tangga	37	3.3459	.55707	.09158	3.1602	3.5317	2.20	4.40
Lain-lain	2	3.7000	.42426	.30000	-1.119	7.5119	3.40	4.00
Total	100	3.2000	.65072	.06507	3.0709	3.3291	1.00	4.40

Test of Homogeneity of Variances

LOYALITAS KONSUMEN

Levene Statistic	df1	df2	Sig.
1.640	4	95	.171

ANOVA

LOYALITAS KONSUMEN

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.207	4	.802	1.968	.106
Within Groups	38.713	95	.408		
Total	41.920	99			

Oneway

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
FASILITAS TOKO	Kurang dari Rp. 1.000.000/bulan	28	4.0361	.28447	.05376	3.9258	4.1464	3.33	4.50
	Rp.1.000.000-1.500.000/bulan	25	3.9876	.48647	.09729	3.7868	4.1884	2.50	4.50
	Rp.1.500.001-2.000.000/bulan	10	4.0960	.41748	.13202	3.7973	4.3947	3.33	4.50
	Rp.2.000.001-2.500.000/bulan	12	4.4167	.33845	.09770	4.2016	4.6317	3.83	5.00
	Lebih dari Rp.2.500.000/bulan	25	4.3672	.55550	.11110	4.1379	4.5965	2.33	5.00
	Total	100	4.1584	.46250	.04625	4.0666	4.2502	2.33	5.00
PELAYANAN TOKO	Kurang dari Rp. 1.000.000/bulan	28	3.9500	.32942	.06225	3.8223	4.0777	3.20	4.60
	Rp.1.000.000-1.500.000/bulan	25	3.9040	.32721	.06544	3.7689	4.0391	3.00	4.60
	Rp.1.500.001-2.000.000/bulan	10	3.8200	.59963	.18962	3.3911	4.2489	2.60	4.80
	Rp.2.000.001-2.500.000/bulan	12	3.8500	.35291	.10188	3.6258	4.0742	3.20	4.40
	Lebih dari Rp.2.500.000/bulan	25	3.7680	.58788	.11758	3.5253	4.0107	1.80	4.60
	Total	100	3.8880	.43890	.04369	3.7813	3.9547	1.80	4.80
AKTIVITAS TOKO	Kurang dari Rp. 1.000.000/bulan	28	4.0643	.35716	.06750	3.9258	4.2028	3.40	4.60
	Rp.1.000.000-1.500.000/bulan	25	4.0480	.28449	.05690	3.9306	4.1654	3.20	4.60
	Rp.1.500.001-2.000.000/bulan	10	4.1800	.33731	.10667	3.9187	4.4013	3.80	4.80
	Rp.2.000.001-2.500.000/bulan	12	3.9333	.27414	.07914	3.7592	4.1075	3.40	4.80
	Lebih dari Rp.2.500.000/bulan	25	3.8080	.36733	.07347	3.6564	3.9596	2.80	4.40
	Total	100	3.9900	.34626	.03463	3.9213	4.0587	2.80	4.80
CONVENIENCE	Kurang dari Rp. 1.000.000/bulan	28	4.1321	.24952	.04716	4.0354	4.2289	3.70	4.60
	Rp.1.000.000-1.500.000/bulan	25	4.1080	.32265	.06453	3.9748	4.2412	3.20	4.50
	Rp.1.500.001-2.000.000/bulan	10	4.1300	.47621	.15059	3.7893	4.4707	3.30	4.90
	Rp.2.000.001-2.500.000/bulan	12	3.9667	.41414	.11955	3.7035	4.2298	3.20	4.40
	Lebih dari Rp.2.500.000/bulan	25	4.0880	.39192	.07838	3.9262	4.2498	2.70	4.50
	Total	100	4.0950	.34884	.03488	4.0258	4.1642	2.70	4.90

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
FASILITAS TOKO	1.244	4	95	.298
PELAYANAN TOKO	1.289	4	95	.280
AKTIVITAS TOKO	.751	4	95	.560
CONVENIENCE	1.011	4	95	.406

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
FASILITAS TOKO	Between Groups	3.078	4	.769	4.038	.005
	Within Groups	18.099	95	.191		
	Total	21.177	99			
PELAYANAN TOKO	Between Groups	.498	4	.124	.642	.634
	Within Groups	18.400	95	.194		
	Total	18.898	99			
AKTIVITAS TOKO	Between Groups	1.394	4	.349	3.161	.017
	Within Groups	10.476	95	.110		
	Total	11.870	99			
CONVENIENCE	Between Groups	.254	4	.063	.511	.727
	Within Groups	11.794	95	.124		
	Total	12.048	99			

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	Kurang dari Rp. 1.000.000/bulan	28	4.0350	.28727	.05429
	Rp.1.000.000-1.500.000/bulan	25	3.9876	.48647	.09729

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
FASILITAS TO	Equal variance assumed	3.295	.075	.437	51	.664	.04740	.10835	-.17012	.26492
	Equal variance not assumed			.425	37.997	.673	.04740	.11142	-.17815	.27295

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	Kurang dari Rp. 1.000.000/bulan	28	4.0350	.28727	.05429
	Rp.1.500.001-2.000.000/bulan	10	4.0990	.41794	.13217

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
FASILITAS TOKO	Equal variances assumed	1.642	.208	-.535	36	.596	-.06400	.11969	-.30675	.17875
	Equal variances not assumed			-.448	12.178	.662	-.06400	.14288	-.37481	.24681

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	Kurang dari Rp. 1.000.000/bulan	28	4.0350	.28727	.05429
	Rp.2.000.001-2.500.000/bulan	12	4.4167	.33845	.09770

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
FASILITAS TO	Equal variance assumed	.420	.521	-3.651	38	.001	-.38167	.10454	-.59329	-.17004
	Equal variance not assumed			-3.415	18.136	.003	-.38167	.11177	-.61637	-.14697

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	Kurang dari Rp. 1.000.000/bulan	28	4.0350	.28727	.05429
	Lebih dari Rp.2.500.000/bulan	25	4.3672	.55550	.11110

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
FASILITAS TO	Equal variance assumed	3.824	.056	-2.778	51	.008	-.33220	.11959	-.57229	-.09211
	Equal variance not assumed			-2.687	35.053	.011	-.33220	.12365	-.58322	-.08118

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	Rp.1.000.000-1.500.000/bulan	25	3.9876	.48647	.09729
	Rp.1.500.001-2.000.000/bulan	10	4.0990	.41794	.13217

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
FASILITAS TC	Equal variance assumed	.084	.774	-.635	33	.530	-.11140	.17540	-.46825	.24545
	Equal variance not assumed			-.679	19.275	.505	-.11140	.16412	-.45457	.23177

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	Rp.1.000.000-1.500.000/bulan	25	3.9876	.48647	.09729
	Rp.2.000.001-2.500.000/bulan	12	4.4167	.33845	.09770

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
FASILITAS TO	Equal variance assumed	.724	.401	-2.744	35	.010	-.42907	.15638	-.74853	-.11160
	Equal variance not assumed			-3.112	30.077	.004	-.42907	.13788	-.71063	-.14750

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	Rp.1.000.000-1.500.000/bulan	25	3.9876	.48647	.09729
	Lebih dari Rp.2.500.000/bulan	25	4.3672	.55550	.11110

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
				t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.						Lower	Upper
FASILITAS TOKO	Equal variances assumed	.089	.766	-2.570	48	.013	-.37960	.14768	-.67653	-.08267
	Equal variances not assumed			-2.570	47.179	.013	-.37960	.14768	-.67666	-.08254

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	Rp.1.500.001-Rp.2.000.000/bulan	10	4.0990	.41794	.13217
	Rp.2.000.001-2.500.000/bulan	12	4.4167	.33845	.09770

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
				t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.						Lower	Upper
FASILITAS TOKO	Equal variances assumed	.308	.585	-1.972	20	.063	-.31767	.16113	-.65377	.01844
	Equal variances not assumed			-1.933	17.298	.070	-.31767	.16436	-.66398	.02864

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	Rp.1.500.001-Rp.2.000.000/bulan	10	4.0990	.41794	.13217
	Lebih dari Rp.2.500.000/bulan	25	4.3672	.55550	.11110

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
FASILITAS TOKO	Equal variances assumed	.227	.637	-1.374	33	.179	-.26820	.19516	-.66526	.12886
	Equal variances not assumed			-1.553	22.079	.135	-.26820	.17266	-.62620	.08980

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
FASILITAS TOKO	Rp.2.000.001-Rp.2.500.000/bulan	12	4.4167	.33845	.09770
	Lebih dari Rp.2.500.000/bulan	25	4.3672	.55550	.11110

