

Lampiran 1

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Assignment Inbox: HBP Angkatan 2016

Assignment Title	Info	Dates	Similarity	Actions
Cek Plagiat		Start 16-Sep-2019 10:00AM Due 31-Aug-2020 1:08AM Post 31-Aug-2020 1:08AM	13%	Resubmit View



Lampiran 2

Kuesioner

Dengan Hormat ,

Bersama ini saya Nicola Nerissa, mahasiswi program Sarjana *Hospitality Management Podomoro University* yang sedang melakukan penelitian tugas akhir dengan judul " Pengaruh Kualitas Produk dan Citra Merek Terhadap Loyalitas Pelanggan *KOI Thé* di Neo Soho Mall Jakarta " .

Kuesioner ini terdiri atas 3 bagian . Bagian pertama mengenai kualitas produk, bagian kedua mengenai citra merek, dan bagian ketiga mengenai loyalitas pelanggan.

Terima kasih.

Profil responden

1. Jenis Kelamin :

a. Pria

b. Wanita

2. Usia:

a. 17 - 22 tahun

c. 31 - 40 tahun

b. 23 - 30 tahun

d. > 40 tahun

3. Pekerjaan: a. Karyawan

d. Mahasiswa/Pelajar

b. Wiraswasta

e. Lain-lain

c. Ibu Rumah Tangga

4. Pendidikan:

a. S3/S2

c. SMU & Sederajat

b. S1/Diploma

d. Lain-Lain

5. Penghasilan Perbulan:

a. Dibawah Rp 3 Juta

- b. Rp 3 Juta sampai dengan Rp 5 Juta
- c. Rp 5 Juta sampai dengan Rp 15 Juta
- d. Diatas 15 Juta.

Petunjuk Pengisian :

1. Bacalah setiap pertanyaan dengan seksama sebelum menjawab.
2. Anda hanya dapat memberikan satu jawaban setiap pertanyaan.
3. Isilah kuesioner dengan memberi tanda (√) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

Kriteria penilaiannya adalah sebagai berikut :

- 1 = Sangat Tidak Setuju (STS)
- 2 = Tidak Setuju (TS)
- 3 = Netral (N)
- 4 = Setuju (S)
- 5 = Sangat Setuju (SS)

A. Kualitas Produk

No	Pertanyaan	Skor				
		1	2	3	4	5
1	Minuman dapat menyajikan citra rasa yang unik dan menarik.					
2	Produk selalu menawarkan pilihan rasa minuman yang bervariasi dan menarik					
3	Rasa dari setiap minuman yang ditawarkan sesuai dan tidak berubah					
4	Minuman memiliki rasa yang konsisten dan tidak pernah berubah.					

5	Minuman dapat disimpan lama didalam lemari pendingin seperti kulkas dan chiller walaupun mempengaruhi rasa yang mulai menurun dibandingkan dengan saat pada baru dibeli.					
6	Pembelian minuman dan Pengambilan order minuman dibuat secara terstruktur sehingga memudahkan customer yang akan membeli.					

B. Citra Merek

No	Pertanyaan	Skor				
		1	2	3	4	5
1	Minuman KOI The kualitas minuman yang baik					
2	KOI The merupakan salah satu pionir dalam menjual minuman Bubble Tea di seluruh dunia.					
3	KOI The merupakan salah satu perusahaan yang telah memiliki reputasi terbaik dalam hal kualitas rasa minuman					

C. Loyalitas Pelanggan

No	Pertanyaan	Skor				
		1	2	3	4	5
1	KOI The selalu memberikan harga minuman yang kompetitif dibandingkan para pesaing nya					
2	Layanan service yang diberikan oleh staff KOI The selalu memuaskan pelanggan					
3	KOI The merupakan salah satu pilihan pelanggan untuk menikmati <i>Bubble Tea</i>					

4	Pelanggan berkomitmen untuk melakukan pembelian ulang di KOI The					
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Lampiran 3
Data Kuesioner
Kualitas Produk

No	KP1	KP2	KP3	KP4	KP5	KP6
1	3	4	4	5	4	3
2	5	3	4	3	4	4
3	4	5	4	3	4	4
4	5	4	5	4	4	4
5	4	5	4	4	3	2
6	4	3	2	2	3	4
7	4	5	4	3	4	4
8	4	4	5	3	5	5
9	4	4	5	2	2	3
10	4	3	4	5	4	2
11	4	3	4	5	4	3
12	4	4	4	4	5	5
13	4	5	4	4	4	5
14	4	4	3	4	4	5
15	4	5	3	5	3	5
16	3	4	4	3	4	5
17	4	5	5	3	5	5
18	3	3	4	5	5	4
19	5	5	5	5	5	5

