LAMPIRAN

Lampiran 1 - Draft Kuesioner

KUESIONER

"PENGARUH SERVICE QUALITY, FOOD QUALITY, DAN STORE ATMOSPHERE TERHADAP LOYALITAS KONSUMEN"

(STUDI KASUS PADA MOKKO FACTORY DONUT & COFFEE PONOROGO CITY CENTER)

DATA RESPONDEN

mohon Bapak/Ibu/Saudara/i mengisi data berikut sesuai dengan realita anda.

Petunjuk: Berikan tanda (X) terhadap salah satu huruf yang sesuai dengan jawaban anda.

1. Nama :
2. Jenis Kelamin :
   a) Laki-laki
   b) Perempuan
3. Usia : ……..tahun
4. Pekerjaan :
   a) Pelajar/Mahasiswa
   b) Wiraswasta
   c) Pegawai swasta
   d) PNS/TNI/POLRI
   e) Lainnya……..(sebutkan)

5. Penghasilan per bulan :
   a) < Rp 500.000
   b) Rp 500.000 – Rp 1.000.000
   c) Rp 1.000.000 – Rp 1.500.000
   d) Rp 1.500.000 – Rp 2.000.000
   e) > Rp 2.000.000
6. Berapa kali anda membeli produk di *Mokko Factory* Ponorogo City Center ……..kali

Petunjuk pengisian

Beri tanda *checklist* (✓) pada satu kotak yang sesuai dengan pilihan anda	
Jawaban Responden	**Bobot Nilai**
SS = Sangat Setuju	5
S = Setuju	4
N = Netral / Ragu-ragu	3
TS = Tidak Setuju	2
STS = Sangat Tidak Setuju	1

Pertanyaan untuk variabel *Service Quality* (Kualitas Pelayanan) (X_1)

No.	**Pertanyaan**	**SS (5)**	**S (4)**	**N (3)**	**TS (2)**	**STS (1)**
1.	Karyawan *Mokko Factory* berpenampilan rapi serta menarik.					
2.	Karyawan *Mokko Factory* mampu memberikan pelayanan dengan baik.					
3.	Karyawan *Mokko Factory* cepat dalam merespon kebutuhan konsumen.					
4.	Perilaku karyawan *Mokko Factory* menimbulkan rasa aman bagi konsumen.					
5.	Karyawan *Mokko Factory* peduli dengan kebutuhan pelanggan.					

Pertanyaan untuk variabel *Food Quality (Kualitas Makanan)* (X_2)

No	Pertanyaan	SS (5)	S (4)	N (3)	TS (2)	STS (1)
1.	Makanan yang diberikan memiliki kualitas rasa yang baik.					
2.	Porsi makanan yang disajikan selalu sama.					
3.	*Mokko Factory* menyediakan berbagai macam variasi menu.					
4.	*Mokko Factory* memiliki citra rasa yang khas.					
5.	Makanan di *Mokko Factory* di jamin higienitas nya.					
6.	Banyak inovasi menu baru di *Mokko Factory*.					

Pertanyaan untuk variabel *Store Atmosphere* (Suasana Toko) (X_3)

No	Pertanyaan	SS (5)	S (4)	N (3)	TS (2)	STS (1)
1.	Bagian luar store *Mokko Factory* terlihat unik.					
2.	Desain interior dalam cafe *Mokko Factory* menarik.					
3.	Tata letak interior di dalam *Mokko Factory* ditata dengan baik.					
4.	Dekorasi cafe *Mokko Factory* membuat suasana menjadi lebih nyaman.					

Pertanyaan untuk variabel Loyalitas Konsumen (Y)

No.	Pertanyaan	SS (5)	S (4)	N (3)	TS (2)	STS (1)
1.	Saya akan melakukan pembelian ulang di *Mokko Factory.*					
2.	Saya akan mencoba berbagai macam variasi menu yang ditawarkan *Mokko Factory.*					
3.	Saya akan merekomendasikan produk *Mokko Factory* kepada orang yang saya kenal.					
4.	Saya tidak tertarik kepada pesaing *Mokko Factory* di luar sana.					

