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LAMPIRAN - BERITA ACARA BIMBINGAN SKRIPSI

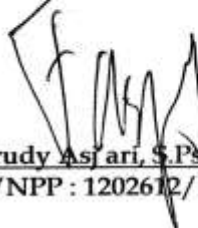
1. Nama Mahasiswa : M herlis atma yudha
2. NIM : 161500038
3. Program Studi : Manajemen
4. Tanggal Mengajukan Skripsi :
5. Judul Skripsi : *Pengaruh Brand image Terhadap Customer Satisfaction Melalui Store atmosphere Sebagai Variabel Intervening Pelanggan Restoran Lazizaa Tulangan*
6. Dosen Pembimbing : Dr. Fachrudy Asj'ari, S.Psi.,M.M.
7. Konsultasi :

No	Tanggal	Materi Bimbingan	Keterangan	Paraf Pembimbing
1	03 Oktober 2019	Revisi Judul	REVISI	
2	04 Oktober 2019	ACC Judul	ACC	
3	29 Oktober 2019	Revisi BAB I	REVISI	
4	07 November 2019	Revisi BAB I Dan BAB II	REVISI	
5	19 November 2019	ACC BAB I Revisi BAB II	ACC REVISI	
6	25 November 2019	ACC BAB II	ACC	
7	12 Desember 2019	Revisi BAB III	REVISI	
8	16 Desember 2019	Revisi BAB III	REVISI	

9	19 Januari 2020	ACC BAB III	ACC	
10	22 Januari 2020	UJIAN PROPOSAL SKRIPSI		
11	6 April 2020	BAB IV	REVISI	
12	9 April 2020	BAB IV	REVISI	
13	16 April 2020	BAB IV dan BAB V	ACC	
14	6 Mei 2020	Bimbingan Artikel	REVISI	
15	22 Mei 2020	Bimbingan Artikel	ACC	

Tanggal selesai menulis skripsi :

Surabaya, 21 Juli 2020
Dosen Pembimbing ,



Dr. Fachrudin Asjari, S.Psi., M.M.
NIP/NPP : 1202612/DY

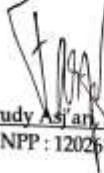
LAMPIRAN 2. Lembar Persetujuan Skripsi

LEMBAR PERSETUJUAN

Skripsi ini telah disetujui oleh dosen pembimbing dan layak untuk diuji:

Tanggal : 21 Juli 2020

Dosen Pembimbing,



Dr. Fachrudin As'ari, S.Psi., M.M
NIP/NPP : 1202612/DY

Lampiran 3. Surat Bebas Plagiasi



**FAKULTAS EKONOMI
UNIVERSITAS PGRI ADI BUANA SURABAYA**

Kampus : Jl. Dukuh Menanggal XII Surabaya Telp. 8281183

Website : <http://www.unipasby.ac.id>

SURAT PERNYATAAN BEBAS PLAGIASI

Yang bertanda tangan di bawah ini :

Nama : Tony Susilo Wibowo, S.E., M.Pd., M.SM

Jabatan : Ketua Program Studi Manajemen

Menyatakan bahwa :

Nama : M. Herlis Atma Yudha

NIM : 161500038

Prodi : Manajemen

telah melakukan uji plagiasi dengan judul artikel *PENGARUH BRAND IMAGE TERHADAP CUSTOMER SATISFACTION MELALUI STORE ATMOSPHERE SEBAGAI VARIABEL INTERVENING DI RESTORAN LAZIZAA TULANGAN SIDOARJO*, dengan hasil Similarity Index 12% sehingga layak untuk mengikuti sidang skripsi.

Demikian surat pernyataan ini kami buat untuk dipergunakan sebagaimana mestinya.

Surabaya, 22 Juni 2020

Ketua Program Studi Manajemen,

Tony Susilo Wibowo, S.E., M.Pd., M.SM

LAMPIRAN 4. Berita Acara Bimbingan Revisi Skripsi



UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI dan BISNIS

Kampus : Jl. DukuhMenanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234
Website : <http://www.unipasby.ac.id>

BERITA ACARA
BIMBINGAN REVISI SKRIPSI

Nama : M. Herlis Alma Yudha
NIM/Program Studi : 161500038 / Manajemen
Judul Skripsi : Pengaruh Brand Image Terhadap Customer Satisfaction Melalui Store Atmosphere Dengan Variabel Interseming Di Restoran Lantain Triangan Sidoarjo
Tanggal Ujian Skripsi :
Penguji : i. Khotimabegirata

No	Tanggal	Materi Konsultasi	Pada Penguji
1	16/02	bab I, II, III, IV, V revisi	K
2	17/02	revisi	K
3			
4			
5			
6			
7			
8			

Penguji I, 
Penguji II, 

Surabaya,
Penguji II,

Lampiran 5. Surat Keterangan Penelitian

SURAT KETERANGAN

Kepada Yth ;
Ketua Jurusan SI Fakultas Ekonomi
Prodi Manajemen
Di tempat.

