

BAB V

PENUTUP

Setelah penulis membahas mengenai analisis dan pembahasan, maka akan dilanjutkan dengan bab 5, yaitu penutup. Didalam penutup berisikan mengenai kesimpulan yang diperoleh pembahasan dan analisis data pada bab 4, implikasi manajerial dan saran yang diajukan oleh penulis untuk diterapkan pada penelitian selanjutnya.

Pada bab penutup peneliti akan memaparkan kesimpulan dari hasil penelitian. Kemudian akan dijelaskan pula implikasi manajerial, keterbatasan penelitian dan saran untuk penelitian yang akan datang.

5.1 Kesimpulan

Berikut ini hasil setelah dilakukannya penelitian, maka peneliti mengambil kesimpulan sebagai berikut:

1. Promosi harga tidak berpengaruh signifikan terhadap variabel kepuasan konsumen di café Malindo Corner Kebumen.
2. Citra merek berpengaruh positif dan signifikan terhadap variabel kepuasan konsumen di café Malindo Corner Kebumen.
3. Kualitas makanan memiliki pengaruh positif dan juga signifikan terhadap variabel kepuasan konsumen di café Malindo Corner Kebumen.

4. Nilai yang dirasakan berpengaruh positif serta signifikan terhadap variabel kepuasan konsumen di café Malindo Corner Kebumen.
5. Kepuasan konsumen berpengaruh positif dan signifikan terhadap niat beli berulang konsumen di café Malindo Corner Kebumen.
6. Kepuasan konsumen memiliki pengaruh positif dan signifikan terhadap *Word of Mouth* konsumen di café Malindo Corner Kebumen.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan, implikasi manajerial yang diberikan peneliti adalah sebagai berikut:

1. Kepuasan konsumen memiliki pengaruh yang sangat besar terhadap niat beli berulang. Kepuasan konsumen adalah faktor utama yang dapat menaikkan niat beli berulang konsumen di café Malindo Corner Kebumen dan kepuasan konsumen juga memiliki pengaruh yang tinggi, terhadap variabel nilai beli berulang. Dalam hal ini pihak perusahaan perlu memperhatikan kepuasan konsumen untuk niat beli berulang konsumen dengan cara memperhatikan terus kualitas makanannya yang membuat konsumen lebih tertarik untuk mengunjungi dan membeli di café Malindo Corner Kebumen dibandingkan dengan café yang lainnya dan membuat konsumen untuk terus mengunjungi café Malindo Corner

Kebumen dan bisa meningkatkan keuntungan bagi café Malindo Corner Kebumen itu sendiri.

2. Kepuasan konsumen memiliki pengaruh yang besar terhadap *Word of Mouth*. Kepuasan konsumen juga menjadi faktor utama untuk meningkatkan *Word of Mouth* konsumen di café Malindo Corner Kebumen. Lalu, variabel kepuasan konsumen bukan menjadi salah satu pengaruh utama terhadap *Word of Mouth*. Meskipun bukan menjadi pengaruh utama, kepuasan konsumen mampu meningkatkan *Word of Mouth*, perusahaan dapat lebih memperhatikan strategi promosi yang lebih baik agar konsumen tidak hanya menerima informasi melalui *Word of Mouth* saja tetapi bisa melalui strategi promosi yang lainnya yang lebih menarik konsumen, dan juga promosi besar-besaran mampu mendatangkan konsumen baru yang akan meningkatkan keuntungan café Malindo Corner Kebumen.
3. Citra merek memiliki pengaruh yang cukup besar terhadap kepuasan konsumen. Citra merek mampu meningkatkan kepuasan konsumen di café Malindo Corner Kebumen. Oleh sebab itu, pihak manajemen harus senantiasa menjaga dan meningkatkan citra merek café Malindo Corner Kebumen agar konsumen tetap merasa puas. Bagi perusahaan, citra merek perlu dipertimbangkan lebih baik lagi bagi perusahaan agar konsumen merasa bahwa café Malindo Corner Kebumen lebih baik dibandingkan dengan café lainnya. Maka jika ada perubahan citra

merek, baik itu dari segi tema maupun konsep cafe, maka pihak perusahaan perlu mempertimbangkan sebaik mungkin agar tidak membuat konsumen kecewa terhadap perubahan tersebut.

4. Nilai yang dirasakan memiliki pengaruh yang tidak terlalu besar terhadap kepuasan konsumen. Pihak perusahaan perlu menjaga nilai yang dirasakan oleh konsumen yang berkunjung ke café Malindo Corner Kebumen. Karena setiap konsumen yang mengunjungi dan membeli di café Malindo Corner Kebumen mengkonsumsi sesuai dengan harga yang sudah ditentukan. Pihak perusahaan juga harus menambah cita rasa makanan dengan harga yang terjangkau agar konsumen merasa puas. Dan jika ada rencana penyesuaian harga terhadap produk dan jasa yang diberikan, pihak perusahaan perlu mempertimbangkannya terlebih dahulu.

5. Kualitas makanan memiliki pengaruh yang kecil terhadap kepuasan konsumen. Kualitas makanan menjadi salah satu faktor yang mampu meningkatkan kepuasan konsumen. Untuk pihak perusahaan sebenarnya sudah memberikan kualitas makanan yang cukup baik bagi konsumen, akan tetapi konsumen terkadang masih membandingkan makanan di café satu dengan café yang lainnya. Hal tersebut menunjukkan bahwa kualitas makanan masih sangat butuh untuk ditingkatkan lagi, mengingat hal tersebut bukan menjadi faktor utama konsumen merasa puas di café Malindo Corner Kebumen. Bagi perusahaan, untuk meningkatkan

kualitas makanan sebaiknya perusahaan lebih memperhatikan menu makanan yang berbeda dengan café lainnya. Karena menu yang sudah familiar membuat konsumen tidak tertarik dan sudah biasa dikonsumsi oleh konsumen itu sendiri maka perlu dilakukan variasi menu lagi agar menambah daya tarik konsumen dan menjadi bahan pertimbangan konsumen untuk memilih café Malindo Corner Kebumen lebih baik dari café yang lainnya.

6. Promosi harga memiliki pengaruh yang sangat kecil terhadap kepuasan konsumen. Promosi harga dapat meningkatkan kepuasan konsumen. Karena saat ini café Malindo Corner Kebumen belum melakukan promosi harga yang banyak, dalam hal ini perusahaan masih harus berusaha keras untuk meningkatkan promosi harga dan membuat konsumen merasa senang dan tertarik saat membeli makanan di café Malindo Corner Kebumen. Oleh karena itu, perusahaan sebaiknya menambah promosi-promosi pada café Malindo Corner Kebumen misalnya dengan “buy one get one” dan paket *bundling*. Hal ini memicu daya tarik konsumen untuk lebih memilih membeli dan mengunjungi café Malindo Corner Kebumen.

5.3. Keterbatasan Penelitian

Dalam penelitian ini peneliti menyadari adanya keterbatasan, antara lain adalah sebagai berikut:

1. Kuesioner yang disebarakan secara *online* dalam penelitian ini. Hal ini mempengaruhi jawaban responden, sehingga sangat mungkin datanya bersifat subjektif (hasil dari perasaan orang tersebut).
2. Didalam penelitian ini ditemukan bahwa di dalam R-square pengaruh variabel independent terhadap variabel *Word of Mouth* hanya sebesar 0,373. Hal ini menunjukkan bahwa terdapat 70% variabel yang tidak diteliti di dalam penelitian ini.

Penelitian ini menggunakan penelitian dengan pendekatan kuantitatif dan pengambilan kuesioner hanya terbatas pada bentuk *online* saja. Penelitian ini juga hanya ditujukan pada konsumen di café Malindo Corner Kebumen, sehingga peneliti mengabaikan cafe, restoran, atau bentuk usaha lain yang melibatkan konsumen yang kaitannya dengan variabel kepuasan konsumen, niat beli berulang dan *Word of Mouth*.

5.4. Saran Untuk Penelitian Selanjutnya

Keterbatasan penelitian ini meliputi penentuan sampel yang relatif terbatas, yaitu hanya sebanyak 151 sampel saja. Selain itu, keterbatasan lain dalam penelitian ini adalah responden yang menjadi narasumber. Kebanyakan responden adalah mahasiswa dengan pendapatan yang relatif sama, sehingga kurang mengcover demografi konsumen lainnya. Faktor lain yang harus menjadi pertimbangan pada

studi selanjutnya adalah objek yang dipilih, karena dalam penelitian ini objek yang digunakan memiliki cakupan yang terbatas di area Kebumen saja. Tidak hanya itu, variabel yang digunakan juga hanya 7, dimana ada variabel lain yang diketahui memiliki pengaruh besar tetapi belum digunakan dalam penelitian ini. Oleh sebab itu, saran untuk penelitian selanjutnya adalah sebagai berikut:

1. Didalam penelitian ini kuesioner dilakukan secara online yaitu melalui *Google Form* yang dapat mempengaruhi jawaban responden. Oleh karena itu saran untuk kedepannya yaitu perlu dilakukan wawancara atau bisa diklarifikasi jawaban responden melalui wawancara. Karena wawancara merupakan sarana yang sangat baik bagi seseorang untuk mendapatkan informasi yang detail secara langsung atau lisan.
2. Dengan adanya R-square yang rendah, saran untuk kedepannya yaitu perlu menambahkan variabel lain diluar variabel-variabel yang mempengaruhinya. Selain variabel kepuasan konsumen terdapat variabel lain yang mempengaruhi variabel *Word of Mouth*.

