

## DAFTAR PUSTAKA

- (2012, Juli 27). Retrieved April 5, 2017, from [http://images.detik.com/content/2012/07/27/294/131749\\_holycowdalam.jpg?w=500&q=90](http://images.detik.com/content/2012/07/27/294/131749_holycowdalam.jpg?w=500&q=90)
- (2015). Retrieved April 5, 2017, from [https://makandikelapagading.files.wordpress.com/2015/11/wpid-sam\\_0496.jpg](https://makandikelapagading.files.wordpress.com/2015/11/wpid-sam_0496.jpg)
- Ada Cicak Mati di Tiramisu, Begini Reaksi Keras Restoran Holycow.* (2016, Mei 20). Retrieved Maret 24, 2017, from [www.tribunnews.com](http://www.tribunnews.com): <http://www.tribunnews.com/techno/2016/05/20/ada-cicak-mati-di-tiramisu-begini-reaksi-keras-restoran-holycow>
- Adiputra, F. (2015). *Analisis Pengaruh Citra Restoran dan Persepsi Harga Terhadap Kepuasan Minat Beli Ulang Pelanggan Holycow Semarang.* Semarang: UNDIP.
- Adiputra, F., & Sutopo. (2016). Analisis Pengaruh Kepuasan dan Persepsi Harga Terhadap Citra Restoran dan Minat Beli Ulang Pelanggan Holycow Semarang. *Diponegoro Journal of Management* , Vol 5. No 1, p. 1-11.
- Awi, Y. L., & Chaipoopirutana, S. (Aug 2014). A Study of Factors Affecting Consumer's Repurchase Intention toward Xyz Restaurant, Myanma. *International Conference on Trends in Economics, Humanities and Management (ICTEHM'14)* , 180-194.
- Batubara, H. (2017, Januari 11). *Holycow Minta Maaf Selidiki Kasus Kecoak di Makanan Pelanggan.* Retrieved Maret 24, 2017, from [news.detik.com: https://news.detik.com/berita/d-3393054/holycow-minta-maaf-selidiki-kasus-kecoak-di-makanan-pelanggan](https://news.detik.com/berita/d-3393054/holycow-minta-maaf-selidiki-kasus-kecoak-di-makanan-pelanggan)
- Berman, B. J. (2011). *Retailing Management, 11 th edition.* Boston: Pearson.
- Canny, I. U. (Februari 2015). Measuring the Mediating Role of Dining Experience Attributes on Customer Satisfaction and Its Impact on Behavioral Intentions of Casual Dining Restaurant in Jakarta.

*International Journal of Innovation, Management and Technology* ,  
Vol. 5(1) p. 1-14.

- Fiani, M., & Japariato, E. (2012). Analisa Pengaruh Food Quality dan Brand Image terhadap Keputusan Pembelian Roti Kecil Toko Roti Ganep's di Kota Solo. *Jurnal Manajemen Pemasaran* , Vol. 1(1) p. 1-6.
- Hanasya, J. ( 2016). Testing The Effects of Food Quality, Price Fairness, and Physical Environment on Customer Satisfaction in Fast Food Restaurant Industry. *Journal of Asian Business Strategy* , Vol. 6, Issue 2, p. 31-40.
- Hariadi Sarjono, Winda Julianita. (2011). *SPSS vs Lisrel, Sebuah Pengantar, Aplikasi untuk riset*, Jakarta : Salemba empat.
- Haryadi Sarjono, Winda Julianita, (2015) *Structural Equation Modelling (SEM) Sebuah Pengantar, Aplikasi Untuk Penelitian Bisnis*, Jakarta: Salemba Empat.
- Hariato, & Subagio. (2013). Analisa Pengaruh Kualitas Layanan, Brand Image, dan Atmosfer Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening Konsumen Kedai Deja-Vu Surabaya. *Jurnal Manajemen Pemasaran* , p.1-18.
- Holycow Steakhouse*. (n.d.). Retrieved Maret 19, 2017, from [www.facebook.com](http://www.facebook.com):  
<https://www.facebook.com/HolycowSteakhouse/reviews/>
- Holycow Steakhouse By Chef Afit Kelapa Gading*. (n.d.). Retrieved Maret 24, 2017, from [pergikuliner.com](http://pergikuliner.com):  
<https://pergikuliner.com/restaurants/holycow-steakhouse-by-chef-afit-kelapa-gading/gallery/404208>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis "Konvergensi Teknologi Komunikasi dan Informasi"*. Bandung: Refika Aditama.
- Jakarta, BPS DKI;. (2017). *Indeks Tendensi Konsumen Triwuln IV Tahun 2016 No 10/02/31/Th.XIX*. Jakarta: BPS.
- Keller, P. K., & Lane, K. (2012). *Marketing Management*. United States: Prentice Hall.
- Kim, H. J., Park, J., Ja Kim, M., & Ryu, K. (2013). Does perceived restaurant food healthiness matter? Its influence on value, satisfaction and revisit

