

Lampiran 1 Lampiran Kuesioner

LEMBAR KUESIONER

PETUNJUK PENGISIAN

Berilah tanda centang dari pernyataan yang ada di bawah ini dengan keterangan sebagai berikut

STS : Sangat tidak setuju

TS : Tidak setuju

N : Netral

S : Setuju

SS :Sangat setuju

Store Atmosphere

No	Pernyataan	STS	TS	N	S	SS
1.	Saya merasa terkesan pada ekstore bagian dalam toko					
Apa yang membuat terkesan?.....						
2.	Saya merasa nyaman dan senang ketika berada pada toko eiger di matahari mall semarang					
Apa yang membuat nyaman ketika berada di dalam toko eiger?						
3.	saya melihat tatanan produk pada toko eiger di matahari mall semarang terlihat rapi					
Alasannya ?.....						

4.	Saya melihat toko eiger di Matahari mall semarang tatanan tempatnya terlihat menarik					
Menarik seperti apa ?....						

Brand association

No	Pernyataan	STS	TS	N	S	SS
1	Sepatu sandal eiger sangat cocok digunakan untuk kegiatan outdoor maupun sehari-hari					
mengapa?.....						
2	Saya memilih sepatu sandal eiger karena sudah familiar					
mengapa?.....						
3	ketika saya melihat gambar segitiga saya teringat produk eiger					
Mengapa?						

Brand Awareness

No	Pernyataan	STS	TS	N	S	SS
1	Apabila diminta untuk memilih sepatu sandal outdoor, eiger adalah produk pertama dalam benak saya					
Jelaskan?.....						
2	saya langsung dapat mengenali produk eiger dengan melihat logo,simbol atau atribut lainnya.					
Kenapa?.....						
3	Sepatu sandal eiger cocok untuk kegiatan outdoor					
Alasan?.....						

Kepuasan Pelanggan

No	Pernyataan	STS	TS	N	S	SS
1	saya merasa sepatu sandal eiger sesuai dengan ekspetasi saya					
Mengapa ?						
2	Saya merasa puas dengan kualitas sepatu sandal eiger					
Mengapa ?....						
3	Saya tidak pernah complain dengan produk eiger					
mengapa?						

Pembelian Ulang

No	Pernyataan	STS	TS	N	S	SS
1	Saya merasa puas ketika membeli produk sepatu sandal eiger kemudian saya sarankan kepada teman saya					
Mengapa demikian?						
2	Saya merasa puas dan tertarik untuk menggunakan produk sepatu sandal eiger kembali					
Jelaskan?						
3	Ketika saya ingin membeli sepatu sandal outdoor, produk eiger adalah yang pertama ingin saya beli					
Karena apa?						

Lampiran 2 LAMPIRAN OUTPUT SPSS

LAMPIRAN DESKRIPTIF DATA

Frequencies Table

Statistics

		eksture dalam toko menarik	internal lay out bersih nyaman dan rapi	desain interior bagus	tata letak
N	Valid	100	100	100	100
	Missing	1	1	1	1
Mean		3.5700	3.7800	3.8800	3.9900
Median		4.0000	4.0000	4.0000	4.0000
Std. Deviation		.86754	.82364	.78212	.68895

eksture dalam toko menarik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	4	4.0	4.0	7.0
	3	38	37.6	38.0	45.0
	4	43	42.6	43.0	88.0
	5	12	11.9	12.0	100.0
Total		100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

internal lay out bersih nyaman dan rapi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	4	4.0	4.0	5.0
	3	29	28.7	29.0	34.0
	4	48	47.5	48.0	82.0
	5	18	17.8	18.0	100.0
	Total		100	99.0	100.0
Missing	System	1	1.0		
Total		101	100.0		

desain interior bagus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	25	24.8	25.0	29.0
	4	50	49.5	50.0	79.0
	5	21	20.8	21.0	100.0
	Total		100	99.0	100.0
Missing	System	1	1.0		
Total		101	100.0		

tata letak

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	21	20.8	21.0	22.0
	4	56	55.4	56.0	78.0
	5	22	21.8	22.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