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LAMPIRAN 1

KUESIONER

KUESIONER PENELITIAN

Pertanyaan Umum / Filter

Pertanyaan Filter 1

1. Apakah Anda pernah mengetahui dan pernah mengunjungi café Malindo Corner Kebumen minimal 2 kali dalam 2 tahun terakhir?
 - a. Ya
 - b. Tidak (berhenti sampai disini)

Pertanyaan Filter 2

2. Sudah berapa kali Anda membeli makanan dan minuman di café Malindo Corner Kebumen dalam 2 tahun terakhir?
 - a. 2 kali
 - b. 3-4 kali
 - c. >4 kali

Pertanyaan Filter 3

3. Darimanakah Anda mengetahui informasi café Malindo Corner Kebumen?

- a. Rekomendasi dari teman
- b. Rekomendasi dari keluarga
- c. Instagram
- d. Facebook
- e. Situs ulasan Google
- f. Lainnya

Profiling

4. Jenis Kelamin

- a. Pria
- b. Wanita

5. Status Anda saat ini

- a. Mahasiswa
- b. Karyawan
- c. Ibu Rumah Tangga

d. Wirausaha

e. Lainnya

6. Pendapatan / uang saku per bulan

a. < Rp 1.000.000

b. Rp 1.000.001 – Rp 2.000.000

c. Rp 2.000.001 – Rp 3.000.000

d. Rp 3.000.001- Rp 4.000.000

e. > Rp 4.000.001

7. Domisili

a. Kebumen

b. Luar Kebumen

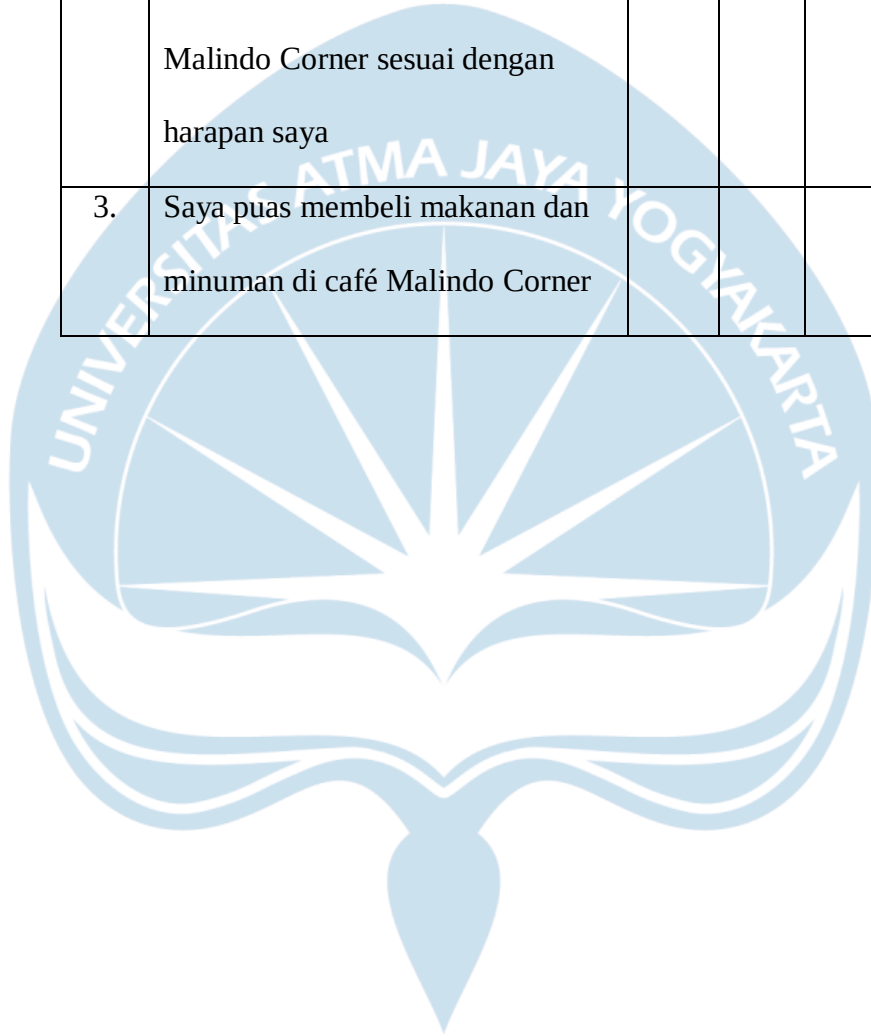
No	Pernyataan	STS	TS	N	S	SS
Variabel Promosi Harga						
1.	Saya mendapatkan free ongkir untuk wilayah Kebumen Kota saat membeli makanan dan minuman di café Malindo Corner Kebumen					

2.	Café Malindo Corner memberikan diskon dalam satu periode tertentu					
3.	Café Malindo Corner memberikan paket Combo untuk Kopi Pagi					
Variabel Citra Merek						
1.	Saya sangat familiar dengan makanan dan minuman yang saya beli di café Malindo Corner Kebumen					
2.	Makanan dan minuman yang saya beli di café Malindo Corner Kebumen memiliki kualitas yang baik					
3.	Makanan dan minuman yang saya beli di café Malindo Corner memberikan kesan trendy dan kekinian					
Variabel Kualitas Makanan						
1.	Rasa minuman dan makanan yang tersedia di café Malindo Corner sangat enak dan menyegarkan					

2.	Café Malindo Corner menyediakan kualitas makanan dan minuman yang konsisten					
3.	Café Malindo Corner memberikan makanan dan minuman yang memiliki banyak variansi rasa					
Variabel Nilai yang Dirasakan						
1.	Café Malindo Corner memiliki harga yang sesuai dengan makanan dan minuman yang ditawarkan					
2.	Saya mendapatkan pengalaman yang positif ketika mengonsumsi makanan dan minuman di café Malindo Corner					
3.	Saya akan terus membeli makanan dan minuman di café Malindo Corner walaupun harganya sedikit mahal					
Variabel Niat Beli Berulang						
1.	Saya memiliki niat untuk membeli					

	makanan dan minuman di café Malindo Corner					
2.	Kemungkinan besar saya akan membeli makanan dan minuman di café Malindo Corner					
3.	Saya bersedia membeli lagi makanan dan minuman di café Malindo Corner					
Variabel Word of Mouth						
1.	Saya mengatakan hal-hal yang positif kepada orang lain tentang makanan dan minuman di café Malindo Corner					
2.	Saya merekomendasikan makanan dan minuman di café Malindo Corner kepada orang lain					
3.	Saya akan mengatakan sesuatu pada teman dan kerabat untuk memilih makanan dan minuman di café Malindo Corner					
Variabel Kepuasan Konsumen						

1.	Saya menyukai makanan dan minuman di café Malindo Corner					
2.	Makanan dan minuman di café Malindo Corner sesuai dengan harapan saya					
3.	Saya puas membeli makanan dan minuman di café Malindo Corner					



LAMPIRAN 2

KUESIONER ONLINE



The image shows a screenshot of an online questionnaire. At the top, there is a logo for 'MALCOR' with the tagline 'ASYIK - PRODUKTIF - SEMEDULUR'. Below the logo, it says 'Bagian 1 dari 13'. The main title of the questionnaire is 'Pengaruh Repurchase Intention dan Word of Mouth di Cafe Malindo Corner Kebumen'. The text of the questionnaire is as follows:

Perkenalkan saya Theresia Yessika Yunianto mahasiswi prodi Manajemen Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian terkait "Pengaruh Repurchase Intention dan WOM di Café Malindo Corner Kebumen". Responden dari penelitian ini yaitu masyarakat kota Kebumen dan luar Kebumen yang sudah pernah mengunjungi dan membeli makanan dan minuman di Café Malindo Corner minimal 2 kali dalam 2 tahun terakhir. Kuesioner ini sebagai langkah penulisan skripsi saya untuk memenuhi sebagai persyaratan mencapai derajat Sarjana Manajemen (S1). Saya mohon ketersediaan saudara/saudari untuk menjawab pertanyaan dalam kuesioner ini dan seluruh informasi serta data yang diberikan akan kami jaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian skripsi. Terima kasih.

At the bottom, there is a navigation bar with the text 'Setelah bagian 1 Lanjutkan ke bagian berikut' and a dropdown arrow.

Bagian 2 dari 13

Pertanyaan Filter 1

Deskripsi (opsional)

Apakah Anda pernah mengetahui dan pernah mengunjungi Cafe Malindo Corner Kebumen minimal 2 kali dalam 2 tahun terakhir? *

- ☐ Ya
- ☐ Tidak

Bagian 3 dari 13

Pertanyaan Filter 2

Deskripsi (opsional)

Sudah berapa kali Anda membeli makanan dan minuman di Cafe Malindo Corner Kebumen dalam 2 tahun terakhir? *

- ☐ 2 kali
- ☐ 3-4 kali
- ☐ > 4 kali

Bagian 4 dari 13

Pertanyaan Filter 3



Deskripsi (opsional)

Darimanakah Anda mengetahui informasi Cafe Malindo Corner Kebumen? *

- ☐ Rekomendasi dari teman
- ☐ Rekomendasi dari keluarga
- ☐ Instagram
- ☐ Facebook
- ☐ Situs ulasan google
- ☐ Lainnya...

Bagian 5 dari 13

Profiling



Deskripsi (opsional)

Jenis Kelamin *

- ☐ Pria
- ☐ Wanita

Status Anda saat ini *

- ☐ Mahasiswa
- ☐ Karyawan

☐ Ibu Rumah Tangga

☐ Wirausaha

☐ Lainnya...