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
FASILITAS TOKO	Equal variances assumed	.966	.332	.283	35	.779	.04947	.17475	-.30529	.40423
	Equal variances not assumed			.334	32.745	.740	.04947	.14795	-.25163	.35056

T-Test

Group Statistics

PENDAPATAN	N	Mean	Std. Deviation	Std. Error Mean
AKTIVITAS TOKO Kurang dari Rp. 1.000.000/bulan	28	4.0786	.36246	.06850
Rp.1.000.000-1.500.000/bulan	25	4.0480	.28449	.05690

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
AKTIVITAS TOKO Equal variances assumed	1.851	.180	.339	51	.736	.03057	.09028	-.15067	.21181
Equal variances not assumed			.343	50.217	.733	.03057	.08905	-.14827	.20941

T-Test

Group Statistics

PENDAPATAN	N	Mean	Std. Deviation	Std. Error Mean
AKTIVITAS TOKO Kurang dari Rp. 1.000.000/bulan	28	4.0786	.36246	.06850
Rp.1.500.001-2.000.000/bulan	10	4.1600	.33731	.10667

Independent Samples Test

	Levene's Test for quality of Variance		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
AKTIVITAS TOKO Equal variances assumed	.210	.650	-.620	36	.539	-.08143	.13127	-.34766	.18480
Equal variances not assumed			-.642	16.990	.529	-.08143	.12677	-.34889	.18604

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
AKTIVITAS TOKO	Kurang dari Rp. 1.000.000/bulan	28	4.0786	.36246	.06850
	Rp.2.000.001-2.500.000/bulan	12	3.9333	.27414	.07914

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
AKTIVITAS TOKO	1.755	.193	1.241	38	.222	.14524	.11706	-.09173	.38221
			1.388	27.393	.176	.14524	.10466	-.06937	.35985

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
AKTIVITAS TOKO	Kurang dari Rp. 1.000.000/bulan	28	4.0786	.36246	.06850
	Lebih dari Rp.2.500.000/bulan	25	3.8240	.35740	.07148

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
AKTIVITAS TC	.043	.837	2.569	51	.013	.25457	.09908	.05566	.45349
			2.571	50.479	.013	.25457	.09900	.05577	.45338

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
AKTIVITAS TOKO	Rp.1.000.000-1.500.000/bulan	25	4.0480	.28449	.05690
	Rp.1.500.001-2.000.000/bulan	10	4.1600	.33731	.10667

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
AKTIVITAS TOI	Equal variances assumed	.298	.589	-.998	33	.325	-.11200	.11218	-.34024	.11624
	Equal variances not assumed			-.926	14.413	.369	-.11200	.12089	-.37059	.14659

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
AKTIVITAS TOKO	Rp.1.000.000-1.500.000/bulan	25	4.0480	.28449	.05690
	Rp.2.000.001-2.500.000/bulan	12	3.9333	.27414	.07914

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
AKTIVITAS TC	Equal variances assumed	.080	.779	1.161	35	.254	.11467	.09878	-.08587	.31520
	Equal variances not assumed			1.176	22.550	.252	.11467	.09747	-.08718	.31652

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
AKTIVITAS TOKO	Rp.1.000.000-1.500.000/bulan	25	4.0480	.28449	.05690
	Lebih dari Rp.2.500.000/bulan	25	3.8240	.35740	.07148

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
AKTIVITAS TC	1.191	.281	2.452	48	.018	.22400	.09136	.04031	.40769
Equal variances assumed			2.452	45.701	.018	.22400	.09136	.04007	.40793
			Equal variances not assumed						

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
AKTIVITAS TOKO	Rp.1.500.001-Rp.2.000.000/bulan	10	4.1600	.33731	.10667
	Rp.2.000.001-2.500.000/bulan	12	3.9333	.27414	.07914

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
AKTIVITAS TOI	.472	.500	1.740	20	.097	.22667	.13025	-.04503	.49836
Equal variances assumed			1.707	17.337	.106	.22667	.13282	-.05314	.50647
			Equal variances not assumed						

T-Test

Group Statistics

	PENDAPATAN	N	Mean	Std. Deviation	Std. Error Mean
AKTIVITAS TOKO	Rp.1.500.001-Rp.2.000.000/bulan	10	4.1600	.33731	.10667
	Lebih dari Rp.2.500.000/bulan	25	3.8240	.35740	.07148

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
AKTIVITAS TOKO	Equal variances assumed	.084	.774	2.551	33	.016	.33600	.13172	.06802	.60398
	Equal variances not assumed			2.617	17.569	.018	.33600	.12840	.06576	.60624

T-Test

Group Statistics

	PENDAPATAN	N	Mean	Std. Deviation	Std. Error Mean
AKTIVITAS TOKO	Rp.2.000.001-Rp.2.500.000/bulan	12	3.9333	.27414	.07914
	Lebih dari Rp.2.500.000/bulan	25	3.8240	.35740	.07148

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
AKTIVITAS TOKO	Equal variance assumed	1.227	.276	.934	35	.357	.10933	.11711	-.12842	.34709
	Equal variance not assumed			1.025	27.792	.314	.10933	.10664	-.10918	.32785

Oneway

Descriptives

KEPUASAN KONSUMEN

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Kurang dari Rp.1.000.000/bulan	28	3.9500	.32942	.06225	3.8223	4.0777	3.20	4.60
Rp.1.000.000-1.500.000/bulan	25	3.9040	.32721	.06544	3.7689	4.0391	3.00	4.60
Rp.1.500.001-2.000.000/bulan	10	3.8200	.59963	.18962	3.3911	4.2489	2.60	4.80
Rp.2.000.001-2.500.000/bulan	12	3.8500	.35291	.10188	3.6258	4.0742	3.20	4.40
Lebih dari Rp.2.500.000/bulan	25	3.7680	.58788	.11758	3.5253	4.0107	1.80	4.60
Total	100	3.8680	.43690	.04369	3.7813	3.9547	1.80	4.80

Test of Homogeneity of Variances

KEPUASAN KONSUMEN

Levene Statistic	df1	df2	Sig.
1.289	4	95	.280

ANOVA

KEPUASAN KONSUMEN

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.498	4	.124	.642	.634
Within Groups	18.400	95	.194		
Total	18.898	99			

Oneway

Descriptives

LOYALITAS KONSUMEN

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Kurang dari Rp.1.000.000/bulan	28	3.4571	.45169	.08536	3.2820	3.6323	2.80	4.40
Rp.1.000.000-1.500.000/bulan	25	3.4720	.57700	.11540	3.2338	3.7102	1.80	4.20
Rp.1.500.001-2.000.000/bulan	10	3.3800	.59217	.18726	2.9564	3.8036	2.20	4.00
Rp.2.000.001-2.500.000/bulan	12	2.9000	.62377	.18007	2.5037	3.2963	2.20	4.00
Lebih dari Rp.2.500.000/bulan	25	2.7600	.69522	.13904	2.4730	3.0470	1.00	4.20
Total	100	3.2120	.65494	.06549	3.0820	3.3420	1.00	4.40

Test of Homogeneity of Variances

LOYALITAS KONSUMEN

Levene Statistic	df1	df2	Sig.
.449	4	95	.773

ANOVA

LOYALITAS KONSUMEN

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.931	4	2.483	7.249	.000
Within Groups	32.535	95	.342		
Total	42.466	99			

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Kurang dari Rp. 1.000.000/bulan	28	3.4786	.43321	.08187
	Rp.1.000.000-1.500.000/bulan	25	3.4720	.57700	.11540

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means									
		F		t		Sig. (2-tailed)		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference			Std. Error Difference	Lower
LOYALITAS KONSUME	Equal variances assumed	.839	.364	.047	51	.963	.00657	.13923		-.27295	.28609
	Equal variances not assumed			.046	44.270	.963	.00657	.14149		-.27854	.29168

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Kurang dari Rp. 1.000.000/bulan	28	3.4786	.43321	.08187
	Rp.1.500.001-2.000.000/bulan	10	3.2800	.59777	.18903

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means									
		F		t		Sig. (2-tailed)		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference			Std. Error Difference	Lower
LOYALITAS KONSUME	Equal variances assumed	.934	.340	1.124	36	.269	.19857	.17671		-.15981	.55695
	Equal variances not assumed			.984	12.546	.353	.19857	.20600		-.24811	.64525

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Kurang dari Rp. 1.000.000/bulan	28	3.4786	.43321	.08187
	Rp.2.000.001-2.500.000/bulan	12	3.0917	.70254	.20281