Sumber : diolah oleh peneliti, 2020

Lampiran 2 - Data Hasil Tanggapan Responden

Tabulasi Data Hasil Tanggapan Responden

No	Service Quality (X1)						Food Quality (X2)							Store Atmosphere (X3)					Loyalitas Konsumen (Y)				
	XI.1	X1.2	X1.3	X1.4	X1.5	∑X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	∑X2	X3.1	X3.2	X3.3	X3.4	∑X3	Y1.1	Y1.2	Y1.3	Y1.4	∑Y1
1	5	5	5	5	5	25	4	4	3	4	4	3	22	5	5	5	5	20	4	5	5	4	18
2	4	4	3	4	4	19	4	4	3	4	3	4	22	4	4	5	5	18	4	4	3	3	14
3	5	4	5	5	4	23	5	5	5	4	5	5	29	5	4	5	5	19	5	4	5	4	18
4	4	4	5	4	5	22	4	3	3	5	4	3	22	4	5	4	5	18	4	3	4	3	14
5	4	4	5	3	4	20	4	4	3	3	4	3	21	4	5	5	5	19	4	3	5	3	15
6	5	4	4	4	5	22	5	5	4	5	4	3	26	5	5	5	3	18	4	4	5	4	17
7	5	4	4	5	5	23	5	5	4	5	5	4	28	5	3	4	5	17	5	4	5	3	17
8	4	5	4	4	5	22	4	5	3	4	3	4	23	4	5	5	5	19	4	5	4	4	17
9	5	5	5	5	5	25	2	2	2	2	2	2	12	4	4	4	4	16	5	5	5	5	20
10	4	3	4	3	4	18	5	5	5	5	5	5	30	3	3	3	2	11	5	5	5	5	20
11	5	5	4	3	2	19	4	5	3	4	4	5	25	4	5	4	5	18	4	4	5	3	16
12	5	4	5	5	3	22	4	4	5	5	3	4	25	4	5	5	5	19	4	3	5	4	16
13	4	5	4	4	4	21	4	4	3	4	4	3	22	4	4	4	4	16	5	5	4	2	16
14	5	4	4	3	2	18	5	4	4	4	3	2	22	4	5	5	4	18	4	3	5	4	16
15	5	4	5	3	4	21	5	4	3	5	5	4	26	4	4	5	5	18	4	3	5	4	16

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16	4	5	4	4	4	21	4	4	3	5	4	3	23	3	3	4	5	15	4	5	5	3	17
17	4	5	3	4	4	20	4	4	3	4	4	3	22	4	5	5	5	19	4	3	5	4	16
18	4	5	5	5	4	23	5	3	5	5	3	5	26	4	4	5	5	18	4	4	5	3	16
19	5	5	4	4	4	22	4	4	3	4	3	3	21	3	3	5	5	16	4	4	3	4	15
20	5	5	5	5	5	25	2	2	2	2	2	2	12	4	4	4	4	16	4	4	5	2	15
21	5	5	4	3	4	21	5	5	4	5	5	3	27	3	5	5	5	18	5	4	5	5	19
22	5	5	5	4	5	24	5	4	5	5	5	4	28	5	4	5	5	19	5	4	5	3	17
23	3	4	5	3	4	19	5	4	5	3	4	5	26	5	3	5	3	16	5	5	5	5	20
24	4	3	4	4	4	19	3	3	3	4	3	3	19	4	3	4	4	15	4	3	4	3	14
25	5	4	3	2	4	18	4	3	2	4	4	3	20	5	3	4	5	17	4	3	4	2	13
26	5	5	5	5	5	25	2	2	2	2	2	2	12	4	4	4	4	16	4	4	5	3	16
27	4	5	5	4	5	23	5	4	4	4	5	5	27	5	5	5	5	20	5	5	5	3	18
28	4	5	4	5	5	23	5	4	5	5	5	4	28	4	5	4	5	18	5	4	5	2	16
29	4	4	4	4	4	20	4	3	3	4	4	3	21	3	4	4	4	15	4	5	4	3	16
30	5	4	4	4	4	21	4	5	4	3	4	4	24	4	4	4	4	16	5	5	5	5	20
31	4	5	4	4	4	21	4	5	4	4	4	3	24	4	3	4	4	15	5	5	5	5	20
32	4	5	5	3	4	21	5	4	3	5	5	4	26	5	5	5	5	20	4	3	5	4	16
33	5	5	5	4	5	24	5	4	5	5	3	3	25	5	5	5	5	20	5	4	5	4	18
34	5	4	4	4	5	22	5	3	4	4	5	5	26	5	5	5	5	20	5	5	5	3	18