intentions in restaurant operations in South Korea. *International Journal of Hospitality Management* , Vol 33 p 397-405.

Mackay, P. D. (2014). Dining Atmospheric and food and services quality as predictors of customer satisfaction at sit-down restaurants. Vol. 3 (2) , p.1-14.

Malhotra, Naresh K.(2009).*Riset Pemasaran*. Jakarta; PT. Indeks,

Pariwisata, K. (2015). *Laporan Kinerja Kementerian Pariwisata Tahun 2014*. Retrieved Maret 7, 2017, from [www.kemenpar.go.id](http://www.kemenpar.go.id):  
<http://www.kemenpar.go.id/userfiles/file/LAPORAN%20KINERJA%20KEMENTERIAN%20PARIWISATA%20TAHUN%202014%20v4>

Prasetio, H. (2016). *Bisnis Kuliner Kini Menjanjikan*. Retrieved Maret 8, 2017, from [www.industri.kontan.co.id](http://www.industri.kontan.co.id):  
<http://industri.kontan.co.id/news/bisnis-kuliner-kian-menjanjikan>

*Restauran Jakarta*. (2017). Retrieved April 6, 2017, from [www.tripadvisor.com](https://www.tripadvisor.com/Restaurants-g294229-c37-Jakarta_Java.html): [https://www.tripadvisor.com/Restaurants-g294229-c37-Jakarta\\_Java.html](https://www.tripadvisor.com/Restaurants-g294229-c37-Jakarta_Java.html)

Saidani, B., & Arifin, S. (2012). Pengaruh Kualitas Produk Dan Kualitas Layanan Terhadap Kepuasan Konsumen Dan Minat Beli Pada Ranch Market. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)* , Vol. 3(1), p 1-8.

Sanusi, (2011). *Metodologi Penelitian Bisnis*, Jakarta: Salemba Empat,

Sekaran, Uma. (2014). *Metodologi Penelitian Untuk Bisnis, Edisi 4 (UPDATED)*. Jakarta: Salemba Empat.

Sekaran, Uma, Roger Bougie, *Research Methods for Business*, fifth edition (UK: Wiley, 2009),

Sofyan, Yamin, Heri Kurniawan, (2009). *Structural Equation Modelling*, Jakarta: Salemba Infotek

*Steak Jakarta*. (2017). Retrieved April 6, 2017, from [pergikuliner.com](https://pergikuliner.com/catalogs/steak/jakarta):  
<https://pergikuliner.com/catalogs/steak/jakarta>

*Steakhouse by Chef Afit Kelapa Gading*. (n.d.). Retrieved Maret 24, 2017, from [www.zomato.com](https://www.zomato.com/id/jakarta/holycow-steakhouse-by-chef-afit-kelapa-gading): <https://www.zomato.com/id/jakarta/holycow-steakhouse-by-chef-afit-kelapa-gading>

