

Lampiran 1:

Kuesioner

Sehubungan dengan riset penelitian dengan judul “PENGARUH *E-S-QUAL* TERHADAP *LOYALITAS* MELALUI *PERCEIVED VALUE* PADA *ONLINE SHOP FASHION* DENGAN MEDIA *FACEBOOK* DI SURABAYA”, maka saya mohon bantuan Saudari untuk mengisi kuesioner di bawah ini. Atas perhatian dan kerjasamanya, saya mengucapkan terima kasih. Hasil penelitian ini hanya untuk kepentingan studi.

Hormat saya,

Natasia

I. Karakteristik Responden

a. Apakah Anda pernah berbelanja di *online shop fashion* melalui *facebook*?

1. Ya 2. Tidak

b. Apakah dalam 6 bulan terakhir Anda Pernah melakukan pembelian di *online shop fashion* secara melalui *facebook*?

1. Ya 2. Tidak

c. Berapakah usia Anda ?

- a. ≥ 21 tahun 2. < 21 tahun

d. Dimanakah domisili Anda?

1. Surabaya 2. Di luar Kota Surabaya

- II. Berikan pernyataan anda dengan tanda centang (✓) pada kolom yang sesuai dengan pilihan jawaban anda.

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

No.	Pernyataan	STS	TS	N	S	SS
<i>E-S-Qual (E)</i>						
1	Situs <i>online shop fashion</i> ini mudah saya temukan ketika dibutuhkan.					
2	Saya lebih mudah untuk mencari situs <i>online shop fashion</i> .					
3	Situs <i>online shop fashion</i> ini memungkinkan saya untuk bertransaksi dengan cepat.					
4	Menurut saya informasi di situs <i>online shop fashion</i> ini terorganisir dengan baik.					
5	Menurut saya halaman situs <i>online shop fashion</i> ini lebih cepat diakses					
6	Situs <i>online shop fashion</i> ini mudah saya gunakan.					
7	Situs <i>online shop fashion</i> ini memungkinkan saya untuk mendapatkan produk yang saya inginkan dengan cepat.					
8	Menurut saya situs <i>online shop fashion</i> ini terorganisir dengan baik					

9	Situs <i>online shop fashion</i> selalu tersedia untuk saya.					
10	Situs <i>online shop fashion</i> dapat langsung saya buka atau saya jalankan.					
11	Situs <i>online shop fashion</i> tidak pernah gagal saya buka.					
12	Halaman pada situs <i>online shop fashion</i> tidak membeku/berhenti pada saat saya memasukkan informasi barang yang akan dipesan					
13	Menurut saya situs <i>online shop fashion</i> ini mengantarkan pesanan yang di janjikan pada saya.					
14	Menurut saya situs <i>online shop fashion</i> ini mengantarkan pesanan yang tersedia tepat waktu.					
15	Situs <i>online shop fashion</i> ini dengan cepat mengantarkan apa yang saya pesan.					
16	Situs <i>online shop fashion</i> ini mengirimkan barang yang telah saya pesan.					
17	Situs <i>online shop fashion</i> mengklaim telah memiliki stok barang yang saya pesan.					
18	Menurut saya situs <i>online shop fashion</i> jujur dalam menawarkan barang.					

19	Menurut saya situs <i>online shop fashion</i> selalu menepati janji tentang pengiriman produk.					
20	Situs <i>online shop fashion</i> melindungi informasi tentang kebiasaan/perilaku belanja saya.					
21	Situs <i>online shop fashion</i> tidak menyebarkan informasi pribadi saya untuk situs lainnya.					
22	Situs <i>online shop fashion</i> ini melindungi informasi tentang informasi kartu kredit saya.					
Perceived Value (PV)						
PV1	Menurut saya, harga produk dan layanan yang tersedia di situs <i>online shop fashion</i> ini ekonomis.					
PV2	Menurut saya, Secara keseluruhan situs <i>online shop fashion</i> ini nyaman untuk digunakan.					
PV3	Saya merasa memegang kendali dalam mengoperasikan situs <i>online shop fashion</i> yang disediakan.					
PV4	Nilai keseluruhan yang diperoleh dari website ini sesuai dengan uang dan usaha yang saya lakukan					
Loyalitas (L)						
L1	Saya berkata hal-hal yang positif tentang situs <i>online shop</i> kepada orang lain.					

L2	Saya merekomendasikan situs <i>online shop</i> tersebut pada seseorang yang meminta saran.					
L3	Saya mendukung teman dan orang lain untuk melakukan transaksi bisnis dengan situs <i>online shop</i> tersebut.					
L4	Saya akan mempertimbangkan situs ini untuk menjadi pilihan pertama untuk pemesanan yang akan datang.					
L5	Menurut saya melalui situs ini akan lebih banyak kegiatan bisnis dengan situs ini dalam beberapa bulan mendatang.					

Terima Kasih

Lampiran 2a:

Jawaban Kuesioner Tentang Karakteristik Responden

No. Responden	Pernah Belanja <i>Online Shop</i> <i>Fashion</i> di <i>Facebook</i>	Frekuensi Pembelian di <i>Facebook</i> 6 Bulan Terakhir	Usia	Domisili
1	1	1	1	1
2	1	1	1	1
3	1	1	1	1
4	1	1	1	1
5	1	1	1	1
6	1	1	1	1
7	1	1	1	1
8	1	1	1	1
9	1	1	1	1
10	1	1	1	1
11	1	1	1	1
12	1	1	1	1
13	1	1	1	1
14	1	1	1	1
15	1	1	1	1
16	1	1	1	1
17	1	1	1	1
18	1	1	1	1
19	1	1	1	1

Lampiran 2a (Lanjutan):

No. Responden	Pernah Belanja <i>Online Shop</i> <i>Fashion</i> di <i>Facebook</i>	Frekuensi Pembelian di <i>Facebook</i> 6 Bulan Terakhir	Usia	Domisili
20	1	1	1	1
21	1	1	1	1
22	1	1	1	1
23	1	1	1	1
24	1	1	1	1
25	1	1	1	1
26	1	1	1	1
27	1	1	1	1
28	1	1	1	1
29	1	1	1	1
30	1	1	1	1
31	1	1	1	1
32	1	1	1	1
33	1	1	1	1
34	1	1	1	1
35	1	1	1	1
36	1	1	1	1
37	1	1	1	1
38	1	1	1	1
39	1	1	1	1
40	1	1	1	1
41	1	1	1	1

Lampiran 2a (Lanjutan):