Pendapatan/uang saku per bulan *

☐ < Rp 1.000.000

☐ Rp 1.000.001 - Rp 2.000.000

☐ Rp 2.000.001 - Rp 3.000.000

☐ Rp 3.000.001 - Rp 4.000.000

☐ > Rp 4.000.001

Domisili *

☐ Kebumen

☐ Luar Kebumen

Bagian 6 dari 13

Pernyataan Kuesioner



Untuk menjawab pertanyaan dibawah ini, keterangannya adalah :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

Setelah bagian 6 Lanjutkan ke bagian berikut



Bagian 7 dari 13

Promosi Harga



Deskripsi (opsional)

Saya mendapatkan free ongkir untuk Wilayah Kebumen Kota saat membeli makanan dan minuman di Cafe Malindo Corner Kebumen *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Cafe Malindo Corner memberikan diskon dalam satu periode tertentu *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Cafe Malindo Corner Kebumen memberikan paket Combo untuk Kopi Pagi *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Setelah bagian 7 Lanjutkan ke bagian berikut

Bagian 8 dari 13

Citra Merek

Deskripsi (opsional)

Saya sangat familiar dengan makanan dan minuman yang saya beli di Cafe Malindo Corner *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Makanan dan minuman yang saya beli di Cafe Malindo Corner Kebumen memiliki kualitas yang baik *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Makanan dan minuman yang saya beli di Cafe Malindo Corner memberikan terkesan trendy dan kekinian *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Setelah bagian 8 Lanjutkan ke bagian berikut

Bagian 9 dari 13

Kualitas Makanan

Deskripsi (opsional)



Rasa minuman dan makanan yang tersedia di Cafe Malindo Corner sangat enak dan menyegarkan *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Cafe Malindo Corner menyediakan kualitas makanan dan minuman yang konsisten *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Cafe Malindo Corner memberikan makanan dan minuman yang memiliki banyak variasi rasa *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Setelah bagian 9 Lanjutkan ke bagian berikut

Bagian 10 dari 13

Nilai yang Dirasakan

Deskripsi (opsional)



Cafe Malindo Corner memiliki harga yang sesuai dengan makanan dan minuman yang ditawarkan *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya mendapatkan pengalaman yang positif ketika mengonsumsi makanan dan minuman di Cafe Malindo Corner *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya akan terus membeli makanan dan minuman di Cafe Malindo Corner walaupun harganya sedikit mahal *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Setelah bagian 10 Lanjutkan ke bagian berikut ▼

Bagian 11 dari 13

Niat Beli Berulang

Deskripsi (opsional)

✕ ⋮

Saya memiliki niat untuk membeli makanan dan minuman di Cafe Malindo Corner *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

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☐

Sangat Setuju

Kemungkinan besar saya akan membeli makanan dan minuman di Cafe Malindo Corner *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Saya bersedia membeli lagi makanan dan minuman di Cafe Malindo Corner *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Setelah bagian 11 Lanjutkan ke bagian berikut

Bagian 12 dari 13

Word of Mouth

Deskripsi (opsional)

Saya mengatakan hal-hal yang positif kepada orang lain tentang makanan dan minuman di Cafe Malindo Corner *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya merekomendasikan makanan dan minuman di Cafe Malindo Corner kepada orang lain *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya akan mengatakan sesuatu pada teman dan kerabat untuk memilih makanan dan minuman di Cafe Malindo Corner *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Setelah bagian 12 Lanjutkan ke bagian berikut

Bagian 13 dari 13

Kepuasan Konsumen

Deskripsi (opsional)



Saya menyukai makanan dan minuman di Cafe Malindo Corner *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Makanan dan minuman di Cafe Malindo Corner sesuai dengan harapan saya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya puas membeli makanan dan minuman di Cafe Malindo Corner *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

LAMPIRAN 3

KUESIONER ASLI

Price Promotion	
Pernyataan	Sumber
Get cash when purchasing boba drinks	Yuliantoro et al., 2019
Price promo at the end of the week	Yuliantoro et al., 2019
Buy one get one free	Yuliantoro et al., 2019

Brand Image	
Pernyataan	Sumber
I am very familiar brand of beverage boba which I bought	Yuliantoro et al., 2019
The boba brand that I bought is of goof quality	Yuliantoro et al., 2019
Brand boba that I bought had the impression that fashionable and trendy	Yuliantoro et al., 2019

Food Quality	
Pernyataan	Sumber
The taste of the drink is delicious and refreshing	Yuliantoro et al., 2019
The quality of this boba is consistent	Yuliantoro et al., 2019
Boba drinks are a choice of flavors	Yuliantoro et al., 2019

Perceived Value	
Pernyataan	Sumber
Drink boba is according to the money that is paid	Yuliantoro et al., 2019
I get experience with drinking both of this boba	Yuliantoro et al., 2019
I will continue to buy this boba drink even though the price is a bit expensive	Yuliantoro et al., 2019

Repurchase Intention	
Pernyataan	Sumber
I intend to buy this boba again	Yuliantoro et al., 2019
I most likely bought this boba drink again	Yuliantoro et al., 2019

I am willing to buy this boba drink again	Yuliantoro et al., 2019
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Word of Mouth	
Pernyataan	Sumber
I say something positive about this boba drink to others	Yuliantoro et al., 2019
I recommend this boba drink to others	Yuliantoro et al., 2019
I would say to friends and relatives to choose boba this	Yuliantoro et al., 2019

Customer Satisfaction	
Pernyataan	Sumber
I like this boba drink	Yuliantoro et al., 2019
This boba drink meets my expectations	Yuliantoro et al., 2019
I am satisfied to buy this boba drink	Yuliantoro et al., 2019

LAMPIRAN 3

DATA RESPONDEN DAN JAWABAN RESPONDEN

Cap waktu	Apakah Anda pernah mengetahui dan pernah mengunjungi Cafe Malindo Corner Kebumen minimal 2 kali dalam 2 tahun terakhir?	Sudah berapa kali Anda membeli makanan dan minuman di Cafe Malindo Corner Kebumen dalam 2 tahun terakhir?	Darimanakah Anda mengetahui informasi Cafe Malindo Corner Kebumen?	Jenis Kelamin	Status Anda saat ini	Pendapatan/uang saku per bulan	Domisili
2022/04/30 4:59:09 PM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	Rp 2.000.001 - Rp 3.000.000	Kebumen
2022/05/01 6:13:30 PM GMT+7	Ya	2 kali	Rekomendasi dari teman	Wanita	Mahasiswa	< Rp 1.000.000	Kebumen
2022/05/01 11:29:55 PM GMT+7	Ya	> 4 kali	Instagram	Wanita	Mahasiswa	Rp 2.000.001 - Rp 3.000.000	Kebumen
2022/05/02 10:28:25 AM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	Rp 1.000.001 - Rp 2.000.000	Kebumen
2022/05/02 11:52:12 AM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Pria	Karyawan	Rp 1.000.001 - Rp 2.000.000	Luar Kebumen
2022/05/02 1:12:46 PM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	Rp 1.000.001 - Rp 2.000.000	Kebumen
2022/05/02 1:26:34 PM GMT+7	Ya	2 kali	Rekomendasi dari teman	Wanita	Mahasiswa	< Rp 1.000.000	Kebumen

2022/05/02 2:01:59 PM GMT+7	Ya	2 kali	Situs ulasan google	Pria	Mahasiswa	Rp 1.000.001 - Rp 2.000.000	Luar Kebumen
2022/05/02 6:22:04 PM GMT+7	Ya	2 kali	Rekomendasi dari teman	Wanita	Mahasiswa	< Rp 1.000.000	Kebumen
2022/05/02 7:08:13 PM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Pria	Mahasiswa	< Rp 1.000.000	Kebumen
2022/05/02 7:56:54 PM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	< Rp 1.000.000	Kebumen
2022/05/02 8:20:40 PM GMT+7	Ya	> 4 kali	Instagram	Wanita	Mahasiswa	Rp 1.000.001 - Rp 2.000.000	Kebumen
2022/05/02 8:23:26 PM GMT+7	Ya	> 4 kali	Instagram	Wanita	Mahasiswa	< Rp 1.000.000	Kebumen
2022/05/02 10:15:29 PM GMT+7	Ya	3-4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	Rp 1.000.001 - Rp 2.000.000	Kebumen
2022/05/03 9:50:01 AM GMT+7	Ya	3-4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	Rp 1.000.001 - Rp 2.000.000	Kebumen
2022/05/03 10:21:04 AM GMT+7	Ya	2 kali	Rekomendasi dari teman	Pria	Mahasiswa	< Rp 1.000.000	Kebumen
2022/05/03 10:24:11 AM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	Rp 1.000.001 - Rp 2.000.000	Luar Kebumen
2022/05/03 11:10:26 AM GMT+7	Ya	2 kali	Rekomendasi dari teman	Wanita	Mahasiswa	< Rp 1.000.000	Kebumen
2022/05/03 6:24:30 PM	Ya	2 kali	Instagram	Pria	Wirausaha	< Rp 1.000.000	Kebumen

GMT+7							
2022/05/03 6:24:49 PM GMT+7	Ya	3-4 kali	Mengetahui sendiri	Pria	Mahasiswa	< Rp 1.000.000	Luar Kebumen
2022/05/03 6:40:16 PM GMT+7	Ya	2 kali	Instagram	Pria	Ibu Rumah Tangga	Rp 2.000.001 - Rp 3.000.000	Luar Kebumen
2022/05/03 7:15:09 PM GMT+7	Ya	2 kali	Rekomendasi dari teman	Pria	Mahasiswa	< Rp 1.000.000	Kebumen
2022/05/03 9:00:05 PM GMT+7	Ya	2 kali	Rekomendasi dari teman	Wanita	Mahasiswa	Rp 2.000.001 - Rp 3.000.000	Luar Kebumen
2022/05/04 4:44:16 PM GMT+7	Ya	> 4 kali	Karena lewat depan malindo	Wanita	Murid sma	< Rp 1.000.000	Kebumen
2022/05/04 4:44:48 PM GMT+7	Ya	3-4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	< Rp 1.000.000	Kebumen
2022/05/04 10:31:02 PM GMT+7	Ya	3-4 kali	Instagram	Wanita	Wirausaha	Rp 3.000.001 - Rp 4.000.000	Kebumen
2022/05/05 12:29:39 AM GMT+7	Ya	3-4 kali	Rekomendasi dari teman	Pria	Mahasiswa	Rp 2.000.001 - Rp 3.000.000	Luar Kebumen
2022/05/05 2:59:01 PM GMT+7	Ya	3-4 kali	Rekomendasi dari teman	Pria	Ibu Rumah Tangga	Rp 1.000.001 - Rp 2.000.000	Kebumen
2022/05/05 3:35:38 PM GMT+7	Ya	> 4 kali	Rekomendasi dari keluarga	Pria	Karyawan	Rp 2.000.001 - Rp 3.000.000	Luar Kebumen
2022/05/05 3:38:09 PM GMT+7	Ya	3-4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	< Rp 1.000.000	Kebumen
2022/05/05	Ya	> 4 kali	Instagram	Wanita	Mahasiswa	Rp 1.000.001 -	Kebumen