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35	5	4	4	5	5	23	5	4	5	5	5	4	28	5	5	4	5	19	5	5	5	2	17
36	4	5	3	2	3	17	4	4	3	4	2	4	21	4	5	4	4	17	4	3	4	2	13
37	4	4	4	3	3	18	5	4	3	4	3	3	22	4	4	4	5	17	4	5	5	4	18
38	4	4	4	3	4	19	4	4	3	4	4	3	22	4	5	4	3	16	4	4	5	3	16
39	5	4	5	5	4	23	5	4	5	4	4	5	27	5	5	5	5	20	4	3	4	4	15
40	4	4	4	3	3	18	4	4	4	4	3	4	23	4	4	4	5	17	4	5	4	4	17
41	4	5	4	3	4	20	4	5	4	5	4	5	27	4	5	4	4	17	4	3	5	2	14
42	4	3	3	3	3	16	4	4	3	4	3	4	22	4	4	4	5	17	4	3	5	2	14
43	4	5	5	3	4	21	5	4	4	5	4	3	25	4	4	5	5	18	4	5	5	3	17
44	5	5	3	3	4	20	5	4	4	5	5	3	26	3	3	3	3	12	5	5	5	5	20
45	4	5	5	4	5	23	5	3	5	4	5	4	26	4	3	5	5	17	5	5	5	5	20
46	5	5	4	3	3	20	4	3	4	5	3	4	23	3	3	3	3	12	5	4	5	4	18
47	4	5	5	4	5	23	5	5	4	4	5	4	27	5	5	5	5	20	5	4	4	3	16
48	4	4	4	4	4	20	4	4	5	5	4	4	26	4	4	4	4	16	5	4	4	2	15
49	5	5	4	4	4	22	4	3	4	5	5	3	24	4	4	4	4	16	5	5	5	5	20
50	5	5	5	3	4	22	4	4	4	5	4	5	26	4	4	4	5	17	5	5	5	5	20
51	4	3	5	3	4	19	4	4	3	4	5	4	24	3	5	4	3	15	4	5	5	4	18
52	4	5	5	4	5	23	5	4	3	3	3	4	22	4	5	4	5	18	4	5	4	3	16
53	5	4	4	3	4	20	4	4	3	4	4	3	22	3	3	4	5	15	4	3	3	2	12

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54	5	5	5	5	5	25	5	5	5	5	5	4	29	4	4	5	5	18	5	5	5	5	20
55	4	5	5	4	5	23	4	5	3	5	4	3	24	4	5	5	5	19	5	4	5	4	18
56	4	5	4	4	4	21	4	4	4	5	5	3	25	4	4	4	5	17	4	3	4	1	12
57	5	4	4	3	3	19	3	3	5	4	3	3	21	3	4	4	4	15	3	3	3	3	12
58	4	4	5	4	2	19	4	4	4	5	4	3	24	4	4	5	5	18	4	4	4	4	16
59	4	5	4	4	4	21	4	4	5	5	4	4	26	4	3	4	4	15	3	4	4	4	15
60	4	4	4	4	4	20	4	4	3	4	4	3	22	4	4	4	4	16	4	4	4	4	16
61	4	5	4	3	4	20	4	4	4	4	4	4	24	3	3	5	5	16	4	4	5	4	17
62	5	5	5	4	4	23	4	4	4	4	4	4	24	4	4	4	5	17	4	4	5	3	16
63	4	4	3	3	4	18	5	5	5	5	5	5	30	4	4	4	5	17	4	4	4	3	15
64	5	5	5	5	5	25	5	5	5	5	5	5	30	4	4	4	4	16	5	5	5	3	18
65	5	5	5	4	5	24	5	5	4	5	4	5	28	5	5	5	5	20	4	5	5	4	18
66	4	3	4	4	4	19	5	5	5	5	5	5	30	4	5	4	4	17	4	4	4	3	15
67	5	5	5	5	5	25	2	2	2	2	2	2	12	5	5	5	5	20	4	4	4	2	14
68	5	5	5	5	5	25	5	4	5	5	5	3	27	5	5	5	4	19	4	4	5	2	15
69	4	5	3	4	4	20	2	2	2	2	2	2	12	5	5	4	3	17	4	3	2	3	12
70	4	4	4	5	4	21	5	5	4	5	5	5	29	4	4	4	4	16	4	5	5	4	18
71	4	5	5	5	5	24	5	5	5	4	5	5	29	4	5	5	5	19	5	5	5	5	20
72	5	5	5	5	5	25	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	5	20