No. Responden	Pernah Belanja <i>Online Shop</i> <i>Fashion</i> di <i>Facebook</i>	Frekuensi Pembelian di <i>Facebook</i> 6 Bulan Terakhir	Usia	Domisili
42	1	1	1	1
43	1	1	1	1
44	1	1	1	1
45	1	1	1	1
46	1	1	1	1
47	1	1	1	1
48	1	1	1	1
49	1	1	1	1
50	1	1	1	1
51	1	1	1	1
52	1	1	1	1
53	1	1	1	1
54	1	1	1	1
55	1	1	1	1
56	1	1	1	1
57	1	1	1	1
58	1	1	1	1
59	1	1	1	1
60	1	1	1	1
61	1	1	1	1
62	1	1	1	1
63	1	1	1	1

Lampiran 2a (Lanjutan):

No. Responden	Pernah Belanja <i>Online Shop</i> <i>Fashion</i> di <i>Facebook</i>	Frekuensi Pembelian di <i>Facebook</i> 6 Bulan Terakhir	Usia	Domisili
64	1	1	1	1
65	1	1	1	1
66	1	1	1	1
67	1	1	1	1
68	1	1	1	1
69	1	1	1	1
70	1	1	1	1
71	1	1	1	1
72	1	1	1	1
73	1	1	1	1
74	1	1	1	1
75	1	1	1	1
76	1	1	1	1
77	1	1	1	1
78	1	1	1	1
79	1	1	1	1
80	1	1	1	1
81	1	1	1	1
82	1	1	1	1
83	1	1	1	1
84	1	1	1	1
85	1	1	1	1

Lampiran 2a (Lanjutan):

No. Responden	Pernah Belanja <i>Online Shop</i> <i>Fashion</i> di Facebook	Frekuensi Pembelian di <i>Facebook</i> 6 Bulan Terakhir	Usia	Domisili
86	1	1	1	1
87	1	1	1	1
88	1	1	1	1
89	1	1	1	1
90	1	1	1	1
91	1	1	1	1
92	1	1	1	1
93	1	1	1	1
94	1	1	1	1
95	1	1	1	1
96	1	1	1	1
97	1	1	1	1
98	1	1	1	1
99	1	1	1	1
100	1	1	1	1
101	1	1	1	1
102	1	1	1	1
103	1	1	1	1
104	1	1	1	1
105	1	1	1	1
106	1	1	1	1
107	1	1	1	1

Lampiran 2a (Lanjutan):

No. Responden	Pernah Belanja <i>Online Shop</i> <i>Fashion</i> di Facebook	Frekuensi Pembelian di <i>Facebook</i> 6 Bulan Terakhir	Usia	Domisili
108	1	1	1	1
109	1	1	1	1
110	1	1	1	1
111	1	1	1	1
112	1	1	1	1
113	1	1	1	1
114	1	1	1	1
115	1	1	1	1
116	1	1	1	1
117	1	1	1	1
118	1	1	1	1
119	1	1	1	1
120	1	1	1	1
121	1	1	1	1
122	1	1	1	1
123	1	1	1	1
124	1	1	1	1
125	1	1	1	1
126	1	1	1	1
127	1	1	1	1
128	1	1	1	1
129	1	1	1	1

Lampiran 2a (Lanjutan):

No. Responden	Pernah Belanja <i>Online Shop</i> <i>Fashion</i> di Facebook	Frekuensi Pembelian di <i>Facebook</i> 6 Bulan Terakhir	Usia	Domisili
130	1	1	1	1
131	1	1	1	1
132	1	1	1	1
133	1	1	1	1
134	1	1	1	1
135	1	1	1	1
136	1	1	1	1
137	1	1	1	1
138	1	1	1	1
139	1	1	1	1
140	1	1	1	1
141	1	1	1	1
142	1	1	1	1
143	1	1	1	1
144	1	1	1	1
145	1	1	1	1
146	1	1	1	1
147	1	1	1	1
148	1	1	1	1
149	1	1	1	1
150	1	1	1	1

Lampiran 2b:

Jawaban Responden Atas Pernyataan Tentang *E-S-Qual*, *Perceived Value* dan *Loyalitas*

	E - S - Qual																							Perceived Value					Loyalitas						
No	E1	E2	E3	E4	E5	E6	E7	E8	E9	E10	E11	E12	E13	E14	E15	E16	E17	E18	E19	E20	E21	E22	E	PV1	PV2	PV3	PV4	PV	L1	L2	L3	L4	L5	L	
1	4	3	3	3	3	2	3	2	2	2	2	3	3	3	3	2	3	2	3	4	3	2	60	3	3	3	3	12	4	3	3	3	3	16	
2	3	3	2	2	2	2	2	2	3	2	3	2	2	2	2	2	2	2	2	1	4	3	3	51	1	2	2	2	7	3	3	2	2	2	12
3	2	2	2	2	1	2	2	2	4	4	3	2	2	2	1	2	2	2	1	4	3	3	50	1	2	2	2	7	2	2	2	2	1	9	
4	3	3	2	2	2	2	2	2	3	2	3	2	2	2	2	2	2	2	1	4	3	3	51	1	2	2	2	7	3	3	2	2	2	12	
5	4	3	3	3	3	3	3	3	2	2	2	3	3	3	3	3	3	3	3	4	3	3	65	3	3	2	2	10	4	3	3	3	3	16	
6	3	3	2	2	2	2	2	2	3	2	3	2	2	2	2	2	2	2	1	4	5	5	55	1	2	2	2	7	3	3	2	2	2	12	
7	3	3	2	2	3	2	2	2	3	2	3	2	2	2	3	2	2	2	1	5	5	4	57	1	2	2	2	7	3	3	2	2	3	13	
8	3	3	2	2	3	2	2	2	3	2	3	2	2	2	3	2	2	2	1	4	3	4	54	1	2	2	2	7	3	3	2	2	3	13	
9	4	4	4	5	5	5	4	5	4	4	4	4	4	5	5	5	4	5	4	3	4	5	96	4	3	4	3	14	4	4	4	5	5	22	
10	3	3	2	2	2	2	2	2	3	4	3	2	2	2	2	2	2	2	2	5	4	5	58	2	2	1	1	6	3	3	2	2	2	12	
11	3	3	2	2	2	2	2	2	3	4	3	2	2	2	2	2	2	2	2	4	4	4	56	2	2	2	1	7	3	3	2	2	2	12	
12	3	3	2	2	2	2	2	2	3	3	3	2	2	2	2	3	2	2	2	4	4	4	57	2	3	3	2	10	3	3	2	2	2	12	
13	3	3	2	2	2	2	2	2	3	2	3	2	2	2	2	2	2	2	1	4	3	3	51	1	2	2	2	7	3	3	2	2	2	12	
14	3	3	2	2	2	3	2	2	3	4	3	2	2	2	2	3	2	2	2	5	3	3	57	2	2	2	1	7	3	3	2	2	2	12	
15	4	4	4	5	5	5	4	5	4	4	4	4	4	5	5	5	4	5	4	4	3	4	95	4	3	4	3	14	4	4	4	5	5	22	
16	3	3	2	2	2	2	2	2	3	2	3	2	2	2	2	2	2	2	1	1	1	1	44	1	2	2	2	7	3	3	2	2	2	12	
17	4	3	3	3	2	3	3	3	4	4	4	3	3	3	3	2	3	3	3	3	3	3	68	3	3	3	2	11	4	3	3	3	2	15	
18	3	3	2	2	2	2	2	2	3	3	3	2	2	2	2	2	2	2	2	2	2	2	49	2	2	2	2	8	3	3	2	2	2	12	
19	4	3	3	3	3	2	3	2	2	2	2	3	3	3	3	2	3	2	3	3	3	3	60	3	3	3	3	12	4	3	3	3	3	16	
20	3	3	2	2	2	2	2	2	3	4	3	2	2	2	2	2	2	2	2	2	2	2	50	2	2	2	1	7	3	3	2	2	2	12	
21	4	3	3	3	3	3	2	3	2	2	2	2	3	3	3	3	2	3	2	2	2	2	57	2	3	3	3	11	4	3	3	3	3	16	
22	3	3	2	2	2	2	2	2	3	2	3	2	2	2	2	2	2	2	1	1	1	1	44	1	2	2	2	7	3	3	2	2	2	12	
23	3	3	2	2	3	2	2	2	3	3	3	2	2	2	3	2	2	2	2	2	2	2	51	2	2	2	2	8	3	3	2	2	3	13	
24	3	3	2	2	2	2	2	2	3	4	3	2	2	2	2	2	2	2	2	2	2	2	50	2	2	2	1	7	3	3	2	2	2	12	
25	4	3	3	3	3	3	2	3	2	2	3	2	3	3	3	3	2	3	2	2	2	2	58	2	3	2	3	10	4	3	3	3	3	16	

