

## LAMPIRAN

### Lampiran 1

**KUESIONER PENELITIAN**  
**PENGARUH *STORE ATMOSPHERE*, KUALITAS PELAYANAN DAN,**  
***WORD OF MOUTH* TERHADAP LOYALITAS PELANGGAN**  
*(Survey Pada Konsumen Pita 8 Outdoor Store Ponorogo)*

Nama :  
Usia :  
Jenis Kelamin :  
Pendidikan Terakhir :  
Pekerjaan :  
Berapa Kali Melakukan Pembelian:

**Daftar kuesioner:**

Mohon untuk memberikan tanda (√) pada setiap pernyataan yang Anda pilih

Keterangan:

SS = Sangat Setuju

S = Setuju

N = Netral

TS = Tidak Setuju

STS = Sangat Tidak Setuju

No	Pertanyaan	SS	S	N	TS	STS
	<b><i>STORE ATMOSPHERE:</i></b>					
1	Saya tertarik melihat <i>eksterior</i> dan papan nama pada Pita 8 <i>Outdoor Store</i> Ponorogo					
2	Saya tertarik dengan <i>display</i> dan pencahayaan pada Pita 8 <i>Outdoor Store</i> Ponorogo					
3	Saya merasa nyaman belanja di Pita 8 <i>Outdoor Store</i> Ponorogo karena layout ruangan dan jalur belanja pada toko terasa cukup untuk berlalu					

	lalang					
4	Saya terbantu dengan adanya papan informasi dan desain tanda di Pita 8 <i>Outdoor Store</i> Ponorogo					
	<b>KUALITAS PELAYANAN :</b>					
1	Saya melihat saat ini kondisi peralatan atau perlengkapan toko baik dan layak digunakan					
2	Karyawan Pita 8 <i>Outdoor Store</i> Ponorogo memberikan pelayanan dengan cepat dan tepat					
3	Karyawan terlihat profesional dalam melayani pelanggan					
4	Saat ini toko memberikan jaminan atas produk yang dibeli					
5	Saya mendapatkan perhatian dan diutamakan saat berbelanja					
	<b>WORD OF MOUTH:</b>					
1	Saya sering membaca komentar positif konsumen pada kolom komentar website dan sosial media mengenai Pita 8 <i>Outdoor Store</i> Ponorogo					
2	Saya pernah mendapatkan rekomendasi konsumen lain untuk belanja di Pita 8 <i>Outdoor Store</i> Ponorogo ?.					
3	Saya tertarik membeli di Pita 8 <i>Outdoor Store</i> Ponorogo atas rekomendasi dari teman atau kolega saya					
	<b>LOYALITAS:</b>					
1	Saya senang berbelanja produk Pita 8 <i>Outdoor Store</i> Ponorogo ?.					
2	Saya hanya akan membeli produk Pita 8 <i>Outdoor Store</i> Ponorogo					
3	Saya akan mempromosikan kepada teman dan kolega saya untuk membeli produk pada Pita 8 <i>Outdoor Store</i> Ponorogo ?.					

**Lampiran 2**

**Data Jawaban Responden**

No	Store Atmosphere					Kualitas Pelayanan						Word of Mouth				Loyalitas Pelanggan			
	X1.1	X1.2	X1.3	X1.4	Total	X2.1	X2.2	X2.3	X2.4	X2.5	Total	X3.1	X3.2	X3.3	Total	Y1	Y2	Y3	Total
1	4	5	4	4	17	4	5	4	4	4	21	4	4	4	12	4	4	4	12
2	4	3	4	3	14	4	4	4	4	4	20	4	4	4	12	4	4	4	12
3	3	3	3	3	12	4	3	3	4	4	18	4	3	3	10	3	3	3	9
4	4	4	4	4	16	4	4	3	3	3	17	4	4	4	12	4	4	5	13
5	3	4	4	5	16	4	4	4	4	4	20	4	4	4	12	4	4	4	12
6	4	4	4	4	16	4	4	4	4	4	20	4	4	4	12	4	4	4	12
7	4	4	5	5	18	5	3	5	5	4	22	4	4	5	13	5	5	5	15
8	2	3	4	5	14	5	5	4	4	4	22	4	4	4	12	4	4	4	12
9	2	3	2	3	10	4	3	4	3	4	18	4	4	4	12	3	3	3	9
10	2	2	3	4	11	4	3	3	3	3	16	4	4	4	12	4	3	3	10
11	4	3	2	3	12	3	3	3	4	3	16	4	4	3	11	4	3	3	10
12	5	3	4	4	16	4	3	4	5	5	21	5	3	4	12	3	4	4	11
13	4	4	5	5	18	4	4	3	3	4	18	4	3	4	11	4	4	4	12
14	3	2	2	4	11	4	2	4	4	3	17	2	2	2	6	3	4	4	11
15	5	3	4	5	17	5	4	5	4	5	23	4	5	4	13	5	5	5	15
16	4	4	4	4	16	3	4	4	4	4	19	3	4	4	11	4	4	4	12
17	5	5	5	3	18	4	4	4	4	4	20	3	3	4	10	4	4	4	12

