LAMPIRAN

KUESIONER PENELITIAN

Kepada Yth

Bapak/Ibu

Dengan hormat,

Bersama dengan kuisioner ini, saya sampaikan bahwa saya bermaksud mengadakan penelitian pada Institut Informatika dan Bisnis Darmajaya. Penelitian ini dilakukan dalam rangka penulisan skripsi sebagai salah satu syarat dalam menyelesaikan studi program Strata Satu (S1) Institut Informatika dan Bisnis Darmajaya Bandar Lampung Konsentrasi Manajemen Pemasaran tentang "PENGARUH STORE ATMOSPHERE TERHADAP LOYALITAS PELANGGAN PADA STARBUCKS DI BANDAR LAMPUNG".

Sehubungan dengan maksud di atas maka saya sangat mengharapkan bantuan Bapak/ibu untuk bersedia mengisi instrumen penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Instrumen dirancang sedemikian rupa sehingga tidak seorang pendapat menelusuri sumber informasinya. Oleh karena itu Bapak/Ibu diharapkan dapat memberikan jawaban sejujur-jujurnya sesuai dengan keadaan sesungguhnya dan jawaban tersebut tidak berpengaruh terhadap kondisi Bapak/Ibu.

Bantuan dan partisipasi Bapak/Ibu merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Atas ketersediaan dukungan dan kerjasama yang baik ini maka saya ucapkan terimakasih.

Bandar Lampung, 2022

Peneliti

Lusi Kurnia Putri

1812110274

I . Petunjuk Pengisian

1 . Beri tanda ceklis (√) pada salah satu pilihan jawaban yang tesedia

2 . Ada lima alternative jawaban yang disiapkan, dimana kelima alternative tersebut dikembangkan atas dasar kategori dalam Skala Interval yaitu :

a. Sangat Setuju (SS)

b. Setuju (S)

c. Cukup Setuju (CS)

d. Tidak Setuju (TS)

e. Sangat Tidak Setuju (STS)

3 . Jawaban yang saudara berikan tidak satupun yang di anggap salah dan tetap dijamin kerahasiaanya.

4 . Ceklist penelitian ini dimanfaatkan untuk kepentingan penulisan skripsi bukan untuk kepentingan yang lain.

5 . Terima kasih atas jawaban yang saudara berikan

II . Identitas Responden

1 . Nama :

2 . Usia :

3 . Pendidikan Terakhir :

4 . Pekerjaan : ☐ Wiraswasta

☐ Pegawai

☐ Mahasiswa/Pelajar

☐ Lainnya :…….

No.	Pernyataan					
	STORE ATMOSPHERE	STS	TS	CS	S	SS
	STORE EXTERIOR					
1.	Lambang starbucks menjadi indentitas atau tanda pengenalan pada starbucks sehingga saya bisa mudah mengenali nya					
Bagian depan toko						
2.	Tampilan luar yang menarik membuat saya tertarik membeli produk starbuck					
Papan Nama (Marquee)						
3	Saya tertarik membeli produk stabucks karena papan nama yang unik dan penempatan yang tepat sehingga mudah dilihat dan di ingat					
Pintu Masuk						
4.	Pintu masuk yang lebar dan dengan penempatan yang tepat memudahkan saya masuk ke starbucks					
Tinggi dan Luas Bangunan						
5.	Tingginya langit-langit di starbucks membuat ruangan seolah-olah menjadi luas sehingga membuat saya tertarik ke starbucks					
Keunikan						
6.	Desain toko yang unik membuat saya tertarik membeli produk starbucks seperti etalase yang manarik					
Lingkungan Sekitar						
7.	Keadaan lingkungan sekitar di starbucks sangat aman dan nyaman sehingga membuat saya tertarik ke starbucks					
***Parking* (Tempat Parkir)**						
8.	Saya tertarik ke starbucks karna tempat parkir yang luas dan keamanan nya terjamin.					
	GENERAL INTERIOR					
9.	Saya tertarik ke starbucks karena iklan yang menarik dan ada merchandise yang dipajang di starbucks					
Tata Letak Toko						
10.	Saya tertarik ke starbucks karena desain lantai dan warna lantai yang bagus					
Pewarnaan dan Pencahayaan						
11.	Saya nyaman ke stabucks karena pencahayaan yang terang dan pewarnaan yang lembut					

Fixtures						
12.	Saya tertarik ke starbucks karena cara penyusunan barang yang rapih dan menjual merchandise yang dipajang sehingga membuat saya tertarik membeli nya.					
Temperature						
13.	Suhu ruangan di starbucks dingin sehingga membuat saya nyaman di starbucks					
Jarak Antar Rak						
14	Jarak antar rak di starbucks cukup luas sehingga membuat saya nyaman					
Dead Areas						
15.	Saya nyaman di starbucks karena mereka memiliki ruangan khusus untuk karyawan nya					
Personal						
16.	Saya nyaman di starbucks karena memiliki karyawan yang sopan, pelayanan yang ramah dan berpenampilan rapih					
Merchandise						
17.	Starbucks memiliki merchandise yang dijual dan di pajang di rak sehingga membuat saya tertarik membeli nya					
Label Harga						
18.	Label harga tercantum dimenu starbucks dan di merchandise yang dijual nya sehingga saya tidak bingung untuk membeli nya					
Kasir						
19.	Penempatan lokasi kasir memudahkan saya untuk melakukan pembayaran					
Technology/ Modernization						
20.	Proses pembayaran di starbucks sudah canggih, sehingga cepat untuk melakukan pembayaran secara tunai maupun dengan cara lain seperti kartu kredit atau debit, voucher dan diskon					
Kebersihan						
21.	Saya nyaman di starbucks karena kondisi ruangan yang sangat bersih.					
STORE LAYOUT						
22.	Starbucks memiliki tata letak yang rapih sehingga saya nyaman berada di starbucks					
Alokasi Lantai Ruangan						
23.	Starbucks memiliki ruangan untuk penjualan,					