Dengan Hormat,

Yang bertanda tangan dibawah ini :

Nama : Dwi Priyo

Jabatan : Manajer

Menerangkan bahwa,

Nama : M. Herlis Atma Yudha
NIM : 161500038
Universitas : PGRI Adi Buana Surabaya
Fakultas : Ekonomi
Program Studi : Manajemen

Telah selesai melakukan penelitian di tempat kami dengan menyebarkan kuisisioner untuk mencari penilaian perilaku kerja karyawan.

Surat keterangan ini dibuat atas permintaan mahasiswa dalam keperluan penulisan skripsi program sarjana (S-1) program studi Manajemen, Universitas PGRI Adi Buana Surabaya.

Demikian surat keterangan ini dikeluarkan untuk dapat dipergunakan sebagaimana mestinya.

Pemilik / Manajer



Lampiran 6. Kuesioner Penelitian

Angket Penelitian Tentang Pengaruh Brand Image Terhadap Customer Satisfaction Melalui Store Atmosphere Sebagai Variabel Intervening Pada Restoran Lazizaa Tulangan Sidoarjo

1. Identifikasi Responden

Nama	
Usia	
Jenis Kelamin (P/L)	
Pekerjaan	

2. Kuesioner

Petunjuk Pengisian :

1. Dimohon membaca pertanyaan dibawah ini secara teliti.
2. Anda dimohon untuk memberikan jawaban yang sesuai dengan keadaan anda dengan tanda centang (v) pada salah satu criteria untuk setiap pertanyaan yang menurut anda paling tepat.
3. Pilih jawaban yang tersedia adalah :
SS = Sangat Setuju
S = Setuju
R = Ragu-Ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

4. Atas Kerjasamanya saya ucapkan banyak terima kasih.

Brand Image (X1)

No.	Pertanyaan	SS	S	R	TS	STS
A.	Harga yang ditawarkan					
1.	Harga yang diberikan sesuai dengan yang ditawarkan					
2.	Harga yang diberikan terjangkau dikalangan masyarakat					
B.	Reputasi					
1.	Toko Lazizaa Tulangan tidak pernah ada konsumen yang					

	komplin					
2.	Konsumen memiliki kepercayaan yang tinggi terhadap toko Lazizaa di Tulangan					
C.	Jaminan atas layanan yang berkualitas					
1.	Pelayanan di Lazizaa Tulangan memberikan jaminan berkualitas					
2.	Pelayan di Lazizaa Tulangan memberikan kepastian keramahan					

Customer Satisfaction

No	Pertanyaan	SS	S	R	TS	STS
A.	Harapan					
1.	Anda merasa puas dengan produk yang ditawarkan di Lazizaa Tulangan					
2.	Anda merasa senang saat melakukan pembelian di Lazizaa Tulangan					
B.	Kinerja					
1.	Karyawan Lazizaa Tulangan cekatan dalam melayani konsumen					
2.	Kinerja karyawan Lazizaa Tulangan sangat sopan dalam melayani konsumen					

C.	Minat Beli					
1.	Anda berminat untuk membeli produk di Lazizaa Tulangan					
2.	Anda berminat untuk mengunjungikembali dan membeli produk di Lazizaa					
D.	Kepuasan Pelanggan Keseluruhan					
1.	Anda merasa puas dengan keseluruhan pelayanan di Lazizaa Tulangan					
2.	Anda merasa puas dengan keseluruhan fasilitas yang ada					
E.	Konfirmasi Harapan					
1.	Apakah sesuai yang anda harapkan					

2.	Apakah sesuai dengan yang ada harapan atas kualitas produk yang ada					
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Store Atmosphere

No.	Pertanyaan	SS	S	R	TS	STS
A.	Kebersihan					
1.	Restoran memiliki lingkungan yang bersih					
2.	Apakah kebersihan direstoran selalu terjaga					
B.	Musik					
1.	Musik yang ada di Lazizaa Tulangan membuat suasana menjadi nyaman					

2.	Musik yang diputar Lazizaa Tulangan yang sedang tren					
C.	Wangi					
1.	Lazizaa Tulangan memiliki wangi toko yang sangat harum					
2.	Wangi toko Lazizaa Tulangan menjadikan saya nyaman ketika makan					
D.	Suhu					
1.	Suhu ruangan Lazizaa di Tulangan sangat dingin					

2.	Suhu ruangan di Lazizaa Tulangan sejuk					
E.	Pencahayaan					
1.	Pencahayaan ruangan Lazizaa Tulangan sangat terang					
2.	Pencahayaan ruangan Lazizaa Tulangan membuat nyaman dimata saya					
E.	Warna					
1.	Warna cat tembok Lazizaa di Tulangan sangat indah					
2.	Warna cat tembok Lazizaa Tulangan monoton					

D.	Tata letak					
1.	Lazizaa meiliki tata letak ruang yang rapi					
2.	Lazizaa memiliki tata letak ruangan yang menarik					