18	2	3	2	4	11	4	3	3	3	4	17	3	4	4	11	4	4	4	12
19	3	4	4	2	13	5	4	3	3	3	18	4	5	5	14	4	4	2	10
20	3	4	3	3	13	4	3	4	3	4	18	4	4	4	12	3	4	3	10
21	3	2	4	3	12	4	4	3	3	5	19	4	3	5	12	4	3	2	9
22	5	5	5	3	18	4	5	4	3	4	20	4	5	4	13	5	5	3	13
23	4	3	4	5	16	5	3	3	4	4	19	4	4	5	13	4	4	4	12
24	4	4	4	5	17	4	4	4	4	3	19	3	4	3	10	5	4	5	14
25	4	4	4	4	16	4	4	4	3	3	18	4	4	4	12	4	3	4	11
26	5	5	5	2	17	5	5	4	3	5	22	3	4	4	11	4	5	4	13
27	4	4	3	4	15	3	4	4	3	3	17	4	4	4	12	3	3	4	10
28	4	4	4	4	16	4	4	3	3	4	18	4	4	4	12	4	3	3	10
29	3	3	3	3	12	4	4	3	4	4	19	5	4	4	13	3	3	3	9
30	2	4	3	5	14	5	4	5	5	5	24	4	4	3	11	3	3	5	11
31	4	5	4	3	16	5	5	4	4	5	23	3	4	4	11	4	4	3	11
32	5	5	5	5	20	5	3	5	5	5	23	5	4	3	12	5	5	5	15
33	3	2	2	4	11	3	2	4	3	3	15	4	4	3	11	3	3	3	9
34	3	2	2	3	10	3	2	4	3	3	15	3	5	4	12	3	3	3	9
35	3	4	4	4	15	4	4	3	3	3	17	4	4	4	12	4	5	5	14
36	5	5	5	5	20	5	5	5	5	5	25	5	4	5	14	5	5	5	15
37	3	3	3	2	11	4	4	4	3	4	19	4	4	3	11	2	4	2	8
38	5	5	5	3	18	3	5	3	3	3	17	2	4	4	10	3	3	3	9
39	4	4	4	4	16	4	4	4	4	4	20	4	4	4	12	4	4	4	12
40	4	3	5	3	15	4	3	4	3	3	17	3	4	2	9	2	4	3	9