	gudang, ruangan untuk karyawan dan ruangan untuk pelanggan secara terpisah sehingga membuat saya nyaman					
Pengelompokan Produk						
24.	Pengelompokan produk sejenis memudahkan saya mencari produk yang saya inginkan seperti menu yang ada di starbucks dipisah antara coffee dan non coffee dan tumbler minum					
Traffic Flow						
25.	Saya nyaman di starbucks karena penataan gang-gang yang teratur seperti penataan antara kursi, meja dan rak					
Interior Display						
26.	Starbucks selalu memberikan informasi yang baik kepada konsumen sehingga saya tertarik ke starbucks					
Assortment Display						
27.	Saya nyaman di starbucks karena selalu menyajikan barang-barang dagangan bermacam-macam barang untuk pelanggan.					
Theme-Setting Display						
28.	Saya nyaman di starbucks karena mereka selalu menyesuaikan dengan lingkungan/musiman.					
Ensemble Display						
29.	Starbucks memajang merchandise dengan kategori terpisah missal bagian mugs,accessories,machines,drinkware dan cold drinkware sehingga saya mudah mencari apa yang saya inginkan					
Rack and Cases Display						
30.	Starbucks memiliki rak untuk memajang merchandise mereka sehingga saya tidak sulit mencari nya					
Posters, signs and cards display						
31.	Starbucks memiliki tanda untuk memberikan informasi seperti promosi barang baru atau diskon sehingga saya nyaman di starbucks					

NO	LOYALITAS PELANGGAN	STS	TS	CS	S	SS
Word of Mouth						
32.	Saya akan merekomendasikan orang lain untuk berkunjung ke starbucks					
Price Sensivity						
33.	Saya akan tetap berlangganan pada starbucks meskipun harga nya naik.					
Complaining Behavior						
34.	Hal positif dari starbucks selalu saya rekomendasikan kepada orang lain,sebaliknya jika ada kesalahan dari starbucks saya akan berbicara atau complain kepada karyawan starbucks agar lebih baik lagi					

Lampiran 1 Pengumpulan Data Jawaban Responden

1. Store Atmosphere (X)

NO	Pernyataan Store Atmosphere (X)																															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total
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82	5	5	4	5	5	5	4	5	4	4	5	4	5	5	4	5	5	4	5	4	5	5	5	5	5	5	5	5	4	5	5	146
83	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4	5	5	5	152
84	5	4	4	4	4	3	5	4	3	4	5	4	4	4	3	4	4	3	4	5	5	5	4	4	3	4	3	3	5	5	4	125
85	3	4	3	4	3	5	5	3	4	3	5	3	4	5	4	3	5	4	5	4	5	4	4	4	3	4	5	3	3	4	4	122
86	4	5	4	5	4	5	5	4	5	4	5	5	4	4	5	4	4	5	5	5	5	4	4	4	5	4	4	4	5	4	5	139
87	5	5	3	4	3	4	5	3	5	4	4	5	4	5	4	5	5	4	5	5	5	5	4	3	5	3	5	5	4	5	4	135
88	4	4	3	5	5	5	4	3	4	4	3	4	3	4	4	3	3	5	3	3	3	4	5	3	4	4	3	5	3	4	3	117
89	4	3	5	4	4	3	4	3	4	4	3	4	4	3	3	5	4	5	4	4	3	4	3	5	3	4	3	4	4	3	5	118
90	4	5	4	3	5	4	3	5	3	5	3	4	5	4	4	5	3	5	4	5	4	3	5	4	5	4	3	5	4	5	3	128
91	5	4	5	3	5	5	4	5	4	3	4	3	5	5	5	5	4	4	4	4	3	5	4	5	4	5	3	4	4	4	5	132
92	5	4	4	5	4	3	5	4	4	5	4	3	5	4	3	4	5	3	4	3	5	4	4	5	3	5	5	4	5	5	5	131
93	5	4	5	4	5	4	5	5	5	4	5	5	4	4	4	3	3	5	4	5	4	4	3	4	4	4	3	4	3	5	4	130
94	3	4	4	3	5	4	5	3	4	4	3	5	3	5	4	5	4	3	5	4	4	3	5	4	5	4	5	5	4	4	5	128
95	5	4	5	3	5	4	3	5	4	5	4	5	5	4	5	4	3	5	4	4	5	4	5	4	5	5	4	4	4	4	5	135
96	5	5	5	5	5	5	5	5	5	4	5	4	4	4	3	5	5	5	4	5	5	5	5	5	5	5	4	5	4	4	5	145
97	5	4	5	4	3	5	3	4	5	5	4	4	3	4	5	3	4	4	5	5	4	5	5	4	5	4	5	4	5	3	4	132
98	5	4	5	4	3	4	5	4	5	4	4	5	4	5	5	5	5	4	4	5	5	3	4	4	5	5	4	5	3	5	3	135
99	5	3	5	4	5	4	3	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	5	5	4	5	5	5	4	5	4	139
100	5	4	5	3	5	4	5	4	3	5	5	5	5	4	5	4	5	3	4	5	5	5	4	4	5	4	5	5	5	4	5	139
101	5	4	5	5	4	4	5	4	5	4	4	5	4	4	5	4	3	5	4	5	5	3	5	4	5	4	5	4	5	3	5	136
102	5	5	4	3	4	5	5	4	5	4	5	4	5	4	5	4	3	5	4	5	4	4	3	5	5	3	5	5	3	4	5	134