Lampiran 2b (lanjutan):

Jawaban Responden Atas Pernyataan Tentang *E-S-Qual, Perceived Value* dan *Loyalitas*

	E - S - Qual																						Perceived Value					Loyalitas						
No	E1	E2	E3	E4	E5	E6	E7	E8	E9	E10	E11	E12	E13	E14	E15	E16	E17	E18	E19	E20	E21	E22	E	PV1	PV2	PV3	PV4	PV	L1	L2	L3	L4	L5	L
26	3	3	2	2	2	2	2	2	3	4	3	2	2	2	2	2	2	2	2	2	2	2	50	2	2	2	1	7	3	3	2	2	2	12
27	4	4	3	3	3	3	4	3	4	4	4	4	3	3	3	3	4	3	3	3	3	74	3	4	3	2	12	4	4	3	3	3	17	
28	3	3	2	2	2	2	2	2	3	3	3	2	2	2	2	2	2	2	2	2	2	49	2	2	2	2	8	3	3	2	2	2	12	
29	4	4	4	5	5	5	4	5	4	4	4	4	4	5	5	5	4	5	4	4	3	2	93	4	3	4	3	14	4	4	4	5	5	22
30	3	3	2	2	2	2	2	2	3	4	4	2	2	2	2	2	2	2	2	5	3	2	55	2	2	2	1	7	3	3	2	2	2	12
31	4	4	4	4	3	4	5	5	4	4	4	5	4	4	3	4	5	5	4	5	4	3	91	4	2	5	3	14	4	4	4	4	3	19
38	3	3	3	3	3	3	4	4	3	3	4	4	3	3	3	3	4	4	4	4	4	4	76	4	4	4	4	16	4	4	4	5	5	22
39	4	3	3	3	3	3	4	4	3	4	4	4	3	3	3	3	4	4	4	4	4	4	78	4	4	5	4	17	4	4	4	5	5	22
40	4	4	3	3	4	4	3	3	1	3	3	3	3	3	4	4	3	3	3	3	3	3	70	3	3	4	4	14	4	5	5	5	5	24
41	3	3	4	4	4	3	4	4	4	4	4	4	4	4	4	3	4	4	5	5	5	5	88	5	4	4	4	17	3	3	4	4	4	18
42	3	4	4	4	4	5	4	3	4	3	3	4	4	4	4	5	4	3	5	5	5	5	89	5	5	4	4	18	3	4	4	4	4	19
43	4	4	3	4	4	5	4	4	4	2	2	4	3	4	4	5	4	4	5	5	5	5	88	5	4	5	5	19	4	4	4	4	5	21
44	4	4	5	4	5	4	5	4	3	3	3	5	5	4	5	4	5	4	4	4	4	4	92	4	4	4	4	16	4	4	5	4	5	22
45	2	2	2	2	1	2	2	2	2	2	1	2	2	2	1	2	2	2	1	1	1	1	37	1	2	2	2	7	2	2	2	2	1	9
46	4	4	4	4	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	72	3	4	4	4	15	4	4	4	4	3	19
47	1	2	2	1	1	2	2	2	2	2	2	2	2	1	1	2	2	2	2	2	2	2	39	2	2	2	1	7	1	2	2	1	1	7
48	2	2	2	2	1	2	2	2	2	2	2	2	2	2	1	2	2	2	1	1	1	1	38	1	2	2	2	7	2	2	2	2	1	9
49	3	3	3	3	3	4	4	4	3	3	3	4	3	3	4	4	4	4	4	4	4	4	79	4	4	5	3	16	4	4	4	4	5	21
50	4	4	4	4	3	4	4	4	3	3	3	4	4	4	3	4	4	4	4	4	4	4	83	4	4	4	1	13	4	4	4	4	3	19
51	4	3	3	3	3	3	4	3	3	2	2	4	3	3	3	3	4	3	3	3	3	3	68	3	3	4	4	14	5	4	5	4	5	23
52	4	3	4	3	3	3	4	4	4	3	3	4	4	3	3	3	4	4	4	5	3	3	78	4	4	3	3	14	4	4	4	4	5	21
53	4	4	4	4	4	4	4	5	3	3	3	4	4	4	4	4	4	5	4	4	4	4	87	4	4	4	3	15	4	4	4	4	4	20
54	4	3	4	4	4	4	4	4	2	2	2	4	4	4	4	4	4	4	4	2	4	4	79	4	4	5	2	15	4	5	5	5	5	24
55	2	2	2	2	1	2	2	2	2	1	2	2	2	2	1	2	2	2	1	4	4	3	45	1	2	2	2	7	2	2	2	2	1	9
56	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	3	3	83	4	3	3	3	13	3	4	4	4	4	19