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73	5	5	5	5	5	25	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	5	20
74	5	4	4	2	5	20	4	5	4	3	4	3	23	4	3	4	4	15	4	5	5	4	18
75	4	5	4	3	4	20	5	4	3	5	3	4	24	3	4	4	5	16	5	3	4	3	15
76	3	3	4	5	3	18	3	3	4	5	4	3	22	4	3	3	5	15	5	4	4	3	16
77	4	4	5	4	5	22	4	5	5	3	4	4	25	3	5	4	4	16	5	4	4	4	17
78	5	5	5	5	5	25	5	5	5	5	5	5	30	3	4	3	4	14	5	5	5	5	20
79	5	4	3	4	4	20	5	3	4	4	4	3	23	5	4	4	4	17	5	4	5	4	18
80	4	5	4	3	3	19	4	4	5	4	4	4	25	4	4	4	5	17	5	4	4	4	17
81	4	3	4	5	4	20	5	3	5	4	3	3	23	5	3	4	4	16	4	4	2	4	14
82	5	4	4	3	5	21	4	4	4	5	4	4	25	5	3	4	5	17	5	5	4	3	17
83	4	4	5	3	5	21	4	3	5	3	4	3	22	3	3	5	4	15	4	3	4	4	15
84	5	3	4	5	4	21	3	4	3	4	3	3	20	3	4	4	5	16	4	3	3	2	12
85	4	5	3	2	4	18	5	5	5	5	5	5	30	4	4	5	4	17	5	4	5	3	17
86	4	3	4	3	3	17	4	4	3	5	4	4	24	5	5	5	5	20	4	3	5	4	16
87	3	4	4	4	3	18	4	5	4	3	4	3	23	3	3	4	5	15	4	4	3	4	15
88	4	5	4	4	3	20	4	3	3	5	3	4	22	5	4	3	4	16	4	4	4	1	13
89	4	3	5	4	4	20	5	3	4	3	4	3	22	4	3	5	4	16	4	3	3	3	13
90	5	4	4	4	4	21	4	4	5	3	4	3	23	3	5	3	4	15	4	4	3	3	14

Sumber : diolah oleh peneliti, 2020

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Lampiran 3 - Tabel r

Tabel r (N= 51-100)

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
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449

87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

Lampiran 4 - Tabel F

Tabel F (N= 46-90)

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
46	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.15	2.09	2.04	2.00	1.97	1.94	1.91	1.89
47	4.05	3.20	2.80	2.57	2.41	2.30	2.21	2.14	2.09	2.04	2.00	1.96	1.93	1.91	1.88
48	4.04	3.19	2.80	2.57	2.41	2.29	2.21	2.14	2.08	2.03	1.99	1.96	1.93	1.90	1.88
49	4.04	3.19	2.79	2.56	2.40	2.29	2.20	2.13	2.08	2.03	1.99	1.96	1.93	1.90	1.88
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03	1.99	1.95	1.92	1.89	1.87
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02	1.98	1.95	1.92	1.89	1.87
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02	1.98	1.94	1.91	1.89	1.86
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01	1.97	1.93	1.90	1.88	1.85
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10	2.05	2.00	1.96	1.92	1.89	1.87	1.84
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10	2.04	2.00	1.96	1.92	1.89	1.86	1.84
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99	1.95	1.92	1.89	1.86	1.84
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99	1.95	1.91	1.88	1.86	1.83
62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99	1.95	1.91	1.88	1.85	1.83
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.85	1.82
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.84	1.82
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98	1.93	1.90	1.87	1.84	1.82
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97	1.93	1.90	1.87	1.84	1.82
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08	2.02	1.97	1.93	1.90	1.86	1.84	1.81
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97	1.93	1.89	1.86	1.84	1.81
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97	1.93	1.89	1.86	1.83	1.81
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96	1.92	1.89	1.85	1.83	1.80
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.83	1.80
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.82	1.80
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96	1.92	1.88	1.85	1.82	1.80
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.80
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.79
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95	1.91	1.88	1.84	1.82	1.79
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.82	1.79
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.81	1.79