- Steakhouse Restoran Terbaik Jakarta*. (2017). Retrieved April 6, 2017, from [www.zomato.com: https://www.zomato.com/id/jakarta/steakhouse-restoran-terbaik](https://www.zomato.com/id/jakarta/steakhouse-restoran-terbaik)
- Sudiby, A. N., & Cindrawan. (2015). Analisa Pengaruh Bauran Pemasaran Terhadap Minat Beli Ulang Dengan Kepuasan Konsumen Sebagai Variabel Perantara DiDomicile Kitchen And Lounge. *Manajemen Perhotelan, Universitas Kristen Petra, Surabaya, Indonesia* , 1-6.
- Sugianto, J., & Sugiharto, S. (2013). Analisa Pengaruh Service Quality, Food Quality, Dan Price Terhadap Kepuasan Pelanggan Restoran Yung Ho Surabaya. *Jurnal Manajemen Pemasaran Petra* , Vol. 1, No. 2, p. 1-10.
- Sugiyono. (2015). *Metode Penelitian dan Pengembangan “untuk bidang: pendidikan, manajemen, social, dan teknik”* (cetakan pertama). Bandung : Alfabeta
- Tjiptono. (2015). *Strategi Pemasaran Ed. 4*. Yogyakarta: Andi.
- Tjiptono, F. (2011). *Pemasaran Jasa, Edisi Pertama*. Malang: Bayu Media Publishing.
- Tulipa dan Gunawa (2014). The Influence of Store Atmosphere on Emotional Responses and Re-Purchase Intentions. *Business Management and Strategy*. Vol. 5 (2), p 1-12
- Weliani, S. (Juni 2015). Analisa Pengaruh Food Quality, Service Person Customer Orientation, dan Physical Environment, Terhadap Repurchase Intention, Melalui Customer Satisfaction. *Ultima Management* , Vol.7 no 1.
- Wicaksono, G. (2016, 12 2). *Industri Makanan dan Minuman Tumbuh 95%*. Retrieved Maret 6, 2017, from [www.tempo.com: https://m.tempo.co/read/news/2016/12/02/090824805/industri-makanan-dan-minuman-tumbuh-9-8-persen](https://m.tempo.co/read/news/2016/12/02/090824805/industri-makanan-dan-minuman-tumbuh-9-8-persen)
- Yaw dan Sirion (2014). A Study of Factors Affecting Consumer’s Repurchase Intention toward Xyz Restaurant, Myanma. *International Conference on Trends in Economics, Humanities and Management (ICTEHM'14)*. p. 181-184

# LAMPIRAN

## 1. KUESIONER PENELITIAN



Assalamualaikum Wr. Wb

Responden yang terhormat,

Perkenalkan nama saya Nina Nur Azizah, mahasiswa tingkat akhir dari Manajemen FE UNJ. Saat ini saya sedang melakukan penelitian akademis mengenai "Analisis Pengaruh *Food Quality* dan *Store Atmosphere* terhadap *Repurchase Intention* dengan *Customer Satisfaction* sebagai *Intervening* (Studi pada Pengunjung Holycow Steakhouse by Chef Afit Cabang Kelapa Gading)".

Mohon kesediaan Bapak/Ibu/Saudara/i untuk meluangkan waktu mengisi kuesioner singkat ini. *Survey* ini memakan waktu kurang dari 10 menit. Semua informasi yang Anda berikan terjamin kerahasiaannya dan hanya dipakai untuk keperluan akademis saja. Atas bantuan dan partisipasinya saya ucapkan terima kasih.

Hormat saya,

Nina Nur Azizah

Email: [ninanurazizah@gmail.com](mailto:ninanurazizah@gmail.com)

### SCREENING

1. Apakah anda pernah mengunjungi Holycow Steakhouse by Chef Afit Cabang Kelapa Gading\*?
  - a. Ya
  - b. Tidak (silahkan berhenti menjawab kuesioner ini, terima kasih atas partisipasinya)
  
2. Kapan terakhir anda mengunjungi Holycow Steakhouse by Chef Afit Cabang Kelapa Gading \*?
  - a. 1 bulan terakhir
  - b. 1-3 bulan terakhir
  
3. Berapa kali dalam 3 bulan terakhir anda mengunjungi Holycow Steakhouse by Chef Afit Cabang Kelapa Gading \*?
  - a. <2 kali
  - b. 2 kali
  - c. >2 kali

Petunjuk pengisian : Harap gunakan tanda silang (X) pada satu pilihan. Tanda “\*” artinya wajib di jawab.