103	5	5	4	4	5	3	4	5	4	5	4	5	3	5	4	5	5	5	4	5	3	5	5	3	4	5	4	4	4	3	4	133
104	5	4	5	4	5	5	5	5	4	4	4	5	5	5	5	4	5	4	4	5	4	3	5	5	4	5	5	4	5	3	4	139
105	5	5	5	4	5	5	5	4	5	4	5	4	5	5	5	5	4	5	5	5	5	5	4	5	4	5	5	5	5	5	5	148
106	5	5	4	5	4	5	4	5	5	5	5	4	5	4	5	4	5	5	5	5	4	5	4	5	5	5	5	5	4	5	5	146
107	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	4	5	5	5	152
108	5	5	5	4	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5	4	5	5	5	150
109	5	5	4	5	5	4	5	5	5	4	5	4	5	5	5	5	5	5	5	5	4	5	5	4	5	5	5	5	5	4	5	148
110	5	5	5	5	5	4	5	5	5	4	5	5	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	149
111	5	5	4	5	5	5	5	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	151
112	5	5	5	5	5	4	5	5	5	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	151
113	5	5	4	4	4	5	4	3	4	5	4	5	4	3	4	5	4	5	4	4	5	5	4	5	4	4	5	4	5	4	4	134
114	5	5	4	4	5	4	4	4	3	5	4	5	3	4	5	4	5	3	5	4	3	5	4	4	3	5	4	4	5	5	4	131
115	5	5	5	4	5	5	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	151
116	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	5	4	5	5	5	4	5	5	151
117	5	5	4	4	5	4	3	4	5	4	3	4	5	4	5	5	4	5	4	4	5	4	5	4	5	4	5	4	5	5	5	137
118	5	4	3	4	5	5	4	5	4	4	5	5	4	4	5	5	4	5	4	5	4	5	4	3	4	5	5	5	5	5	4	138
119	5	3	4	5	4	5	5	4	4	5	3	4	5	4	5	3	4	5	4	4	4	3	4	5	4	5	4	3	4	5	5	131
120	5	4	5	4	5	4	5	4	4	5	4	5	4	4	4	4	5	5	4	5	5	4	5	4	5	4	5	4	5	5	4	139
121	5	5	5	4	5	4	4	5	4	3	4	5	5	4	5	4	4	3	4	5	5	4	5	4	3	4	5	4	5	4	4	134
122	5	5	4	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	153
123	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	153
124	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	154
125	5	5	5	4	5	4	4	5	5	3	4	5	4	5	3	4	5	4	5	4	3	5	4	5	4	4	3	4	5	4	5	134
126	5	4	5	4	5	5	5	4	4	4	5	4	5	5	5	5	4	4	4	5	4	5	5	5	4	5	4	5	5	5	4	142
127	5	5	5	5	4	5	4	4	4	5	5	5	4	4	5	4	5	4	5	5	5	5	4	4	5	3	4	5	5	4	3	139
128	5	4	5	4	4	5	5	4	4	4	5	4	4	5	4	5	4	5	4	4	5	4	3	3	5	4	4	4	4	5	3	132
129	5	5	5	4	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	4	4	5	4	4	4	5	4	5	4	5	5	138
130	3	3	5	4	4	5	4	4	4	5	4	5	4	3	4	4	5	4	4	4	4	4	5	4	5	4	5	4	4	4	4	129
131	5	5	4	5	5	5	4	4	4	5	4	5	4	4	5	5	4	5	4	5	5	4	4	4	5	5	4	5	4	5	4	140
132	5	5	4	4	5	5	4	4	4	5	5	4	5	4	5	5	5	5	4	4	4	5	5	4	4	5	4	5	5	5	4	141
133	5	4	4	4	4	3	4	3	3	4	4	4	3	3	4	4	4	3	5	4	4	4	4	4	3	4	4	3	3	4	4	117
134	3	3	4	4	5	4	4	5	5	4	4	4	4	3	5	5	4	5	5	4	4	4	4	4	4	5	4	5	4	4	4	130
135	3	4	3	4	4	4	4	3	4	4	4	4	3	4	4	5	4	4	4	4	4	5	4	4	4	4	5	4	4	4	4	123
136	5	5	5	5	4	4	5	4	4	5	5	5	4	5	4	5	5	5	4	5	5	5	4	5	4	5	4	5	5	5	4	144
137	5	5	5	5	4	4	4	5	5	5	4	4	4	5	4	5	5	5	4	4	4	5	4	5	4	5	5	4	5	5	4	141
138	5	5	5	5	4	4	4	5	5	5	4	4	4	5	5	4	5	4	5	4	4	5	5	5	5	5	4	5	5	4	5	143
139	5	5	5	5	4	4	5	5	5	4	4	4	5	5	5	4	5	5	4	4	4	5	5	5	4	4	4	5	5	4	4	141
140	5	5	5	4	5	5	4	4	4	5	4	4	5	5	5	4	5	5	4	5	5	4	4	4	5	5	5	5	5	5	4	143
141	5	5	5	5	4	4	4	5	5	5	4	4	5	5	5	4	4	4	5	5	5	4	4	4	5	5	4	5	4	5	4	141
142	4	4	4	4	5	5	5	4	4	5	5	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	4	5	138
143	4	4	4	5	5	5	4	5	5	5	4	5	5	4	4	5	4	4	5	5	4	5	5	4	5	5	5	4	4	4	5	141

144	5	5	4	4	5	4	5	5	5	4	4	4	5	5	4	5	5	4	5	5	5	4	5	4	5	5	4	5	4	4	5	142
145	4	4	5	5	4	5	4	4	4	5	5	5	4	5	4	5	4	4	5	5	5	5	4	4	5	5	5	5	4	5	4	141
146	5	4	5	5	5	4	5	5	4	5	4	4	5	5	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	142
147	5	5	5	5	4	5	5	5	5	5	4	5	4	5	4	5	4	5	4	5	4	5	5	5	5	5	4	5	4	5	5	146
148	5	5	4	4	5	4	5	5	5	4	5	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	5	5	4	4	5	142
149	5	5	4	4	5	5	4	5	4	5	5	4	5	4	4	5	4	5	4	5	4	5	4	5	5	4	4	5	5	4	4	140
150	5	5	5	5	4	5	4	4	5	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	4	5	5	4	5	5	143
151	5	4	5	4	4	5	4	5	5	4	5	5	4	4	5	5	4	5	4	5	5	4	5	5	4	5	5	4	5	4	4	141
152	5	4	5	5	5	5	4	5	4	4	5	4	5	4	5	5	4	5	5	4	5	4	5	5	4	5	4	5	4	5	5	143
153	5	4	5	4	5	5	4	5	5	5	5	4	5	4	4	5	5	4	5	4	5	5	4	5	4	5	5	5	4	4	5	143
154	5	4	5	4	5	4	5	4	5	5	5	5	5	4	5	4	4	5	4	5	5	4	4	5	4	5	5	4	5	5	5	143
155	5	4	5	5	4	5	5	4	5	4	5	5	4	5	5	4	5	5	5	5	5	5	4	5	5	4	5	4	5	5	5	146
156	5	4	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	150
157	5	5	5	5	5	5	4	5	5	5	5	5	4	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	4	5	150
158	5	4	5	5	5	4	5	5	4	5	4	5	4	5	5	5	4	5	4	5	5	4	5	5	5	5	5	5	4	5	5	146
159	5	4	5	4	5	5	5	5	4	4	5	5	4	5	5	5	4	5	5	5	5	4	5	5	5	5	5	4	5	5	5	147
160	5	5	4	5	4	5	5	5	4	5	4	4	5	4	5	5	5	5	4	4	5	5	5	4	5	5	4	5	4	5	4	143
161	5	5	5	5	4	4	4	5	5	4	5	4	5	5	4	5	4	4	5	4	5	4	5	5	4	5	4	5	4	4	5	141
162	5	5	5	4	4	5	5	4	5	5	4	5	5	4	5	4	4	4	5	4	5	4	5	5	4	5	4	5	5	4	5	142
163	5	5	4	5	4	5	5	4	5	5	5	4	5	4	5	5	5	4	5	5	4	5	5	5	4	5	4	5	5	5	5	146
164	5	4	5	4	5	4	5	4	5	5	4	5	5	5	5	5	4	4	5	5	5	5	4	5	5	4	5	5	4	5	5	145
165	5	4	5	4	5	4	5	4	5	4	5	4	5	5	5	5	5	4	5	5	5	4	5	4	5	4	5	5	4	5	4	143