Lampiran 2b (lanjutan):

Jawaban Responden Atas Pernyataan Tentang *E-S-Qual, Perceived Value* dan *Loyalitas*

	E - S - Qual																						Perceived Value					Loyalitas						
No	E1	E2	E3	E4	E5	E6	E7	E8	E9	E10	E11	E12	E13	E14	E15	E16	E17	E18	E19	E20	E21	E22	E	PV1	PV2	PV3	PV4	PV	L1	L2	L3	L4	L5	L
57	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	3	3	3	82	4	3	4	3	14	4	4	4	4	4	20
58	4	4	4	4	4	4	4	4	2	3	3	4	4	4	4	4	4	4	4	2	4	4	82	4	3	3	3	13	3	3	5	4	3	18
59	3	3	5	4	3	5	4	5	2	2	3	4	5	4	3	5	4	5	4	2	3	3	81	4	3	4	4	15	3	3	5	4	3	18
60	4	4	4	4	4	3	4	4	2	2	2	4	4	4	4	3	4	4	4	3	4	4	79	4	4	4	3	15	4	4	4	4	4	20
61	3	4	4	4	4	4	3	5	2	2	2	3	4	4	4	4	3	5	5	3	5	5	82	5	3	4	3	15	4	4	5	4	5	22
62	4	4	5	3	5	4	3	3	2	2	2	3	5	3	5	4	3	3	4	3	2	4	76	4	3	5	2	14	4	4	5	3	5	21
63	4	4	4	3	4	5	5	4	2	3	4	5	4	3	4	5	5	4	5	4	4	4	89	5	3	3	5	16	4	4	5	4	5	22
64	4	4	3	3	3	4	4	4	3	2	2	4	3	3	3	4	4	4	4	3	4	4	76	4	3	4	4	15	5	4	5	4	5	23
65	3	3	3	3	3	4	4	3	3	3	3	4	3	3	3	4	4	3	3	2	2	4	70	3	3	4	4	14	4	4	5	3	5	21
66	4	4	4	4	4	3	4	4	3	4	3	4	4	4	4	3	4	4	4	4	4	4	84	4	3	3	3	13	4	4	4	4	4	20
67	4	4	3	3	3	3	4	3	2	2	2	4	3	3	3	3	4	3	3	3	3	3	68	3	3	4	3	13	4	4	3	3	3	17
68	4	5	3	3	3	3	3	4	4	2	3	2	4	3	3	3	3	4	4	4	4	4	76	4	3	4	3	14	4	5	3	3	3	18
69	3	3	3	3	3	3	3	4	2	2	3	3	3	3	3	3	3	4	4	4	4	4	70	4	3	4	4	15	5	4	5	4	5	23
70	2	2	2	2	1	2	2	1	2	2	2	2	2	2	1	2	2	1	2	2	2	2	40	2	2	2	1	7	2	2	2	2	1	9
71	4	4	5	5	5	4	5	4	3	3	3	5	5	5	5	4	5	4	4	4	4	4	94	4	3	4	5	16	4	4	5	5	5	23
72	1	1	1	1	1	2	2	1	2	2	2	2	1	1	1	2	2	1	2	2	2	2	34	2	2	1	2	7	2	2	2	2	2	10
73	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66	3	3	3	3	12	3	3	3	3	3	15
74	4	4	4	4	3	3	4	4	1	3	4	4	4	4	3	3	4	4	3	3	3	3	76	3	4	4	3	14	4	4	4	4	3	19
75	4	4	3	3	3	2	3	4	2	2	2	3	3	3	3	2	3	4	4	4	4	4	69	4	2	3	4	13	4	4	3	3	3	17
76	1	1	1	2	1	1	1	2	1	1	1	1	1	2	1	1	1	2	2	2	2	2	30	2	1	1	1	5	1	1	1	2	1	6
77	4	4	4	4	4	4	3	4	3	3	3	3	4	4	4	4	3	4	4	4	4	4	82	4	3	3	3	13	4	4	4	4	4	20
78	4	4	4	4	5	5	4	5	4	3	4	4	4	4	5	5	4	5	5	5	5	5	97	5	4	4	4	17	5	5	5	4	5	24
79	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	85	4	3	3	3	13	4	4	4	4	4	20
80	3	3	3	3	3	3	4	3	3	3	3	4	3	3	3	3	4	3	3	3	3	3	69	3	4	3	3	13	4	5	3	3	3	18
81	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	5	3	3	85	4	4	4	4	16	4	4	5	5	5	23

Lampiran 2b (lanjutan):

Jawaban Responden Atas Pernyataan Tentang *E-S-Qual, Perceived Value* dan *Loyalitas*