Responden	VARIABEL BRAND IMAGE						TOTAL
	X_1_1	X_1_2	X_2_1	X_2_2	X_3_1	X_3_2	
Resp_1	5	5	5	4	5	5	29
Resp_2	4	3	4	3	4	4	22
Resp_3	4	3	4	3	4	3	21
Resp_4	5	5	4	5	5	4	28
Resp_5	4	5	4	5	4	5	27
Resp_6	3	3	4	3	4	3	20
Resp_7	4	4	4	4	3	3	22
Resp_8	4	4	4	4	4	4	24
Resp_9	3	3	3	3	3	3	18
Resp_10	4	3	4	3	4	4	22
Resp_11	4	3	4	4	3	4	22
Resp_12	4	3	4	3	4	3	21
Resp_13	4	5	5	5	5	4	28

Resp_14	4	5	5	5	4	5	28
Resp_15	4	3	4	4	3	4	22
Resp_16	3	4	4	4	3	4	22
Resp_17	3	3	4	4	4	3	21
Resp_18	3	3	4	3	4	4	21
Resp_19	4	3	4	3	4	3	21
Resp_20	2	2	2	2	2	2	12
Resp_21	2	3	2	2	2	2	13
Resp_22	5	5	5	4	4	5	28
Resp_23	5	4	5	4	5	4	27
Resp_24	2	3	3	2	2	2	14
Resp_25	5	5	5	4	5	4	28
Resp_26	4	5	4	5	4	5	27
Resp_27	5	5	5	4	5	4	28
Resp_28	5	4	5	5	5	5	29

Resp_29	4	5	4	5	4	5	27
Resp_30	5	5	4	5	4	4	27
Resp_31	4	5	4	5	4	4	26
Resp_32	4	4	5	5	5	4	27
Resp_33	4	4	5	5	4	4	26
Resp_34	4	5	4	5	5	4	27
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Resp_36	5	4	5	5	4	4	27
Resp_37	4	5	4	5	5	4	27
Resp_38	5	5	4	4	5	4	27
Resp_39	5	5	5	4	4	5	28
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Resp_42	3	3	3	3	3	3	18
Resp_43	4	3	4	3	4	3	21
Resp_44	3	4	3	4	3	4	21
Resp_45	4	3	4	4	4	3	22

Resp_46	5	4	4	4	4	5	26
Resp_47	4	5	4	5	4	5	27
Resp_48	4	4	5	5	4	4	26
Resp_49	5	4	4	4	5	4	26
Resp_50	5	4	4	5	5	4	27
Resp_51	5	5	4	5	5	5	29
Resp_52	4	4	4	4	5	4	25
Resp_53	5	4	4	4	5	4	26
Resp_54	4	4	5	5	4	5	27
Resp_55	5	4	5	5	4	5	28
Resp_56	5	5	4	5	5	5	29
Resp_57	5	5	4	4	5	5	28
Resp_58	4	5	5	4	4	5	27
Resp_59	4	5	4	5	4	5	27
Resp_60	4	4	5	4	5	4	26
Resp_61	4	5	4	5	4	5	27
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Resp_91	4	5	5	5	4	5	28
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Resp_95	4	5	4	4	4	4	25
Resp_96	4	5	4	4	5	4	26

Resp_97	5	4	5	5	4	4	27
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Resp_101	5	4	5	4	4	5	27
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Resp_104	5	4	5	5	4	5	28
Resp_105	5	5	4	4	5	4	27

Responden	VARIABEL CUSTOMER SATISFACTION										TOTAL
	Y_1_1	Y_1_2	Y_2_1	Y_2_2	Y_3_1	Y_3_2	Y_4_1	Y_4_2	Y_5_1	Y_5_2	
Resp_1	5	4	5	4	5	4	5	5	4	5	46
Resp_2	4	3	4	4	3	4	3	4	3	4	36
Resp_3	4	4	4	5	4	4	4	3	4	4	40
Resp_4	5	5	4	5	5	5	5	4	5	4	47
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Resp_11	4	4	4	5	5	5	4	4	5	5	45
Resp_12	5	5	4	4	5	5	5	5	4	5	47
Resp_13	5	4	5	5	5	5	4	5	4	5	47
Resp_14	5	4	5	5	4	5	4	5	5	5	47
Resp_15	4	5	5	4	5	4	4	5	5	4	45

Resp_16	5	4	5	5	5	4	5	5	5	4	47
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Resp_18	4	4	4	5	4	3	3	4	3	4	38
Resp_19	4	4	3	5	4	4	4	4	4	4	40
Resp_20	2	2	2	2	2	2	2	2	2	2	20
Resp_21	2	2	2	2	3	2	2	3	2	2	22
Resp_22	5	5	5	4	5	5	4	5	5	4	47
Resp_23	5	4	4	4	5	4	4	4	5	4	43
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Resp_65	4	4	4	4	3	4	3	4	4	4	38
Resp_66	4	4	4	4	4	4	3	4	3	4	38