20	3	5	5	5	1	4
21	4	3	4	4	5	4
22	4	3	4	4	4	5
23	5	4	4	4	5	5
24	4	4	4	4	4	4
25	4	5	4	3	4	4
26	4	4	4	5	3	4
27	4	4	4	3	4	4
28	4	4	5	3	3	4
29	4	4	5	3	5	4
30	3	3	4	5	3	4
31	3	4	5	5	3	4
32	4	5	5	1	4	5
33	4	4	5	2	2	2
34	4	4	1	2	3	3
35	3	4	5	3	3	4
36	5	4	4	4	3	4
37	4	4	5	3	3	2
38	4	5	3	4	3	4
39	4	5	5	4	4	5
40	5	5	5	4	5	5
41	4	3	3	4	4	4

42	4	5	5	3	4	5
43	5	4	5	2	3	5
44	4	5	5	3	1	5
45	3	4	4	3	4	5
46	5	5	5	4	5	4
47	3	4	4	4	4	4
48	4	5	5	4	3	5
49	4	5	5	4	3	3
50	4	4	5	5	5	5
51	5	4	5	5	4	5
52	3	4	5	5	4	5
53	5	5	5	5	5	5
54	3	3	4	4	4	5
55	3	4	5	4	4	4
56	5	5	5	4	4	4
57	4	4	4	2	3	4
58	4	4	3	5	3	5
59	4	4	4	4	4	4
60	4	5	4	4	5	5
61	4	4	4	3	4	5
62	5	5	5	4	4	5
63	5	5	5	4	5	5

64	4	5	5	4	4	5
65	3	5	5	3	3	5
66	5	5	5	5	5	5
67	3	5	4	2	4	5
68	4	4	4	4	4	4
69	5	5	4	3	3	5
70	3	4	3	3	5	4
71	4	4	4	4	5	5
72	5	5	5	4	5	5
73	5	4	5	5	5	4
74	4	5	5	4	3	4
75	5	5	5	5	5	5
76	5	4	4	5	4	4
77	4	5	5	5	5	5
78	5	5	5	5	5	5
79	5	4	5	3	4	5
80	4	5	5	3	3	4
81	4	5	3	4	5	4
82	3	4	5	5	3	3
83	4	3	3	5	5	4
84	3	4	5	1	2	2
85	3	4	5	4	3	3

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89	4	3	2	1	2	1
90	5	5	4	4	3	4
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92	3	4	4	2	4	5
93	3	5	5	5	5	5
94	4	4	5	4	4	4
95	4	3	4	4	5	4
96	5	5	3	5	1	3
97	4	4	5	3	4	3
98	5	4	4	3	5	5
99	4	4	5	3	5	5
100	5	5	5	5	5	5

Data Kuesioner

Citra Merek

No	CM1	CM2	CM3
1	3	4	3
2	3	2	4
3	5	4	3
4	3	4	2

5	4	4	5
6	3	3	4
7	5	3	2
8	4	3	3
9	4	1	2
10	4	5	3
11	4	4	3
12	4	4	4
13	4	1	5
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24	4	1	4
25	4	3	4
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76	4	4	5
77	5	5	5
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80	3	4	5
81	4	4	5
82	4	3	4
83	4	3	5
84	4	2	3
85	4	3	4
86	4	4	3
87	4	4	3
88	5	3	4
89	4	3	3
90	4	3	5
91	4	4	4
92	3	2	4

93	5	5	5
94	4	4	4
95	4	5	5
96	3	3	4
97	4	4	3
98	5	3	4
99	4	3	3
100	5	5	5

**Data Kuesioner
Loyalitas Pelanggan**

No	LP1	LP2	LP3	LP4
1	5	4	5	4
2	5	5	3	4
3	4	4	3	5
4	5	5	4	3
5	3	1	4	2
6	5	2	3	4
7	4	5	3	2
8	4	5	5	5
9	1	2	3	2
10	4	3	4	5
11	5	2	2	3