83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.91	1.87	1.84	1.81	1.79
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.90	1.87	1.84	1.81	1.79
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.79
86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.78
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.87	1.83	1.81	1.78
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.86	1.83	1.81	1.78
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78

Lampiran 5 - Tabel t

Tabel t (N=81-121)

Pr / Df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

Lampiran 6

Output Uji Instrumen Data

a. Uji Validitas Service Quality (XI)

Correlations

		X1_1	X1_2	X1_3	X1_4	X1_5	Service Quality (X1)
X1_1	Pearson Correlation	1	.199	.149	.188	.251*	.503**
	Sig. (2-tailed)		.060	.161	.077	.017	.000
	N	90	90	90	90	90	90
X1_2	Pearson Correlation	.199	1	.196	.095	.290**	.540**
	Sig. (2-tailed)	.060		.064	.373	.006	.000
	N	90	90	90	90	90	90
X1_3	Pearson Correlation	.149	.196	1	.412**	.398**	.674**
	Sig. (2-tailed)	.161	.064		.000	.000	.000
	N	90	90	90	90	90	90
X1_4	Pearson Correlation	.188	.095	.412**	1	.406**	.705**
	Sig. (2-tailed)	.077	.373	.000		.000	.000
	N	90	90	90	90	90	90
X1_5	Pearson Correlation	.251*	.290**	.398**	.406**	1	.755**
	Sig. (2-tailed)	.017	.006	.000	.000		.000
	N	90	90	90	90	90	90
Service Quality (X1)	Pearson Correlation	.503**	.540**	.674**	.705**	.755**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90

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

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

b. Uji Validitas Food Quality (X2)

Correlations

		X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	Food Quality (X2)
X2_1	Pearson Correlation	1	.577**	.598**	.578**	.664**	.579**	.847**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	90	90	90	90	90	90	90
X2_2	Pearson Correlation	.577**	1	.429**	.437**	.562**	.558**	.756**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	90	90	90	90	90	90	90
X2_3	Pearson Correlation	.598**	.429**	1	.420**	.535**	.535**	.760**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	90	90	90	90	90	90	90
X2_4	Pearson Correlation	.578**	.437**	.420**	1	.536**	.457**	.730**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	90	90	90	90	90	90	90
X2_5	Pearson Correlation	.664**	.562**	.535**	.536**	1	.503**	.812**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	90	90	90	90	90	90	90
X2_6	Pearson Correlation	.579**	.558**	.535**	.457**	.503**	1	.778**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	90	90	90	90	90	90	90
Food Quality (X2)	Pearson Correlation	.847**	.756**	.760**	.730**	.812**	.778**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90	90

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

c. Uji Validitas Store Atmosphere (X3)

Correlations

		X3_1	X3_2	X3_3	X3_4	Store Atmosphere (X3)
X3_1	Pearson Correlation	1	.312**	.386**	.204	.684**
	Sig. (2-tailed)		.003	.000	.054	.000
	N	90	90	90	90	90
X3_2	Pearson Correlation	.312**	1	.335**	.174	.688**
	Sig. (2-tailed)	.003		.001	.101	.000
	N	90	90	90	90	90
X3_3	Pearson Correlation	.386**	.335**	1	.439**	.755**
	Sig. (2-tailed)	.000	.001		.000	.000
	N	90	90	90	90	90
X3_4	Pearson Correlation	.204	.174	.439**	1	.645**
	Sig. (2-tailed)	.054	.101	.000		.000
	N	90	90	90	90	90
Store Atmosphere (X3)	Pearson Correlation	.684**	.688**	.755**	.645**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	90	90	90	90	90

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

d. Uji Validitas Loyalitas Konsumen (Y)

Correlations

		Y_1	Y_2	Y_3	Y_4	Loyalitas Konsumen (Y)
Y_1	Pearson Correlation	1	.445**	.369**	.322**	.661**
	Sig. (2-tailed)		.000	.000	.002	.000
	N	90	90	90	90	90
Y_2	Pearson Correlation	.445**	1	.355**	.421**	.760**
	Sig. (2-tailed)	.000		.001	.000	.000
	N	90	90	90	90	90
Y_3	Pearson Correlation	.369**	.355**	1	.303**	.684**
	Sig. (2-tailed)	.000	.001		.004	.000
	N	90	90	90	90	90
Y_4	Pearson Correlation	.322**	.421**	.303**	1	.775**
	Sig. (2-tailed)	.002	.000	.004		.000
	N	90	90	90	90	90
Loyalitas Konsumen (Y)	Pearson Correlation	.661**	.760**	.684**	.775**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	90	90	90	90	90