2. Loyalitas Pelanggan (Y)

NO	Pernyataan Loyalitas Pelanggan (Y)			
	1	2	3	Total
1	5	4	4	13
2	4	3	4	11
3	4	5	5	14
4	5	5	5	15
5	4	4	5	13
6	5	4	5	14
7	5	4	4	13
8	5	4	4	13
9	5	5	5	15
10	4	4	5	13
11	5	4	5	14
12	4	4	4	12
13	4	4	5	13

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

51	3	5	3	11
52	3	5	3	11
53	4	4	4	12
54	4	4	4	12
55	4	4	5	13
56	4	4	4	12
57	4	4	4	12
58	4	5	5	14
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60	5	5	5	15
61	4	4	4	12
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63	5	4	4	13
64	4	4	4	12
65	4	4	4	12
66	5	4	5	14
67	4	3	4	11
68	4	4	4	12
69	5	5	5	15
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83	5	4	5	14
84	5	3	5	13
85	4	5	4	13
86	5	5	5	15
87	5	5	5	15
88	4	5	5	14

89	4	5	5	14
90	5	5	5	15
91	5	4	5	14
92	3	3	4	10
93	4	5	5	14
94	5	4	5	14
95	4	4	4	12
96	5	5	5	15
97	5	5	5	15
98	5	5	5	15
99	5	4	5	14
101	5	4	5	14
102	5	4	5	14
103	4	5	5	14
104	5	5	5	15
105	4	4	5	13
106	5	5	5	15
107	5	5	5	15
108	4	5	5	14
109	5	5	5	15
110	5	5	5	15
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122	4	5	5	14
123	5	5	5	15
124	5	5	5	15
125	5	5	4	14
126	5	5	5	15
127	5	5	5	15

128	4	4	3	11
129	4	4	5	13
130	5	4	4	13
131	5	5	5	15
132	5	4	5	14
133	4	4	3	11
134	5	4	5	14
135	4	4	4	12
136	5	5	5	15
137	5	4	5	14
138	5	5	5	15
139	4	4	5	13
140	5	5	5	15
141	5	4	5	14
142	5	4	5	14
143	5	5	4	14
144	5	4	5	14
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146	5	4	5	14
147	5	4	5	14
148	5	4	5	14
149	5	5	5	15
150	5	5	5	15
151	5	5	4	14
152	5	4	5	14
153	4	5	5	14
154	5	5	4	14
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158	5	5	5	15
159	5	5	5	15
160	5	5	5	15
161	5	5	4	14
162	5	4	5	14
163	5	5	5	15
164	5	4	5	14
165	5	4	5	14

Lampiran 2 Profil Responden

Statistics

		Jenis Kelamin	Usia	Status/Pekerjaan	Berapa kali pernah datang ke starbucks di bandar lampung
N	Valid	165	165	165	165
	Missing	0	0	0	0

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki_Laki	78	47.3	47.3	47.3
	Perempuan	87	52.7	52.7	100.0
	Total	165	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-21 Tahun	71	43.0	43.0	43.0
	22-26 Tahun	74	44.8	44.8	87.9
	27-31 Tahun	15	9.1	9.1	97.0
	>31 Tahun	5	3.0	3.0	100.0
	Total	165	100.0	100.0	

Status/Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai	19	11.5	11.5	11.5
	Wiraswasta	28	17.0	17.0	28.5
	Mahasiswa/Pelajar	117	70.9	70.9	99.4
	Belum Bekerja	1	.6	.6	100.0
	Total	165	100.0	100.0	

Berapa kali pernah datang ke starbucks di bandar lampung

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang dari 2 kali	12	7.3	7.3	7.3
	Lebih dari 2 kali	153	92.7	92.7	100.0
	Total	165	100.0	100.0	

Lampiran 3 Hasil Jawaban Responden

1. Store Atmosphere (X)

Item_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	3.0	3.0	3.0
	4	20	12.1	12.1	15.2
	5	140	84.8	84.8	100.0
	Total	165	100.0	100.0	

Item_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	6.1	6.1	6.1
	4	66	40.0	40.0	46.1
	5	89	53.9	53.9	100.0
	Total	165	100.0	100.0	

Item_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.6	.6	.6
	3	17	10.3	10.3	10.9
	4	54	32.7	32.7	43.6
	5	93	56.4	56.4	100.0

	Total	165	100.0	100.0	

Item_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	8.5	8.5	8.5
	4	77	46.7	46.7	55.2
	5	74	44.8	44.8	100.0
	Total	165	100.0	100.0	

Item_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.6	.6	.6
	3	6	3.6	3.6	4.2
	4	60	36.4	36.4	40.6
	5	98	59.4	59.4	100.0
	Total	165	100.0	100.0	

Item_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	5.5	5.5	5.5
	4	71	43.0	43.0	48.5
	5	85	51.5	51.5	100.0
	Total	165	100.0	100.0	

Item_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	7.9	7.9	7.9
	4	62	37.6	37.6	45.5

	5	90	54.5	54.5	100.0
	Total	165	100.0	100.0	

Item_8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	2	1	.6	.6	1.2
	3	15	9.1	9.1	10.3
	4	69	41.8	41.8	52.1
	5	79	47.9	47.9	100.0
	Total	165	100.0	100.0	

Item_9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.8	1.8	1.8
	3	12	7.3	7.3	9.1
	4	62	37.6	37.6	46.7
	5	88	53.3	53.3	100.0
	Total	165	100.0	100.0	