12	4	5	5	5
13	4	5	3	3
14	5	3	5	5
15	3	4	4	5
16	5	4	5	5
17	5	5	4	4
18	4	4	4	2
19	4	5	5	4
20	5	3	5	5
21	4	4	5	4
22	4	4	3	4
23	5	4	4	5
24	4	4	4	4
25	4	4	4	4
26	4	3	3	4
27	3	4	5	5
28	4	5	4	3
29	4	4	3	2
30	5	4	4	3
31	4	4	5	3
32	4	5	4	5
33	1	2	1	4

34	5	4	3	3
35	3	5	4	4
36	4	2	3	3
37	4	2	3	3
38	5	3	2	3
39	4	5	5	4
40	5	5	4	5
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51	5	4	5	5
52	5	5	5	5
53	5	5	5	5
54	3	4	4	4
55	3	3	2	3

56	4	5	5	4
57	3	4	3	3
58	4	4	5	5
59	3	4	5	4
60	2	3	3	4
61	4	4	4	4
62	5	5	5	5
63	5	5	5	5
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65	3	3	4	3
66	5	5	5	5
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74	4	5	5	5
75	5	5	5	5
76	5	4	4	4
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79	4	5	5	5
80	5	4	5	4
81	4	3	3	4
82	3	3	4	4
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87	5	2	2	3
88	4	5	3	5
89	2	4	2	2
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91	4	5	4	4
92	4	4	3	5
93	5	5	5	5
94	4	4	5	3
95	4	3	4	4
96	4	3	5	5
97	4	4	4	3
98	3	4	4	4
99	3	5	4	4

100	5	5	5	5
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Lampiran 4
Uji Reliabilitas dan Uji Validitas Kualitas Produk

Correlations

		P1	P2	P3	P4	P5	P6	TOTAL_X1
P1	Pearson Correlation	1	.268**	.116	.131	.259**	.179	.507**
	Sig. (2-tailed)		.007	.250	.195	.009	.075	.000
	N	25	25	25	25	25	25	25
P2	Pearson Correlation	.268**	1	.363**	.035	-.003	.319**	.496**
	Sig. (2-tailed)	.007		.000	.731	.975	.001	.000
	N	25	25	25	25	25	25	25
P3	Pearson Correlation	.116	.363**	1	.120	.145	.218*	.534**
	Sig. (2-tailed)	.250	.000		.234	.150	.030	.000
	N	25	25	25	25	25	25	25
P4	Pearson Correlation	.131	.035	.120	1	.278**	.189	.564**
	Sig. (2-tailed)	.195	.731	.234		.005	.060	.000
	N	25	25	25	25	25	25	25
P5	Pearson Correlation	.259**	-.003	.145	.278**	1	.462**	.667**
	Sig. (2-tailed)	.009	.975	.150	.005		.000	.000
	N	25	25	25	25	25	25	25
P6	Pearson Correlation	.179	.319**	.218*	.189	.462**	1	.694**
	Sig. (2-tailed)	.075	.001	.030	.060	.000		.000
	N	25	25	25	25	25	25	25
TOTAL_X1	Pearson Correlation	.507**	.496**	.534**	.564**	.667**	.694**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	25	25	25	25	25	25	25

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

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



Reliability Statistics

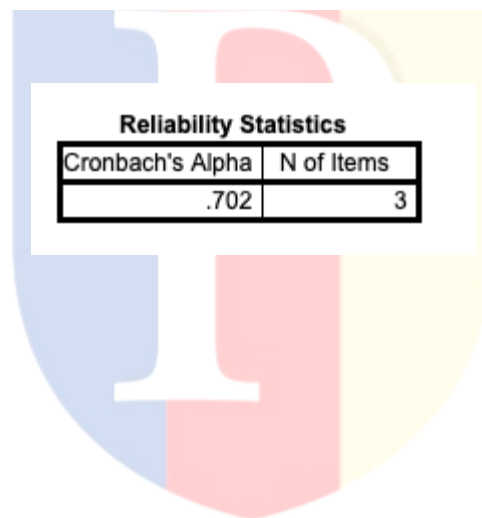
Cronbach's Alpha	N of Items
.602	6

Lampiran 5
Uji Reliabilitas dan Uji Validitas Citra Merek

Correlations

		P7	P8	P9	<u>TOTAL X2</u>
P7	Pearson Correlation	1	.501**	.373**	.745**
	Sig. (2-tailed)		.000	.000	.000
	N	25	25	25	25
P8	Pearson Correlation	.501**	1	.473**	.860**
	Sig. (2-tailed)	.000		.000	.000
	N	25	25	25	25
P9	Pearson Correlation	.373**	.473**	1	.775**
	Sig. (2-tailed)	.000	.000		.000
	N	25	25	25	25
<u>TOTAL X2</u>	Pearson Correlation	.745**	.860**	.775**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	25	25	25	25