Resp_67	5	4	5	5	4	5	5	4	4	5	46
Resp_68	5	5	5	4	5	5	4	5	5	4	47
Resp_69	5	4	4	4	5	4	5	4	5	4	44
Resp_70	4	5	5	5	5	5	5	5	4	5	48
Resp_71	5	4	4	4	5	5	5	4	5	4	45
Resp_72	4	5	5	5	5	5	4	5	5	5	48
Resp_73	4	4	4	4	5	4	5	4	5	4	43
Resp_74	4	4	4	4	5	4	5	4	5	4	43
Resp_75	4	5	5	5	4	5	5	5	4	5	47
Resp_76	5	5	5	5	4	5	5	5	5	5	49
Resp_77	5	5	5	5	5	5	5	5	5	5	50
Resp_78	5	4	4	4	5	4	4	4	4	4	42
Resp_79	4	4	4	4	5	4	4	4	5	4	42
Resp_80	5	5	5	4	5	4	5	5	5	4	47
Resp_81	5	4	4	4	5	4	4	4	4	4	42
Resp_82	4	4	4	5	5	4	4	4	4	5	43
Resp_83	5	5	5	5	4	5	5	5	5	5	49

Resp_84	4	4	4	5	4	5	5	4	4	5	44
Resp_85	5	5	5	4	4	5	4	5	4	4	45
Resp_86	4	4	4	5	5	4	5	4	5	5	45
Resp_87	5	4	4	5	4	4	5	4	4	5	44
Resp_88	4	4	4	4	4	4	5	4	4	4	41
Resp_89	4	5	4	5	4	5	4	5	5	5	46
Resp_90	4	5	5	4	5	4	4	5	4	4	44
Resp_91	5	5	5	4	5	5	4	5	5	4	47
Resp_92	4	5	5	5	5	5	5	5	4	5	48
Resp_93	4	5	5	4	4	4	5	5	4	4	44
Resp_94	5	5	5	5	5	5	5	5	5	5	50
Resp_95	4	4	4	4	5	4	4	4	5	4	42
Resp_96	4	5	5	5	5	5	5	5	5	5	49
Resp_97	4	5	4	5	5	4	4	5	4	5	45
Resp_98	5	4	5	4	4	5	4	4	5	4	44
Resp_99	4	4	4	4	5	5	5	4	4	4	43
Resp_100	4	4	4	5	5	4	4	4	4	5	43

Resp_101	4	4	4	4	5	4	4	4	4	4	41
Resp_102	4	5	4	5	5	4	5	5	5	5	47
Resp_103	4	4	5	4	5	4	4	4	5	4	43
Resp_104	4	5	4	4	5	4	4	5	5	4	44
Resp_105	5	4	4	5	5	4	4	4	5	5	45

Resp_16	3	3	4	4	3	3	4	3	3	3	4	
Resp_17	3	3	2	3	2	3	3	2	3	2	3	
Resp_18	3	3	3	4	4	3	4	3	4	4	4	
Resp_19	4	4	4	4	4	4	4	3	4	4	3	
Resp_20	2	2	2	2	2	2	2	3	2	2	2	
Resp_21	2	2	2	2	2	2	2	2	2	2	2	
Resp_22	5	5	5	5	5	5	4	5	5	4	4	
Resp_23	4	4	5	4	4	5	4	4	4	4	5	
Resp_24	1	2	1	2	2	1	2	1	2	2	2	
Resp_25	5	4	4	4	4	4	5	4	4	5	4	
Resp_26	5	5	4	5	4	5	5	4	4	5	4	
Resp_27	5	5	5	4	5	5	4	5	4	5	5	
Resp_28	4	4	4	5	4	5	4	4	5	4	4	
Resp_29	4	5	5	4	5	4	4	5	5	4	5	
Resp_30	4	4	4	5	5	4	5	4	4	4	4	
Resp_31	5	5	4	5	5	4	5	5	5	5	4	
Resp_32	4	4	4	5	4	4	4	4	4	4	5	

Resp_33	5	4	4	4	4	4	5	5	4	5	4	
Resp_34	4	5	4	4	5	5	4	5	4	5	4	
Resp_35	4	5	4	5	4	5	4	5	5	4	4	
Resp_36	5	4	4	4	5	4	4	4	4	5	5	
Resp_37	4	5	5	4	4	5	4	5	5	4	4	
Resp_38	4	4	4	4	5	4	5	4	4	4	5	
Resp_39	5	5	4	4	5	4	5	5	5	4	4	
Resp_40	3	2	3	2	3	2	3	2	3	3	2	
Resp_41	4	4	4	4	3	4	4	4	3	4	3	
Resp_42	3	4	4	4	4	4	4	4	3	3	3	
Resp_43	5	4	4	5	5	4	5	4	4	5	4	
Resp_44	5	5	5	4	5	4	5	5	5	5	5	
Resp_45	4	4	5	4	4	5	4	4	4	4	5	
Resp_46	4	5	5	4	5	5	4	5	4	5	5	
Resp_47	4	4	4	4	4	4	4	4	5	4	5	
Resp_48	4	4	4	5	5	4	5	4	5	5	5	
Resp_49	5	4	5	5	4	5	5	4	5	4	5	