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

Lampiran 7

Output Uji Instrumen Data

a. Uji Reliabilitas Food Quality (X2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.639	.635	5

b. Uji Reliabilitas Food Quality (X2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.870	.872	6

c. Uji Reliabilitas Store Atmosphere (X3)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.631	.641	4

d. Uji Reliabilitas Loyalitas Konsumen (Y)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.676	.701	4

Lampiran 8

***Output* Koefisien Determinasi, Uji F, Uji T dan Analisis Regresi Linear Berganda**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565[a]	.319	.296	1.875

a. Predictors: (Constant), Store Atmosphere (X3), Food Quality (X2), Service Quality (X1)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141.922	3	47.307	13.458	.000[b]
	Residual	302.301	86	3.515		
	Total	444.222	89			

a. Dependent Variable: Loyalitas Konsumen (Y)

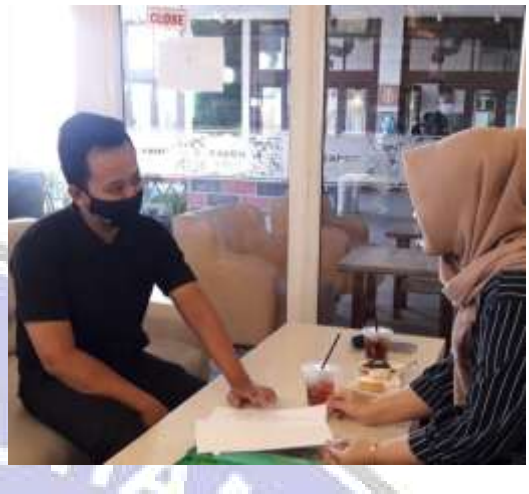
b. Predictors: (Constant), Store Atmosphere (X3), Food Quality (X2), Service Quality (X1)

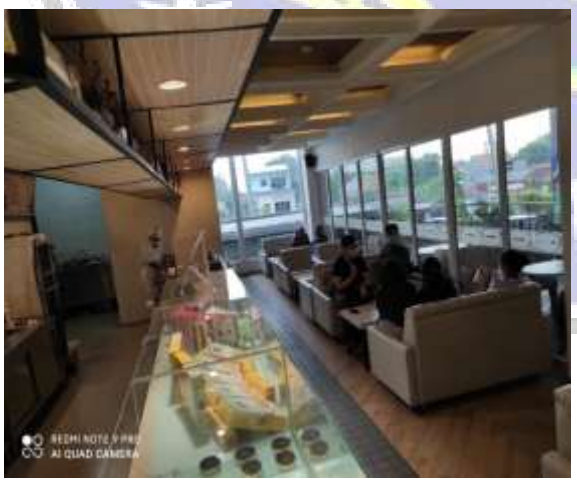
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.586	2.348		2.804	.006
	Service Quality (X1)	.392	.094	.403	4.188	.000
	Food Quality (X2)	.234	.050	.426	4.730	.000
	Store Atmosphere (X3)	.238	.113	.205	2.106	.038

a. Dependent Variable: Loyalitas Konsumen (Y)