41	4	5	5	3	17	4	5	4	4	4	21	3	4	3	10	4	4	3	11
42	5	3	2	5	15	5	4	5	4	5	23	5	4	3	12	5	5	5	15
43	5	5	5	5	20	5	5	5	5	5	25	4	4	5	13	5	5	5	15
44	4	4	3	3	14	4	4	4	2	4	18	2	3	4	9	3	2	3	8
45	3	3	3	3	12	3	3	3	3	3	15	4	4	3	11	3	3	3	9
46	5	4	4	4	17	4	3	4	5	5	21	5	4	4	13	3	3	3	9
47	3	2	2	3	10	3	2	3	4	3	15	3	3	4	10	3	3	3	9
48	5	5	4	2	16	4	5	3	3	3	18	4	4	4	12	4	4	3	11
49	3	4	3	5	15	3	4	4	2	3	16	3	4	4	11	4	4	5	13
50	5	4	5	4	18	4	5	5	4	5	23	4	4	4	12	4	5	4	13
51	4	4	4	2	14	4	4	3	3	4	18	4	2	4	10	4	4	2	10
52	2	2	3	3	10	4	2	4	4	3	17	4	4	4	12	4	3	3	10
53	4	4	5	4	17	4	3	4	4	4	19	4	4	4	12	4	4	5	13
54	5	5	3	4	17	4	5	3	3	3	18	4	4	5	13	4	4	3	11
55	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	5	5	5	15
56	4	4	4	4	16	4	4	4	4	4	20	4	4	4	12	4	4	4	12
57	4	4	5	4	17	4	3	4	3	4	18	4	4	4	12	4	3	4	11
58	3	3	3	3	12	4	3	4	4	4	19	4	4	4	12	4	4	3	11
59	5	4	3	4	16	4	4	5	3	4	20	4	4	4	12	3	5	4	12
60	5	5	5	3	18	3	5	4	5	5	22	3	4	4	11	5	5	3	13
61	4	2	3	5	14	3	5	4	3	3	18	5	4	4	13	4	4	4	12
62	5	5	5	5	20	5	2	5	4	3	19	3	4	5	12	5	5	5	15
63	4	4	4	4	16	4	2	4	4	4	18	5	4	4	13	4	4	3	11

64	5	5	5	4	19	4	5	4	4	5	22	4	4	4	12	5	4	4	13
65	4	4	4	4	16	4	3	4	4	3	18	3	4	4	11	5	4	5	14
66	2	5	5	4	16	4	5	4	4	4	21	4	4	4	12	4	4	4	12
67	5	4	3	4	16	3	4	4	4	4	19	5	4	3	12	4	4	4	12
68	4	4	4	3	15	5	5	5	4	4	23	4	3	5	12	5	5	5	15
69	4	5	5	4	18	4	4	4	4	5	21	3	4	4	11	5	4	4	13
70	4	4	4	4	16	4	4	4	4	4	20	4	4	4	12	4	4	4	12
71	4	5	3	3	15	4	5	4	3	4	20	4	5	4	13	5	3	3	11
72	3	3	4	4	14	4	3	4	4	4	19	4	5	3	12	4	4	4	12
73	5	5	5	4	19	5	5	4	4	5	23	4	4	4	12	5	4	4	13
74	4	4	4	2	14	4	5	4	4	4	21	4	4	4	12	4	4	4	12
75	2	4	3	3	12	4	4	3	2	5	18	3	4	4	11	3	3	3	9
76	3	4	4	4	15	4	3	4	2	4	17	3	4	3	10	4	3	4	11
77	3	5	3	4	15	4	4	4	4	2	18	4	4	3	11	4	3	4	11
78	5	2	4	3	14	3	2	5	5	2	17	4	3	3	10	5	4	2	11
79	4	5	3	5	17	4	5	4	4	4	21	3	4	3	10	4	5	5	14
80	4	4	3	4	15	5	4	2	3	5	19	5	2	4	11	2	4	3	9
81	4	3	4	4	15	5	5	4	4	5	23	4	5	3	12	3	4	4	11
82	3	3	5	4	15	3	5	4	4	4	20	4	4	4	12	2	4	4	10

### Lampiran 3

## UJI VALIDITAS

### 1. Store Atmosphere (X1)

#### Correlations

		X1.1	X1.2	X1.3	X1.4	TOTAL
X1.1	Pearson Correlation	1	.481**	.484**	.107	.752**
	Sig. (2-tailed)		.000	.000	.341	.000
	N	82	82	82	82	82
X1.2	Pearson Correlation	.481**	1	.568**	.086	.779**
	Sig. (2-tailed)	.000		.000	.441	.000
	N	82	82	82	82	82
X1.3	Pearson Correlation	.484**	.568**	1	.129	.793**
	Sig. (2-tailed)	.000	.000		.249	.000
	N	82	82	82	82	82
X1.4	Pearson Correlation	.107	.086	.129	1	.452**
	Sig. (2-tailed)	.341	.441	.249		.000
	N	82	82	82	82	82
TOTAL	Pearson Correlation	.752**	.779**	.793**	.452**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	82	82	82	82	82