Item_10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	2	2	1.2	1.2	1.8
	3	11	6.7	6.7	8.5
	4	71	43.0	43.0	51.5
	5	80	48.5	48.5	100.0
	Total	165	100.0	100.0	

Item_11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	6.7	6.7	6.7
	4	76	46.1	46.1	52.7
	5	78	47.3	47.3	100.0
	Total	165	100.0	100.0	

Item_12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.6	.6	.6
	3	8	4.8	4.8	5.5
	4	69	41.8	41.8	47.3
	5	87	52.7	52.7	100.0
	Total	165	100.0	100.0	

Item_13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	3	9	5.5	5.5	6.1
	4	67	40.6	40.6	46.7
	5	88	53.3	53.3	100.0
	Total	165	100.0	100.0	

Item_14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.2	1.2	1.2
	3	11	6.7	6.7	7.9
	4	75	45.5	45.5	53.3
	5	77	46.7	46.7	100.0

	Total	165	100.0	100.0	

Item_15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	7.9	7.9	7.9
	4	65	39.4	39.4	47.3
	5	87	52.7	52.7	100.0
	Total	165	100.0	100.0	

Item_16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	4.8	4.8	4.8
	4	59	35.8	35.8	40.6
	5	98	59.4	59.4	100.0
	Total	165	100.0	100.0	

Item_17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.2	1.2	1.2
	3	11	6.7	6.7	7.9
	4	71	43.0	43.0	50.9
	5	81	49.1	49.1	100.0
	Total	165	100.0	100.0	

Item_18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	6.1	6.1	6.1
	4	53	32.1	32.1	38.2
	5	102	61.8	61.8	100.0
	Total	165	100.0	100.0	

Item_19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	2.4	2.4	2.4
	4	73	44.2	44.2	46.7
	5	88	53.3	53.3	100.0
	Total	165	100.0	100.0	

Item_20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.6	.6	.6
	3	4	2.4	2.4	3.0
	4	63	38.2	38.2	41.2
	5	97	58.8	58.8	100.0
	Total	165	100.0	100.0	

Item_21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	4.2	4.2	4.2
	4	59	35.8	35.8	40.0
	5	99	60.0	60.0	100.0
	Total	165	100.0	100.0	

Item_22

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	5.5	5.5	5.5
	4	61	37.0	37.0	42.4
	5	95	57.6	57.6	100.0
	Total	165	100.0	100.0	

Item_23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	5.5	5.5	5.5
	4	72	43.6	43.6	49.1
	5	84	50.9	50.9	100.0
	Total	165	100.0	100.0	

Item_24

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.2	1.2	1.2
	3	11	6.7	6.7	7.9
	4	67	40.6	40.6	48.5
	5	85	51.5	51.5	100.0
	Total	165	100.0	100.0	

Item_25

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	6.7	6.7	6.7
	4	61	37.0	37.0	43.6
	5	93	56.4	56.4	100.0
	Total	165	100.0	100.0	

Item_26

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.6	.6	.6
	3	4	2.4	2.4	3.0
	4	63	38.2	38.2	41.2
	5	97	58.8	58.8	100.0
	Total	165	100.0	100.0	

Item_27

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	7.9	7.9	7.9
	4	64	38.8	38.8	46.7
	5	88	53.3	53.3	100.0
	Total	165	100.0	100.0	

Item_28

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.6	.6	.6
	3	8	4.8	4.8	5.5
	4	67	40.6	40.6	46.1
	5	89	53.9	53.9	100.0
	Total	165	100.0	100.0	

Item_29

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	12	7.3	7.3	7.3
	4	73	44.2	44.2	51.5
	5	80	48.5	48.5	100.0
	Total	165	100.0	100.0	

Item_30

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	5.5	5.5	5.5
	4	71	43.0	43.0	48.5
	5	85	51.5	51.5	100.0
	Total	165	100.0	100.0	

Item_31

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	12	7.3	7.3	7.3
	4	60	36.4	36.4	43.6
	5	93	56.4	56.4	100.0
	Total	165	100.0	100.0	

2. Loyalitas Pelanggan (Y)

Item_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	4.2	4.2	4.2
	4	52	31.5	31.5	35.8
	5	106	64.2	64.2	100.0
	Total	165	100.0	100.0	

Item_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	8.5	8.5	8.5
	4	73	44.2	44.2	52.7
	5	78	47.3	47.3	100.0
	Total	165	100.0	100.0	

Item_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	6.1	6.1	6.1
	4	40	24.2	24.2	30.3
	5	115	69.7	69.7	100.0
	Total	165	100.0	100.0	