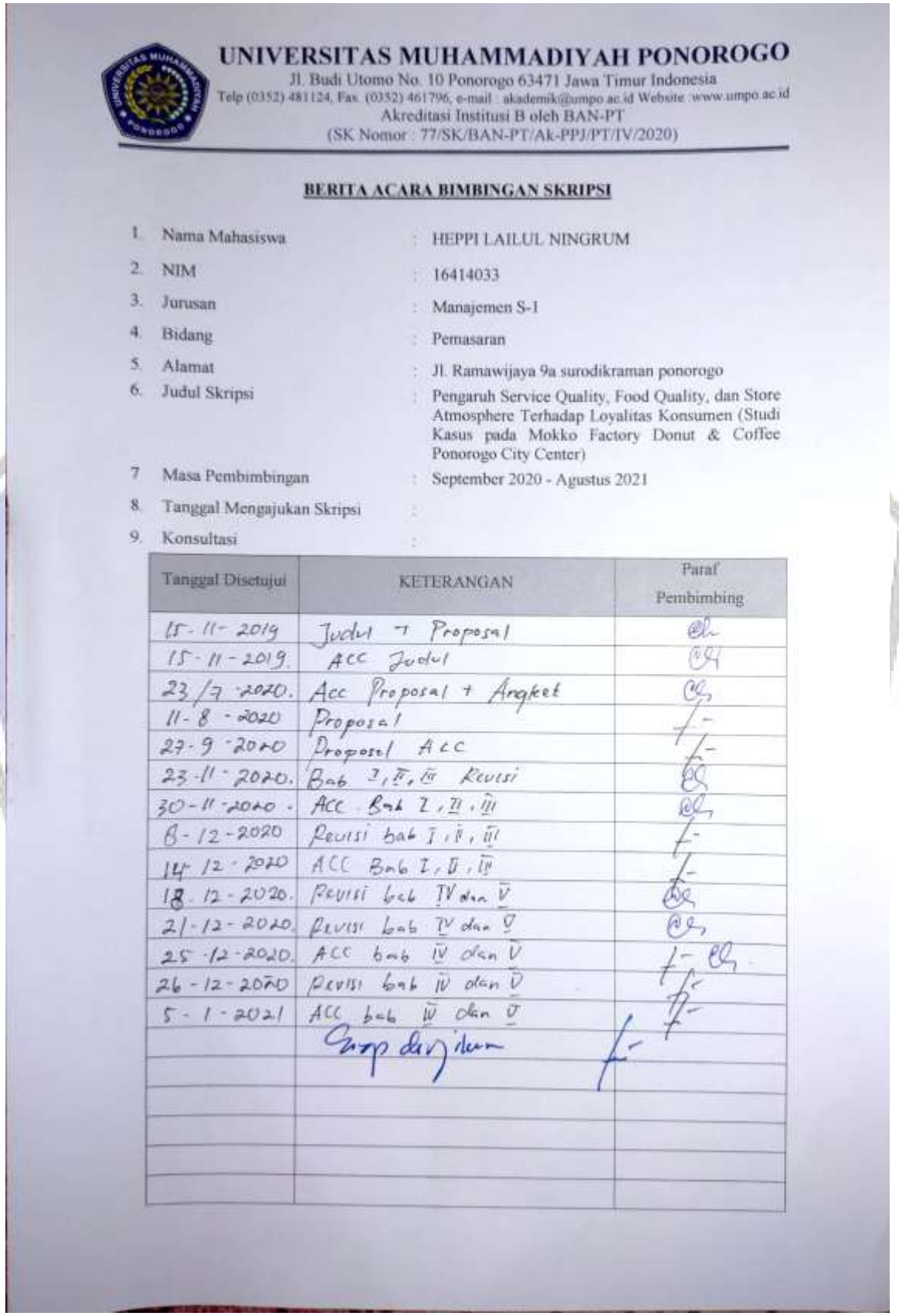
Lampiran 9 - Dokumentasi




Sumber : Peneliti, 2020

Lampiran 10 – Berita Acara Bimbingan



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(SK Nomor : 77/SK/BAN-PT/Ak-PPJ/PT/IV/2020)

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : HEPPI LAILUL NINGRUM
2. NIM : 16414033
3. Jurusan : Manajemen S-1
4. Bidang : Pemasaran
5. Alamat : Jl. Ramawijaya 9a surodikraman ponorogo
6. Judul Skripsi : Pengaruh Service Quality, Food Quality, dan Store Atmosphere Terhadap Loyalitas Konsumen (Studi Kasus pada Mokko Factory Donut & Coffee Ponorogo City Center)
7. Masa Pembimbingan : September 2020 - Agustus 2021
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	KETERANGAN	Paraf Pembimbing
15-11-2019	Judul + Proposal	
15-11-2019	ACC Judul	
23/7-2020	Acc Proposal + Angket	
11-8-2020	Proposal	
27-9-2020	Proposal ACC	
23-11-2020	Bab I, II, III Revisi	
30-11-2020	ACC Bab I, II, III	
8-12-2020	Revisi bab I, II, III	
14-12-2020	ACC Bab I, II, III	
18-12-2020	Revisi bab IV dan V	
21-12-2020	Revisi bab IV dan V	
25-12-2020	ACC bab IV dan V	
26-12-2020	Revisi bab IV dan V	
5-1-2021	ACC bab IV dan V	
	Cetak dan jilid	