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



## 2. Kualitas Pelayanan (X2)

### Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL
X2.1	Pearson Correlation	1	.218	.281	.269	.511	.665
	Sig. (2-tailed)		.049	.011	.014	.000	.000
	N	82	82	82	82	82	82
X2.2	Pearson Correlation	.218	1	.058	.009	.384	.588
	Sig. (2-tailed)	.049		.608	.937	.000	.000
	N	82	82	82	82	82	82
X2.3	Pearson Correlation	.281	.058	1	.510	.249	.602
	Sig. (2-tailed)	.011	.608		.000	.024	.000
	N	82	82	82	82	82	82
X2.4	Pearson Correlation	.269	.009	.510	1	.317	.620
	Sig. (2-tailed)	.014	.937	.000		.004	.000
	N	82	82	82	82	82	82
X2.5	Pearson Correlation	.511	.384	.249	.317	1	.767
	Sig. (2-tailed)	.000	.000	.024	.004		.000
	N	82	82	82	82	82	82
TOTAL	Pearson Correlation	.665	.588	.602	.620	.767	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	82	82	82	82	82	82

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

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





### 3. Word of Mouth (X3)

Correlations

		X3.1	X3.2	X3.3	TOTAL
X3.1	Pearson Correlation	1	.117	.173	.697
	Sig. (2-tailed)		.295	.120	.000
	N	82	82	82	82
X3.2	Pearson Correlation	.117	1	.099	.588
	Sig. (2-tailed)	.295		.375	.000
	N	82	82	82	82
X3.3	Pearson Correlation	.173	.099	1	.656
	Sig. (2-tailed)	.120	.375		.000
	N	82	82	82	82
TOTAL	Pearson Correlation	.697	.588	.656	1
	Sig. (2-tailed)	.000	.000	.000	
	N	82	82	82	82

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

### 4. Loyalitas Pelanggan (Y)

Correlations

		Y1	Y2	Y3	TOTAL
Y1	Pearson Correlation	1	.484	.419	.789
	Sig. (2-tailed)		.000	.000	.000
	N	82	82	82	82
Y2	Pearson Correlation	.484	1	.507	.806
	Sig. (2-tailed)	.000		.000	.000
	N	82	82	82	82
Y3	Pearson Correlation	.419	.507	1	.816
	Sig. (2-tailed)	.000	.000		.000
	N	82	82	82	82
TOTAL	Pearson Correlation	.789	.806	.816	1
	Sig. (2-tailed)	.000	.000	.000	
	N	82	82	82	82

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

## Lampiran 4

### Hasil Uji Reliabilitas

#### 1. *Store Atmosphere* (X1)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.650	4

#### 2. *Kualitas Pelayanan* (X2)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.638	5

#### 3. *Word of Mouth* (X3)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.800	3

#### 4. *Loyalitas Pelanggan* (Y)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.722	3

## Lampiran 5

### Hasil Regresi

#### 1. Regresi Linier Berganda

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.040	1.694		-.614	.541
	Store Atmosphere	.371	.074	.500	5.039	.000
	Kualitas pelayanan	.170	.082	.219	2.075	.041
	Word of Mouth	.311	.145	.180	2.146	.035

a. Dependent Variable: Loyalitas Pelanggan

#### 2. Koefisien Determinasi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732 <sup>a</sup>	.536	.518	1.31886

a. Predictors: (Constant), Word of Mouth, Store Atmosphere, Kualitas pelayanan

b. Dependent Variable: Loyalitas Pelanggan

#### 3. Uji F

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156.522	3	52.174	29.995	.000 <sup>b</sup>
	Residual	135.673	78	1.739		
	Total	292.195	81			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Word of Mouth, Store Atmosphere, Kualitas pelayanan

## Lampiran 6

### Hasil Uji Asumsi Klasik

#### 1. Uji Normalitas

##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		82
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.29420913
Most Extreme Differences	Absolute	.080
	Positive	.080
	Negative	-.062
Test Statistic		.080
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