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
LOYALITAS KONSUMEN	Equal variances assumed	10.305	.003	2.134	38	.039	.38690	.18134	.01981	.75400
	Equal variances not assumed			1.769	14.718	.098	.38690	.21871	-.08004	.85385

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Kurang dari Rp. 1.000.000/bulan	28	3.4786	.43321	.08187
	Lebih dari Rp.2.500.000/bulan	25	2.7360	.66010	.13202

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
LOYALITAS KONSUMEN	Equal variances assumed	1.162	.286	4.891	51	.000	.74257	.15182	.43779	1.04735
	Equal variances not assumed			4.780	40.663	.000	.74257	.15534	.42877	1.05637

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Rp.1.000.000-1.500.000/bulan	25	3.4720	.57700	.11540
	Rp.1.500.001-2.000.000/bulan	10	3.2800	.59777	.18903

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
LOYALITAS KONSUMEN	Equal variances assumed	.019	.890	.881	33	.385	.19200	.21804	-.25161	.63561
	Equal variances not assumed			.867	16.119	.399	.19200	.22147	-.27722	.66122

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Rp.1.000.000-1.500.000/bulan	25	3.4720	.57700	.11540
	Rp.2.000.001-2.500.000/bulan	12	3.0917	.70254	.20281

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
LOYALITAS KONSUMEN	Equal variances assumed	2.533	.121	1.749	35	.089	-.38033	.21746	-.06113	.62180
	Equal variances not assumed			1.630	18.393	.120	-.38033	.23334	-.10915	.66981

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Rp.1.000.000-1.500.000/bulan	25	3.4720	.57700	.11540
	Lebih dari Rp.2.500.000/bulan	25	2.7380	.66010	.13202

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
LOYALITAS KONSUMEN	Equal variances assumed	.063	.803	4.197	48	.000	.73600	.17535	.38344	1.08856
	Equal variances not assumed			4.197	47.157	.000	.73600	.17535	.38328	1.08872

T-Test

Group Statistics

PENDAPATAN		N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Rp.1.500.001-Rp.2.000.000/bulan	10	3.2800	.59777	.18903
	Rp.2.000.001-2.500.000/bulan	12	3.0917	.70254	.20281

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
LOYALITAS KONSUMEN	Equal variances assumed	1.659	.212	.669	20	.511	-.18833	.28151	-.39888	.77555
	Equal variances not assumed			.679	19.982	.505	-.18833	.27724	-.39002	.76668

T-Test

Group Statistics

	PENDAPATAN	N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Rp.1.500.001-Rp.2.000.000/bulan	10	3.2800	.59777	.18903
	Lebih dari Rp.2.500.000/bulan	25	2.7360	.66010	.13202

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means							95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
LOYALITAS KONSUMEN	Equal variances assumed	.004	.948	2.259	33	.031	.54400	.24085	.05398	1.03402
	Equal variances not assumed			2.359	18.289	.030	.54400	.23057	.06014	1.02786

T-Test

Group Statistics

	PENDAPATAN	N	Mean	Std. Deviation	Std. Error Mean
LOYALITAS KONSUMEN	Rp.2.000.001-Rp.2.500.000/bulan	12	3.0917	.70254	.20281
	Lebih dari Rp.2.500.000/bulan	25	2.7360	.66010	.13202

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means							95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
LOYALITAS KONSUMEN	Equal variances assumed	1.237	.274	1.503	35	.142	.35567	.23661	-.12467	.83600
	Equal variances not assumed			1.470	20.602	.157	.35567	.24199	-.14817	.85951



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LAMPIRAN 8

ANALISIS REGRESI SEDERHANA

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Konsumen ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas Konsumen

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.577 ^a	.333	.326	.53651

a. Predictors: (Constant), Kepuasan Konsumen

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.071	1	14.071	48.882	.000 ^a
	Residual	28.209	98	.288		
	Total	42.280	99			

a. Predictors: (Constant), Kepuasan Konsumen

b. Dependent Variable: Loyalitas Konsumen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.136	.480		-.282	.778
	Kepuasan Konsumen	.863	.123	.577	6.992	.000

a. Dependent Variable: Loyalitas Konsumen



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LAMPIRAN 9

ANALISIS REGRESI BERGANDA

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CONVENIENCE, AKTIVITAS TOKO, FASILITAS TOKO, PELAYANAN TOKO		Enter

- a. All requested variables entered.
b. Dependent Variable: KEPUASAN KONSUMEN

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.921 ^a	.848	.841	.19872	1.618

- a. Predictors: (Constant), CONVENIENCE, AKTIVITAS TOKO, FASILITAS TOKO, PELAYANAN TOKO
b. Dependent Variable: KEPUASAN KONSUMEN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.871	4	5.218	132.136	.000 ^a
	Residual	3.751	95	.039		
	Total	24.623	99			

- a. Predictors: (Constant), CONVENIENCE, AKTIVITAS TOKO, FASILITAS TOKO, PELAYANAN TOKO
b. Dependent Variable: KEPUASAN KONSUMEN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.049	.304		-.160	.873
	FASILITAS TOKO	.023	.051	.021	.452	.653
	PELAYANAN TOKO	1.087	.057	.952	19.185	.000
	AKTIVITAS TOKO	.019	.065	.013	.286	.775
	CONVENIENCE	-.142	.072	-.099	-1.971	.052

- a. Dependent Variable: KEPUASAN KONSUMEN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.5300	4.7755	3.7450	.45915	100
Residual	-.53002	.61584	.00000	.19466	100
Std. Predicted Value	-4.824	2.244	.000	1.000	100
Std. Residual	-2.667	3.099	.000	.980	100

- a. Dependent Variable: KEPUASAN KONSUMEN

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CONVENIENCE, PELAYANAN TOKO, FASILITAS TOKO		Enter

- a. All requested variables entered.
 b. Dependent Variable: KEPUASAN KONSUMEN

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.921 ^a	.848	.843	.19776	1.637

- a. Predictors: (Constant), CONVENIENCE, PELAYANAN TOKO, FASILITAS TOKO
 b. Dependent Variable: KEPUASAN KONSUMEN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.868	3	6.956	177.854	.000 ^a
	Residual	3.755	96	.039		
	Total	24.623	99			

- a. Predictors: (Constant), CONVENIENCE, PELAYANAN TOKO, FASILITAS TOKO
 b. Dependent Variable: KEPUASAN KONSUMEN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.001	.253		-.004	.997
	FASILITAS TOKO	.020	.050	.019	.408	.684
	PELAYANAN TOKO	1.093	.053	.957	20.802	.000
	CONVENIENCE	-.138	.070	-.097	-1.961	.053

- a. Dependent Variable: KEPUASAN KONSUMEN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.5400	4.7656	3.7450	.45912	100
Residual	-.53996	.61847	.00000	.19474	100
Std. Predicted Value	-4.803	2.223	.000	1.000	100
Std. Residual	-2.730	3.127	.000	.985	100

- a. Dependent Variable: KEPUASAN KONSUMEN

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CONVENIENCE, PELAYANAN TOKO ^a		Enter

a. All requested variables entered.

b. Dependent Variable: KEPUASAN KONSUMEN

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.920 ^a	.847	.844	.19691	1.635

a. Predictors: (Constant), CONVENIENCE, PELAYANAN TOKO

b. Dependent Variable: KEPUASAN KONSUMEN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.861	2	10.431	269.009	.000 ^a
	Residual	3.761	97	.039		
	Total	24.623	99			

a. Predictors: (Constant), CONVENIENCE, PELAYANAN TOKO

b. Dependent Variable: KEPUASAN KONSUMEN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.026	.244		.105	.917
	PELAYANAN TOKO	1.096	.052	.960	21.198	.000
	CONVENIENCE	-.127	.065	-.089	-1.963	.053

a. Dependent Variable: KEPUASAN KONSUMEN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.5412	4.7651	3.7450	.45904	100
Residual	-.54119	.62392	.00000	.19491	100
Std. Predicted Value	-4.801	2.222	.000	1.000	100
Std. Residual	-2.748	3.169	.000	.990	100

a. Dependent Variable: KEPUASAN KONSUMEN

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	PELAYANAN TOKO		Enter

a. All requested variables entered.