Resp_50	4	5	5	5	4	5	5	5	5	4	5	
Resp_51	5	5	4	4	5	4	5	5	4	5	4	
Resp_52	4	4	5	5	5	4	5	5	5	5	5	
Resp_53	4	5	4	4	5	4	4	5	4	5	4	
Resp_54	5	4	5	5	4	5	5	4	5	4	5	
Resp_55	5	4	5	5	4	5	5	4	5	4	5	
Resp_56	4	4	5	4	4	5	4	4	4	4	5	
Resp_57	4	4	4	4	4	4	4	4	4	4	5	
Resp_58	4	4	5	5	4	5	5	4	5	5	5	
Resp_59	4	4	5	4	4	5	4	4	4	4	5	
Resp_60	3	4	4	3	4	4	3	4	3	4	4	
Resp_61	4	5	4	4	5	4	4	5	4	5	4	
Resp_62	4	3	4	4	3	4	4	3	4	3	4	
Resp_63	2	2	2	2	2	2	2	2	2	2	2	
Resp_64	3	2	2	3	2	2	3	2	3	2	2	
Resp_65	2	2	3	2	2	3	2	2	2	2	3	
Resp_66	3	4	4	3	4	4	3	4	3	4	4	

Resp_67	4	4	3	4	4	3	4	4	4	4	3	
Resp_68	4	4	3	4	4	3	4	4	4	4	3	
Resp_69	4	4	3	4	4	3	4	4	4	4	3	
Resp_70	4	4	4	4	4	4	4	4	4	4	4	
Resp_71	4	4	4	4	4	4	4	4	4	4	4	
Resp_72	4	4	4	4	4	4	4	4	4	4	4	
Resp_73	5	5	5	5	5	5	5	5	5	5	5	
Resp_74	3	3	4	3	3	4	3	3	3	3	4	
Resp_75	4	4	4	4	4	4	3	4	3	3	4	
Resp_76	5	5	4	5	5	4	5	4	5	4	4	
Resp_77	5	5	4	5	5	4	5	5	4	5	4	
Resp_78	4	5	5	4	5	5	4	5	5	5	5	
Resp_79	4	5	4	5	4	4	5	4	4	5	4	
Resp_80	4	4	4	4	5	4	5	4	5	5	4	
Resp_81	5	5	5	4	5	5	4	4	5	4	5	
Resp_82	4	4	5	4	4	4	5	5	5	5	5	
Resp_83	4	5	4	4	5	4	5	4	5	4	5	

Resp_101	4	5	5	4	5	5	4	5	4	5	4	
Resp_102	5	4	5	4	5	5	4	4	4	5	5	
Resp_103	5	5	4	5	5	4	5	5	4	4	5	
Resp_104	5	5	5	4	5	5	4	5	5	5	4	
Resp_105	4	4	4	4	4	4	3	4	3	4	4	

LAMPIRAN 8.HASIL PENGUJIAN DATA

1. Frekuensi Jawaban Responden

a. Variabel Brand Image

X1_1_1

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	3	2.9	2.9	2.9
d	3.00	10	9.5	9.5	12.4
	4.00	47	44.8	44.8	57.1
	5.00	45	42.9	42.9	100.0
	Total	105	100.0	100.0	

X1_1_2

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	2	1.9	1.9	1.9
d	3.00	17	16.2	16.2	18.1
	4.00	46	43.8	43.8	61.9
	5.00	40	38.1	38.1	100.0

Total	105	100.0	100.0	
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X1_2_1

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	2	1.9	1.9	1.9
d	3.00	6	5.7	5.7	7.6
	4.00	53	50.5	50.5	58.1
	5.00	44	41.9	41.9	100.0
Total		105	100.0	100.0	

X1_2_2

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	4	3.8	3.8	3.8
d	3.00	12	11.4	11.4	15.2
	4.00	41	39.0	39.0	54.3

	5.00	48	45.7	45.7	100.0
	Total	105	100.0	100.0	

X1_3_1

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	3	2.9	2.9	2.9
d	3.00	9	8.6	8.6	11.4
	4.00	52	49.5	49.5	61.0
	5.00	41	39.0	39.0	100.0
	Total	105	100.0	100.0	

X1_3_2

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	3	2.9	2.9	2.9
d	3.00	13	12.4	12.4	15.2
	4.00	51	48.6	48.6	63.8

	5.00	38	36.2	36.2	100.0
	Total	105	100.0	100.0	

b. Variabel Store Atmosphere

Z_1_1

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	4	3.8	3.8	4.8
	3.00	13	12.4	12.4	17.1
	4.00	55	52.4	52.4	69.5
	5.00	32	30.5	30.5	100.0
	Total	105	100.0	100.0	

Z_1_2

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	2.00	9	8.6	8.6	8.6

d	3.00	7	6.7	6.7	15.2
	4.00	50	47.6	47.6	62.9
	5.00	39	37.1	37.1	100.0
Total		105	100.0	100.0	

Z_2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
d	2.00	6	5.7	5.7	6.7
	3.00	9	8.6	8.6	15.2
	4.00	53	50.5	50.5	65.7
	5.00	36	34.3	34.3	100.0
Total		105	100.0	100.0	