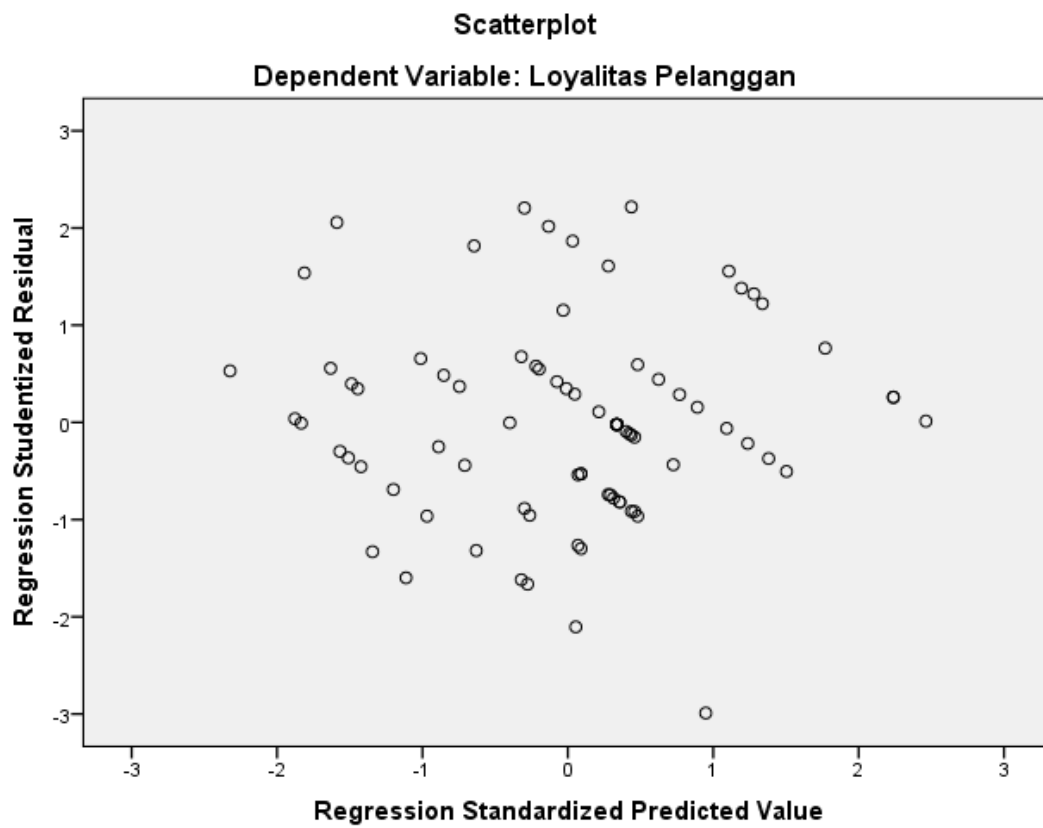
#### 2. Multikolinearitas

##### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-1.040	1.694		-.614	.541		
Store Atmosphere	.371	.074	.500	5.039	.000	.604	1.656
Kualitas pelayanan	.170	.082	.219	2.075	.041	.535	1.870
Word of Mouth	.311	.145	.180	2.146	.035	.846	1.182

a. Dependent Variable: Loyalitas Pelanggan

### 3. Uji Heteroskedastisitas



Lampiran 7

Tabel T, R, dan F

1. T-Tabel

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
Df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518

31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
Df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471

64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
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