b. Dependent Variable: KEPUASAN KONSUMEN

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.917 ^a	.841	.840	.19976	1.623

a. Predictors: (Constant), PELAYANAN TOKO

b. Dependent Variable: KEPUASAN KONSUMEN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.712	1	20.712	519.054	.000 ^a
	Residual	3.911	98	.040		
	Total	24.623	99			

a. Predictors: (Constant), PELAYANAN TOKO

b. Dependent Variable: KEPUASAN KONSUMEN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.304	.179		-1.702	.092
	PELAYANAN TOKO	1.047	.048	.917	22.783	.000

a. Dependent Variable: KEPUASAN KONSUMEN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.5800	4.7207	3.7450	.45740	100
Residual	-.58000	.70433	.00000	.19875	100
Std. Predicted Value	-4.733	2.133	.000	1.000	100
Std. Residual	-2.904	3.526	.000	.995	100

a. Dependent Variable: KEPUASAN KONSUMEN

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CONVENIENCE, AKTIVITAS TOKO, FASILITAS TOKO, PELAYANAN TOKO		Enter

a. All requested variables entered.

b. Dependent Variable: LOYALITAS KONSUMEN

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.650 ^a	.423	.398	.50690	1.689

a. Predictors: (Constant), CONVENIENCE, AKTIVITAS TOKO, FASILITAS TOKO, PELAYANAN TOKO

b. Dependent Variable: LOYALITAS KONSUMEN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.870	4	4.467	17.387	.000 ^a
	Residual	24.410	95	.257		
	Total	42.280	99			

a. Predictors: (Constant), CONVENIENCE, AKTIVITAS TOKO, FASILITAS TOKO, PELAYANAN TOKO

b. Dependent Variable: LOYALITAS KONSUMEN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.756	.776		-.975	.332
	FASILITAS TOKO	-.246	.130	-.174	-1.894	.061
	PELAYANAN TOKO	.791	.144	.529	5.474	.000
	AKTIVITAS TOKO	.481	.165	.257	2.914	.004
	CONVENIENCE	-1.6E-005	.183	.000	.000	1.000

a. Dependent Variable: LOYALITAS KONSUMEN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.1539	4.2838	3.2020	.42486	100
Residual	-1.02530	1.02406	.00000	.49655	100
Std. Predicted Value	-4.821	2.546	.000	1.000	100
Std. Residual	-2.023	2.020	.000	.980	100

a. Dependent Variable: LOYALITAS KONSUMEN

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	AKTIVITAS TOKO, FASILITAS TOKO, PELAYANAN TOKO		Enter

a. All requested variables entered.

b. Dependent Variable: LOYALITAS KONSUMEN

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.650 ^a	.423	.405	.50425	1.689

a. Predictors: (Constant), AKTIVITAS TOKO, FASILITAS TOKO, PELAYANAN TOKO

b. Dependent Variable: LOYALITAS KONSUMEN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.870	3	5.957	23.427	.000 ^a
	Residual	24.410	96	.254		
	Total	42.280	99			

a. Predictors: (Constant), AKTIVITAS TOKO, FASILITAS TOKO, PELAYANAN TOKO

b. Dependent Variable: LOYALITAS KONSUMEN

Coefficients^a

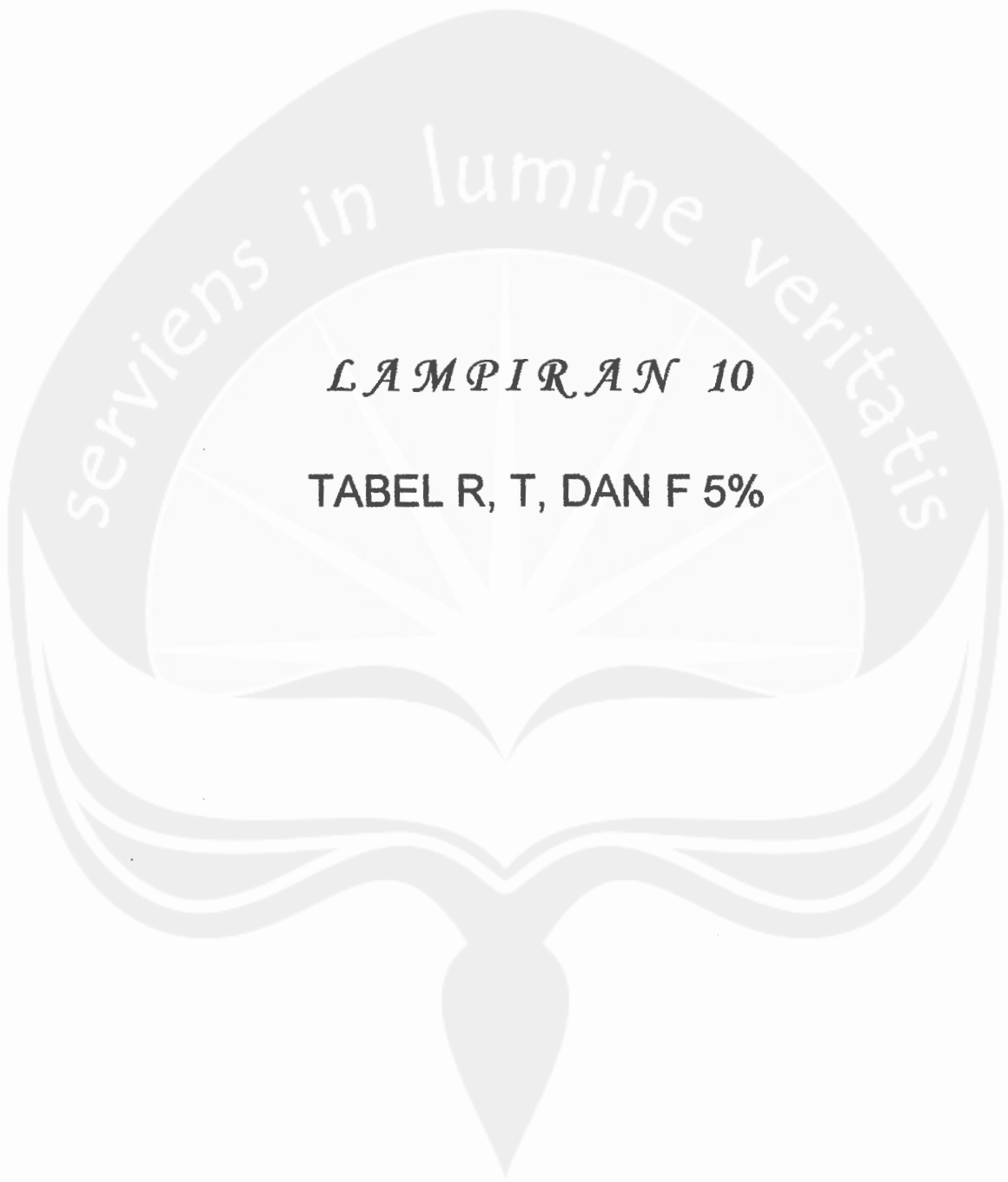
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.756	.728		-1.038	.302
	FASILITAS TOKO	-.246	.118	-.174	-2.083	.040
	PELAYANAN TOKO	.791	.138	.529	5.745	.000
	AKTIVITAS TOKO	.481	.162	.257	2.974	.004

a. Dependent Variable: LOYALITAS KONSUMEN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.1539	4.2838	3.2020	.42486	100
Residual	-1.02530	1.02407	.00000	.49655	100
Std. Predicted Value	-4.821	2.546	.000	1.000	100
Std. Residual	-2.033	2.031	.000	.985	100

a. Dependent Variable: LOYALITAS KONSUMEN



LAMPIRAN 10

TABEL R, T, DAN F 5%

Tabel R 5%

N	R	N	R	N	R	N	R
1	.951	51	.179	101	.127	151	.104
2	.800	52	.177	102	.127	152	.104
3	.687	53	.175	103	.126	153	.103
4	.608	54	.174	104	.125	154	.103
5	.551	55	.172	105	.125	155	.103
6	.507	56	.171	106	.124	156	.102
7	.472	57	.169	107	.124	157	.102
8	.443	58	.168	108	.123	158	.102
9	.419	59	.166	109	.123	159	.102
10	.398	60	.165	110	.122	160	.101
11	.380	61	.164	111	.121	161	.101
12	.365	62	.162	112	.121	162	.101
13	.351	63	.161	113	.120	163	.100
14	.338	64	.160	114	.120	164	.100
15	.327	65	.159	115	.119	165	.100
16	.317	66	.157	116	.119	166	.099
17	.308	67	.156	117	.118	167	.099
18	.299	68	.155	118	.118	168	.099
19	.291	69	.154	119	.117	169	.098
20	.284	70	.153	120	.117	170	.098
21	.277	71	.152	121	.116	171	.098
22	.271	72	.151	122	.116	172	.098
23	.265	73	.150	123	.115	173	.097
24	.260	74	.149	124	.115	174	.097
25	.255	75	.148	125	.114	175	.097
26	.250	76	.147	126	.114	176	.097
27	.245	77	.146	127	.114	177	.096
28	.241	78	.145	128	.113	178	.096
29	.237	79	.144	129	.113	179	.096
30	.233	80	.143	130	.112	180	.095
31	.229	81	.142	131	.112	181	.095
32	.225	82	.141	132	.111	182	.095
33	.222	83	.140	133	.111	183	.095
34	.219	84	.140	134	.111	184	.094
35	.216	85	.139	135	.110	185	.094
36	.213	86	.138	136	.110	186	.094
37	.210	87	.137	137	.109	187	.094
38	.207	88	.136	138	.109	188	.093
39	.204	89	.136	139	.109	189	.093
40	.202	90	.135	140	.108	190	.093
41	.199	91	.134	141	.108	191	.093
42	.197	92	.133	142	.107	192	.092
43	.195	93	.133	143	.107	193	.092
44	.192	94	.132	144	.107	194	.092
45	.190	95	.131	145	.106	195	.092
46	.188	96	.131	146	.106	196	.091
47	.186	97	.130	147	.106	197	.091
48	.184	98	.129	148	.105	198	.091
49	.182	99	.129	149	.105	199	.091
50	.181	100	.128	150	.105	200	.091