Z_2_2

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	2.00	7	6.7	6.7	6.7
d	3.00	9	8.6	8.6	15.2
	4.00	56	53.3	53.3	68.6
	5.00	33	31.4	31.4	100.0
Total		105	100.0	100.0	

Z_3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	7.6	7.6	7.6
d	3.00	8	7.6	7.6	15.2
	4.00	46	43.8	43.8	59.0
	5.00	43	41.0	41.0	100.0
Total		105	100.0	100.0	

Z_3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	1.00	1	1.0	1.0	1.0
d	2.00	5	4.8	4.8	5.7
	3.00	12	11.4	11.4	17.1
	4.00	51	48.6	48.6	65.7
	5.00	36	34.3	34.3	100.0
Total		105	100.0	100.0	

Z_4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	5.7	5.7	5.7
d	3.00	10	9.5	9.5	15.2
	4.00	48	45.7	45.7	61.0
	5.00	41	39.0	39.0	100.0
Total		105	100.0	100.0	

Z_4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
d	2.00	8	7.6	7.6	8.6
	3.00	8	7.6	7.6	16.2
	4.00	52	49.5	49.5	65.7
	5.00	36	34.3	34.3	100.0
	Total	105	100.0	100.0	

Z_5_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	4.8	4.8	4.8
d	3.00	16	15.2	15.2	20.0
	4.00	47	44.8	44.8	64.8
	5.00	37	35.2	35.2	100.0
	Total	105	100.0	100.0	

Z_5_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	7.6	7.6	7.6
d	3.00	9	8.6	8.6	16.2
	4.00	49	46.7	46.7	62.9
	5.00	39	37.1	37.1	100.0
	Total	105	100.0	100.0	

Z_6_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	6.7	6.7	6.7
d	3.00	12	11.4	11.4	18.1
	4.00	45	42.9	42.9	61.0
	5.00	41	39.0	39.0	100.0
	Total	105	100.0	100.0	

Z_6_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	7.6	7.6	7.6
d	3.00	13	12.4	12.4	20.0
	4.00	40	38.1	38.1	58.1
	5.00	44	41.9	41.9	100.0
Total		105	100.0	100.0	

Z_7_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	3.8	3.8	3.8
d	3.00	14	13.3	13.3	17.1
	4.00	51	48.6	48.6	65.7
	5.00	36	34.3	34.3	100.0
Total		105	100.0	100.0	

Z_7_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	3.8	3.8	3.8
d	3.00	19	18.1	18.1	21.9
	4.00	44	41.9	41.9	63.8
	5.00	38	36.2	36.2	100.0
	Total	105	100.0	100.0	

c. Variabel Customer Satisfaction

Y_1_1

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	3	2.9	2.9	2.9
d	3.00	3	2.9	2.9	5.7
	4.00	54	51.4	51.4	57.1
	5.00	45	42.9	42.9	100.0
	Total	105	100.0	100.0	

Y_1_2

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	4	3.8	3.8	3.8

d	3.00	4	3.8	3.8	7.6
	4.00	56	53.3	53.3	61.0
	5.00	41	39.0	39.0	100.0
	Total	105	100.0	100.0	

Y 2 1

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	4	3.8	3.8	3.8
d	3.00	3	2.9	2.9	6.7
	4.00	57	54.3	54.3	61.0
	5.00	41	39.0	39.0	100.0
	Total	105	100.0	100.0	

Y 2 2

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	2	1.9	1.9	1.9

d	3.00	6	5.7	5.7	7.6
	4.00	45	42.9	42.9	50.5
	5.00	52	49.5	49.5	100.0
Total		105	100.0	100.0	

Y_3_1

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	3	2.9	2.9	2.9
d	3.00	5	4.8	4.8	7.6
	4.00	36	34.3	34.3	41.9
	5.00	61	58.1	58.1	100.0
Total		105	100.0	100.0	

Y_3_2

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	4	3.8	3.8	3.8

d	3.00	3	2.9	2.9	6.7
	4.00	58	55.2	55.2	61.9
	5.00	40	38.1	38.1	100.0
	Total	105	100.0	100.0	

Y 4 1

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	3	2.9	2.9	2.9
d	3.00	7	6.7	6.7	9.5
	4.00	49	46.7	46.7	56.2
	5.00	46	43.8	43.8	100.0
	Total	105	100.0	100.0	

Y 4 2

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	2	1.9	1.9	1.9

d	3.00	7	6.7	6.7	8.6
	4.00	47	44.8	44.8	53.3
	5.00	49	46.7	46.7	100.0
	Total	105	100.0	100.0	

Y_5_1

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	3	2.9	2.9	2.9
d	3.00	7	6.7	6.7	9.5
	4.00	44	41.9	41.9	51.4
	5.00	51	48.6	48.6	100.0
	Total	105	100.0	100.0	