Frequencies

Statistics

		Karakteristik merek	Merek sangat familiar dengan customer	mudah dalam mengenali
N	Valid	101	101	101
	Missing	0	0	0
Mean		3.5545	4.0297	3.8713
Median		4.0000	4.0000	4.0000
Std. Deviation		.94314	.72740	.71643

Karakteristik merek

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	9	8.9	8.9	11.9
	3	32	31.7	31.7	43.6
	4	43	42.6	42.6	86.1
	5	14	13.9	13.9	100.0
Total		101	100.0	100.0	

Merek sangat familiar dengan customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	16	15.8	15.8	18.8
	4	57	56.4	56.4	75.2
	5	25	24.8	24.8	100.0
Total		101	100.0	100.0	

mudah dalam mengenali

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	30	29.7	29.7	30.7
	4	51	50.5	50.5	81.2
	5	19	18.8	18.8	100.0
	Total	101	100.0	100.0	

Frequencies

Statistics

		Posisi merek dalam ingatan	kemampuan mengenali merek secara spontan	gambaran umum tentang suatu merk
N	Valid	100	100	100
	Missing	1	1	1
Mean		3.7600	3.9500	4.2000
Median		4.0000	4.0000	4.0000
Std. Deviation		.71237	.74366	.68165

Posisi merek dalam ingatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	28	27.7	28.0	32.0
	4	56	55.4	56.0	88.0
	5	12	11.9	12.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

kemampuan mengenali merek secara spontan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	24	23.8	24.0	26.0
	4	51	50.5	51.0	77.0
	5	23	22.8	23.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

gambaran umum tentang suatu merk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	14.9	15.0	15.0
	4	50	49.5	50.0	65.0
	5	35	34.7	35.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

Frequencies

Statistics

		sesuai dengan harapan	pemberian kualitas yang baik	tidak ada keluhan	Kepuasan pelanggan
N	Valid	100	100	100	100
	Missing	1	1	1	1
Mean		3.8800	4.0600	4.1100	12.0500
Median		4.0000	4.0000	4.0000	12.0000
Std. Deviation		.75585	.80177	.75069	1.72548
Percentiles	25	3.0000	4.0000	4.0000	11.0000
	50	4.0000	4.0000	4.0000	12.0000
	75	4.0000	5.0000	5.0000	13.0000

sesuai dengan harapan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	26	25.7	26.0	29.0
	4	51	50.5	51.0	80.0
	5	20	19.8	20.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

pemberian kualitas yang baik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.0
	3	20	19.8	20.0	22.0
	4	47	46.5	47.0	69.0
	5	31	30.7	31.0	100.0
Total		100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

tidak ada keluhan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	20	19.8	20.0	21.0
	4	46	45.5	46.0	67.0
	5	33	32.7	33.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

Frequencies

Statistics

		merasa puas kemudian ditularkan orang lain	keinginan menggunakan produk kembali	tidak ingin pindah ke merk lain	Pembelian Ulang
N	Valid	100	100	100	100
	Missing	1	1	1	1
Mean		3.9900	4.1800	4.2400	12.4100
Median		4.0000	4.0000	4.0000	12.5000
Std. Deviation		.77192	.77041	.71237	1.68831
Percentiles	25	4.0000	4.0000	4.0000	12.0000
	50	4.0000	4.0000	4.0000	12.5000
	75	4.0000	5.0000	5.0000	14.0000

merasa puas kemudian ditularkan orang lain

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	3.0
	3	18	17.8	18.0	21.0
	4	55	54.5	55.0	76.0
	5	24	23.8	24.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

keinginan menggunakan produk kembali

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	13	12.9	13.0	16.0
	4	47	46.5	47.0	63.0
	5	37	36.6	37.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

tidak ingin pindah ke merk lain

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	13	12.9	13.0	14.0
	4	47	46.5	47.0	61.0
	5	39	38.6	39.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

LAMPIRAN Hasil Uji Validitas dan Reabilitas

X1 Store atmosphere

X2 Brand Association

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.606	.599	4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.608	.603	3

X3 Brand awareness

Y1 Kepuasan Pelanggan

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.643	.640	3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.604	.603	3