## BAGIAN 1

### INFORMASI UMUM

1. Nama Responden : ..... (boleh tidak diisi)
2. Jenis Kelamin\* : A. Laki – laki                      B. Perempuan
3. Usia\*
  - a. 18-25                      b. 26 - 35                      c. 36 – 45                      d. >45 tahun
4. Pekerjaan\*
 

a. Pelajar/ Mahasiswa	d. Wirausaha
b. Pegawai Swasta	e. Mengurus Rumah Tangga
c. Pegawai Negeri	f. Lainnya.....
5. Domisili\* :
  - a. Jakarta Timur
  - b. Jakarta Utara
  - c. Jakarta Pusat
  - d. Jakarta Selatan
  - e. Jakarta Barat
  - f. Luar Jakarta



**PETUNJUK**

Jawablah pernyataan di bawah ini sesuai hati nurani Anda. Berilah tanda check list (✓) pada jawaban yang anda anggap paling sesuai menurut Anda. Kriteria jawaban:

- 1 STS (Sangat Tidak Setuju)    4 S (Setuju)  
 2 TS (Tidak Setuju)            5 SS (Sangat Setuju)  
 3 BS (Biasa Saja)

**Bagian 1 Kualitas Pelayanan**

No	Pernyataan	1	2	3	4	5
		STS	TS	BS	S	SS
1.	Holycow Steakhouse Kelapa Gading menyajikan steak yang lezat					
2.	Holycow Steakhouse Kelapa Gading menyajikan makanan dengan porsi yang pas					
3.	Holycow Steakhouse Kelapa Gading mempunyai variasi jenis steak yang beraneka ragam					
4..	Holycow Steakhouse Kelapa Gading mempunyai cita rasa steak yang berbeda dari restoran steak lainnya					
5.	Makanan di Holycow Steakhouse Kelapa Gading dibuat dari bahan makanan higienis					
6.	Holycow Steakhouse Kelapa Gading mempunyai inovasi makanan baru					
7.	Holycow Steakhouse Kelapa Gading mempunyai banyak pilihan menu					
8.	Tata letak meja pengunjung yang teratur					
9.	Tata letak meja kasir yang teratur					
10.	Jarak antara meja satu dengan yang lainnya memudahkan konsumen untuk berlalulalang					
11.	Desain interior yang indah					
12.	Pencahayaan di restoran terang dan sesuai					

13.	Musik yang terdengar di restoran menyenangkan					
14.	Volume musik di restoran cukup					
15.	Aroma restoran yang menggugah selera					
16.	Aroma pewangi ruangan yang sesuai					
17.	Holycow Steakhouse Kelapa Gading menyediakan meja yang nyaman					
18.	Holycow Steakhouse Kelapa Gading menyediakan kursi yang nyaman					
19.	Holycow Steakhouse Kelapa Gading menyediakan peralatan makanan yang bersih					
20.	Holycow Steakhouse Kelapa Gading memiliki lantai yang bersih					
21.	Holycow Steakhouse Kelapa Gading mempunyai fasilitas parkir yang memadai					
22.	Papan nama terlihat jelas dan menarik sehingga memudahkan saya untuk menemukan restoran					
23.	Akses pintu memudahkan pengunjung untuk keluar masuk					
24.	Pencahayaan luar ruangan yang memadai					
25.	Rasa makanan di Holycow Steakhouse Kelapa Gading selalu konsisten					
26.	Holycow Steakhouse Kelapa Gading menawarkan beraneka ragam makanan.					
27.	Holycow Steakhouse Kelapa Gading cepat dalam menyajikan makanan.					
28.	Semua makanan dan minuman yang saya terima sesuai dengan tagihan yang dibayar					
29.	Metode pembayaran di Holycow Steakhouse Kelapa Gading sederhana dan lengkap (bisa kredit, debit, dan tunai)					
30.	Bersedia merekomendasikan Holycow Steakhouse Kelapa Gading kepada teman-teman					
31.	Bersedia menceritakan hal-hal positif mengenai Holycow Steakhouse Kelapa Gading kepada teman-teman					
32.	Berniat melakukan pembelian kembali di Holycow Steakhouse Kelapa Gading					
33.	Berniat melakukan pembelian di Holycow Steakhouse Kelapa Gading secara rutin					