	E - S - Qual																						Perceived Value					Loyalitas						
No	E1	E2	E3	E4	E5	E6	E7	E8	E9	E10	E11	E12	E13	E14	E15	E16	E17	E18	E19	E20	E21	E22	E	PV1	PV2	PV3	PV4	PV	L1	L2	L3	L4	L5	L
82	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	85	4	3	3	3	13	4	4	4	4	4	20
83	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	3	4	4	84	4	4	4	4	16	4	5	5	5	5	24
84	4	4	5	4	4	4	4	4	2	2	2	4	5	4	4	4	4	4	4	4	4	3	83	4	4	4	3	15	4	4	5	4	4	21
85	4	3	4	4	3	5	4	3	2	2	3	4	4	4	3	5	4	3	3	3	3	3	76	3	5	5	3	16	4	4	4	5	5	22
86	4	3	4	4	3	3	4	4	2	2	2	4	4	4	3	3	4	4	4	3	3	3	74	4	3	4	2	13	4	3	4	4	3	18
87	4	4	3	3	4	3	3	3	3	2	2	3	3	3	4	3	3	3	3	3	2	4	69	3	3	4	3	13	4	4	3	3	4	18
88	3	3	3	3	4	4	4	4	4	2	4	3	3	4	4	4	4	4	4	2	3	3	76	4	4	4	3	15	4	4	5	5	5	23
89	4	4	4	4	3	4	4	3	3	3	3	4	4	4	3	4	4	3	3	3	4	4	79	3	3	3	3	12	3	3	4	4	3	17
90	4	4	4	3	3	4	3	2	2	3	3	3	4	3	3	4	3	2	3	3	5	5	73	3	2	3	3	11	3	3	3	3	3	15
91	4	4	4	4	3	4	4	4	3	3	2	4	4	4	3	4	4	4	4	3	2	4	79	4	3	3	3	13	4	4	4	4	3	19
92	2	2	2	1	2	2	2	1	2	2	2	2	2	1	2	2	2	1	1	4	4	4	45	1	1	2	2	6	2	2	2	1	2	9
93	2	2	2	1	1	1	2	2	2	2	2	2	2	1	1	1	2	2	2	3	4	4	43	2	1	1	2	6	2	2	2	1	1	8
94	4	4	4	5	5	5	4	5	4	4	4	4	4	5	5	5	4	5	4	2	2	4	92	4	3	4	3	14	4	4	4	3	4	19
95	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	87	4	3	4	4	15	4	4	4	4	4	20
96	4	4	4	4	4	3	4	4	3	3	3	4	4	4	4	3	4	4	4	4	4	4	83	4	3	3	3	13	4	4	3	3	4	18
97	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66	3	3	3	3	12	3	3	3	3	3	15
98	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66	3	3	3	3	12	3	3	3	3	3	15
99	4	4	4	4	4	4	4	4	2	2	2	4	4	4	4	4	4	4	4	4	4	4	82	4	4	4	4	16	4	4	4	5	5	22
100	4	3	4	4	4	1	4	3	2	2	2	4	4	4	4	1	4	3	3	3	3	3	69	4	3	4	3	14	5	4	4	5	5	23
101	4	4	4	5	5	5	4	5	4	4	4	4	4	5	5	5	4	5	5	5	5	5	100	4	3	4	3	14	3	3	3	3	3	15
102	2	2	2	2	2	3	3	2	2	2	2	3	2	2	2	3	3	2	2	2	2	2	49	1	1	1	1	4	2	1	2	2	2	9
103	1	2	2	2	2	1	1	2	2	2	2	1	2	2	2	1	1	2	2	2	2	2	38	2	2	1	1	6	1	2	2	2	2	9
104	4	4	3	3	3	4	4	4	3	3	3	4	3	3	3	4	4	4	4	4	4	4	79	4	3	3	3	13	4	4	3	3	3	17
105	4	5	4	4	4	5	4	4	4	4	3	4	4	4	4	5	4	4	4	4	4	4	90	5	3	3	3	14	4	5	4	4	4	21
106	4	5	4	4	3	4	4	4	4	3	3	4	4	4	3	4	4	4	4	4	4	4	85	4	3	3	3	13	4	5	4	4	3	20

Lampiran 2b (lanjutan):

Jawaban Responden Atas Pernyataan Tentang *E-S-Qual, Perceived Value* dan *Loyalitas*

	E - S - Qual																						Perceived Value					Loyalitas						
No	E1	E2	E3	E4	E5	E6	E7	E8	E9	E10	E11	E12	E13	E14	E15	E16	E17	E18	E19	E20	E21	E22	E	PV1	PV2	PV3	PV4	PV	L1	L2	L3	L4	L5	L
107	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	85	4	4	4	3	15	4	4	4	4	4	20
108	3	4	4	4	3	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	85	4	3	3	3	13	3	4	4	4	3	18
109	4	4	4	5	5	5	4	5	5	5	5	4	4	5	5	5	4	5	5	5	5	5	103	4	3	4	3	14	3	3	3	3	3	15
110	4	5	3	3	3	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	83	4	3	3	3	13	4	5	3	3	3	18
111	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88	4	3	3	3	13	3	3	3	3	3	15
112	4	4	3	3	3	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	82	4	3	3	3	13	4	4	3	3	3	17
113	4	4	4	3	3	4	3	4	4	4	4	3	4	3	3	4	3	4	4	4	4	4	81	4	3	3	3	13	4	4	4	3	3	18
114	4	5	4	3	3	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	3	4	84	4	3	4	3	14	4	5	4	3	3	19
115	4	5	3	3	3	4	3	4	4	4	4	3	3	3	3	4	3	4	4	4	3	4	79	4	3	4	3	14	4	5	3	3	3	18
116	4	5	5	5	5	4	4	5	5	5	5	4	5	5	5	4	4	5	5	5	4	5	103	5	3	4	3	15	4	5	3	3	3	18
117	5	5	3	3	3	5	3	4	4	4	4	3	3	3	3	5	3	4	5	4	3	4	83	5	3	4	3	15	4	4	4	5	5	22
118	4	5	5	5	5	5	4	4	4	4	4	4	5	5	5	5	4	4	5	4	4	4	98	5	3	4	3	15	4	5	4	4	3	20
119	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	89	4	2	3	3	12	3	3	3	3	3	15
120	4	4	4	5	5	5	4	5	4	4	4	4	4	5	5	5	4	5	4	3	2	4	93	4	3	4	3	14	4	5	4	4	3	20
121	4	5	4	4	4	4	4	4	4	3	2	4	4	4	4	4	4	4	4	4	4	4	86	4	3	3	3	13	4	5	4	4	4	21
122	4	4	4	5	5	5	4	5	4	4	4	4	4	5	5	5	4	5	4	3	4	4	95	4	3	4	3	14	4	4	4	5	5	22
123	4	4	3	3	3	4	3	3	4	3	3	3	3	3	3	4	3	3	4	2	2	4	71	4	3	3	3	13	4	4	3	3	3	17
124	4	5	4	4	3	4	4	4	2	2	2	4	4	4	3	4	4	4	5	4	4	4	82	5	3	4	3	15	4	5	4	4	3	20
125	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	87	4	3	4	4	15	4	4	4	4	4	20
126	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	4	4	4	4	5	73	4	3	4	3	14	3	3	3	3	3	15
127	4	4	3	3	3	4	3	3	4	4	3	3	3	3	3	4	3	3	4	4	4	4	76	4	3	4	3	14	4	4	3	3	3	17
128	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	85	4	3	4	3	14	4	4	4	4	4	20
129	5	5	4	5	5	5	5	4	5	4	4	5	4	5	5	5	5	4	5	5	5	5	104	5	5	5	5	20	5	5	4	5	5	24
130	3	3	3	3	3	4	4	4	4	3	4	4	3	3	3	4	4	4	4	4	4	4	79	4	3	3	3	13	3	3	3	3	3	15
131	4	5	3	4	3	4	3	4	3	3	3	3	3	4	3	4	3	4	5	5	5	5	83	5	3	4	3	15	4	5	3	4	3	19

Lampiran 2b (lanjutan):

Jawaban Responden Atas Pernyataan Tentang *E-S-Qual, Perceived Value* dan *Loyalitas*