Y2 Pembelian Ulang

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.607	.607	3

X1 Store atmosphere

Correlations

		eksture dalam toko menarik	internal lay out bersih nyaman dan rapi	desain interior bagus	tata letak	Store atmospehre
eksture dalam toko menarik	Pearson Correlation	1	.432**	.340**	.077	.718**
	Sig. (2- tailed)		.000	.001	.445	.000
	N	100	100	100	100	100
internal lay out bersih nyaman dan rapi	Pearson Correlation	.432**	1	.366**	.174	.747**
	Sig. (2- tailed)	.000		.000	.083	.000
	N	100	100	100	100	100
desain interior bagus	Pearson Correlation	.340**	.366**	1	.241*	.719**
	Sig. (2- tailed)	.001	.000		.016	.000
	N	100	100	100	100	100
tata letak	Pearson Correlation	.077	.174	.241*	1	.506**
	Sig. (2- tailed)	.445	.083	.016		.000
	N	100	100	100	100	100
Store atmospehre	Pearson Correlation	.718**	.747**	.719**	.506**	1
	Sig. (2- tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

X2 Brand Association

Correlations

		Karakteristik merek	Merek sangat familiar dengan customer	mudah dalam mengenali	Brand association
Karakteristik merek	Pearson Correlation	1	.238*	.077	.751**
	Sig. (2-tailed)		.016	.444	.000
	N	101	101	101	101
Merek sangat familiar dengan customer	Pearson Correlation	.238*	1	.065	.640**
	Sig. (2-tailed)	.016		.519	.000
	N	101	101	101	101
mudah dalam mengenali	Pearson Correlation	.077	.065	1	.536**
	Sig. (2-tailed)	.444	.519		.000
	N	101	101	101	101
Brand association	Pearson Correlation	.751**	.640**	.536**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	101	101	101	101

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

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

X3 BRAND AWARENESS

Correlations

		Posisi merek dalam ingatan	kemampuan mengenali merek secara spontan	gambaran umum tentang suatu merk	Brand awareness
Posisi merek dalam ingatan	Pearson Correlation	1	.454**	.183	.719**
	Sig. (2-tailed)		.000	.068	.000
	N	100	100	100	100
kemampuan mengenali merek secara spontan	Pearson Correlation	.454**	1	.478**	.853**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
gambaran umum tentang suatu merk	Pearson Correlation	.183	.478**	1	.715**
	Sig. (2-tailed)	.068	.000		.000
	N	100	100	100	100
Brand awareness	Pearson Correlation	.719**	.853**	.715**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Y1 KEPUASAN PELANGGAN

Correlations

		sesuai dengan harapan	pemberian kualitas yang baik	tidak ada keluhan	Kepuasan pelanggan
sesuai dengan harapan	Pearson Correlation	1	.429**	.237*	.740**
	Sig. (2-tailed)		.000	.018	.000
	N	100	100	100	100
pemberian kualitas yang baik	Pearson Correlation	.429**	1	.341**	.801**
	Sig. (2-tailed)	.000		.001	.000
	N	100	100	100	100
tidak ada keluhan	Pearson Correlation	.237*	.341**	1	.698**
	Sig. (2-tailed)	.018	.001		.000
	N	100	100	100	100
Kepuasan pelanggan	Pearson Correlation	.740**	.801**	.698**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

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

Y2 PEMBELIAN ULANG

Correlations

		merasa puas kemudian ditularkan orang lain	keinginan menggunakan produk kembali	tidak ingin pindah ke merk lain	Pembelian Ulang
merasa puas kemudian ditularkan orang lain	Pearson Correlation	1	.377**	.335**	.770**
	Sig. (2-tailed)		.000	.001	.000
	N	100	100	100	100
keinginan menggunakan produk kembali	Pearson Correlation	.377**	1	.307**	.758**
	Sig. (2-tailed)	.000		.002	.000
	N	100	100	100	100
tidak ingin pindah ke merk lain	Pearson Correlation	.335**	.307**	1	.715**
	Sig. (2-tailed)	.001	.002		.000
	N	100	100	100	100
Pembelian Ulang	Pearson Correlation	.770**	.758**	.715**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