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2022/05/05 3:39:43 PM GMT+7	Ya	3-4 kali	Instagram	Pria	Mahasiswa	Rp 1.000.001 - Rp 2.000.000	Kebumen
2022/05/05 3:41:25 PM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Pria	Karyawan	< Rp 1.000.000	Kebumen
2022/05/05 3:51:51 PM GMT+7	Ya	3-4 kali	Rekomendasi dari teman	Pria	Karyawan	Rp 3.000.001 - Rp 4.000.000	Luar Kebumen
2022/05/05 4:13:05 PM GMT+7	Ya	3-4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	< Rp 1.000.000	Kebumen
2022/05/05 4:34:58 PM GMT+7	Ya	> 4 kali	Facebook	Wanita	Mahasiswa	Rp 2.000.001 - Rp 3.000.000	Kebumen
2022/05/05 4:36:53 PM GMT+7	Ya	3-4 kali	Instagram	Pria	Karyawan	Rp 2.000.001 - Rp 3.000.000	Luar Kebumen
2022/05/05 4:38:33 PM GMT+7	Ya	> 4 kali	Instagram	Wanita	Mahasiswa	Rp 2.000.001 - Rp 3.000.000	Kebumen
2022/05/05 4:40:03 PM GMT+7	Ya	> 4 kali	Rekomendasi dari keluarga	Wanita	Ibu Rumah Tangga	Rp 3.000.001 - Rp 4.000.000	Luar Kebumen
2022/05/05 4:42:34 PM GMT+7	Ya	> 4 kali	Facebook	Pria	Ibu Rumah Tangga	Rp 3.000.001 - Rp 4.000.000	Kebumen
2022/05/05 4:44:10 PM GMT+7	Ya	3-4 kali	Rekomendasi dari teman	Pria	Ibu Rumah Tangga	> Rp 4.000.001	Luar Kebumen
2022/05/05 4:46:15 PM GMT+7	Ya	> 4 kali	Rekomendasi dari keluarga	Wanita	Karyawan	< Rp 1.000.000	Kebumen

2022/05/05 4:49:39 PM GMT+7	Ya	2 kali	Rekomendasi dari teman	Wanita	Mahasiswa	< Rp 1.000.000	Kebumen
2022/05/05 7:56:43 PM GMT+7	Ya	> 4 kali	Situs ulasan google	Wanita	Mahasiswa	Rp 1.000.001 - Rp 2.000.000	Kebumen
2022/05/05 8:00:19 PM GMT+7	Ya	> 4 kali	Instagram	Wanita	Karyawan	Rp 2.000.001 - Rp 3.000.000	Luar Kebumen
2022/05/05 8:15:23 PM GMT+7	Ya	> 4 kali	Instagram	Wanita	Mahasiswa	> Rp 4.000.001	Luar Kebumen
2022/05/05 8:17:16 PM GMT+7	Ya	3-4 kali	Rekomendasi dari keluarga	Wanita	Mahasiswa	Rp 2.000.001 - Rp 3.000.000	Luar Kebumen
2022/05/05 8:49:46 PM GMT+7	Ya	> 4 kali	Situs ulasan google	Pria	Karyawan	Rp 1.000.001 - Rp 2.000.000	Kebumen
2022/05/05 11:02:38 PM GMT+7	Ya	2 kali	Rekomendasi dari teman	Wanita	Mahasiswa	Rp 2.000.001 - Rp 3.000.000	Kebumen
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2022/05/06 7:33:59 AM	Ya	> 4 kali	Situs ulasan google	Pria	Karyawan	Rp 1.000.001 - Rp 2.000.000	Kebumen

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2022/05/06 6:05:28 PM GMT+7	Ya	> 4 kali	Instagram	Wanita	Ibu Rumah Tangga	Rp 2.000.001 - Rp 3.000.000	Kebumen
2022/05/06 6:07:05 PM GMT+7	Ya	> 4 kali	Instagram	Pria	Wirausaha	Rp 3.000.001 - Rp 4.000.000	Kebumen
2022/05/06 6:08:24 PM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Pria	Wirausaha	> Rp 4.000.001	Kebumen
2022/05/06 6:09:40 PM GMT+7	Ya	> 4 kali	Instagram	Wanita	Wirausaha	Rp 3.000.001 - Rp 4.000.000	Kebumen
2022/05/06 6:11:07 PM GMT+7	Ya	> 4 kali	Instagram	Wanita	Mahasiswa	Rp 1.000.001 - Rp 2.000.000	Luar Kebumen
2022/05/06 6:12:24 PM GMT+7	Ya	> 4 kali	Instagram	Pria	Wirausaha	Rp 3.000.001 - Rp 4.000.000	Kebumen
2022/05/06 6:16:22 PM GMT+7	Ya	> 4 kali	Facebook	Wanita	Karyawan	Rp 1.000.001 - Rp 2.000.000	Luar Kebumen
2022/05/06 6:20:00 PM GMT+7	Ya	3-4 kali	Rekomendasi dari teman	Wanita	Karyawan	Rp 1.000.001 - Rp 2.000.000	Kebumen
2022/05/06 6:36:07 PM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Wanita	Wirausaha	Rp 2.000.001 - Rp 3.000.000	Kebumen
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2022/05/08 10:23:21 PM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Wanita	Karyawan	< Rp 1.000.000	Kebumen
2022/05/08 11:02:58 PM GMT+7	Ya	2 kali	Instagram	Wanita	Mahasiswa	< Rp 1.000.000	Kebumen
2022/05/09 8:46:22 AM GMT+7	Ya	> 4 kali	Instagram	Wanita	Karyawan	Rp 2.000.001 - Rp 3.000.000	Kebumen
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2022/05/09 8:49:25 AM GMT+7	Ya	3-4 kali	Situs ulasan google	Wanita	Karyawan	Rp 1.000.001 - Rp 2.000.000	Kebumen
2022/05/09 8:50:45 AM GMT+7	Ya	3-4 kali	Instagram	Pria	Wirausaha	Rp 2.000.001 - Rp 3.000.000	Kebumen
2022/05/09 9:04:42 AM GMT+7	Ya	3-4 kali	Facebook	Pria	Ibu Rumah Tangga	Rp 2.000.001 - Rp 3.000.000	Kebumen
2022/05/09 9:27:54 AM GMT+7	Ya	3-4 kali	Instagram	Pria	Ibu Rumah Tangga	Rp 1.000.001 - Rp 2.000.000	Kebumen
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2022/05/09 10:01:31 PM GMT+7	Ya	> 4 kali	Instagram	Pria	Mahasiswa	< Rp 1.000.000	Luar Kebumen
2022/05/10 3:12:55 PM GMT+7	Tidak						
2022/05/10 9:15:11 PM GMT+7	Ya	3-4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	< Rp 1.000.000	Luar Kebumen
2022/05/11 10:32:15 AM GMT+7	Ya	> 4 kali	Instagram	Pria	Karyawan	Rp 3.000.001 - Rp 4.000.000	Luar Kebumen
2022/05/11 10:34:20 AM GMT+7	Ya	> 4 kali	Facebook	Pria	Karyawan	< Rp 1.000.000	Kebumen
2022/05/11 10:35:57 AM GMT+7	Ya	3-4 kali	Rekomendasi dari keluarga	Wanita	Karyawan	Rp 3.000.001 - Rp 4.000.000	Kebumen
2022/05/11 4:26:04 PM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	Rp 1.000.001 - Rp 2.000.000	Kebumen
2022/05/11 4:27:01 PM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	< Rp 1.000.000	Kebumen
2022/05/11 4:29:59 PM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	Rp 1.000.001 - Rp 2.000.000	Kebumen
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2022/05/11 4:36:12 PM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Wanita	Mahasiswa	Rp 1.000.001 - Rp 2.000.000	Kebumen
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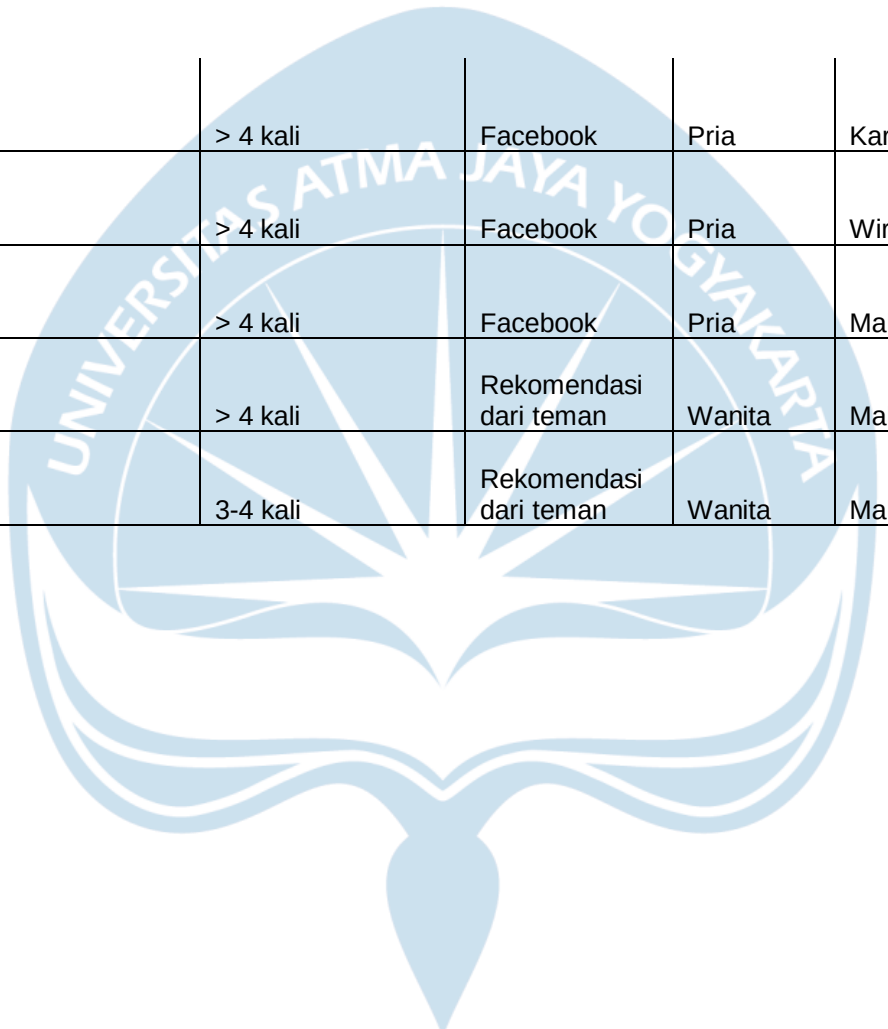
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2022/05/13 7:25:28 PM GMT+7	Ya	> 4 kali	Rekomendasi dari keluarga	Pria	Karyawan	> Rp 4.000.001	Kebumen
2022/05/13 7:26:48 PM GMT+7	Ya	> 4 kali	Rekomendasi dari teman	Wanita	Ibu Rumah Tangga	Rp 2.000.001 - Rp 3.000.000	Kebumen
2022/05/13 7:28:09 PM GMT+7	Ya	> 4 kali	Situs ulasan google	Pria	Ibu Rumah Tangga	> Rp 4.000.001	Luar Kebumen
2022/05/13	Ya	> 4 kali	Situs ulasan	Pria	Wirausaha	> Rp 4.000.001	Kebumen