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



Reliability Statistics	
Cronbach's Alpha	N of Items
.702	3

Lampiran 6
Uji Reliabilitas dan Uji Validitas Loyalitas Pelanggan

Correlations

		P10	P11	P12	P13	<u>TOTAL Y</u>
P10	Pearson Correlation	1	.221*	.278**	.314**	.623**
	Sig. (2-tailed)		.027	.005	.001	.000
	N	25	25	25	25	25
P11	Pearson Correlation	.221*	1	.470**	.315**	.704**
	Sig. (2-tailed)	.027		.000	.001	.000
	N	25	25	25	25	25
P12	Pearson Correlation	.278**	.470**	1	.492**	.790**
	Sig. (2-tailed)	.005	.000		.000	.000
	N	25	25	25	25	25
P13	Pearson Correlation	.314**	.315**	.492**	1	.742**
	Sig. (2-tailed)	.001	.001	.000		.000
	N	25	25	25	25	25
<u>TOTAL Y</u>	Pearson Correlation	.623**	.704**	.790**	.742**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	25	25	25	25	25

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.683	4

Lampiran 7
Skor Rata-Rata dan Frekuensi
Kualitas Produk

P1

	Frequency	Percent	Valid Percent	Cumulative Percent
3	21	21,0	21,0	21,0
4	53	53,0	53,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
3	14	14,0	14,0	14,0
4	45	45,0	45,0	59,0
5	41	41,0	41,0	100,0
Total	100	100,0	100,0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	2	2,0	2,0	3,0
3	9	9,0	9,0	12,0
4	39	39,0	39,0	51,0
5	49	49,0	49,0	100,0
Total	100	100,0	100,0	

Lampiran 8
Skor Rata-Rata dan Frekuensi
Citra Merek

P7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	17	17,0	17,0	20,0
Valid 4	50	50,0	50,0	70,0
5	30	30,0	30,0	100,0
Total	100	100,0	100,0	

P8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	6,0	6,0	6,0
2	6	6,0	6,0	12,0
Valid 3	22	22,0	22,0	34,0
4	40	40,0	40,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

P9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	20	20,0	20,0	26,0
Valid 4	32	32,0	32,0	58,0
5	42	42,0	42,0	100,0
Total	100	100,0	100,0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
P7	100	2	5	4,07	,769
P8	100	1	5	3,74	1,097
P9	100	2	5	4,10	,927
Valid N (listwise)	100				

Lampiran 9
Skor Rata-Rata dan Frekuensi
Loyalitas Pelanggan

P10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	3	3,0	3,0	5,0
3	16	16,0	16,0	21,0
Valid 4	43	43,0	43,0	64,0
5	36	36,0	36,0	100,0
Total	100	100,0	100,0	

P11

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	7	7,0	7,0	8,0
3	16	16,0	16,0	24,0
Valid 4	40	40,0	40,0	64,0
5	36	36,0	36,0	100,0
Total	100	100,0	100,0	

P12

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	6	6,0	6,0	7,0
3	18	18,0	18,0	25,0
Valid 4	32	32,0	32,0	57,0
5	43	43,0	43,0	100,0
Total	100	100,0	100,0	

P13

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	20	20,0	20,0	27,0
Valid 4	33	33,0	33,0	60,0
5	40	40,0	40,0	100,0
Total	100	100,0	100,0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
P10	100	1	5	4,08	,907
P11	100	1	5	4,03	,948
P12	100	1	5	4,10	,969
P13	100	2	5	4,06	,941
Valid N (listwise)	100				



Lampiran 10
Uji Regresi Linier Berganda

Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.438	2.022

a. Predictors: (Constant), CITRA MEREK, KUALITAS PRODUK

b. Dependent Variable: LOYALITAS PELANGGAN

Uji F

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	323.096	2	161.548	39.510	.000 ^b
Residual	396.614	97	4.089		
Total	719.710	99			

a. Dependent Variable: LOYALITAS PELANGGAN

b. Predictors: (Constant), CITRA MEREK, KUALITAS PRODUK

Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.342	1.669		1.403	.164
1 KUALITAS PRODUK	.378	.085	.422	4.469	.000
CITRA MEREK	.393	.114	.325	3.449	.001

a. Dependent Variable: LOYALITAS PELANGGAN

Lampiran 11
R Tabel

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524