	E - S - Qual																							Perceived Value					Loyalitas						
No	E1	E2	E3	E4	E5	E6	E7	E8	E9	E10	E11	E12	E13	E14	E15	E16	E17	E18	E19	E20	E21	E22	E	PV1	PV2	PV3	PV4	PV	L1	L2	L3	L4	L5	L	
132	2	2	2	1	2	2	2	1	2	2	2	2	2	1	2	2	2	1	2	2	2	2	40	2	2	2	2	8	2	2	2	1	2	9	
133	4	4	4	3	3	4	3	4	3	4	3	3	4	3	3	4	3	4	5	5	5	5	83	5	3	3	3	14	4	4	4	3	3	18	
134	3	3	3	3	3	4	3	4	3	3	3	3	3	3	3	4	3	4	5	5	5	5	78	5	3	3	3	14	3	3	3	3	3	15	
135	4	4	4	5	5	5	4	5	4	4	4	4	4	5	5	5	4	5	4	4	4	4	96	4	3	4	3	14	4	4	4	5	5	22	
136	4	4	4	3	3	4	4	4	3	3	3	4	4	3	3	4	4	4	4	4	4	4	81	4	2	3	3	12	4	4	4	3	3	18	
137	4	5	4	4	4	5	4	4	2	3	3	4	4	4	4	5	4	4	5	3	3	3	85	5	3	4	3	15	4	5	4	4	4	21	
138	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	85	4	3	3	3	13	4	4	4	4	4	20	
139	4	4	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	4	4	5	3	3	73	4	2	3	3	12	4	4	3	3	3	17	
140	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	4	4	4	4	4	72	4	2	3	3	12	3	3	3	3	3	15	
141	4	4	4	4	3	4	3	4	4	4	4	4	3	4	4	3	4	3	4	5	3	4	4	83	5	3	4	4	16	4	4	4	4	3	19
142	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	3	84	4	3	3	3	13	4	4	4	4	4	20	
143	3	3	3	3	3	4	4	4	4	4	4	4	3	3	3	4	4	4	4	3	3	3	77	4	3	4	3	14	3	3	3	3	3	15	
144	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	3	3	3	83	4	3	3	3	13	4	4	4	4	4	20	
145	4	5	3	3	3	4	4	4	3	3	3	4	3	3	3	4	4	4	4	4	4	4	80	4	3	4	3	14	4	5	3	3	3	18	
146	5	5	4	3	3	5	4	4	3	3	3	4	4	3	3	5	4	4	5	5	5	5	89	5	2	3	3	13	5	5	4	3	3	20	
147	5	5	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	5	5	5	5	91	5	3	4	3	15	5	5	4	4	4	22	
148	4	4	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	4	4	4	4	4	74	4	3	3	3	13	4	4	4	3	3	17	
149	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	86	4	3	3	3	13	4	4	4	4	4	20	
150	4	4	4	4	4	4	3	4	3	4	3	3	4	4	4	4	3	4	5	5	5	5	87	5	2	3	4	14	4	4	4	4	4	20	

Lampiran 3:

Frekuensi

Pernah Belanja

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ya	150	100.0	100.0	100.0

Melakukan Pembelian

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ya	150	100.0	100.0	100.0

Usia Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid >= 21 Tahun	150	100.0	100.0	100.0

Domisili Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Surabaya	150	100.0	100.0	100.0

Lampiran 4:

Hasil Uji Validitas

E-S-Qual

		Correlations																							
		E.1	E.2	E.3	E.4	E.5	E.6	E.7	E.8	E.9	E.10	E.11	E.12	E.13	E.14	E.15	E.16	E.17	E.18	E.19	E.20	E.21	E.22	E-S-Qual	
E.1	Pearson Correlation	1	.835 **	.715 **	.694 **	.693 **	.649 **	.676 **	.667 **	.359 **	.362 **	.385 **	.676 **	.715 **	.694 **	.693 **	.649 **	.676 **	.667 **	.664 **	.371 **	.421 **	.442 **	.779 **	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.2	Pearson Correlation	.835 **	1	.704 **	.690 **	.681 **	.717 **	.665 **	.692 **	.442 **	.463 **	.442 **	.665 **	.704 **	.690 **	.681 **	.717 **	.665 **	.692 **	.726 **	.417 **	.469 **	.516 **	.812 **	
	Sig. (2-tailed)			.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.3	Pearson Correlation	.715 **	.704 **	1	.877 **	.823 **	.760 **	.823 **	.800 **	.285 **	.334 **	.371 **	.823 **	1.000 **	.877 **	.823 **	.760 **	.823 **	.800 **	.788 **	.319 **	.446 **	.464 **	.884 **	
	Sig. (2-tailed)				.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.4	Pearson Correlation	.694 **	.690 **	.877 **	1	.878 **	.786 **	.799 **	.843 **	.413 **	.417 **	.452 **	.799 **	.877 **	1.000 **	.878 **	.786 **	.799 **	.843 **	.762 **	.304 **	.427 **	.437 **	.904 **	
	Sig. (2-tailed)					.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.5	Pearson Correlation	.693 **	.681 **	.823 **	.878 **	1	.767 **	.766 **	.783 **	.413 **	.401 **	.452 **	.766 **	.823 **	.878 **	1.000 **	.767 **	.766 **	.783 **	.740 **	.314 **	.434 **	.460 **	.884 **	
	Sig. (2-tailed)						.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.6	Pearson Correlation	.649 **	.717 **	.760 **	.786 **	.767 **	1	.768 **	.791 **	.483 **	.469 **	.497 **	.768 **	.760 **	.786 **	.767 **	1.000 **	.768 **	.791 **	.798 **	.330 **	.438 **	.504 **	.884 **	
	Sig. (2-tailed)							.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.7	Pearson Correlation	.676 **	.665 **	.823 **	.799 **	.766 **	.768 **	1	.788 **	.361 **	.356 **	.403 **	1.000 **	.823 **	.799 **	.766 **	.768 **	1.000 **	.788 **	.782 **	.329 **	.450 **	.434 **	.878 **	
	Sig. (2-tailed)								.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.8	Pearson Correlation	.667 **	.692 **	.800 **	.843 **	.783 **	.791 **	.788 **	1	.443 **	.453 **	.496 **	.788 **	.800 **	.843 **	.783 **	.791 **	.788 **	1.000 **	.851 **	.392 **	.478 **	.506 **	.906 **	
	Sig. (2-tailed)									.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.9	Pearson Correlation	.359 **	.442 **	.285 **	.413 **	.413 **	.483 **	.361 **	.443 **	1	.737 **	.683 **	.361 **	.285 **	.413 **	.413 **	.483 **	.361 **	.443 **	.394 **	.372 **	.274 **	.341 **	.546 **	
	Sig. (2-tailed)							.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.10	Pearson Correlation	.362 **	.463 **	.334 **	.417 **	.401 **	.469 **	.356 **	.453 **	.737 **	1	.772 **	.356 **	.334 **	.417 **	.401 **	.469 **	.356 **	.453 **	.436 **	.350 **	.236 **	.302 **	.552 **	
	Sig. (2-tailed)							.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.11	Pearson Correlation	.385 **	.442 **	.371 **	.452 **	.452 **	.497 **	.403 **	.496 **	.683 **	.772 **	1	.403 **	.371 **	.452 **	.452 **	.497 **	.403 **	.496 **	.396 **	.374 **	.277 **	.284 **	.579 **	
	Sig. (2-tailed)							.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.12	Pearson Correlation	.676 **	.665 **	.823 **	.799 **	.766 **	.768 **	1.000 **	.788 **	.361 **	.356 **	.403 **	1	.823 **	.799 **	.766 **	.768 **	1.000 **	.788 **	.782 **	.329 **	.450 **	.434 **	.878 **	
	Sig. (2-tailed)							.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.13	Pearson Correlation	.715 **	.704 **	1.000 **	.877 **	.823 **	.760 **	.823 **	.800 **	.285 **	.334 **	.371 **	.823 **	1	.877 **	.823 **	.760 **	.823 **	.800 **	.788 **	.319 **	.446 **	.464 **	.884 **	
	Sig. (2-tailed)									.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.14	Pearson Correlation	.694 **	.690 **	.877 **	1.000 **	.878 **	.786 **	.799 **	.843 **	.413 **	.417 **	.452 **	.799 **	.877 **	1	.878 **	.786 **	.799 **	.843 **	.762 **	.304 **	.427 **	.437 **	.904 **	
	Sig. (2-tailed)									.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.15	Pearson Correlation	.693 **	.681 **	.823 **	.878 **	1.000 **	.767 **	.766 **	.783 **	.413 **	.401 **	.452 **	.766 **	.823 **	.878 **	1	.767 **	.766 **	.783 **	.740 **	.314 **	.434 **	.460 **	.884 **	
	Sig. (2-tailed)							.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.16	Pearson Correlation	.649 **	.717 **	.760 **	.786 **	.767 **	1.000 **	.768 **	.791 **	.483 **	.469 **	.497 **	.768 **	.760 **	.786 **	.767 **	1	.768 **	.791 **	.798 **	.330 **	.438 **	.504 **	.884 **	
	Sig. (2-tailed)							.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.17	Pearson Correlation	.676 **	.665 **	.823 **	.799 **	.766 **	.768 **	1.000 **	.788 **	.361 **	.356 **	.403 **	1.000 **	.823 **	.799 **	.766 **	.768 **	1	.788 **	.782 **	.329 **	.450 **	.434 **	.878 **	
	Sig. (2-tailed)							.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.18	Pearson Correlation	.667 **	.692 **	.800 **	.843 **	.783 **	.791 **	.788 **	1.000 **	.443 **	.453 **	.496 **	.788 **	.800 **	.843 **	.783 **	.791 **	.788 **	1	.851 **	.392 **	.478 **	.506 **	.906 **	
	Sig. (2-tailed)								.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.19	Pearson Correlation	.664 **	.726 **	.788 **	.762 **	.740 **	.798 **	.782 **	.851 **	.394 **	.436 **	.396 **	.782 **	.788 **	.762 **	.740 **	.798 **	.782 **	.851 **	1	.454 **	.576 **	.607 **	.891 **	
	Sig. (2-tailed)								.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.20	Pearson Correlation	.371 **	.417 **	.319 **	.304 **	.314 **	.330 **	.329 **	.392 **	.372 **	.350 **	.374 **	.329 **	.319 **	.304 **	.314 **	.330 **	.329 **	.392 **	.454 **	1	.752 **	.653 **	.516 **	
	Sig. (2-tailed)							.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
E.21	Pearson Correlation	.421 **	.469 **	.446 **	.427 **	.434 **	.439 **	.450 **	.478 **	.274 **	.														

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

Lampiran 4 (Lanjutan):

Hasil Uji Validitas

Perceived Value

Correlations

		PV1	PV2	PV3	PV4	Perceived Value
PV1	Pearson Correlation	1	.579*	.736*	.668*	.889*
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
PV2	Pearson Correlation	.579*	1	.722*	.575*	.809*
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
PV3	Pearson Correlation	.736*	.722*	1	.678*	.909*
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
PV4	Pearson Correlation	.668*	.575*	.678*	1	.840*
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
Perceived Value	Pearson Correlation	.889*	.809*	.909*	.840*	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

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

Loyalitas

Correlations

		L1	L2	L3	L4	L5	Loyalitas
L1	Pearson Correlation	1	.838*	.722*	.698*	.738*	.875*
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
L2	Pearson Correlation	.838*	1	.676*	.673*	.660*	.842*
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
L3	Pearson Correlation	.722*	.676*	1	.856*	.840*	.919*
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
L4	Pearson Correlation	.698*	.673*	.856*	1	.862*	.921*
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
L5	Pearson Correlation	.738*	.660*	.840*	.862*	1	.926*
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
Loyalitas	Pearson Correlation	.875*	.842*	.919*	.921*	.926*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

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

Lampiran 5:

Hasil Uji Reliabilitas

E-S-Qual

Reliability Statistics

Cronbach's Alpha	N of Items
.973	22

Item Statistics

	Mean	Std. Deviation	N
E.1	3.5267	.78318	150
E.2	3.5800	.85350	150
E.3	3.3000	.90302	150
E.4	3.2867	.99216	150
E.5	3.2333	1.07076	150
E.6	3.4467	1.06523	150
E.7	3.3533	.91326	150
E.8	3.4200	1.05085	150
E.9	3.0000	.83546	150
E.10	3.0067	.83944	150
E.11	3.0267	.77673	150
E.12	3.3533	.91326	150
E.13	3.3000	.90302	150
E.14	3.2867	.99216	150
E.15	3.2333	1.07076	150
E.16	3.4467	1.06523	150
E.17	3.3533	.91326	150
E.18	3.4200	1.05085	150
E.19	3.4333	1.18388	150
E.20	3.5200	1.01479	150
E.21	3.4867	.96750	150
E.22	3.5467	.96646	150