Lampiran 4 Uji Validitas Kuesioner Ke 50 Responden

1. Store Atmosphere

Correlations

		Item_1	Item_2	Item_3	Item_4	Item_5	Item_6	Item_7	Item_8	Item_9	Item_10	Item_11	Item_12	Item_13	Item_14	Item_15	Item_16	Item_17	Item_18	Item_19	Item_20	Item_21	Item_22	Item_23	Item_24	Item_25	Item_26	VAR00027	VAR00028	VAR00029	VAR00030	VAR00031	VAR00032
Item_1	Pearson Correlation	1	.164	.205	.257	.158	.000	.085	.238	.108	-.003	.152	.101	.026	.068	.134	.319*	.124	.084	.130	.131	.324*	.186	.244	.195	.012	-.065	.280*	.073	.280*	-.052	.145	.247
	Sig. (2-tailed)		.254	.154	.072	.272	1.000	.559	.097	.457	.983	.291	.484	.859	.641	.353	.024	.390	.560	.370	.363	.022	.196	.088	.174	.933	.653	.049	.613	.049	.720	.316	.083
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_2	Pearson Correlation	.164	1	.419*	.246	.207	.398*	.270	.362*	.290*	.253	.348*	.202	.163	.275	.272	.334*	.233	.267	.305*	.234	.234	.027	.176	.246	.120	.072	.367*	.514*	.425*	.444*	.240	.482*
	Sig. (2-tailed)	.254		.002	.085	.148	.004	.058	.010	.041	.076	.013	.159	.257	.053	.056	.018	.103	.061	.031	.102	.102	.855	.222	.085	.405	.619	.009	.000	.002	.001	.093	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_3	Pearson Correlation	.205	.419*	1	.537*	.531*	.193	.364*	.569*	.589*	.559*	.392*	.410*	.300*	.571*	.535*	.507*	.440*	.190	.328*	.209	.209	.210	.332*	.131	.210	.220	.356*	.295*	.448*	.468*	.604*	.672*
	Sig. (2-tailed)	.154	.002		.000	.000	.179	.009	.000	.000	.000	.005	.003	.034	.000	.000	.000	.001	.186	.020	.146	.146	.144	.019	.363	.144	.125	.011	.037	.001	.001	.000	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_4	Pearson Correlation	.257	.246	.537*	1	.440*	.130	.224	.277	.410*	.403*	.316*	.221	.151	.266	.337*	.324*	.387*	.097	.054	-.065	.075	.169	.174	.262	.108	.177	.251	.285*	.349*	.142	.316*	.449*
	Sig. (2-tailed)	.072	.085	.000		.001	.369	.119	.052	.003	.004	.025	.124	.296	.062	.017	.022	.005	.505	.712	.651	.606	.241	.228	.067	.456	.218	.079	.045	.013	.327	.025	.001
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_5	Pearson Correlation	.158	.207	.531*	.440*	1	.437*	.414*	.616*	.439*	.700*	.399*	.206	.280*	.534*	.451*	.440*	.598*	.141	.456*	.329*	.378*	.107	.433*	.203	.081	.502*	.356*	.485*	.252*	.263	.464*	.673*
	Sig. (2-tailed)	.272	.148	.000	.001		.002	.003	.000	.001	.000	.004	.151	.049	.000	.001	.001	.000	.329	.001	.020	.007	.461	.002	.158	.578	.000	.011	.000	.077	.066	.001	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_6	Pearson Correlation	.000	.398*	.193	.130	.437*	1	.435*	.255	.174	.400*	.246	.200	.273	.311*	.413*	.365*	.503*	.365*	.313*	.382*	.382*	.329*	.301*	.509*	.172	.345*	.201	.463*	.373*	.337*	.300*	.558*
	Sig. (2-tailed)	1.000	.004	.179	.369	.002		.002	.074	.227	.004	.085	.163	.055	.028	.003	.009	.000	.009	.027	.006	.006	.020	.033	.000	.233	.014	.162	.001	.008	.017	.035	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_7	Pearson Correlation	.085	.270	.364*	.224	.414*	.435*	1	.510*	.367*	.565*	.409*	.514*	.438*	.549*	.557*	.364*	.424*	.364*	.459*	.224	.420*	.213	.488*	.212	.489*	.494*	.307*	.585*	.410*	.270	.468*	.695*
	Sig. (2-tailed)	.559	.058	.009	.119	.003	.002		.000	.009	.000	.003	.000	.001	.000	.000	.009	.002	.009	.001	.119	.002	.138	.000	.139	.000	.000	.030	.000	.003	.058	.001	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_8	Pearson Correlation	.238	.362*	.569*	.277	.616*	.255	.510*	1	.421*	.689*	.380*	.442*	.438*	.624*	.523*	.504*	.487*	.132	.630*	.457*	.495*	.148	.478*	.278	.267	.441*	.512*	.448*	.351*	.277	.493*	.753*
	Sig. (2-tailed)	.097	.010	.000	.052	.000	.074	.000		.002	.000	.006	.001	.001	.000	.000	.000	.000	.360	.000	.001	.000	.306	.000	.051	.061	.001	.000	.001	.012	.052	.000	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_9	Pearson Correlation	.108	.290*	.589*	.410*	.439*	.174	.367*	.421*	1	.536*	.398*	.164	.270	.412*	.552*	.314*	.289*	.076	.263	.188	.345*	.047	.260	.188	.066	.446*	.115	.462*	.321*	.290*	.545*	.575*
	Sig. (2-tailed)	.457	.041	.000	.003	.001	.227	.009	.002		.000	.004	.254	.057	.003	.000	.026	.042	.599	.065	.190	.014	.745	.069	.191	.650	.001	.425	.001	.023	.041	.000	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_10	Pearson Correlation	-.003	.253	.559*	.403*	.700*	.400*	.565*	.689*	.536*	1	.442*	.336*	.342*	.722*	.639*	.488*	.545*	.148	.442*	.301*	.341*	.106	.548*	.247	.287*	.612*	.350*	.612*	.308*	.477*	.530*	.769*
	Sig. (2-tailed)	.983	.076	.000	.004	.000	.004	.000	.000	.000		.001	.017	.015	.000	.000	.000	.000	.306	.001	.034	.015	.463	.000	.083	.043	.000	.013	.000	.030	.000	.000	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_11	Pearson Correlation	.152	.348*	.392*	.316*	.399*	.246	.409*	.380*	.398*	.442*	1	.174	.383*	.486*	.385*	.377*	.408*	.242	.291*	.322*	.322*	.267	.534*	.315*	.209	.222	.396*	.321*	.396*	.224	.213	.585*
	Sig. (2-tailed)	.291	.013	.005	.025	.004	.085	.003	.006	.004	.001		.226	.006	.000	.006	.007	.003	.090	.048	.023	.023	.061	.000	.026	.145	.121	.004	.023	.004	.118	.138	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_12	Pearson Correlation	.101	.202	.410*	.221	.206	.200	.514*	.442*	.164	.336	.174	1	.086	.429*	.390*	.407*	.569*	.470*	.338*	.309*	.258	.311*	.336*	.206	.433*	.326*	.298*	.232	.352*	.318	.283*	.551*
	Sig. (2-tailed)	.484	.159	.003	.124	.151	.163	.000	.001	.254	.017	.226		.552	.002	.005	.003	.000	.001	.016	.029	.071	.028	.017	.151	.002	.021	.036	.106	.012	.024	.047	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_13	Pearson Correlation	.026	.163	.300*	.151	.280*	.273	.438*	.438*	.270	.342*	.383*	.086	1	.475*	.389*	.350*	.363*	.217	.678*	.486*	.431*	.251	.476*	.279*	.342*	.281*	.206	.469*	.436*	.409*	.456*	.601*
	Sig. (2-tailed)	.859	.257	.034	.296	.049	.055	.001	.001	.057	.015	.006	.552		.000	.005	.013	.010	.131	.000	.000	.002	.079	.000	.050	.015	.048	.152	.001	.002	.003	.001	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_14	Pearson Correlation	.068	.275	.571*	.266	.534*	.311*	.549*	.624*	.412*	.722*	.486*	.429*	.475*	1	.580*	.403*	.476*	.089	.579*	.414*	.457*	.260	.722*	.279*	.416*	.481*	.367*	.563*	.457*	.517*	.567*	.785*
	Sig. (2-tailed)	.641	.053	.000	.062	.000	.028	.000	.000	.003	.000	.000	.002	.000		.000	.004	.000	.539	.000	.003	.001	.069	.000	.050	.003	.000	.009	.000	.001	.000	.000	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_15	Pearson Correlation	.134	.272	.535*	.337*	.451*	.413*	.557*	.523*	.552*	.639*	.385*	.390*	.389*	.580*	1	.476*	.476*	.369*	.476*	.470*	.426*	.275	.420*	.430*	.149	.356*	.185	.482*	.231	.419*	.492*	.725*
	Sig. (2-tailed)	.353	.056	.000	.017	.001	.003	.000	.000	.000	.000	.006	.005	.005	.000		.000	.000	.008	.000	.001	.002	.054	.002	.002	.302	.011	.198	.000	.106	.002	.000	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_16	Pearson Correlation	.319*	.334*	.507*	.324*	.440*	.365*	.364*	.504*	.314*	.488*	.377*	.407*	.350*	.403*	.476*	1	.638*	.492*	.458*	.457*	.397*	.173	.419*	.330*	-.008	.229	.109	.342*	.298*	.334*	.293*	.634*