Y_5_2

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Vali	2.00	3	2.9	2.9	2.9

X1_2_1	Pearson Correlation	.638**	.350**	1	.527**	.501**	.507**	.731**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	105	105	105	105	105	105	105
X1_2_2	Pearson Correlation	.539**	.692**	.527**	1	.487**	.688**	.827**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	105	105	105	105	105	105	105
X1_3_1	Pearson Correlation	.608**	.518**	.501**	.487**	1	.474**	.752**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	105	105	105	105	105	105	105
X1_3_2	Pearson Correlation	.536**	.719**	.507**	.688**	.474**	1	.831**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	105	105	105	105	105	105	105
Brand Image (X)	Pearson Correlation	.793**	.797**	.731**	.837**	.752**	.831**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105	105

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

Z_3_1	Pearson Correlation	.721**	.832**	.664**	.650**	1	.644**	.683**	.786**	.688**	.805**	.660**	.713**	.650**	.595**	.789**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Z_3_2	Pearson Correlation	.678**	.738**	.836**	.649**	.644**	1	.557**	.701**	.662**	.643**	.755**	.695**	.639**	.580**	.750**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Z_4_1	Pearson Correlation	.760**	.653**	.646**	.799**	.683**	.557**	1	.662**	.753**	.742**	.629**	.663**	.671**	.614**	.803**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Z_4_2	Pearson Correlation	.697**	.837**	.734**	.697**	.786**	.701**	.662**	1	.643**	.786**	.635**	.733**	.691**	.618**	.808**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Z_5_1	Pearson Correlation	.696**	.706**	.657**	.738**	.688**	.662**	.753**	.643**	1	.621**	.683**	.638**	.67	.610**	.745**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Z_5_2	Pearson Correlation	.719**	.735**	.664**	.663**	.805**	.643**	.742**	.786**	.621**	1	.599**	.692**	.708**	.608**	.815**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000

	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Z_6_1	Pearson Correlation	.633**	.679**	.750**	.658**	.660**	.755**	.629**	.635**	.683**	.599**	1	.699**	.661**	.657**	.745**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Z_6_2	Pearson Correlation	.681**	.743**	.714**	.666**	.713**	.695**	.663**	.733**	.638**	.692**	.699**	1	.603**	.676**	.766**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Z_7_1	Pearson Correlation	.614**	.699**	.619**	.626**	.650**	.639**	.671**	.691**	.671**	.708**	.661**	.603**	1	.479**	.775**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Z_7_2	Pearson Correlation	.611**	.561**	.603**	.581**	.595**	.580**	.614**	.618**	.610**	.608**	.657**	.676**	.479**	1	.679**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Store Atmosphere (Z)	Pearson Correlation	.756**	.791**	.800**	.768**	.789**	.750**	.803**	.808**	.745**	.815**	.745**	.766**	.775**	.679**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

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

Y_5_2	Pearson Correlation	.544**	.585**	.529**	.883**	.467**	.577**	.604**	.593**	.505**	1	.817**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	105	105	105	105	105	105	105	105	105	105	105
Customer Satisfaction (Y)	Pearson Correlation	.734**	.830**	.796**	.758**	.718**	.776**	.737**	.809**	.719**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105	105	105	105	105	105

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

3. Uji Reliabilitas

a. Variabel Brand Image

Case Processing Summary

		N	%
Cases	Valid	105	100.0
	Excluded ^a	0	.0
	Total	105	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.880	6

b. Variabel Store Atmosphere

Case Processing Summary

		N	%
Cases	Valid	105	100.0
	Excluded ^a	0	.0
	Total	105	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.967	14

c. Variabel Customer Satisfaction

Case Processing Summary

		N	%
Cases	Valid	105	100.0
	Excluded ^a	0	.0
	Total	105	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.923	10

4. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		105
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.65356570
Most Extreme Differences	Absolute	.069
	Positive	.069
	Negative	-.058
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

5. Uji Linieritas

Customer Satisfaction (Y) * Brand Image (X)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer Satisfaction (Y) * Brand Image (X)	Between Groups	(Combined)	4.143	14	1.439	2.585	.230
		Linearity	7.487	1	1.487	1.858	.170
		Deviation from Linearity	6.656	13	.897	1.872	.125
	Within Groups		732.047	90	8.134		
Total			3076.190	104			

Customer Satisfaction (Y) * Store Atmosphere (Z)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer Satisfaction (Y) * Store Atmosphere (Z)	Between Groups	(Combined)	1.965	27	4.036	3.660	.210
		Linearity	1.676	1	1.676	5.819	.129
		Deviation from Linearity	2.289	26	.665	2.038	.109
	Within Groups		1347.226	77	17.496		
Total			3076.190	104			

6. Uji Homogenitas

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Brand Image (X)	1.938 ^a	12	85	.141
Store Atmosphere (Z)	1.981 ^b	12	85	.136

- a. Groups with only one case are ignored in computing the test of homogeneity of variance for Brand Image (X).
- b. Groups with only one case are ignored in computing the test of homogeneity of variance for Store Atmosphere (Z).