Sumber: Vinc Solution Jl Babarsari TB 8 no 8

Tabel Distribusi T

DF	10%	5%	DF	10%	5%	DF	10%	5%
1	6,31	12,71	51	1,68	2,01	101	1,66	1,98
2	2,92	4,30	52	1,67	2,01	102	1,66	1,98
3	2,35	3,18	53	1,67	2,01	103	1,66	1,98
4	2,13	2,78	54	1,67	2,00	104	1,66	1,98
5	2,02	2,57	55	1,67	2,00	105	1,66	1,98
6	1,94	2,45	56	1,67	2,00	106	1,66	1,98
7	1,89	2,36	57	1,67	2,00	107	1,66	1,98
8	1,86	2,31	58	1,67	2,00	108	1,66	1,98
9	1,83	2,26	59	1,67	2,00	109	1,66	1,98
10	1,81	2,23	60	1,67	2,00	110	1,66	1,98
11	1,80	2,20	61	1,67	2,00	111	1,66	1,98
12	1,78	2,18	62	1,67	2,00	112	1,66	1,98
13	1,77	2,16	63	1,67	2,00	113	1,66	1,98
14	1,76	2,14	64	1,67	2,00	114	1,66	1,98
15	1,75	2,13	65	1,67	2,00	115	1,66	1,98
16	1,75	2,12	66	1,67	2,00	116	1,66	1,98
17	1,74	2,11	67	1,67	2,00	117	1,66	1,98
18	1,73	2,10	68	1,67	2,00	118	1,66	1,98
19	1,73	2,09	69	1,67	1,99	119	1,66	1,98
20	1,72	2,09	70	1,67	1,99	120	1,66	1,98
21	1,72	2,08	71	1,67	1,99	121	1,66	1,98
22	1,72	2,07	72	1,67	1,99	122	1,66	1,98
23	1,71	2,07	73	1,67	1,99	123	1,66	1,98
24	1,71	2,06	74	1,67	1,99	124	1,66	1,98
25	1,71	2,06	75	1,67	1,99	125	1,66	1,98
26	1,71	2,06	76	1,67	1,99	126	1,66	1,98
27	1,70	2,05	77	1,66	1,99	127	1,66	1,98
28	1,70	2,05	78	1,66	1,99	128	1,66	1,98
29	1,70	2,05	79	1,66	1,99	129	1,66	1,98
30	1,70	2,04	80	1,66	1,99	130	1,66	1,98
31	1,70	2,04	81	1,66	1,99	131	1,66	1,98
32	1,69	2,04	82	1,66	1,99	132	1,66	1,98
33	1,69	2,03	83	1,66	1,99	133	1,66	1,98
34	1,69	2,03	84	1,66	1,99	134	1,66	1,98
35	1,69	2,03	85	1,66	1,99	135	1,66	1,98
36	1,69	2,03	86	1,66	1,99	136	1,66	1,98
37	1,69	2,03	87	1,66	1,99	137	1,66	1,98
38	1,69	2,02	88	1,66	1,99	138	1,66	1,98
39	1,68	2,02	89	1,66	1,99	139	1,66	1,98
40	1,68	2,02	90	1,66	1,99	140	1,66	1,98
41	1,68	2,02	91	1,66	1,99	141	1,66	1,98
42	1,68	2,02	92	1,66	1,99	142	1,66	1,98
43	1,68	2,02	93	1,66	1,99	143	1,66	1,98
44	1,68	2,02	94	1,66	1,99	144	1,66	1,98
45	1,68	2,01	95	1,66	1,99	145	1,66	1,98
46	1,68	2,01	96	1,66	1,98	146	1,66	1,98
47	1,68	2,01	97	1,66	1,98	147	1,66	1,98
48	1,68	2,01	98	1,66	1,98	148	1,66	1,98
49	1,68	2,01	99	1,66	1,98	149	1,66	1,98
50	1,68	2,01	100	1,66	1,98	150	1,66	1,98