7:48:14 PM GMT+7			google				
2022/05/13 7:56:00 PM GMT+7	Ya	> 4 kali	Facebook	Wanita	Wirausaha	> Rp 4.000.001	Kebumen
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2022/05/13 7:58:47 PM GMT+7	Ya	> 4 kali	Rekomendasi dari keluarga	Pria	Wirausaha	Rp 3.000.001 - Rp 4.000.000	Kebumen
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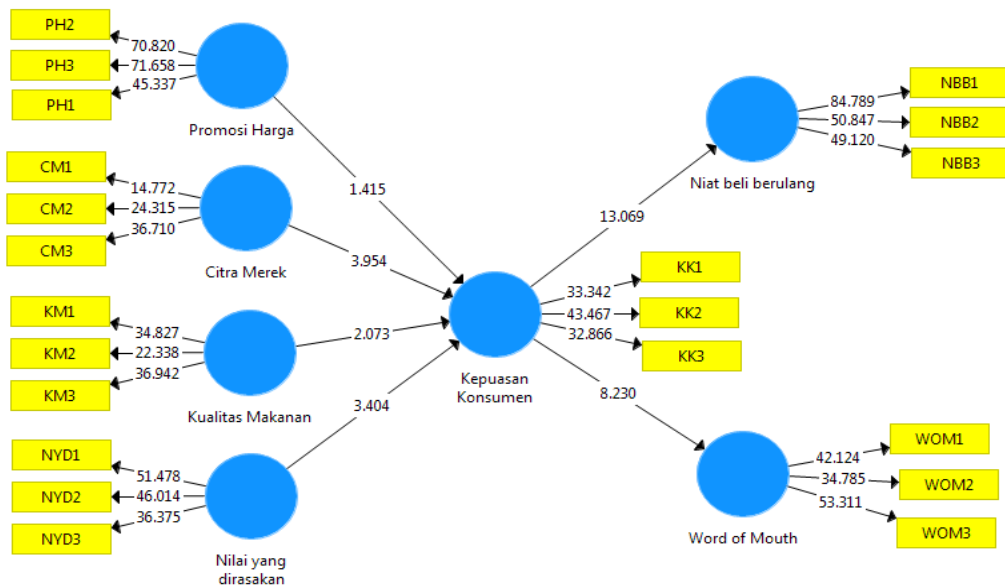
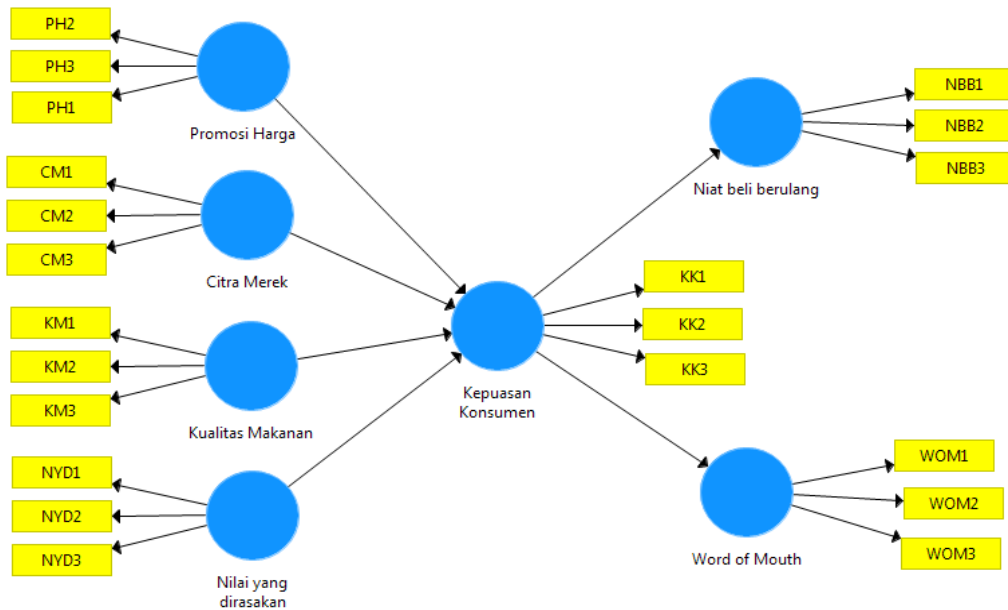
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112	5	5	5	5	3	4	4	5	5	5	5	5	5	5	5	5	4	5	5	4	4	4
113	4	4	4	5	4	5	5	4	5	5	5	5	4	5	4	5	5	5	4	5	5	5
114	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	4	4	4	5	5	5
115	4	4	5	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5
116	5	5	5	4	4	4	5	5	5	5	4	5	4	5	4	5	5	5	4	4	4	4
117	4	2	4	4	4	4	4	4	4	4	4	2	4	4	4	4	5	5	4	4	4	4
118	3	3	3	5	4	3	4	4	5	4	4	3	4	3	4	4	4	3	3	4	3	3
119	3	3	3	5	4	4	4	4	4	4	3	4	4	4	4	4	3	4	4	5	4	4
120	4	5	5	5	5	5	5	4	5	4	4	5	5	5	5	5	4	5	5	5	5	5
121	2	2	2	4	5	4	3	5	4	4	3	3	3	4	4	4	4	3	4	4	4	5
122	5	5	4	5	4	5	5	4	5	4	4	4	5	5	5	5	5	5	4	5	5	5
123	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
124	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
125	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5
126	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

127	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
128	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
129	5	4	4	4	4	5	4	4	4	4	4	4	4	3	4	3	4	4	5	4	4
130	4	4	4	4	4	4	5	4	5	4	4	5	4	5	4	4	4	4	4	4	4
131	5	4	4	4	4	4	4	5	3	5	4	4	4	5	4	5	4	4	3	3	5
132	2	3	2	4	4	4	5	5	5	5	5	4	4	3	4	4	4	4	4	4	4
133	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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140	5	5	5	4	5	5	4	5	5	5	5	5	4	4	4	5	5	5	5	4	5
141	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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LAMPIRAN 4

HASIL OLAH DATA SMART PLS



RELIABILITAS

Cronbach ' s Alpha dan Composite Reliability

Construct Reliability and Validity

	Matrix	Cronbach's Alpha	rho_A	Composite Reliability
		Cronbach's Al...	rho_A	Composite Rel... Aver
Citra Merek_		0.771	0.782	0.867
Kepuasan Kons...		0.890	0.895	0.932
Kualitas Makan...		0.844	0.848	0.906
Niat beli berula...		0.941	0.943	0.962
Nilai yang diras...		0.891	0.891	0.932
Promosi Harga		0.934	0.937	0.958
Word of Mouth		0.908	0.908	0.942

VALIDITAS

Average Variance Extracted

lity	Average Variance Extracted ...
Average Varian...	
	0.686
	0.820
	0.762
	0.895
	0.821
	0.884
	0.845

Discriminant Validity

Discriminant Validity

	Citra Merek_	Kepuasan Kon...	Kualitas Maka...	Niat beli berul...	Nilai yang dira...	Promosi Harga	Word of Mouth
Citra Merek_	0.828						
Kepuasan Kons...	0.715	0.905					
Kualitas Makan...	0.583	0.708	0.873				
Niat beli berula...	0.542	0.757	0.731	0.946			
Nilai yang diras...	0.561	0.754	0.732	0.746	0.906		
Promosi Harga	0.528	0.654	0.600	0.709	0.692	0.940	
Word of Mouth	0.470	0.611	0.724	0.770	0.724	0.627	0.919

Loading Factor

Outer Loadings

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O...	P Values
CM1 <- Citra ...	0.778	0.777	0.052	14.970	0.000
CM2 <- Citra ...	0.834	0.839	0.032	25.668	0.000
CM3 <- Citra ...	0.871	0.874	0.024	36.849	0.000
KK1 <- Kepuas...	0.889	0.890	0.027	33.048	0.000
KK2 <- Kepuas...	0.918	0.915	0.022	41.415	0.000
KK3 <- Kepuas...	0.909	0.908	0.026	34.520	0.000
KM1 <- Kualita...	0.867	0.870	0.024	36.529	0.000
KM2 <- Kualita...	0.857	0.852	0.036	23.705	0.000
KM3 <- Kualita...	0.893	0.893	0.022	39.768	0.000
NBB1 <- Niat b...	0.958	0.957	0.012	82.753	0.000