34.	Akan tetap mengunjungi setelah melakukan pembelian di Holycow Steakhouse Kelapa Gading.					
35.	Akan setia melakukan pembelian di Holycow Steakhouse Kelapa Gading karena manfaat yang didapat.					
36.	Berniat untuk mencoba variasi menu baru lainnya yang ditawarkan Holycow Steakhouse Kelapa Gading saat mengunjungi kembali					

Alasan mengunjungi atau berbelanja di Holycow! Steakhouse by Chef Afit cabang Kelapa Gading:

.....

Kesan untuk Holycow! Steakhouse by Chef Afit cabang Kelapa Gading:

.....

Saran untuk Holycow! Steakhouse by Chef Afit cabang Kelapa Gading:

.....

## 2. OUTPUT VALIDITAS KMO

### A. Food Quality

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.819
Bartlett's Test of Sphericity	Approx. Chi-Square	675.392
	Df	21
	Sig.	.000

#### Communalities

	Initial	Extraction
FQ1	1.000	.593
FQ2	1.000	.563
FQ3	1.000	.461
FQ4	1.000	.368
FQ5	1.000	.628
FQ6	1.000	.456
FQ7	1.000	.617

Extraction Method: Principal  
Component Analysis.

#### Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.685	52.649	52.649	3.685	52.649	52.649
2	.875	12.494	65.144			
3	.751	10.729	75.873			
4	.595	8.494	84.366			
5	.474	6.769	91.135			
6	.358	5.114	96.249			
7	.263	3.751	100.000			

Extraction Method: Principal Component Analysis.

**Component  
Matrix<sup>a</sup>**

	Component 1
FQ1	.770
FQ2	.750
FQ3	.679
FQ4	.606
FQ5	.792
FQ6	.675
FQ7	.786

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

**B Store Atmosphere**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.678
Bartlett's Test of Sphericity	Approx. Chi-Square	770.242
	Df	28
	Sig.	.000

### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rot
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	3.747	37.468	37.468	3.747	37.468	37.468	
2	1.583	15.833	53.301	1.583	15.833	53.301	
3	1.209	12.087	65.388	1.209	12.087	65.388	
4	.767	7.671	73.059				
5	.728	7.285	80.344				
6	.580	5.804	86.148				
7	.560	5.603	91.751				
8	.385	3.846	95.597				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

### Pattern Matrix<sup>a</sup>

	Component		
	1	2	3
AT1			.855
AT3			.863
AT6	.871		
AT7	.841		
AT9	.706		
AT10		.873	
AT11		.865	
AT14	.689		

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser

Normalization.

a. Rotation converged in 6 iterations.

*C. Customer Satisfaction*

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.753
Bartlett's Test of Sphericity	Approx. Chi-Square	407.679
	Df	10
	Sig.	.000

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.796	55.927	55.927	2.796	55.927	55.927
2	.919	18.385	74.312			
3	.542	10.850	85.162			
4	.391	7.829	92.991			
5	.350	7.009	100.000			

Extraction Method: Principal Component Analysis.

**Component  
Matrix<sup>a</sup>**

	Component 1
CS1	.736
CS2	.826
CS3	.708
CS4	.706
CS5	.756

Extraction Method:

Principal Component  
Analysis.

a. 1 components  
extracted.