LAMPIRAN UJI NORMALITAS PERSAMAAN 1

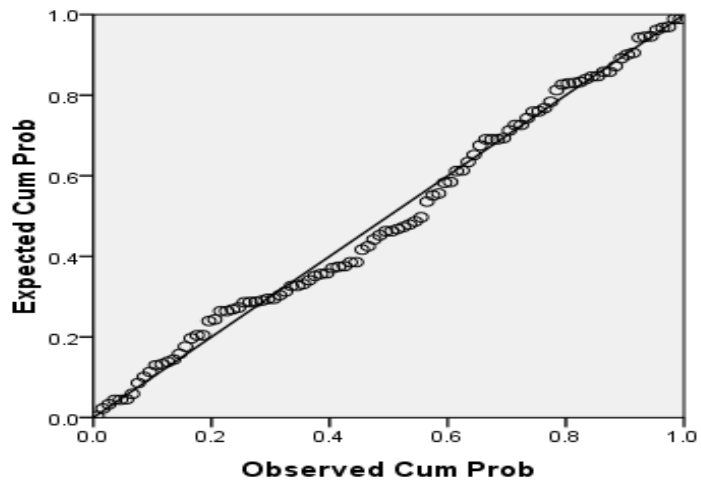
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.44502905
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.051
Kolmogorov-Smirnov Z		.663
Asymp. Sig. (2-tailed)		.772

a. Test distribution is Normal.

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Kepuasan pelanggan



LAMPIRAN UJI HETEROKESDASITAS PERSAMAAN 1

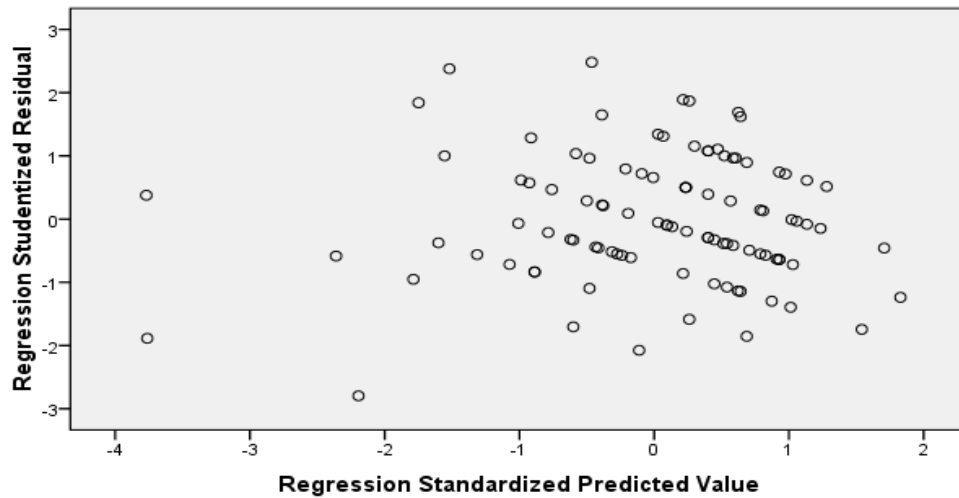
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.431	.833		2.916	.004
	Store atmospehre	-.015	.044	-.039	-.351	.726
	Brand association	-.102	.060	-.187	-1.708	.091
	Brand awareness	.011	.056	.021	.197	.844

a. Dependent Variable: Residual2

Scatterplot

Dependent Variable: Kepuasan pelanggan



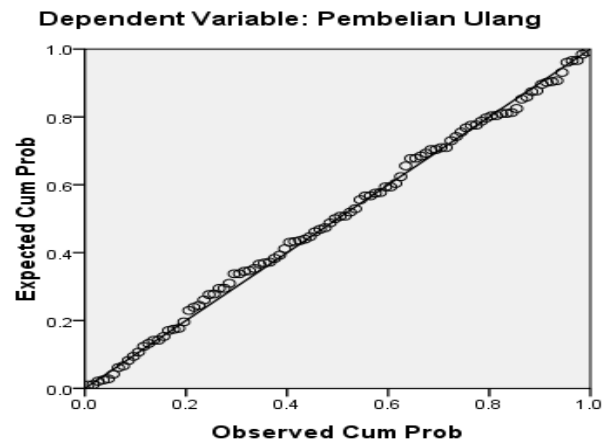
LAMPIRAN UJI NORMALITAS PERSAMAAN II

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.11450536
Most Extreme Differences	Absolute	.045
	Positive	.032
	Negative	-.045
Kolmogorov-Smirnov Z		.447
Asymp. Sig. (2-tailed)		.988

a. Test distribution is Normal.