## 2. R-Tabel

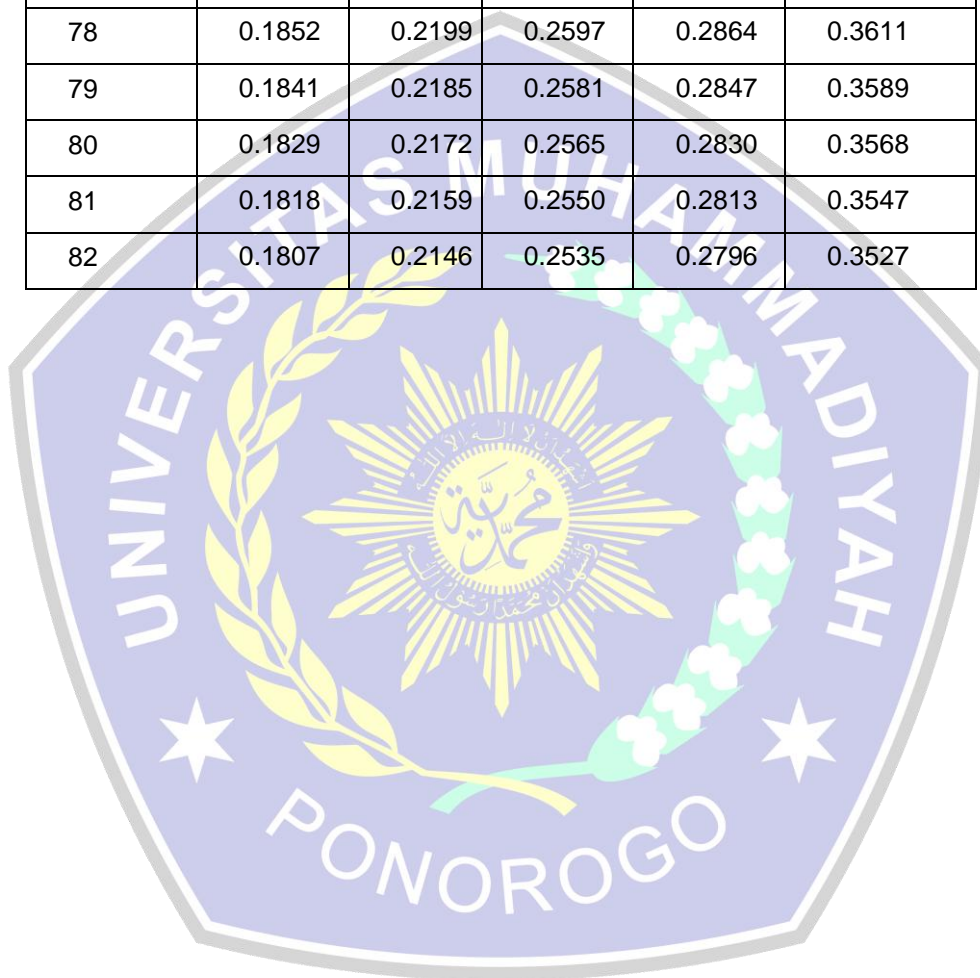
df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
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
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950

40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432
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