### D. Repurchase Intention

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.816
Bartlett's Test of Sphericity	Approx. Chi-Square	540.077
	Df	15
	Sig.	.000

#### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rot
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	3.163	52.714	52.714	3.163	52.714	52.714	
2	1.099	18.310	71.024	1.099	18.310	71.024	
3	.594	9.901	80.925				
4	.488	8.139	89.064				
5	.359	5.991	95.055				
6	.297	4.945	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

#### Pattern Matrix<sup>a</sup>

	Component	
	1	2
RI1		.613
RI2	.613	
RI4	.852	
RI5	.914	
RI6	.859	
RI7		.948

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.



- a. Rotation converged in 5 iterations.

### 3. RELIABILITAS KESELURUHAN

#### A. Variabel *Food Quality*

##### Reliability Statistics

Cronbach's Alpha	N of Items
.845	7

#### B. Variabel *Store Atmosphere*

##### Reliability Statistics

Cronbach's Alpha	N of Items
.802	8

##### Reliability Statistics

Cronbach's Alpha	N of Items
.842	8

##### Reliability Statistics

Cronbach's Alpha	N of Items
.679	8

### C. Variabel *Customer Satisfaction*

#### Reliability Statistics

Cronbach's	
Alpha	N of Items
.799	5

### D. Variabel *Repurchase Intention*

#### Reliability Statistics

Cronbach's	
Alpha	N of Items
.836	6

#### Reliability Statistics

Cronbach's	
Alpha	N of Items
.696	6

## 4. *OUTPUT GOODNESS OF FIT*

### A. *Food Quality*

#### Goodness of Fit Statistics

Degrees of Freedom = 14

Minimum Fit Function Chi-Square = 15.26 (P = 0.36)

Normal Theory Weighted Least Squares Chi-Square = 15.33 (P = 0.36)

Estimated Non-centrality Parameter (NCP) = 1.33

90 Percent Confidence Interval for NCP = (0.0 ; 15.13)

Minimum Fit Function Value = 0.061

Population Discrepancy Function Value (F0) = 0.0053

90 Percent Confidence Interval for F0 = (0.0 ; 0.061)

Root Mean Square Error of Approximation (RMSEA) = 0.020

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.066)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.82

Expected Cross-Validation Index (ECVI) = 0.17

90 Percent Confidence Interval for ECVI = (0.17 ; 0.23)

ECVI for Saturated Model = 0.22

ECVI for Independence Model = 11.17

Chi-Square for Independence Model with 21 Degrees of Freedom = 2767.50

Independence AIC = 2781.50

Model AIC = 43.33

Saturated AIC = 56.00

Independence CAIC = 2813.15

Model CAIC = 106.63

Saturated CAIC = 182.60

Normed Fit Index (NFI) = 0.99

Non-Normed Fit Index (NNFI) = 1.00

Parsimony Normed Fit Index (PNFI) = 0.66

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.99

Critical N (CN) = 476.49

Root Mean Square Residual (RMR) = 0.014

Standardized RMR = 0.013

Goodness of Fit Index (GFI) = 0.98

Adjusted Goodness of Fit Index (AGFI) = 0.97

Parsimony Goodness of Fit Index (PGFI) = 0.49

Time used: 0.016 Seconds

## **B. Store Atmosphere**

Goodness of Fit Statistics

Degrees of Freedom = 14

Minimum Fit Function Chi-Square = 15.42 (P = 0.35)

Normal Theory Weighted Least Squares Chi-Square = 15.24 (P = 0.36)

Estimated Non-centrality Parameter (NCP) = 1.24

90 Percent Confidence Interval for NCP = (0.0 ; 14.99)

Minimum Fit Function Value = 0.062

Population Discrepancy Function Value (F0) = 0.0050

90 Percent Confidence Interval for F0 = (0.0 ; 0.060)

Root Mean Square Error of Approximation (RMSEA) = 0.019

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.066)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.83