Sumber: Vinc Solution Jl Babarsari TB 8 No 8

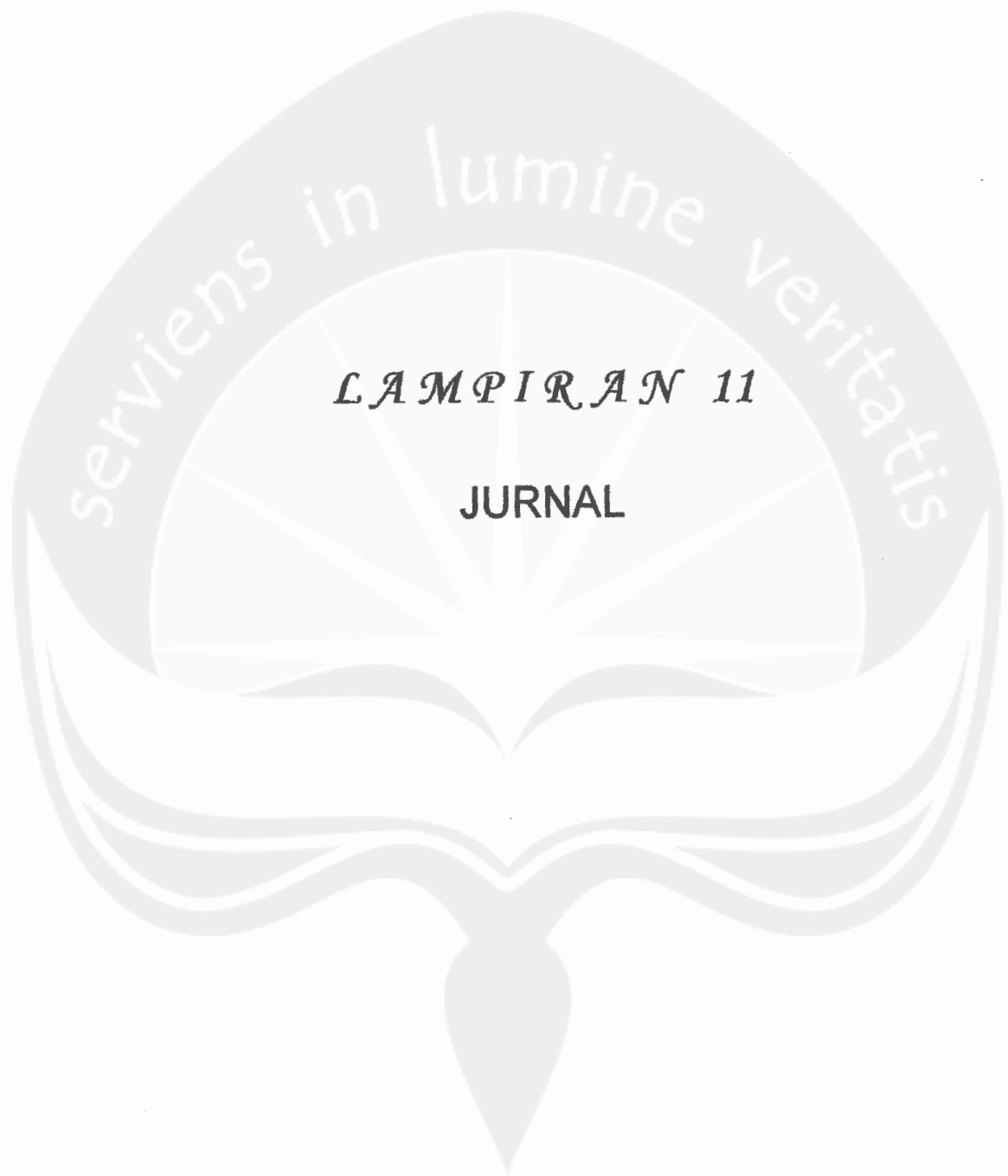
Tabel F Pada α 5%

DF	1	2	3	4	5
1	161,4462	199,4995	215,7067	224,5833	230,1604
2	18,5128	19,0000	19,1642	19,2467	19,2963
3	10,1280	9,5521	9,2760	9,1172	9,0134
4	7,7086	6,9443	6,5914	6,3882	6,2561
5	6,6079	5,7861	5,4094	5,1922	5,0503
6	5,9874	5,1432	4,7571	4,5337	4,3874
7	5,5915	4,7574	4,3468	4,1203	3,9715
8	5,3176	4,4590	4,0662	3,8379	3,6875
9	5,1174	4,2565	3,8625	3,6331	3,4817
10	4,9646	4,1028	3,7083	3,4780	3,3258
11	4,8443	3,9823	3,5874	3,3567	3,2039
12	4,7472	3,8853	3,4903	3,2592	3,1059
13	4,6672	3,8056	3,4105	3,1791	3,0254
14	4,6001	3,7389	3,3439	3,1122	2,9582
15	4,5431	3,6823	3,2874	3,0556	2,9013
16	4,4940	3,6337	3,2389	3,0069	2,8524
17	4,4513	3,5915	3,1968	2,9647	2,8100
18	4,4139	3,5546	3,1599	2,9277	2,7729
19	4,4808	3,5219	3,1274	2,8951	2,7401
20	4,3513	3,4928	3,0984	2,8661	2,7109
21	4,3248	3,4668	3,0725	2,8401	2,6848
22	4,3009	3,4434	3,0491	2,8167	2,6613
23	4,2793	3,4221	3,0280	2,7955	2,6400
24	4,2597	3,4028	3,0088	2,7763	2,6207
25	4,2417	3,3852	2,9912	2,7587	2,6030
26	4,2252	3,3690	2,7752	2,7426	2,5868
27	4,2100	3,3541	2,9603	2,7278	2,5719
28	4,1960	3,3404	2,9467	2,7141	2,5581
29	4,1830	3,3277	2,9340	2,7014	2,5454
30	4,1709	3,3158	2,9223	2,6896	2,5336
31	4,1596	3,3048	2,9113	2,6787	2,5225
32	4,1491	3,2945	2,9011	2,6684	2,5123
33	4,1393	3,2849	2,8916	2,6589	2,5026
34	4,1300	3,2759	2,8826	2,6499	2,4936
35	4,1213	3,2674	2,8742	2,6415	2,4851
36	4,1132	3,2594	2,8663	2,6335	2,4772
37	4,1055	3,2519	2,8588	2,6261	2,4696
38	4,0982	3,2448	2,8517	2,6190	2,4625
39	4,4913	3,2381	2,8451	2,6123	2,4558
40	4,0847	3,2317	2,8387	2,6060	2,4495
41	4,0785	3,2257	2,8327	2,6000	2,4434
42	4,0727	3,2199	2,8271	2,5943	2,4377
43	4,0670	3,2145	2,8216	2,5888	2,4322
44	4,0617	3,2093	2,8165	2,5837	2,4270
45	4,0566	3,2043	2,8115	2,5787	2,4221
46	4,0517	3,1996	2,8068	2,5740	2,4174
47	4,0471	3,1951	2,8024	2,5695	2,4128
48	4,0426	3,1907	2,7981	2,5652	2,4085
49	4,0384	3,1866	2,7940	2,5611	2,4044
50	4,0343	3,1826	2,7900	2,5572	2,4004

DF	1	2	3	4	5
51	4,0304	3,1788	2,7862	2,5534	2,3966
52	4,0266	3,1751	2,7826	2,5498	2,3930
53	4,0230	3,1716	2,7791	2,5463	2,3894
54	4,0195	3,1682	2,7758	2,5429	2,3861
55	4,0162	3,1650	2,7725	2,5397	2,3828
56	4,0130	3,1619	2,7694	2,5366	2,3797
57	4,0099	3,1588	2,7664	2,5336	2,3767
58	4,0069	3,1559	2,7636	2,5307	2,3738
59	4,0040	3,1531	2,7608	2,5279	2,3710
60	4,0012	3,1504	2,7581	2,5252	2,3683
61	4,9985	3,1478	2,7555	2,5226	2,3657
62	4,9959	3,1453	2,7530	2,5201	2,3631
63	4,9934	3,1428	2,7505	2,5177	2,3607
64	4,9909	3,1404	2,7482	2,5153	2,3583
65	4,9886	3,1381	2,7459	2,5130	2,3560
66	3,9863	3,1359	2,7437	2,5108	2,3538
67	3,9840	3,1338	2,7416	2,5087	2,3517
68	3,9819	3,1317	2,7395	2,5066	2,3496
69	3,9798	3,1296	2,7375	2,5046	2,3475
70	3,9778	3,1277	2,7655	2,5027	2,3456
71	3,9758	3,1258	2,7336	2,5008	2,3437
72	3,9739	3,1239	2,7318	2,4989	2,3418
73	3,9720	3,1221	2,7300	2,4971	2,3400
74	3,9702	3,1203	2,7283	2,4954	2,3383
75	3,9685	3,1186	2,7266	2,4937	2,3366
76	3,9668	3,1170	2,7249	2,4921	2,3349
77	3,9651	3,1154	2,7233	2,4904	2,3333
78	3,9635	3,1138	2,7218	2,4889	2,3317
79	3,9619	3,1123	2,7203	2,4874	2,3302
80	3,9604	3,1108	2,7188	2,4859	2,3287
81	3,9589	3,1093	2,7173	2,4844	2,3273
82	3,9574	3,1079	2,7159	2,4830	2,3259
83	3,9560	3,1065	2,7146	2,4817	2,3245
84	3,9546	3,1052	2,7132	2,4803	2,3231
85	3,9532	3,1038	2,7119	2,4790	2,3218
86	3,9519	3,1026	2,7106	2,4777	2,3205
87	3,9506	3,1013	2,7094	2,4765	2,3193
88	3,9493	3,1001	2,7082	2,4753	2,3181
89	3,9481	3,0989	2,7070	2,4741	2,3169
90	3,9469	3,0977	2,7058	2,4729	2,3157
91	3,9457	3,0966	2,7047	2,4718	2,3146
92	3,9445	3,0954	2,7036	2,4707	2,3134
93	3,9434	3,0943	2,7025	2,4696	2,3123
94	3,9423	3,0933	2,7014	2,4685	2,3113
95	3,9412	3,0922	2,7004	2,4675	2,3102
96	3,9404	3,0912	2,6994	2,4665	2,3092
97	3,9391	3,0902	2,6984	2,4655	2,3082
98	3,9381	3,0892	2,6974	2,4645	2,3072
99	3,9371	3,0882	2,6965	2,4636	2,3063
100	3,9362	3,0873	2,6955	2,4626	2,3053

DF	1	2	3	4	5
101	3,9352	3,0864	2,6946	2,4617	2,3044
102	3,9342	3,0855	2,6937	2,4608	2,3035
103	3,9333	3,0846	2,6928	2,4599	2,3026
104	3,9324	3,0837	2,6920	2,4591	2,3017
105	3,9315	3,0828	2,6911	2,4582	2,3009
106	3,9307	3,0820	2,6903	2,4574	2,3001
107	3,9298	3,0812	2,6895	2,4566	2,2992
108	3,9290	3,0804	2,6887	2,4558	2,2984
109	3,9282	3,0796	2,6879	2,4550	2,2976
110	3,9274	3,0788	2,6871	2,4542	2,2969
111	3,9266	3,0781	2,6864	2,4535	2,2961
112	3,9258	3,0773	2,6856	2,4527	2,2954
113	3,9251	3,0766	2,6849	2,4520	2,2946
114	3,9243	3,0759	2,6842	2,4513	2,2939
115	3,9236	3,0751	2,6835	2,4506	2,2932
116	3,9229	3,0744	2,6828	2,4499	2,2925
117	3,9222	3,0738	2,6821	2,4492	2,2918
118	3,9215	3,0731	2,6815	2,4485	2,2912
119	3,9208	3,0724	2,6808	2,4479	2,2905
120	3,9201	3,0718	2,6802	2,4472	2,2899
121	3,9195	3,0711	2,6795	2,4466	2,2892
122	3,9188	3,0705	2,6789	2,4460	2,2886
123	3,9182	3,0699	2,6783	2,4454	2,2880
124	3,9175	3,0693	2,6777	2,4448	2,2874
125	3,9169	3,0687	2,6771	2,4442	2,2868
126	3,9163	3,0681	2,6765	2,4436	2,2862
127	3,9157	3,0675	2,6760	2,4430	2,2856
128	3,9151	3,0670	2,6754	2,4425	2,2850
129	3,9146	3,0664	2,6748	2,4419	2,2845
130	3,9140	3,0658	2,6743	2,4414	2,2839