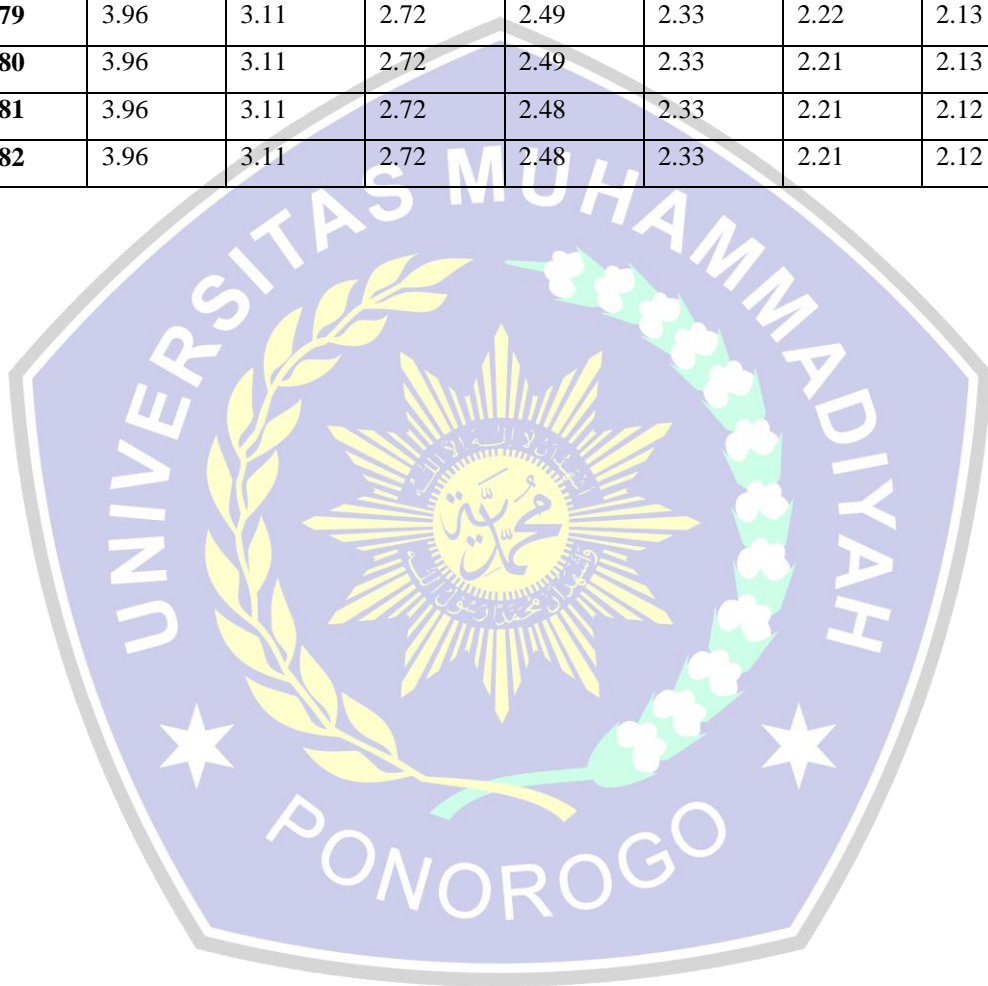


### 3. F - Tabel

df untuk penyebut (N2)	df untuk pembilang (N1)						
	1	2	3	4	5	6	7
1	161	199	216	225	230	234	237
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33
31	4.16	3.30	2.91	2.68	2.52	2.41	2.32
32	4.15	3.29	2.90	2.67	2.51	2.40	2.31
33	4.14	3.28	2.89	2.66	2.50	2.39	2.30

<b>34</b>	4.13	3.28	2.88	2.65	2.49	2.38	2.29
<b>35</b>	4.12	3.27	2.87	2.64	2.49	2.37	2.29
<b>36</b>	4.11	3.26	2.87	2.63	2.48	2.36	2.28
<b>37</b>	4.11	3.25	2.86	2.63	2.47	2.36	2.27
<b>38</b>	4.10	3.24	2.85	2.62	2.46	2.35	2.26
<b>39</b>	4.09	3.24	2.85	2.61	2.46	2.34	2.26
<b>40</b>	4.08	3.23	2.84	2.61	2.45	2.34	2.25
<b>41</b>	4.08	3.23	2.83	2.60	2.44	2.33	2.24
<b>42</b>	4.07	3.22	2.83	2.59	2.44	2.32	2.24
<b>43</b>	4.07	3.21	2.82	2.59	2.43	2.32	2.23
<b>44</b>	4.06	3.21	2.82	2.58	2.43	2.31	2.23
<b>45</b>	4.06	3.20	2.81	2.58	2.42	2.31	2.22
<b>46</b>	4.05	3.20	2.81	2.57	2.42	2.30	2.22
<b>47</b>	4.05	3.20	2.80	2.57	2.41	2.30	2.21
<b>48</b>	4.04	3.19	2.80	2.57	2.41	2.29	2.21
<b>49</b>	4.04	3.19	2.79	2.56	2.40	2.29	2.20
<b>50</b>	4.03	3.18	2.79	2.56	2.40	2.29	2.20
<b>51</b>	4.03	3.18	2.79	2.55	2.40	2.28	2.20
<b>52</b>	4.03	3.18	2.78	2.55	2.39	2.28	2.19
<b>53</b>	4.02	3.17	2.78	2.55	2.39	2.28	2.19
<b>54</b>	4.02	3.17	2.78	2.54	2.39	2.27	2.18
<b>55</b>	4.02	3.16	2.77	2.54	2.38	2.27	2.18
<b>56</b>	4.01	3.16	2.77	2.54	2.38	2.27	2.18
<b>57</b>	4.01	3.16	2.77	2.53	2.38	2.26	2.18
<b>58</b>	4.01	3.16	2.76	2.53	2.37	2.26	2.17
<b>59</b>	4.00	3.15	2.76	2.53	2.37	2.26	2.17
<b>60</b>	4.00	3.15	2.76	2.53	2.37	2.25	2.17
<b>61</b>	4.00	3.15	2.76	2.52	2.37	2.25	2.16
<b>62</b>	4.00	3.15	2.75	2.52	2.36	2.25	2.16
<b>63</b>	3.99	3.14	2.75	2.52	2.36	2.25	2.16
<b>64</b>	3.99	3.14	2.75	2.52	2.36	2.24	2.16
<b>65</b>	3.99	3.14	2.75	2.51	2.36	2.24	2.15
<b>66</b>	3.99	3.14	2.74	2.51	2.35	2.24	2.15
<b>67</b>	3.98	3.13	2.74	2.51	2.35	2.24	2.15
<b>68</b>	3.98	3.13	2.74	2.51	2.35	2.24	2.15
<b>69</b>	3.98	3.13	2.74	2.50	2.35	2.23	2.15
<b>70</b>	3.98	3.13	2.74	2.50	2.35	2.23	2.14