Expected Cross-Validation Index (ECVI) = 0.17

90 Percent Confidence Interval for ECVI = (0.17 ; 0.23)

ECVI for Saturated Model = 0.22

ECVI for Independence Model = 10.14

Chi-Square for Independence Model with 21 Degrees of Freedom = 2511.42

Independence AIC = 2525.42

Model AIC = 43.24  
 Saturated AIC = 56.00  
 Independence CAIC = 2557.07  
 Model CAIC = 106.54  
 Saturated CAIC = 182.60

Normed Fit Index (NFI) = 0.99  
 Non-Normed Fit Index (NNFI) = 1.00  
 Parsimony Normed Fit Index (PNFI) = 0.66  
 Comparative Fit Index (CFI) = 1.00  
 Incremental Fit Index (IFI) = 1.00  
 Relative Fit Index (RFI) = 0.99

Critical N (CN) = 471.67

Root Mean Square Residual (RMR) = 0.015  
 Standardized RMR = 0.013  
 Goodness of Fit Index (GFI) = 0.98  
 Adjusted Goodness of Fit Index (AGFI) = 0.97  
 Parsimony Goodness of Fit Index (PGFI) = 0.49

Time used: 0.016 Seconds

### *C. Customer Satisfaction*

#### Goodness of Fit Statistics

Degrees of Freedom = 5  
 Minimum Fit Function Chi-Square = 8.98 (P = 0.11)  
 Normal Theory Weighted Least Squares Chi-Square = 8.92 (P = 0.11)  
 Estimated Non-centrality Parameter (NCP) = 3.92  
 90 Percent Confidence Interval for NCP = (0.0 ; 16.40)

Minimum Fit Function Value = 0.036  
 Population Discrepancy Function Value (F0) = 0.016  
 90 Percent Confidence Interval for F0 = (0.0 ; 0.066)  
 Root Mean Square Error of Approximation (RMSEA) = 0.056  
 90 Percent Confidence Interval for RMSEA = (0.0 ; 0.11)  
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.36

Expected Cross-Validation Index (ECVI) = 0.12  
 90 Percent Confidence Interval for ECVI = (0.10 ; 0.17)  
 ECVI for Saturated Model = 0.12  
 ECVI for Independence Model = 6.38

Chi-Square for Independence Model with 10 Degrees of Freedom = 1578.05  
 Independence AIC = 1588.05  
 Model AIC = 28.92

Saturated AIC = 30.00  
 Independence CAIC = 1610.66  
 Model CAIC = 74.14  
 Saturated CAIC = 97.82

Normed Fit Index (NFI) = 0.99  
 Non-Normed Fit Index (NNFI) = 0.99  
 Parsimony Normed Fit Index (PNFI) = 0.50  
 Comparative Fit Index (CFI) = 1.00  
 Incremental Fit Index (IFI) = 1.00  
 Relative Fit Index (RFI) = 0.99

Critical N (CN) = 419.36

Root Mean Square Residual (RMR) = 0.0089  
 Standardized RMR = 0.0099  
 Goodness of Fit Index (GFI) = 0.99  
 Adjusted Goodness of Fit Index (AGFI) = 0.96  
 Parsimony Goodness of Fit Index (PGFI) = 0.33

Time used: 0.000 Seconds

#### ***D. Repurchase Intention***

##### Goodness of Fit Statistics

Degrees of Freedom = 14  
 Minimum Fit Function Chi-Square = 15.64 (P = 0.34)  
 Normal Theory Weighted Least Squares Chi-Square = 16.00 (P = 0.31)  
 Estimated Non-centrality Parameter (NCP) = 2.00  
 90 Percent Confidence Interval for NCP = (0.0 ; 16.14)

Minimum Fit Function Value = 0.063  
 Population Discrepancy Function Value (F0) = 0.0080  
 90 Percent Confidence Interval for F0 = (0.0 ; 0.065)  
 Root Mean Square Error of Approximation (RMSEA) = 0.024  
 90 Percent Confidence Interval for RMSEA = (0.0 ; 0.068)  
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.80