	Sig. (2-tailed)	.024	.018	.000	.022	.001	.009	.009	.000	.026	.000	.007	.003	.013	.004	.000		.000	.000	.001	.001	.004	.230	.002	.019	.959	.110	.450	.015	.036	.018	.039	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_17	Pearson Correlation	.124	.233	.440*	.387*	.598*	.503*	.424*	.487*	.289*	.545*	.408*	.569*	.363*	.476*	.476*	.638*	1	.473*	.489*	.534*	.353*	.273	.345*	.418*	.266	.563*	.228	.488*	.419*	.487*	.339*	.731*
	Sig. (2-tailed)	.390	.103	.001	.005	.000	.000	.002	.000	.042	.000	.003	.000	.010	.000	.000	.000		.001	.000	.000	.012	.055	.014	.003	.062	.000	.111	.000	.002	.000	.016	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_18	Pearson Correlation	.084	.267	.190	.097	.141	.365*	.364*	.132	.076	.148	.242	.470*	.217	.089	.369*	.492*	.473*	1	.262	.277	.218	.101	.119	.383*	.118	.229	-.016	.283*	.235	.400*	.293*	.419*
	Sig. (2-tailed)	.560	.061	.186	.505	.329	.009	.009	.360	.599	.306	.090	.001	.131	.539	.008	.000	.001		.066	.051	.129	.486	.411	.006	.415	.110	.910	.047	.101	.004	.039	.002
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_19	Pearson Correlation	.130	.305*	.328*	.054	.456*	.313*	.459*	.630*	.263*	.442*	.281*	.338*	.678*	.579*	.476*	.458*	.489*	.262*	1	.753*	.712*	.282*	.637*	.345*	.277	.453*	.291*	.558*	.376*	.486*	.491*	.736*
	Sig. (2-tailed)	.370	.031	.020	.712	.001	.027	.001	.000	.065	.001	.048	.016	.000	.000	.000	.001	.000	.066		.000	.000	.048	.000	.014	.051	.001	.040	.000	.007	.000	.000	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_20	Pearson Correlation	.131	.234	.209	-.065	.329*	.382*	.224	.457*	.188	.301*	.322*	.309*	.486*	.414*	.470*	.457*	.534*	.277	.753*	1	.606*	.368*	.456*	.322*	-.029	.224	.058	.399*	.110	.454*	.256	.571*
	Sig. (2-tailed)	.363	.102	.146	.651	.020	.006	.119	.001	.190	.034	.023	.029	.000	.003	.001	.001	.000	.051	.000		.000	.009	.001	.023	.842	.118	.690	.004	.449	.001	.073	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_21	Pearson Correlation	.324*	.234	.209	.075	.378*	.382*	.420*	.495*	.345*	.341*	.322*	.258	.431*	.457*	.426*	.397*	.353*	.218	.712*	.606*	1	.427*	.555*	.496*	.023	.431*	.161	.546*	.420*	.234	.390*	.646*
	Sig. (2-tailed)	.022	.102	.146	.606	.007	.006	.002	.000	.014	.015	.023	.071	.002	.001	.002	.004	.012	.129	.000	.000		.002	.000	.000	.876	.002	.263	.000	.002	.102	.005	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_22	Pearson Correlation	.186	.027	.210	.169	.107	.329*	.213	.148	.047	.106	.267	.311*	.251	.260	.275	.173	.273	.101	.282*	.368*	.427*	1	.321*	.347*	.274	.075	.324*	.071	.324*	.159	.098	.389*
	Sig. (2-tailed)	.196	.855	.144	.241	.461	.020	.138	.306	.745	.463	.061	.028	.079	.069	.054	.230	.055	.486	.048	.009	.002		.023	.013	.055	.605	.022	.624	.022	.269	.500	.005
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_23	Pearson Correlation	.244	.176	.332*	.174	.433*	.301*	.488*	.478*	.260	.548*	.534*	.336*	.476*	.722*	.420*	.419*	.345*	.119	.637*	.456*	.555*	.321*	1	.264	.263	.325*	.381*	.411*	.484*	.287*	.350*	.674*
	Sig. (2-tailed)	.088	.222	.019	.228	.002	.033	.000	.000	.069	.000	.000	.017	.000	.000	.002	.002	.014	.411	.000	.001	.000	.023		.064	.065	.021	.006	.003	.000	.044	.013	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_24	Pearson Correlation	.195	.246	.131	.262	.203	.509*	.212	.278	.188	.247	.315*	.206	.279*	.279*	.430*	.330*	.418*	.383*	.345*	.322*	.496*	.347*	.264	1	.143	.293*	.195	.273	.379*	.148	.065	.498*
	Sig. (2-tailed)	.174	.085	.363	.067	.158	.000	.139	.051	.191	.083	.026	.151	.050	.050	.002	.019	.003	.006	.014	.023	.000	.013	.064		.322	.039	.174	.055	.007	.305	.651	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_25	Pearson Correlation	.012	.120	.210	.108	.081	.172	.489*	.267	.066	.287*	.209	.433*	.342*	.416*	.149	-.008	.266	.118	.277	-.029	.023	.274	.263	.143	1	.404*	.598*	.208	.436*	.409*	.357*	.431*
	Sig. (2-tailed)	.933	.405	.144	.456	.578	.233	.000	.061	.650	.043	.145	.002	.015	.003	.302	.959	.062	.415	.051	.842	.876	.055	.065	.322		.004	.000	.147	.002	.003	.011	.002
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Item_26	Pearson Correlation	-.065	.072	.220	.177	.502*	.345*	.494*	.441*	.446*	.612*	.222	.326*	.281*	.481*	.356*	.229	.563*	.229	.453*	.224	.431*	.075	.325*	.293*	.404*	1	.115	.575*	.388*	.421*	.553*	.615*
	Sig. (2-tailed)	.653	.619	.125	.218	.000	.014	.000	.001	.001	.000	.121	.021	.048	.000	.011	.110	.000	.110	.001	.118	.002	.605	.021	.039	.004		.425	.000	.005	.002	.000	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
VAR00027	Pearson Correlation	.280*	.367*	.356*	.251	.356*	.201	.307*	.512*	.115	.350*	.396*	.298*	.206	.367*	.185	.109	.228	-.016	.291*	.058	.161	.324*	.381*	.195	.598*	.115	1	.176	.349*	.136	.183	.469*
	Sig. (2-tailed)	.049	.009	.011	.079	.011	.162	.030	.000	.425	.013	.004	.036	.152	.009	.198	.450	.111	.910	.040	.690	.263	.022	.006	.174	.000	.425		.221	.013	.348	.203	.001
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
VAR00028	Pearson Correlation	.073	.514*	.295*	.285*	.485*	.463*	.585*	.448*	.462*	.612*	.321*	.232	.469*	.563*	.482*	.342*	.488*	.283*	.558*	.399*	.546*	.071	.411*	.273	.208	.575*	.176	1	.486*	.514*	.488*	.710*
	Sig. (2-tailed)	.613	.000	.037	.045	.000	.001	.000	.001	.001	.000	.023	.106	.001	.000	.000	.015	.000	.047	.000	.004	.000	.624	.003	.055	.147	.000	.221		.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
VAR00029	Pearson Correlation	.280*	.425*	.448*	.349*	.252	.373*	.410*	.351*	.321*	.308*	.396*	.352*	.436*	.457*	.231	.298*	.419*	.235	.376*	.110	.420*	.324*	.484*	.379*	.436*	.388*	.349*	.486*	1	.367*	.467*	.630*
	Sig. (2-tailed)	.049	.002	.001	.013	.077	.008	.003	.012	.023	.030	.004	.012	.002	.001	.106	.036	.002	.101	.007	.449	.002	.022	.000	.007	.002	.005	.013	.000		.009	.001	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
VAR00030	Pearson Correlation	-.052	.444*	.468*	.142	.263	.337*	.270	.277	.290*	.477*	.224	.318*	.409*	.517*	.419*	.334*	.487*	.400*	.486*	.454*	.234	.159	.287*	.148	.409*	.421*	.136	.514*	.367*	1	.593*	.604*
	Sig. (2-tailed)	.720	.001	.001	.327	.066	.017	.058	.052	.041	.000	.118	.024	.003	.000	.002	.018	.000	.004	.000	.001	.102	.269	.044	.305	.003	.002	.348	.000	.009		.000	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
VAR00031	Pearson Correlation	.145	.240	.604*	.316*	.464*	.300*	.468*	.493*	.545*	.530*	.213	.283*	.456*	.567*	.492*	.293*	.339*	.293*	.491*	.256	.390*	.098	.350*	.065	.357*	.553*	.183	.488*	.467*	.593*	1	.672*
	Sig. (2-tailed)	.316	.093	.000	.025	.001	.035	.001	.000	.000	.000	.138	.047	.001	.000	.000	.039	.016	.039	.000	.073	.005	.500	.013	.651	.011	.000	.203	.000	.001	.000		.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
VAR00032	Pearson Correlation	.247	.482*	.672*	.449*	.673*	.558*	.695*	.753*	.575*	.769*	.585*	.551*	.601*	.785*	.725*	.634*	.731*	.419*	.736*	.571*	.646*	.389*	.674*	.498*	.431*	.615*	.469*	.710*	.630*	.604*	.672*	1
	Sig. (2-tailed)	.083	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	.000	.000	.005	.000	.000	.002	.000	.001	.000	.000	.000	.000	
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50