<b>71</b>	3.98	3.13	2.73	2.50	2.34	2.23	2.14
<b>72</b>	3.97	3.12	2.73	2.50	2.34	2.23	2.14
<b>73</b>	3.97	3.12	2.73	2.50	2.34	2.23	2.14
<b>74</b>	3.97	3.12	2.73	2.50	2.34	2.22	2.14
<b>75</b>	3.97	3.12	2.73	2.49	2.34	2.22	2.13
<b>76</b>	3.97	3.12	2.72	2.49	2.33	2.22	2.13
<b>77</b>	3.97	3.12	2.72	2.49	2.33	2.22	2.13
<b>78</b>	3.96	3.11	2.72	2.49	2.33	2.22	2.13
<b>79</b>	3.96	3.11	2.72	2.49	2.33	2.22	2.13
<b>80</b>	3.96	3.11	2.72	2.49	2.33	2.21	2.13
<b>81</b>	3.96	3.11	2.72	2.48	2.33	2.21	2.12
<b>82</b>	3.96	3.11	2.72	2.48	2.33	2.21	2.12



## Lampiran 8

### Dokumentasi









# UNIVERSITAS MUHAMMADIYAH PONOROGO

Jl. Budi Utomo No. 10 Ponorogo 63471 Jawa Timur Indonesia  
Telp (0352) 481124, Fax. (0352) 461796, e-mail : akademik@umpo.ac.id Website : www.umpo.ac.id  
Akreditasi Institusi B oleh BAN-PT  
(SK Nomor : 77/SK/BAN-PT/Ak-PPJ/PT/IV/2020)

## BERITA ACARA BIMBINGAN SKRIPSI

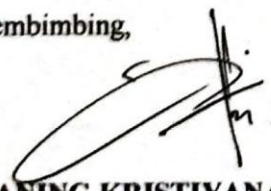
1. Nama Mahasiswa : SUMARWAN
2. NIM : 17414381
3. Jurusan : Manajemen S-1
4. Bidang : Loyalitas Konsumen
5. Alamat : Rt 03 Rw 11 Dsn.Jelok Ds. Tokawi Kec.  
Nawangan Kab. Pacitan
6. Judul Skripsi : Pengaruh Store Atmosphere, Kualitas Pelayanan  
Dan Word Of Mouth Terhadap Loyalitas  
Pelanggan Pita 8 Outdoor Store Ponorogo
7. Masa Pembimbingan : September 2020 - Agustus 2021
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	KETERANGAN	Paraf Pembimbing
21-2-2021	Revisi proposal	
19-3-2021	Revisi proposal	
2-4-2021	Revisi Proposal	
8-4-2021	ACC proposal	
15-6-2021	Bab 1, 2, 3 revisi Revisi populasi Revisi Rujukan operasional variabel Kuesioner	
3-4-2021	ACC Bab 1, 2, 3	
4-12-2021	Revisi BAB 4,5 penulisan	
18-12-2021	Revisi BAB 4,5 penulisan	
24-12-2021	ACC Full BAB	
28-12-2021	ACC Bab 4,5 Ujian skripsi + draft artikel	

Tanggal Disetujui	KETERANGAN	Paraf Pembimbing

- 10. Tanggal Selesai Penulisan Skripsi : \_\_\_\_\_
- 11. Keterangan Bimbingan Telah Selesai : \_\_\_\_\_
- 12. Telah Di Evaluasi/Di Uji Dengan Nilai : \_\_\_\_\_ (angka)  
 \_\_\_\_\_ (huruf)

Pembimbing,



**NANING KRISTİYANA, SE. MM**  
NIDN. 0721117501

Ponorogo, 17 November 2020  
Dekan  

**Dr. HADI SUMARSONO, M.Si**  
NIP. 19760508 200501 1 002