Outer Loadings

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias C...	Samples		
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O...	P Values
NBB2 <- Niat b...	0.933	0.931	0.019	50.111	0.000
NBB3 <- Niat b...	0.946	0.946	0.020	48.273	0.000
NYD1 <- Nilai ...	0.925	0.924	0.017	53.198	0.000
NYD2 <- Nilai ...	0.907	0.906	0.019	47.327	0.000
NYD3 <- Nilai ...	0.886	0.884	0.024	36.424	0.000
PH2 <- Promo...	0.947	0.947	0.013	71.808	0.000
PH3 <- Promo...	0.933	0.934	0.012	75.621	0.000
WOM1 <- Wor...	0.915	0.914	0.019	48.191	0.000
WOM2 <- Wor...	0.905	0.904	0.024	37.178	0.000
WOM3 <- Wor...	0.936	0.935	0.017	53.788	0.000
PH1 <- Promo...	0.940	0.937	0.022	42.656	0.000

The Fornell-Lacker

Discriminant Validity

Fornell-Larcker Criteri...		Cross Loadings		Heterotrait-Monotrait R...		Heterotrait-Monotrait R...		Copy to Clipboard:		Excel Format	
	Citra Merek_	Kepuasan Kon...	Kualitas Maka...	Niat beli berul...	Nilai yang dira...	Promosi Harga	Word of Mouth				
Citra Merek_	0.828										
Kepuasan Kons...	0.715	0.905									
Kualitas Makan...	0.583	0.708	0.873								
Niat beli berula...	0.542	0.757	0.731	0.946							
Nilai yang diras...	0.561	0.754	0.732	0.746	0.906						
Promosi Harga	0.528	0.654	0.600	0.709	0.692	0.940					
Word of Mouth	0.470	0.611	0.724	0.770	0.724	0.627	0.919				

R square

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
Kepuasan Kons...	0.717	0.709
Niat beli berula...	0.573	0.570
Word of Mouth	0.373	0.369

Q square

Construct Crossvalidated Redundancy

Total	Case1	Case2	Case3	Case4	Case5	Case6	Case7
	SSO	SSE	Q ² (=1-SSE/SSO)				
Citra Merek_	453.000	453.000					
Kepuasan Kons...	453.000	195.234	0.569				
Kualitas Makan...	453.000	453.000					
Niat beli berula...	453.000	224.383	0.505				
Nilai yang diras...	453.000	453.000					
Promosi Harga	453.000	453.000					
Word of Mouth	453.000	312.607	0.310				

UJI HIPOTESIS

Path Coefficients

	Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias C...	Samples	Copy to Clipboard:	Excel
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O...	P Values	
Citra Merek_ -> Kepuasan Konsumen	0.355	0.349	0.092	3.837	0.000	
Kepuasan Konsumen -> Niat beli berulang	0.757	0.764	0.055	13.883	0.000	
Kepuasan Konsumen -> Word of Mouth	0.611	0.612	0.069	8.880	0.000	
Kualitas Makanan -> Kepuasan Konsumen	0.181	0.186	0.091	1.986	0.048	
Nilai yang dirasakan -> Kepuasan Konsumen	0.334	0.323	0.099	3.386	0.001	
Promosi Harga -> Kepuasan Konsumen	0.127	0.141	0.096	1.329	0.184	



LAMPIRAN 5

OUTPUT SPSS

Frequencies

Notes		
Output Created		31-MAY-2022 10:31:27
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=PM SI JK SR PN DM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Statistics						
		Jumlah pembelian dalam 2 tahun terakhir	Sumber informasi	Jenis kelamin	Status responden	Pendapatan/uang saku per bulan
N	Valid	151	151	151	151	151
	Missing	0	0	0	0	0

Frequency tabel

Jumlah pembelian dalam 2 tahun terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 4 kali	99	65.6	65.6	65.6
	2 kali	17	11.3	11.3	76.8
	3-4 kali	35	23.2	23.2	100.0
	Total	151	100.0	100.0	

Sumber informasi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	17	11.3	11.3	11.3
	Instagram	42	27.8	27.8	39.1
	karena kenal dengan ownernya	1	.7	.7	39.7
	Karena lewat depan malindo	1	.7	.7	40.4
	Mengetahui sendiri	1	.7	.7	41.1
	Rekomendasi dari keluarga	16	10.6	10.6	51.7
	Rekomendasi dari teman	59	39.1	39.1	90.7
	Situs ulasan google	14	9.3	9.3	100.0
	Total	151	100.0	100.0	

Jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	60	39.7	39.7	39.7
	Wanita	91	60.3	60.3	100.0
	Total	151	100.0	100.0	

Status responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Freelance	1	.7	.7	.7
	Ibu Rumah Tangga	19	12.6	12.6	13.2
	Karyawan	37	24.5	24.5	37.7
	Mahasiswa	70	46.4	46.4	84.1
	Murid sma	1	.7	.7	84.8
	Wirausaha	23	15.2	15.2	100.0

Total	151	100.0	100.0
-------	-----	-------	-------

Pendapatan/uang saku per bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 1.000.000	39	25.8	25.8	25.8
	> Rp 4.000.001	19	12.6	12.6	38.4
	Rp 1.000.001 - Rp 2.000.000	39	25.8	25.8	64.2
	Rp 2.000.001 - Rp 3.000.000	32	21.2	21.2	85.4
	Rp 3.000.001 - Rp 4.000.000	22	14.6	14.6	100.0
	Total	151	100.0	100.0	

Domisili

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kebumen	103	68.2	68.2	68.2
	Luar Kebumen	48	31.8	31.8	100.0
	Total	151	100.0	100.0	

LAMPIRAN 6

JURNAL UTAMA



Repurchase intention and word of mouth factors in the millennial generation against various brands of Boba drinks during the Covid 19 pandemic

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Abstract

The purpose of this research was to find out whether 1) Price promotion, 2) Brand image, 3) Food quality and 4) Perceived value of several Taiwanese *boba* beverage brands in Jakarta affect the satisfaction of millennial generation customers. 5) Does Customer Satisfaction affect the Repurchase Intention of Taiwan *boba* drinks and 6) Does Customer Satisfaction affect the Word of Mouth in various Taiwan *boba* beverage brands. A Survey method was used in this research. Data was collected using online instrumentation with a millennial generation target population between the ages of 18 to 38 years in Jakarta and surrounding areas. Data collection was carried out, when the world first faced the COVID 19 pandemic. The sample used in this study amounted to 285 respondents, and the data collection techniques used convenience sampling. Partial Least Square-Structural Equation Modelling with PLS plus 3.0 program was used as an approach in testing the data collected. The findings of the study stated that price promotion on several brands of *boba* drinks did not affect the satisfaction of millennials in consuming them, while brand image, food quality, perceived value all affected the satisfaction of millennials in consuming various brands of *boba* drinks. Millennial generation satisfaction was found to influences repurchase intention and word of mouth.

Keywords: Price, promotion, brand image, food quality, perceived value, customer satisfaction, repurchase intention, word of mouth.

Introduction

The growth rate of the food and beverage business globally is inseparable with the emergence of a variety of food and beverage brands from certain countries and it has become a culinary trend in many countries. Consumption patterns that are influenced by human lifestyles and technological advances are factors that influence the emergence of food or beverage trends in society (Amato et al., 2017). Millennials is a term created by Howe and Strauss (2000) and refers a group of consumers including Baby Boomers and Generation X. Millennials are part of a society that has a lifestyle that is in accordance with current conditions, and this generation was born between 1982 - 2002 (Elam, Stratton & Gibson, 2007) and have a tendency to coexist with information technology so that it will be easy to access and obtain information including the latest concerning the F&B industry. Customer satisfaction delivers a leading indicator of consumer purchase intentions and loyalty towards a product or service.

The object of this research was the variety of brands of boba drinks in Jakarta that are much in demand by the public, especially the millennial generation consumer. The variety of boba beverage brands that dominate the market include Sugar Tiger, Xing Fu Tang, Quickly, Kokumi, KOI, Xiboba, Chatime and several other brands. When the online media Detik Food reviewed the holding of the 2019 boba festival in Jakarta this got enthusiastic support from the people of Jakarta. However, the occurrence of the COVID 19 pandemic with the social distancing policy tended to break the chain of distribution of COVID 19 (Allcott et al., 2020) and it affected the purchase pattern of boba drinks. This was then limited by ordering through online applications because the outlets did not serve direct purchases to customers because the malls were not open to the public as long as the PSBB regulations are enacted and the conditions affected the sale of Taiwan's boba drinks in Jakarta.

This research was carried out based on a perceived research gap from a previous research on the development of promotion variables to be tested for their effect on customer decision behavior (Banerjee & Singhanian, 2018), by developing variable price promotion and brand image, food quality and perceived value as factors influencing repurchase intentions and word of mouth with customer satisfaction in various brands of boba drinks in Jakarta.

Literature Review and Hypothesis

A. Price Promotion Relationship with Customer Satisfaction

The purpose of price promotion is to increase sales, build good relationships with customers, and to be ready to compete with competitors, bring in new customers, and maintaining customer loyalty (Bogomolova 2017). Factors that influence customer satisfaction in restaurants are service quality, food and beverage quality, friendly prices (Andaleeb & Conway, 2006; Nguyen et al., 2018) obtained in accordance with customer expectations. Price promotion significantly influences customer satisfaction (Huang et al., 2014; Hanaysha, 2017; Moslehi & Haeri, 2016; Nicolaides, 2008). Promotions that are directly related to the selling price become an attraction for customers to buy the product being sold. Service experiences and promotions in due course serve as a way for customers to appraise the quality of a product or service offering, and they form their overall quality perceptions of the product or service. Based on previous research, the following hypothesis is determined:

H1 Price promotion has a significant effect on satisfaction

B. Relationship of Brand Image with Customer Satisfaction

Brand Image is an important aspect of marketing that is subjective because it is a perception that is formed through consumer interpretation (Mete & Davies, 2017; Nicolaides, 2008a). Overall brand image affects the satisfaction of casual dining restaurants (Espinosa et al., 2018). The corporate brand image of Starbuck coffee influences customer satisfaction in Taiwan (Tu & Chang, 2012). Brand image is the originator that helps achieve customer satisfaction (Song, Wang & Han, 2019). Based on previous research, the following hypothesis is determined:

H2 Brand Image provides a significant influence on customer satisfaction

C. Relationship between Food Quality and Customer Satisfaction

Food quality can be defined as suitability to be used as food ingredients for consumption and leads to customer satisfaction. Thus, quality can be described as a requirement needed to meet the needs and expectations of consumers and to exceed them (Nicolaides, 2012; Peri, 2006). The characteristics of a product have significance in determining the level of product acceptance for users (Cardello, 1995). Food quality in the coffee chain affects customer satisfaction as ascertained by Huang et al., (2014). Food quality affects satisfaction at the restaurant outlet of a luxury hotel (Han & Hyun, 2017). Food quality has a significant effect on restaurant customer satisfaction (Nicolaides, 2012; Abdullah et al., 2018; Banerjee & Singhanian, 2018). Delightful eating experiences provide a fond memory, one of which is influenced by the quality of food that causes consumers to be satisfied, believe in and provide positive word of mouth on a product served to them (Jalilvand et al., 2017). Based on references from previous studies, the following hypotheses are established:

H3 Food quality has a significant influence on customer satisfaction

D. Relationship between Perceived Value and Customer Satisfaction

Perceived value can be interpreted as a customer's view of a value that they get after buying (Zeithaml, 1988). The perceived value of the customer is a significant determinant of customer satisfaction (Ryu, Lee & Kim, 2012; Nicolaides 2016). Perceived value significantly influences organic restaurant customer satisfaction (Konuk, 2019). Restaurant quality encourages

perceive value perceived by customers in consuming healthy foods (Jin et al., 2018). Customers assume that perceived value is influenced by the overall picture of fast food restaurants (Ryu, Han & Kim, 2008). Based on references from previous studies, the following hypotheses are established:

H4 Perceived value provides a significant effect on satisfaction

E. Relationship between Customer Satisfaction and Repurchase Intention

The desire to repurchase a food or beverage product is a form of response from the customer of the experience of enjoying the product. Customer satisfaction affects repurchase intention in the coffee chain (Huang et al., 2014). Customer satisfaction has a positive influence on repurchase intention in restaurants and cafes (Nicolaidis, 2016; 2012, 2008; Berliansyah & Suroso, 2018). Customer satisfaction influences customer repurchase intention in the fast food industry (Anwar & Gulzar, 2011; Nicolaidis, 2008). Satisfaction has a significant influence on repurchase intention in coffee shops (Moslehi & Haeri, 2016). Customer satisfaction has a positive influence on Starbucks coffee repurchase intentions (Quintao & Prasonnguskarn, 2017). Based on references from previous studies, the following hypotheses were determined:

H5 Customer Satisfaction has a significant influence on repurchase intention

F. Relationship of Customer Satisfaction with Word of mouth

WOM is one of the most important channels of information dissemination between individuals (Ismagilova et al., 2017). Quality and service environment affect the value of customer service received from a service experience and will result in satisfaction that affects word of mouth (Laroche et al., 2005; Ramphal & Nicolaidis, 2014). Satisfaction affects word of mouth in the fast food industry (Anwar and Gulzar, 2011). Customer Satisfaction has a positive effect on word of mouth in food and drink services at universities (Kim, Ng & Kim, 2009; Jalilvand et al., 2017). Given that customers have different values and assess services differently, it is highly probable that the same service or product will be perceived differently, thus word of mouth is a great help when coming from ones friends and family.

Based on references from previous studies, the following hypotheses are determined:

H6 Customer Satisfaction has a significant effect on word of mouth

Based on the description of developing hypotheses, the research model is as follows:

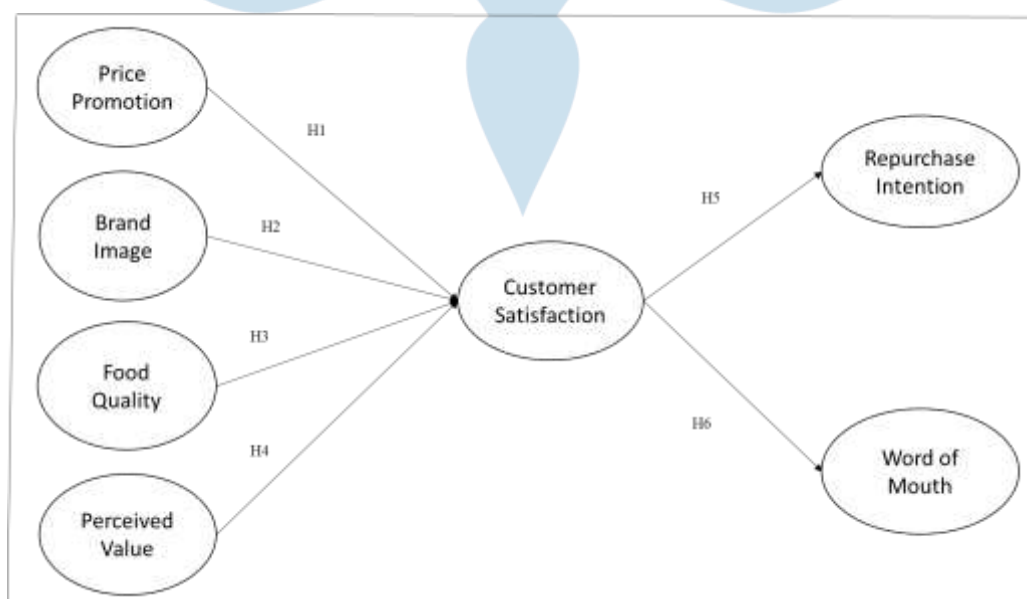


Figure 1. Empirical research model to be tested

Research methods

In this study a survey method was used. Data collection was carried out using a convenience sampling technique and an online questionnaire instrument for millennials between the ages of 18 and 38 years who live in the Greater Jakarta area. According to Hair, Black, Babin and Anderson (2014) general rules for the number of samples needed in quantitative research are at least five times the number of indicators and it would be better if you have a 10: 1 ratio between the sample and the number of indicators to be analyzed. This study uses 21 indicators of the seven constructs to be tested, in distributing online questionnaires a dn received 285 responses so that they meet the requirements.

The first part of the questionnaire is the respondent profile and the second part contains indicators relating to the variables to be tested namely: Price Promotion, Brand Image, Food Quality, Perceived Value, Customer Satisfaction, Repurchase Intention and Word of Mouth. Indicators of Price Promotion are adapted from research (Huang et al., 2014), indicators from Brand Image are adapted from research (Jin, Lee and Huffman, 2012), indicators from Food Quality are adapted from research by Jalilvand et al., (2017) and also Huang et al., (2014). Indicators of perceived value are adapted from research by Itani, Kassab and Loureiro, (2019) and also Konuk, (2019). Indicators of Customer Satisfaction were adapted from various other researchers (Itani, Kassab & Loureiro, 2019; Hanaysha, 2016; Konuk, 2019). Indicators of Repurchase Intention were adapted from research (Huang et al., 2014) and Word of Mouth Indicators were adapted from research (Konuk, 2019). This study used a point Likert scale with 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Statistical analysis using the Partial Least Square Model (PLS-SEM) with Smart PLS 3.0 software.

Table 1. Profile of Respondents

Aspect		Frequency	Percentage
Gender	Men	80	28.1
	Woman	205	71.9
Age	18-24 years old	255	89.5
	25-31 years old	20	7
	32-38 years old	10	3.5
Status	College student	206	72.3
	Private	50	17.5
	Entrepreneur	8	2.8
	the other	21	7.4
Frequency	1-2 times	152	53.3
	3-4 times	64	22.5
	> 4 times	69	24.2
Spending	<50,000	198	69.5
	Rp.50,000-Rp100,000	74	26
	> Rp 10,000	13	4.5
Region	Jakarta	91	31.9
	Bogor	7	2.5
	Depok	4	1.4
	Tangerang	141	49.5
	Bekasi	2	0.7
	Others	40	14

Source : 2020 processed data

The total number of samples in this study was 285, an explanation of the profile of respondents was as follows: 71.9% were female respondents and 28.1% were men. Respondents aged 18-24 years comprised 89.5%, aged 25-31 years 7% and aged 32-38 years 3.5%. Judging from the status of work, students were 72.3%, working in the private sector were 17.5%,

entrepreneur accounted for 2.8% and others 7.4%. Frequency of buying boba drinks within three months during the COVID pandemic 19: 1-2 times 53.3%, as many as 3-4 times 22.5% and more than 4 times as much as 24.2%, the amount of money spent personally to buy boba drinks under Rp. 50,000 as much as 69.5%, Rp 50,000 - 100,000 as much as 26% and above Rp 100,000 as much as 4.5%. regions buy boba drinks in Jakarta 31.9% Bogor, 2.5% Depok 1.4% Tangerang, 49.5% Bekasi 0.7%. Other regions 14%.

Measurement Models

We started by measuring the validity and reliability of all constructs and indicators by finding the **Average Variance Extracted (AVE) and outer loading values. The basis of the decision used for the Average Variance Extracted (AVE) value and outer loading or factor loading value was a minimum of 0.5 and 0.7** (Hair et al., 2014). The next step in the validity test was to count discriminatory analysis with reference to the Fornell-Lacker criteria which states that the average (AVE) square value of each variable is greater than the correlation value between constructs in the model.