7. Path Analysis
 a. Struktur 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 ^a	.277	.270	9.10962

- a. Predictors: (Constant), Brand Image (X)
 b. Dependent Variable: Store Atmosphere (Z)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3279.521	1	3279.521	39.519	.000 ^b
Residual	8547.470	103	82.985		
Total	11826.990	104			

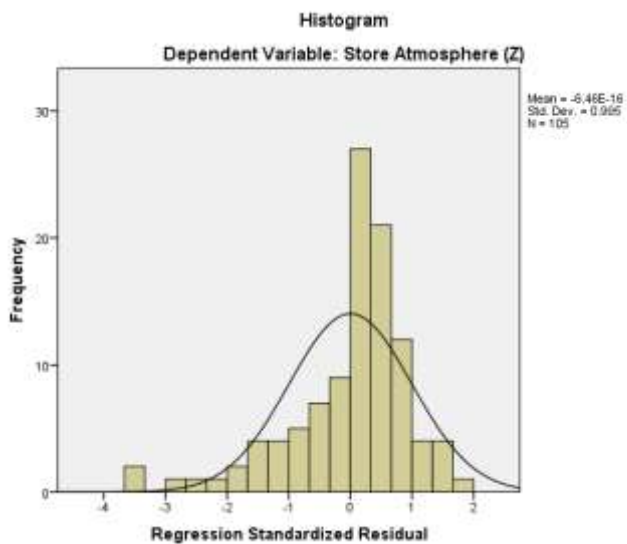
- a. Dependent Variable: Store Atmosphere (Z)
 b. Predictors: (Constant), Brand Image (X)

Coefficients^a

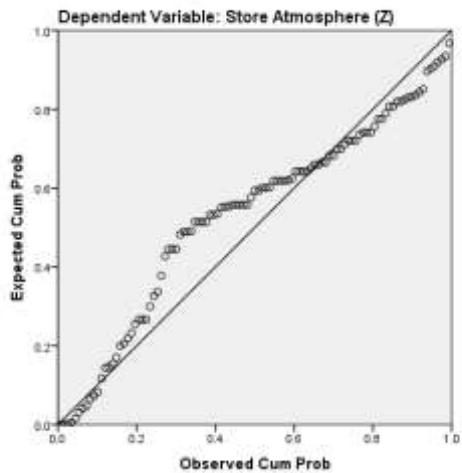
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	17.092	6.454		2.648	.009
Brand Image (X)	1.577	.251	.527	6.286	.000

- a. Dependent Variable: Store Atmosphere (Z)

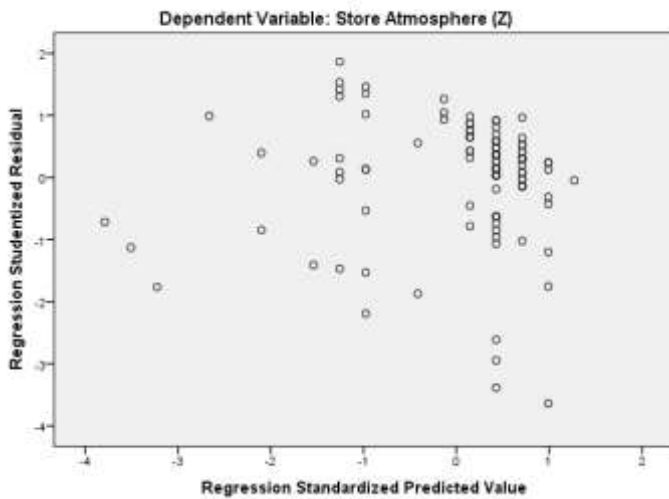
Charts



Normal P-P Plot of Regression Standardized Residual



Scatterplot



b. Struktur 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 ^a	.549	.540	3.68921

a. Predictors: (Constant), Store Atmosphere (Z), Brand Image (X)

b. Dependent Variable: Customer Satisfaction (Y)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1687.942	2	843.971	62.010	.000 ^b
Residual	1388.248	102	13.610		
Total	3076.190	104			

a. Dependent Variable: Customer Satisfaction (Y)

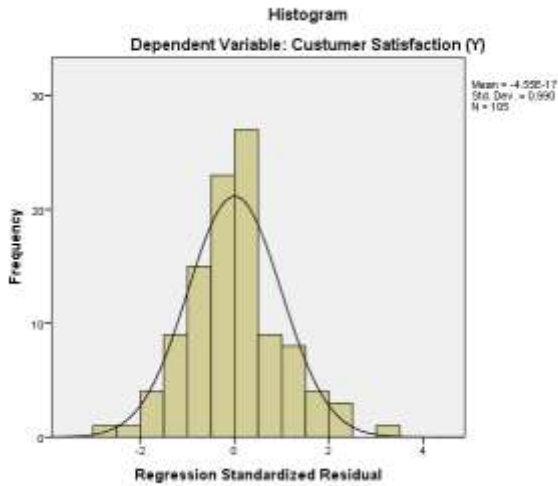
b. Predictors: (Constant), Store Atmosphere (Z), Brand Image (X)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.704	2.701		5.073	.000
	Brand Image (X)	.965	.120	.631	8.070	.000
	Store Atmosphere (Z)	.091	.040	.178	2.275	.025

a. Dependent Variable: Customer Satisfaction (Y)

Charts



Normal P-P Plot of Regression Standardized Residual