Sumber: Database Microsoft Excel



LAMPIRAN 11

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Exploring Store Image, Customer Satisfaction and Customer Loyalty Relationship: Evidence from Taiwanese Hypermarket Industry

Chih-Hon Chang, Tamkang University & Chinese Petroleum Corporation, Taiwan
Chia-Yu Tu, Doctoral Student, National Chung Cheng University, Taiwan

ABSTRACT

In the past several years, the Taiwan marketing channel environment has replaced product supplier dominance situation by the marketing channel terminal of the retailer industry. The hypermarket industry acts the strong character in the market channel. It not only has rapidly revenue growth, but many enterprises stride in this industry. These changes have caused the high homogeneous hypermarket industry competition more shapely. Therefore, the traditional marketing tactic has not suitable to current situation, and provide the commodity and the service which satisfy customer that can ensure enhance the customer loyalty and guarantee the market superiority status.

This paper attempted to explore the store image, customer satisfaction and customer loyalty relationship, and examined whether have significant influence among them in the Taiwan hypermarket industry. We also developed a conceptual framework for discuss the customer satisfaction whether play intermediate role between store image and customer loyalty by examining four null hypothesis and using path analysis establish the whole structure. We will implement above analysis result provide the hypermarket industry in further marketing strategy directions and suggestions.

INTRODUCTION

The hypermarket industry in Taiwan

According to the Taiwan's Ministry of Economic Affairs (MOEA) shown that sales of retail trade with general merchandise has growth NT \$ 5,232.34 hundred million in 1999 to NT \$ 6,447.94 hundred million in 2003 and overall market scale rose 3.23%. The convenience stores grow 46% and the hypermarkets grow 29.53%. Comparison with last year, the whole sales of retail trade with general merchandise only increase 3.53% and the hypermarket only slightly increase 0.96%. So we know the whole hypermarket industry has intensive competition by newcomer recently.

The Taiwan hypermarket industry developed from the 70's. In 1975, The Peak Company set up the first hypermarket in Taipei, and used "wholesale" for attracting foreign investment and business. The 80's, Makro, a joint venture between Taiwan's Feng Chun Group and the Holland-based company cooperation invested to establish hypermarket, and the first Makro hypermarket began in 1989. At the same time, well-known French's Carrefour Corporation also cooperated with the Taiwan's President Group to establish the first Carrefour Corporation in Taiwan. Since the first Makro hypermarket began, this retail trade approaches has deeply to affect the whole Taiwan shopping style. Because the domestic, foreign big enterprises continuous investment, "One-stop shopping, massive purchasing and bargain buys competition" marketing strategy efficiently caused the hypermarket rapidly increasing, and the sales revenue promoted year by year. The hypermarket growth rate and proportion are higher than the department store.

Table 1 Summarized amount of hypermarket and sales amount

Year	1999	2000	2001	2002	2003
Amount of hypermarket	69	74	86	92	97
Sales amount (Unit=NT\$million)	110,431	129,124	136,671	141,680	143,040
Annual growth rate	-	16.93	5.85	3.66	0.96

Data source: MOEA

LITERATURE REVIEW

Store image

Martineau (1958) was the first person who application image idea in the retail sales domain, and he called the force which can effect the customer decision-making as "store personality or image". He also given definition with store personality or image that "the customer defined the store approach not only functional qualities, but also effect by aura of psychological attributes influence".

Kunkel and Berry (1968) applied learning theory on the store image, and they used this idea discussion relationship between behavior of customer display and store image. They thought the image was one kind of difference stimulating, and it took action under some kind of situation that may obtain the anticipated effect. Lindquist (1974) thought that Martineau definition the functional qualities should be including commodity choice, price scope, credit policy, commodity layout and more objective quality aspect store factors, and the aura of psychological attributes should be including the sense of belong, warm or the kindness feeling, or exciting and interesting feeling. At the same time, Lindquist also mentioned that Martineau definition the functional qualities and the aura of psychological attributes all were used the plural. It was meant all of these were operated by above one dimension, and the consumer used these functional and psychological dimensions form the store image.

James, Durand and Dreves (1976) synthesized the former scholars' opinion and defined the store image as "an attitude mix that thought by consumer with the important store attribute and evaluated it's performed. Because attitude was one kind of study phenomenon, therefore, store image was derived from one person experience with some stores including purchase experience, the friend experience exchange and some invisible factors like the advertisement or the store layout. Dichter (1985) stressed that image certainly was not referred to the individual characteristic or the quality, but the store overall image in the customer heart. Berman and Evans (1995) were defined the store image as the functional and emotional mix. These attributes were organized by the customer, and embodied in their consciousness system to help them how to decide the store policy and operation expectation.

Customer satisfaction

Cardozo (1965) was the most early proposed the customer satisfaction scholar, and he pointed out the customer satisfaction increased the repeat purchase behavior and purchase other products. Howard and Sheth (1969) suggested customer satisfaction can be defined by customer comparison and appraisal. He thought the customer satisfaction was one kind of cognition condition that evaluated feedback whether suitable when they finished purchase. Churchill and Surprenant (1982) thought the customer satisfaction was one kind of purchase and the use product result, and it was produced by the buyer anticipated result reward and the investment cost. Engel, Blackwell and Miniard (1984) thought definition of customer satisfaction that people used product would evaluate consistency between the product performance and belief before purchase. If there is consistency, the customer will satisfy; otherwise, they will generate unsatisfied result.

Anderson, Fornell and Lehman (1994) induced the past scholar's viewpoint; they distinguish from specific transaction and cumulative transaction two viewpoints explained the customer satisfaction. Specific transaction viewpoint suggested that customer satisfaction was the customer evaluated after buying behavior when some specific purchase place or timing, and it may provide diagnosis information to the specific commodity or service performance. Cumulative transaction viewpoint was the customer satisfaction evaluated all purchase commodity or service experience, and it may provide the enterprise some important operational performance indicators in the future.

Customer loyalty

Jones and Sasser (1995) pointed out that customer loyalty was the customer repeat purchase intention to some specific product or service in the future. And they thought the customer loyalty has distinguish from long-term and short-term loyal. The long-term loyal was customer's long-term purchase, and was not easy to change their choice. The short-term loyal referred when the customer has a better merchant or the product choice that they will change their mind immediately. Oliver, Rust and Varki (1997) believed that the customer loyalty meant that the customer maybe come under the environmental effect or the marketing technique induce their possibly latent transformation behavior, but they wouldn't change their repeat purchase commitment and further purchase intention with preference commodity or service. Bowen and Shoemaker (1998) thought the customer loyalty was the customer once more visiting possibility and wanted to participate in this enterprise. Shoemaker and Lewis (1999) proposed "Loyalty triangle" and established the customer loyalty framework.

RESEARCH HYPOTHESES AND FRAMEWORK

In this section, a conceptual framework was developed as Figure 1. The research framework used in this study for interpreting and analyzing the determinants of store image, customer satisfaction and customer loyalty relationship. Therefore, this research postulated the following null hypotheses, and each of them will be examined later.

- H1: The hypermarket customer demography variables are significant difference.
- H2: The hypermarket customer's store image is significantly associated with customer satisfaction.
- H3: The hypermarket customer satisfaction is significantly associated with customer loyalty.
- H4: The hypermarket customer's store image is significantly associated with customer loyalty.

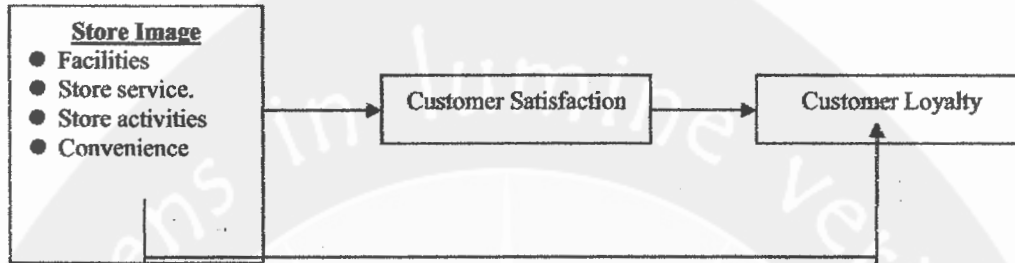


Figure 1 Conceptual framework

RESEARCH METHODOLOGY

Sample

Sample of this research was 2002 years turnovers first three the hypermarket (respectively be Carrefour, RT-Mart and Geant) the customer. The first three hypermarkets annual amounts of sales were the majority of all hypermarket sales. See detailed as following table 2. This paper corresponded to first three amounts of sales percentage of proportion the entire market to carry on sampling. We sent out 433 questionnaires, and picked up invalid questionnaires. We got effectively questionnaires were 411.