Table 2 shows that that instrument measurements are valid, AVE values range from 0.577 to 0.961. while the indicator values of all constructs tested have a loading factor or outer loading value ranging from 0.623 to 0.961. According to Hair et al (2014) the value of outer loading between 0.4 to 0.7 can be maintained if it is able to make the AVE value increase. According to Ghazali and Latan (2015), in reliability testing a composite reliability value must be sought, in this study CR values ranged from 0.801 to 0.971 which means it has exceeded the minimum value requirement of 0.7 (Hair et al., 2014)

Table 2. Evaluation of Measurement Models

Constructs and Items	Outer Loading
Brand Image / BI (AVE = 0.630, CR = 0, 836)	
BI.1 I am very familiar brand of beverage boba which I bought	0, 789
BI.2 The boba brand that I bought is of good quality	0, 851
BI.3 Brand boba that I bought had the impression that fashionable and trendy.	0, 737
Customer Satisfaction / S (AVE = 0.828, CR = 0, 935)	
C S . 1 I like this boba drink	0, 881
C S . 2 This boba drink meets my expectations	0, 925
C S . 3 I am satisfied to buy this boba drink	0, 923
Food Quality / FQ (AVE = 0.577, CR = 0, 801)	
FQ.1 The taste of the drink is delicious and refreshing	0, 879
FQ.2 The quality of this boba is consistent	0, 755
FQ.3 Boba drinks are a choice of flavors	0, 623
Perceived Value / PV (AVE = 0, 716, CR = 0, 883)	
PV.1 drink boba is according to the money that is paid	0, 845
PV.2 I get experience with drinking both of this boba	0, 876
PV.3 I will continue to buy this boba drink even though the price is a bit expensive	0, 816
Price Promotion / PP (AVE = 0.717, CR = 0, 883)	
PP.1 Get cash back when purchasing boba drinks	0, 872
PP.2 price promo at the end of the week	0, 868
PP.3 Buy one get one free	0, 798
Repurchase Intention (AVE = 0.919, CR = 0, 971)	
RI.1 I intend to buy this boba again	0, 956
RI.2 I most likely bought this boba drink again	0, 961
RI.3 I am willing to buy this boba drink again	0, 956
Word of Mouth (AVE = 0.848, CR = 0, 943)	
WoM.1 I say something positive about this boba drink to others	0, 899
WoM.2 I recommend this boba drink to others	0, 933
WoM.3 I would say to friends and relatives to choose boba this .	0, 930

Note: AVE = Average Variance Extracted ; CR = Composite Reliability * = significant (two-tailed test, $p < 0.05$)

Source: Processed Data Results (2020)

Table 3 demonstrates that the discriminant validity test was done to comply the root value AVE is greater than the value of the correlation between variables.

Table 3. Franer - Larcker Criteria

	PP	BI	FQ	PV	CS	RI	WoM
PP	0.794						
BI	.628	0.910					
FQ	0.612	0.614	0.760				
PV	0.561	0.695	0.572	0.846			
CS	.198	.191	.333	.246	0.847		
RI	0.536	0.783	0.522	0.617	.166	.958	
WoM	0.584	0.619	0.533	0.496	0.199	0.695	0.921

Source: Processed Data Results (2020)

Structural Model

Structural models are stages for calculating R^2 , collinearity test and hypothesis testing. The higher the value of R^2 , the better the prediction of exogenous constructs on endogenous constructs. Table 4 describes that the Word of Mouth construct has an R^2 of 0.383 or 38.3% so that it can be said that the Word of Mouth construct is explained by the Customer satisfaction construct of 38.3% and the remaining 61.7% is explained by other constructs that are not explained in this study. The construct of Customer satisfaction has an R^2 value of 0.591 or 59.1% which means that the Customer Satisfaction construct is explained by the construct of Price Promotion, Brand Image, Food Quality and Perceived Value of the remaining 59.1% by 40.9% explained by other constructs that are not explained in this study. Finally, the Repurchase Intention construct with R^2 of 0.613 or 61.3%, means the Customer Satisfaction construct explains the Repurchase Intention construct of 61.3% and the remaining 38.7% is explained by other constructs not examined.

Table 4. Evaluation of R^2

Variable	R^2
WoM	0, 383
CS	0, 591
RI	0, 613

Source: Processed Data Results (2020)

The collinearity test aimed to find out whether the research model has a collinearity tendency. The basis for decision making for the limit value of collinearity, if $VIF < 5$ means there were no symptoms of collinearity. If $VIF > 5.0$, then there is a tendency of collinearity (Hair et al., 2014) Table 5 shows that the VIF value in the construct model has a value below 5.0, so it can be concluded that there is no collinearity in the model tested.

Table 5. Evaluation of Collinearity

As a predictor of CS		As a predictor of PI		As a predictor of WoM	
Construct	VIF	Construct	VIF	Construct	VIF
BI	1, 790	CS	1, 00	CS	1, 00
FQ	1, 926				
PV	1, 672				
PP	1, 132				

Source: Processed Data Results (2020)

The test done of hypotheses was to determine their influence between the constructs so that decisions are taken and is supported or not supported. Hypothesis testing by taking into account the t table limit is 1.65 (*level of significance* = 5%). The hypothesis of this study is

that the hypothesis is not directed (*in directional hypothesis*). Therefore, hypothesis testing was done with a *two- tailed test* . If the value of t counts more than 1. 65, it can be concluded that the hypothesis is supported. Table 6 shows that the H1 *Price Promotion* effect has a value of t count 0.916 <1.65 then H1 is not supported while the H2, H3, H4, H5 and H6 have a value of t count > 1.65 and then the five hypotheses are supported this research .

Table 6. Hypothesis Test Results

Hypothesis	Path coefficient	T count it	Decision
H1: <i>Price Promotion</i> effect on <i>Customer Satisfaction</i>	-0, 040	0, 916	not supported
H2: <i>Brand Image</i> effect on <i>Customer Satisfaction</i>	0, 256	4, 333	supported
H3: <i>Food Quality</i> impact on <i>Customer Satisfaction</i>	0, 222	2, 612	supported
H4 : <i>Perceived Value</i> effect on <i>Customer Satisfaction</i>	0, 434	6, 630	supported
H5. <i>Customer Satisfaction</i> effect on <i>Repurchase Intention</i>	0, 783	15 058	supported
H6 <i>Customer Satisfaction</i> effect on <i>Word of Mouth</i>	0, 619	10, 215	supported

Source: Processed Data Results (2020).

Discussion

The results of the first hypothesis testing or H1, *Price Promotion* affects *Customer Satisfaction* is not supported. This is not in line with previous studies (Huang et al., 2014; Hanaysha, 2017; and Moslehi & Haeri, 2016). However, holders of boba beverage brands in Jakarta Indonesia such as *Tiger Sugar*, *Xing Fu Tang*, *ONEZO*, *Quickly*, *Chatime* and others should remain consistent in packaging their promotional programs that intersect with promotional prices to create an atmosphere of competitive competition and gain new customers given the food industry and the very generic drinks.

The results of the second hypothesis testing or H2, *Brand Image* affects *Customer Satisfaction* is supported. Boba customers are very concerned about the brand of the boba drink they buy considering each brand has a product superiority as a strength and competes with other brands. This makes the customer feel satisfied. This is in line with research conducted by Al-Haddad, (2019), Jin, Lee and Huffman, (2012), and Song, Wang and Han, (2019). Customers assume that the brand is identical with a satisfying quality.

The third hypothesis testing result or H3, *Food Quality* affects *Customer Satisfaction* is supported. The quality of boba beverage products from various brands sold in Jakarta have good quality and can be accepted by the public, especially the millennial generation. This is in accordance with research that food quality plays an important role in a person's eating experience (Namkung & Jang, 2007). By providing quality food this will greatly affect customer satisfaction (Ha & Jang, 2010). *Food Quality* affects *Customer Satisfaction* in a restaurant (Jin, Lee & Huffman, 2012; Nicolaidis, 2012). Although the quality of boba drinks is able to satisfy customers, boba beverage brand holders should always maintain the quality of food by implementing maximum QC and innovating it according to customer needs.

The results of testing the fourth hypothesis or H4, *Perceived Value* affects *Customer Satisfaction* is supported. The value given by the boba beverage brand holder in Jakarta is able to convince customers that the boba drink that is in line with expectations. This is in line with research by Iglesias and Guillén, (2004). The importance of a *Perceived Value* is in the eyes of the customer as a reference in making choices in buying boba drinks. The high perceived value will make customers feel satisfied and loyal (Kuo et al., 2011).

The results of the fifth hypothesis testing, or H5, *Customer Satisfaction* affecting *Repurchase Intention* are supported. An experience of drinking boba drinks offered by the holders of boba beverage brands does not only stop at the point of satisfaction but is able to arouse the intention of customers to re-purchase the boba drinks. This is in agreement with previous

research (Wang & Chang, 2016; Che, Lee and Mu, 2018), the desire to make a repurchase is a reflection of customer behaviour that expectations are met.

The results of the sixth hypothesis testing or H6, Customer Satisfaction affects Word of Mouth is supported. The experience of consuming certain brands of boba drinks that meet customer expectations will stimulate customers to give positive testimonials about the drinking experience they had. This is in line with previous research (Mensah & Dei Mensah, 2018; Kwun, Ellyn & Choi, 2013; Lai, 2020) because positive word of mouth will be very effective in obtaining new customers.

Conclusions

Customers tend to evaluate future purchase intentions based on the value gained from preceding experiences and the relationship benefits. In addition, quality and customer satisfaction have long been understood to play a decisive role for business achievement and endurance in today's competitive marketplace. Customer retention has an important role to play and if one is to meet customers' demands and expectations for the purpose of competing in the market it is crucial to keep quality high. Based on the results of the hypotheses testing, it can be concluded that Price Promotion does not affect Customer Satisfaction, Brand image influences Customer Satisfaction, Food Quality affects Customer Satisfaction, Perceived Value affects Customer Satisfaction, Customer Satisfaction affects Repurchase Intention and Customer Satisfaction affects Word of Mouth. Given these aspects, companies should trail customer's expectations, the perceived performance of boba drinks and customer satisfaction, and companies should also monitor's their competitor's performance in the marketplace so as to improve their offerings,

Word of mouth (WOM) advertisements play a key role in sustainable business and it helps consumers become acquainted to new products and services on offer, as well as the quality of services available. Repurchase intention then is critical as it refers to the consumers propensity to buy products or services from the same business in the future. The limitations in this study are the number of respondents 285, the majority of whom are students and not yet earning so that it will influence the opinions given. Suggestions for further research are to focus more on respondents who have earned income and increase the number of respondents and develop existing research models by testing the effect of the construct Price on the Repurchase Intention construct and one could examine the effect of the Perceived Value construct on the Word of Mouth construct in the food and beverage industry. It is also recommended that future research can be based an increased sample so as to obtain more accurate results. Also along with service quality and satisfaction, future research should integrate other factors and dimensions that can significantly forecast the consumers behaviour, such as value, loyalty, and reasons for purchasing.

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