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

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

2. **Uji Validitas Kuesioner ke 50 Responden**

Correlations

		Item_1	Item_2	Item_3	Item_4
Item_1	Pearson Correlation	1	.595**	.519**	.840**
	Sig. (2-tailed)		.000	.000	.000
	N	50	50	50	50
Item_2	Pearson Correlation	.595**	1	.472**	.866**
	Sig. (2-tailed)	.000		.001	.000
	N	50	50	50	50
Item_3	Pearson Correlation	.519**	.472**	1	.773**
	Sig. (2-tailed)	.000	.001		.000
	N	50	50	50	50
Item_4	Pearson Correlation	.840**	.866**	.773**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	50	50	50	50

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

Lampiran 5 Uji Reliabilitas Kuesioner Ke 50 Responden

1. Store Atmsophere (X)

Reliability Statistics

Cronbach's Alpha	N of Items
.942	31

2. Loyalitas Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.942	31

Lampiran 6 Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		165
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1.28375581
Most Extreme Differences	Absolute	.089
	Positive	.049
	Negative	-.089
Kolmogorov-Smirnov Z		1.148
Asymp. Sig. (2-tailed)		.144

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 7 Uji Linier

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas Pelanggan * Store Atmosphere	Between Groups	(Combined)	131.392	39	3.369	2.677	.000
		Linearity	81.254	1	81.254	64.565	.000
		Deviation from Linearity	50.138	38	1.319	1.048	.410
	Within Groups		157.311	125	1.258		
	Total		288.703	164			

Lampiran 8 Uji Regresi Linier Sederhana

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.531[a]	.281	.277	1.128

a. Predictors: (Constant), Store Atmosphere

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.254	1	81.254	63.844	.000[b]
	Residual	207.449	163	1.273		
	Total	288.703	164			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Store Atmosphere

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.899	1.220		3.195	.002		
	Store Atmosphere	.070	.009	.531	7.990	.000	1.000	1.000

a. Dependent Variable: Loyalitas Pelanggan