Normal P-P Plot of Regression Standardized Residual



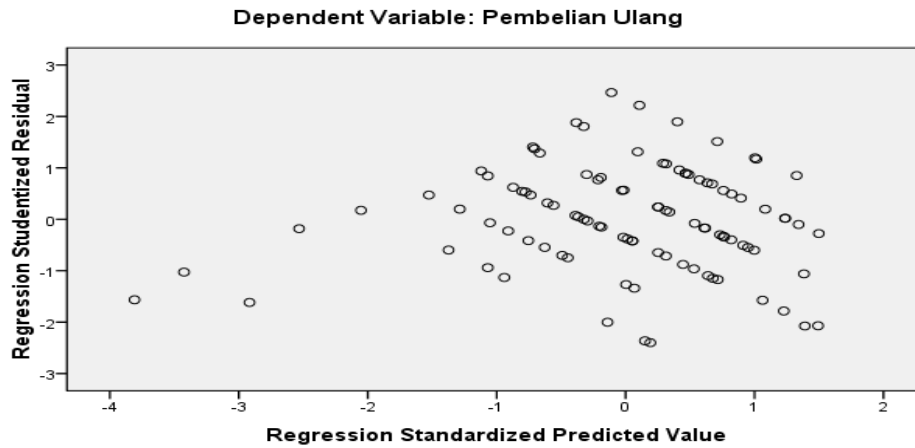
LAMPIRAN UJI HETEROKESDASITAS PERSAMAAN II

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.779	.692		1.126	.263
	Store atmospehre	.042	.038	.135	1.123	.264
	Brand association	-.036	.050	-.083	-.713	.478
	Brand awareness	.005	.046	.013	.114	.909
	Kepuasan pelanggan	-.016	.048	-.042	-.342	.733

a. Dependent Variable: Residual3

Scatterplot



LAMPIRAN REGRESION-MODEL 1

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Brand awareness, Brand association, Store atmosphere ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan pelanggan

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.546 ^a	.299	.277	1.46743	.299	13.626	3	96	.000	1.851

a. Predictors: (Constant), Brand awareness, Brand association, Store atmosphere

b. Dependent Variable: Kepuasan pelanggan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	88.027	3	29.342	13.626	.000 ^a
	Residual	206.723	96	2.153		
	Total	294.750	99			

a. Predictors: (Constant), Brand awareness, Brand association, Store atmosphere

b. Dependent Variable: Kepuasan pelanggan

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	3.269	1.446		2.261	.026					
Store atmosphere	.271	.076	.337	3.555	.001	.468	.341	.304	.813	1.230
Brand association	.289	.103	.262	2.797	.006	.418	.275	.239	.832	1.202
Brand awareness	.114	.097	.108	1.169	.245	.292	.119	.100	.863	1.159

a. Dependent Variable: Kepuasan pelanggan

LAMPIRAN REGRESION - MODEL 2

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kepuasan pelanggan, Brand awareness, Brand association, Store atmospehre ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Pembelian Ulang

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.751 ^a	.564	.546	1.13773	.564	30.751	4	95	.000	1.371

a. Predictors: (Constant), Kepuasan pelanggan, Brand awareness, Brand association, Store atmosphere

b. Dependent Variable:
Pembelian Ulang

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159.220	4	39.805	30.751	.000 ^a
	Residual	122.970	95	1.294		
	Total	282.190	99			

a. Predictors: (Constant), Kepuasan pelanggan, Brand awareness, Brand association, Store atmospehre

b. Dependent Variable: Pembelian Ulang

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	1.247	1.150		1.084	.281					
	Store atmosphere	.304	.063	.387	4.843	.000	.618	.445	.328	.719	1.392
	Brand association	.330	.083	.307	3.970	.000	.554	.377	.269	.769	1.300
	Brand awareness	-.055	.076	-.053	-.725	.470	.244	-.074	-.049	.851	1.176
	Kepuasan pelanggan	.282	.079	.289	3.570	.001	.582	.344	.242	.701	1.426

a. Dependent Variable: Pembelian

Ulang