Expected Cross-Validation Index (ECVI) = 0.18  
 90 Percent Confidence Interval for ECVI = (0.17 ; 0.23)  
 ECVI for Saturated Model = 0.22  
 ECVI for Independence Model = 13.07

Chi-Square for Independence Model with 21 Degrees of Freedom = 3240.33  
 Independence AIC = 3254.33  
 Model AIC = 44.00

Saturated AIC = 56.00  
 Independence CAIC = 3285.98  
 Model CAIC = 107.30  
 Saturated CAIC = 182.60

Normed Fit Index (NFI) = 1.00  
 Non-Normed Fit Index (NNFI) = 1.00  
 Parsimony Normed Fit Index (PNFI) = 0.66  
 Comparative Fit Index (CFI) = 1.00  
 Incremental Fit Index (IFI) = 1.00  
 Relative Fit Index (RFI) = 0.99

Critical N (CN) = 464.95

Root Mean Square Residual (RMR) = 0.010  
 Standardized RMR = 0.011  
 Goodness of Fit Index (GFI) = 0.98  
 Adjusted Goodness of Fit Index (AGFI) = 0.96  
 Parsimony Goodness of Fit Index (PGFI) = 0.49

Time used: 0.016 Seconds

## 5. STRUCTURAL EQUATIONS

CS = 0.39\*FQ + 0.38\*AT, Errorvar.= 0.56 , R<sup>2</sup> = 0.44  
 (0.063) (0.063) (0.070)  
 6.13 6.01 8.05

RI = 0.40\*CS + 0.30\*FQ + 0.28\*AT, Errorvar.= 0.33 , R<sup>2</sup> = 0.67  
 (0.059) (0.054) (0.054) (0.043)  
 6.76 5.58 5.24 7.64

## 6. OUTPUT PENGARUH LANGSUNG DAN TIDAK LANGSUNG

Total and Indirect Effects

Total Effects of KSI on ETA

	FQ	AT
	-----	-----
CS	0.39	0.38
	(0.10)	(0.10)
	3.37	3.31
RI	0.30	0.28
	(0.06)	(0.06)
	5.39	5.19

## Indirect Effects of KSI on ETA

	FQ -----	AT -----
CS	- -	- -
RI	0.51 (0.26) 4.63	0.11 (0.06) 2.61

## Total Effects of ETA on ETA

	CS -----	RI -----
CS	- -	- -
RI	0.40 (0.13) 3.55	- -

**7. STANDARDIZED TOTAL EFFECTS**

## Standardized Total and Indirect Effects

## Standardized Total Effects of KSI on ETA

	FQ -----	AT -----
CS	0.39	0.38
RI	0.30	0.28

## Standardized Indirect Effects of KSI on ETA

	KL -----	PV -----
KP	- -	- -
RI	0.51	0.11

## Standardized Total Effects of ETA on ETA

	KP -----	RI -----
KP	- -	- -
RI	0.40	- -

## RIWAYAT HIDUP PENULIS



Nina Nur Azizah, lahir di Jakarta 17 November 1994. Penulis merupakan anak pertama dari Setiawan dan Humaidah. Penulis memiliki 1 saudara yang bernama Annisa Nur Rahma. Saat ini penulis bertempat tinggal di Jatiwaringin, Jakarta Timur. Pendidikan dimulai dari SD Negeri 11 Cipinang Melayu lulus tahun 2006. Kemudian melanjutkan ke SMP Negeri 109 Jakarta lulus tahun 2009. Lalu penulis melanjutkan pendidikan sekolah tingkat menengah kejuruan (SMK) di SMK Negeri 26 Pembangunan Jakarta. Setelah itu penulis melanjutkan kuliah di Universitas Negeri Jakarta, Fakultas Ekonomi Jurusan Manajemen, Konsentrasi Pemasaran angkatan 2013 melalui jalur SBMPTN.