In the gender aspect, the male and female proportion quite closely; age was between 20-29 year old and 30-39 year old primarily. In the degree of education aspect, occupies the majority by the university, amounts to above half of all samples. In the avocation aspect, company's manager and staff occupied majority, amounts to above half of all samples. In the monthly salary, the majority were between 30,000-50,000 NTD.

Table 2 Sample assignment situation

The hypermarket name	Annual amount of sales • hundred million NTD •	Theoretical sample size	Actually sample size
Carrefour	426• 46.8• ••	$385 \times 46.8 \div 100 = 180$	198
RT-Mart	330• 36.2• ••	$385 \times 36.2 \div 100 = 139$	162
Geant	154• 17.0• ••	$385 \times 17.0 \div 100 = 66$	73
Total sample		385	433

Questionnaire design

This paper questionnaire mainly divided into four major parts, separately cited quite reliability and validity research questionnaires and literatures. Questionnaires were referred the literatures and the experts advice revised. We repeatedly conducted pretest and revised. This research entire questionnaire Cronbach's α was 0.9146, and consistency with Nunnally (1978) suggested Cronbach's α need to above 0.7.

EMPIRICAL ANALYSIS

Correlation analysis

The Pearson correlation coefficient was used to check the correlation of each variable in this paper, which was summarized in table 3.

Table 3 Correlation analysis result

	1	2	3	4	5	6	7	8	9	10
1 Gender										
2 Age	-.201***									
3 Degree of education	-.114*	-.325***								
4 Avocation	-.005	.071	-.142**							
5 Salary	-.314***	.377***	.101*	-.203***						
6 Facilities	-.014	-.056	.060	-.142**	.026					
7 Store service.	-.014	.035	-.166**	-.004	-.134**	.000				
8 Store activities	.061	-.127*	.117*	.039	.059	.000	.000			
9 Convenience	.101*	-.018	-.107*	.035	-.003	.000	.000	.000		
10 Customer satisfaction	-.057	.007	-.058	-.036	.076	.262***	.244***	.372***	.396***	
11 Customer loyalty	.063	-.016	-.094	-.094	.141**	.241***	.129**	.268***	.311***	.618***

***p<0.001, **p<0.01, *p<0.05

Hierarchical regression analysis

This section linked the store image, customer satisfaction and customer loyalty for discussion. We adopted hierarchical regression analysis to examine hypotheses, and made confirmation whether relationship among them existed significantly.

Table 4 Hierarchical regression analysis result

Independent	Dependent	Dependent variables									
		Customer satisfaction					Customer loyalty				
		M1	M1	M1	M1	M2	M3	M3	M3	M3	
Control variables											
Gender		-0.05	-0.03	-0.09	-0.09	0.12**	0.09	0.10	0.07	0.06	
Age		-0.56	-0.08	-0.01	-0.04	-0.09	-0.12*	-0.13*	-0.09	-0.11*	
Degree of education		-0.11*	-0.06	-0.13*	-0.05	-0.10*	-0.16**	-0.13*	-0.18**	-0.12*	
Avocation		0.01	-0.01	-0.06	-0.04	-0.05	-0.03	-0.05	-0.09	-0.07	
Salary		0.09	0.13*	0.03	0.06	0.17***	0.22***	0.25***	0.18**	0.20***	
_R2		0.02	0.02	0.02	0.02	0.06	0.06	0.06	0.06	0.06	
Store image											
Facilities		0.26***					0.24***				
Store service.			0.25***					0.15**			
Store activities				0.39***					0.27***		
Convenience					0.40***					0.29***	
_R2		0.07	0.06	0.15	0.16		0.05	0.02	0.07	0.08	
Customer satisfaction											
R2						0.61***					
Adj. R2		0.08	0.08	0.15	0.16	0.41	0.10	0.07	0.11	0.13	
F-value		6.18***	5.64***	13.12***	14.04***	48.88***	8.59***	5.80***	9.82***	11.24***	
Degree of freedom		(6,404)	(6,404)	(6,404)	(6,404)	(6,404)	(6,404)	(6,404)	(6,404)	(6,404)	

***p<0.001, **p<0.01, *p<0.05

According to table 4, mode 1 was shown the hypermarket store image predicted ability to the customer satisfaction. It shown that each of the store image variables was sufficiently predicted the customer satisfaction, and β coefficient were all above 0.26. Therefore, H2 was supported. In the mode 2, it demonstrated the customer satisfaction has high predicted ability to the customer loyalty, and β coefficient was 0.61. Therefore, H3 was supported; In the mode 3, it demonstrated the store image predicted ability to the customer loyalty, and β coefficient were all above 0.15. But control variables in mode 3 including age, degree of education and salary were all significantly. Although control variables slightly reduced mode R2 value, H4 was supported in mode 3. Finally, we examined the hypermarket customer demography among different the hypermarket in this paper. It shown there were not significantly difference existed. Therefore, H1 was not supported.

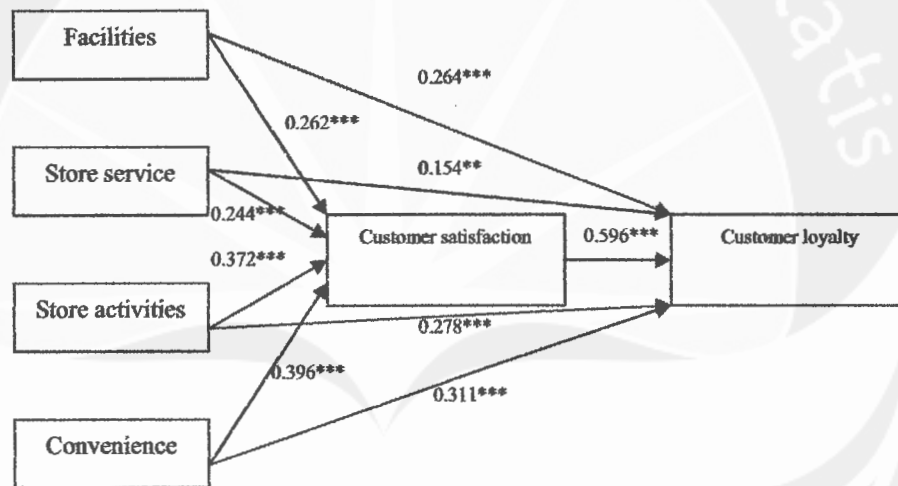
Path analysis

According to table 6, the χ^2 ratio (χ^2/df) was 0.526, and conformed to scholar's suggestion lower 5 scopes. GFI was 0.994, AGFI was 0.958, IFI was 0.989, CFI was 0.989, all above 0.9 ideal fitness request standard. RMR was 0.019 lower than ideally fitness standard 0.05, and also lower than scholar's request.

Table 5 Path analysis result

χ^2	<i>df</i>	χ^2/df	GFI	AGFI	IFI	CFI	RMR
7.578	3	2.526	0.994	0.958	0.989	0.989	0.019

Further observed in the AMOS mode, examined each independent latent variable and latent dependent variable relationship. In Figure 2 shown, γ parameter estimates were significantly between each independent latent variable and latent dependent variable. Each of γ value was all above 0.154.



*** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

Figure 2 Path analysis result

CONCLUSION

In this paper, we have developed a framework for analyzing the relationship among store image, customer satisfaction and customer loyalty. The conclusions were follows:

First, there was no significantly difference between each of the hypermarket customer. It shown that each hypermarket customer has no specific segment customer groups, and it also demonstrated the customer attribute or preference has no specific, too. The first three hypermarkets were obviously competition intensely in Taiwan.

Secondly, this paper divided store image dimension into four operational variables "facilities, store service, store activities and convenience". These variables can effectively predicted customer satisfaction and the customer are loyalty. Obviously, these variables have quite position within the hypermarket industry. Hence, each manager of the hypermarket should pay attention with these factors, and make good use of them.

Finally, this paper also found out that the hypermarket industry customer satisfaction acted a intermediation role between store image and customer loyalty. Not only effective promotion customer's loyalty need good store image, but also need the promotion customer satisfaction that can really effectively enhance and maintain the customer loyalty.

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