Lampiran 5 (Lanjutan):**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
E.1	70.0333	266.596	.760	.972
E.2	69.9800	263.899	.794	.971
E.3	70.2600	260.422	.872	.971
E.4	70.2733	257.247	.893	.970
E.5	70.3267	255.738	.869	.970
E.6	70.1133	255.886	.869	.970
E.7	70.2067	260.313	.865	.971
E.8	70.1400	255.490	.894	.970
E.9	70.5600	271.886	.510	.973
E.10	70.5533	271.658	.516	.973
E.11	70.5333	272.009	.547	.973
E.12	70.2067	260.313	.865	.971
E.13	70.2600	260.422	.872	.971
E.14	70.2733	257.247	.893	.970
E.15	70.3267	255.738	.869	.970
E.16	70.1133	255.886	.869	.970
E.17	70.2067	260.313	.865	.971
E.18	70.1400	255.490	.894	.970
E.19	70.1267	252.326	.875	.970
E.20	70.0400	269.945	.470	.974
E.21	70.0733	267.572	.573	.973
E.22	70.0133	266.872	.596	.973

Lampiran 5 (Lanjutan):

Perceived Value

Reliability Statistics

Cronbach's Alpha	N of Items
.878	4

Item Statistics

	Mean	Std. Deviation	N
PV1	3.4267	1.18914	150
PV2	2.9000	.78364	150
PV3	3.2267	.97724	150
PV4	2.8200	.88287	150

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PV1	8.9467	5.420	.757	.850
PV2	9.4733	7.432	.698	.865
PV3	9.1467	6.086	.827	.808
PV4	9.5533	6.880	.727	.850

Lampiran 5 (Lanjutan):

Loyalitas

Reliability Statistics

Cronbach's Alpha	N of Items
.936	5

Item Statistics

	Mean	Std. Deviation	N
L1	3.5667	.79779	150
L2	3.6467	.88338	150
L3	3.4067	.98374	150
L4	3.3533	1.02412	150
L5	3.3400	1.16337	150

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
L1	13.7467	13.600	.820	.926
L2	13.6667	13.351	.764	.933
L3	13.9067	12.139	.869	.914
L4	13.9600	11.878	.869	.914
L5	13.9733	11.006	.868	.917

Lampiran 6:

Hasil Analisis Regresi Linier Sederhana

Hipotesis 1

Descriptive Statistics

	Mean	Std. Deviation	N
Perceived Value	12.3733	3.32076	150
E-S-Qual	73.5600	16.93037	150

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	E-S-Qual ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Perceived Value

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.870 ^a	.757	.755	1.64380

a. Predictors: (Constant), E-S-Qual

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1243.185	1	1243.185	460.083	.000
	Residual	399.909	148	2.702		
	Total	1643.093	149			

a. Predictors: (Constant), E-S-Qual

b. Dependent Variable: Perceived Value

Lampiran 6 (Lanjutan):

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Partial
1	(Constant)	-.177	.600		-.295	.769	
	E-S-Qual	.171	.008	.870	21.450	.000	.870

a. Dependent Variable: Perceived Value

Hipotesis 2

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalitas	17,3133	4,36603	150
Perceived Value	12,3733	3,32076	150

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Perceived Value ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 ^a	.803	.801	1,94596

a. Predictors: (Constant), Perceived Value

Lampiran 6 (Lanjutan):

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2279,834	1	2279,834	602,055	,000 ^a
	Residual	560,440	148	3,787		
	Total	2840,273	149			

a. Predictors: (Constant), Perceived Value

b. Dependent Variable: Loyalitas

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Partial
1	(Constant)	2,738	,615		4,453	,000	
	Perceived Value	1,178	,048	,896	24,537	,000	,896

a. Dependent Variable: Loyalitas

Hasil Analisis Regresi Linier Berganda

Hipotesis 3

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalitas	17.3133	4.36603	150
E-S-Qual	73.5600	16.93037	150
Perceived Value	12.3733	3.32076	150

Variables Entered/Removed

b

Model	Variables Entered	Variables Removed	Method
1	Perceived Value, E-S-Qual ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas

Lampiran 6 (Lanjutan):

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.902 ^a	.813	.811	1.89938

a. Predictors: (Constant), Perceived Value, E-S-Qual

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2309.950	2	1154.975	320.147	.000 ^a
	Residual	530.324	147	3.608		
	Total	2840.273	149			

a. Predictors: (Constant), Perceived Value, E-S-Qual

b. Dependent Variable: Loyalitas

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Partial
1	(Constant)	1.732	.694		2.497	.014	
	E-S-Qual	.054	.019	.209	2.889	.004	.232
	Perceived Value	.939	.095	.714	9.889	.000	.632

a. Dependent Variable: Loyalitas

Lampiran 6:

Hasil Analisis Regresi Linier Sederhana

Hipotesis 1

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	E-S-Qual ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Perceived Value

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.870 ^a	.757	.755	1.64380

a. Predictors: (Constant), E-S-Qual

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1243.185	1	1243.185	460.083	.000 ^a
	Residual	399.909	148	2.702		
	Total	1643.093	149			

a. Predictors: (Constant), E-S-Qual

b. Dependent Variable: Perceived Value

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Partial
1	(Constant)	-.177	.600		-.295	.769	
	E-S-Qual	.171	.008	.870	21.450	.000	.870

a. Dependent Variable: Perceived Value

Hipotesis 2

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Perceived Value	.	Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,896 ^a	,803	,801	1,94596

a. Predictors: (Constant), Perceived Value

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2279,834	1	2279,834	602,055	,000 ^a
	Residual	560,440	148	3,787		
	Total	2840,273	149			

a. Predictors: (Constant), Perceived Value

b. Dependent Variable: Loyalitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Partial
1	(Constant)	2,738	,615		4,453	,000	
	Perceived Value	1,178	,048	,896	24,537	,000	,896

a. Dependent Variable: Loyalitas

Hasil Analisis Regresi Linier Berganda

Hipotesis 3

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Perceived Value, E-S-Qual ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.902 ^a	.813	.811	1.89938

a. Predictors: (Constant), Perceived Value, E-S-Qual

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2309.950	2	1154.975	320.147	.000 ^a
	Residual	530.324	147	3.608		
	Total	2840.273	149			

a. Predictors: (Constant), Perceived Value, E-S-Qual

b. Dependent Variable: Loyalitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlation
		B	Std. Error	Beta			Partial
1	(Constant)	1.732	.694		2.497	.014	
	E-S-Qual	.054	.019	.209	2.889	.004	.232
	Perceived Value	.939	.095	.714	9.889	.000	.632

a. Dependent Variable: Loyalitas