

BAB V PENUTUP DAN IMPLIKASI MANAJERIAL

Bab ini adalah bab terakhir yang berfungsi sebagai penutup dalam sistematika skripsi. Di dalamnya terdapat kesimpulan yang merangkum hasil penelitian serta saran untuk penelitian di masa yang akan datang.

5.1 Kesimpulan

Berdasarkan permasalahan yang telah dirumuskan, hasil analisis, serta pengujian hipotesis yang telah dilakukan pada bab sebelumnya, maka peneliti dapat menarik beberapa kesimpulan sebagai berikut:

1. Hasil uji hipotesis pertama (H1) membuktikan bahwa kesadaran merek memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan, yang menunjukkan bahwa kesadaran merek yang lebih tinggi mengarah pada kepuasan pelanggan yang lebih besar.
2. Hasil uji hipotesis kedua (H2) membuktikan bahwa kualitas layanan yang dirasakan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, artinya semakin baik kualitas layanan yang dirasakan maka semakin tinggi pula tingkat kepuasan pelanggan.
3. Hasil uji hipotesis ketiga (H3) membuktikan bahwa kualitas produk juga berdampak positif terhadap kepuasan pelanggan secara signifikan. Hal ini menunjukkan bahwa ketika pelanggan mempersepsikan kualitas produk yang tinggi, maka kepuasan mereka akan meningkat.
4. Hasil uji hipotesis keempat (H4) membuktikan bahwa lingkungan fisik berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Artinya, semakin baik dan nyaman lingkungan fisik tempat layanan atau produk disajikan, semakin tinggi tingkat kepuasan pelanggan.
5. Hasil uji hipotesis kelima (H5) membuktikan bahwa kepuasan pelanggan memiliki pengaruh positif dan signifikan terhadap niat berkunjung kembali, hal ini menunjukkan bahwa kebanyakan pelanggan yang puas lebih mungkin untuk kembali.

6. Hasil uji hipotesis keenam (H6) membuktikan bahwa kepuasan pelanggan memiliki pengaruh positif dan signifikan terhadap kebiasaan pelanggan. Kepuasan yang tinggi memberikan kontribusi terhadap terbentuknya kebiasaan pelanggan.
7. Hasil uji hipotesis ketujuh (H7) membuktikan bahwa kebiasaan pelanggan secara signifikan dan positif mempengaruhi niat untuk kembali mengunjungi suatu kedai kopi. Hal ini menunjukkan bahwa kebiasaan yang terbentuk mendorong kemungkinan untuk kembali.

5.2 Implikasi Manajerial

1. Pada variabel kesadaran merek, yang bisa dilakukan oleh *CW Coffee* adalah dengan memanfaatkan *influencer* untuk mengiklankan *CW Coffee* untuk memberikan iklan terkait dengan brand atau saat ada *event* tertentu sehingga dapat memberikan paparan yang besar kepada pelanggan untuk lebih mengenal identitas merek *CW Coffee*.
2. Pada variabel kualitas layanan yang diterima, *CW Coffee* bisa melakukan training karyawan terkait dengan bagaimana meningkatkan layanan kepada pelanggan dengan meliputi kecepatan pelayanan, keramahan, keandalan layanan, dan kemampuan memenuhi kebutuhan pelanggan secara konsisten.
3. Pada variabel kualitas produk yang diterima, manajemen *CW Coffee* harus melakukan pengujian produk secara rutin untuk memastikan kualitas tetap terjaga selama proses produksi dan distribusi.
4. Pada variabel lingkungan fisik, manajemen *CW Coffee* perlu melakukan perawatan dan pemeliharaan fasilitas secara berkala agar lingkungan fisik selalu dalam kondisi prima dan nyaman. Dengan menciptakan suasana lingkungan fisik yang nyaman, bersih, dan menarik, perusahaan dapat meningkatkan pengalaman pelanggan secara signifikan.
5. Pada variabel kepuasan pelanggan, manajemen *CW Coffee* bisa membuat *google form* terkait dengan keluhan yang dirasakan oleh pelanggan agar bisa mendapatkan pemahaman dan memenuhi harapan pelanggan, baik dari segi kualitas produk, layanan, maupun apapun terkait dengan *coffee shop*.

6. Pada variabel kebiasaan pelanggan, para karyawan *CW Coffee* bisa membangun hubungan jangka panjang melalui komunikasi yang dilakukan kepada pelanggan, seperti menawarkan kartu untuk mengumpulkan point yang bisa ditukarkan menjadi produk makanan atau minuman yang ada di menu dan menjaga rasa serta kualitas produk agar sama dari awal hingga akhir.
7. Pada variabel niat berkunjung kembali, manajemen *CW Coffee* bisa menawarkan promosi eksklusif atau potongan harga yang hanya dapat dinikmati oleh pelanggan yang loyal misalnya dengan memberikan hadiah berupa kue atau makanan penutup lainnya kepada pelanggan pada momen tertentu seperti ulang tahun.

5.3 Keterbatasan Penelitian

1. Penelitian ini mungkin hanya melibatkan mahasiswa dari satu atau beberapa universitas di Yogyakarta, sehingga hasilnya tidak dapat digeneralisasi untuk seluruh populasi mahasiswa di daerah lain atau di seluruh Indonesia.
2. *CW Coffee* memiliki beberapa cabang di kota Yogyakarta sehingga seharusnya dilakukan segmentasi cabang pada *google form* yang dibagikan sehingga mencegah terjadinya bias pada jawaban responden dan mendapatkan hasil yang lebih akurat.

5.4 Saran Penelitian Selanjutnya

1. Disarankan untuk melibatkan responden dari berbagai latar belakang, tidak hanya mahasiswa, tetapi juga karyawan, pelajar, atau masyarakat umum, sehingga dapat memberikan gambaran yang lebih menyeluruh terhadap perilaku pelanggan.
2. Penelitian selanjutnya disarankan untuk meningkatkan jumlah responden dan melakukan segmentasi berdasarkan cabang, sehingga hasil penelitian dapat menggambarkan persepsi pelanggan secara lebih akurat untuk masing-masing lokasi.

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Lampiran 1 Kuesioner Google Form



PENGARUH *CUSTOMER SATISFACTION* TERHADAP *INTENTION TO REVISIT* MAHASISWA PADA *COFFEE SHOP CW YOGYAKARTA*

Halo perkenalkan, saya Dewa Ayu Putu Intan Pratiwi, mahasiswa Program Studi Manajemen Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melaksanakan penelitian untuk memenuhi tugas akhir skripsi saya yang membahas mengenai "*PENGARUH CUSTOMER SATISFACTION TERHADAP INTENTION TO REVISIT MAHASISWA PADA COFFEE SHOP CW YOGYAKARTA*".

Berkaitan dengan hal tersebut, saya memohon kesediaan saudara/i mahasiswa untuk berpartisipasi menjadi responden dengan mengisi kuesioner penelitian tugas akhir saya.

Pengisian kuesioner membutuhkan waktu kurang dari 10 menit. Semua tanggapan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian.

Atas perhatian dan kesediaan Anda, saya ucapkan terima kasih. ❤️

Pertanyaan Filter Responden

Description (optional)

Apakah anda generasi Z yang lahir tahun 1997-2012 *

☐ Ya

☐ Tidak

Pertanyaan Filter Responden

Description (optional)

Apakah anda pernah melakukan pembelian produk (makanan / minuman) secara *dine in* di *Coffee Shop CW Yogyakarta* *

☐ Pernah

☐ Tidak Pernah

Pertanyaan Demografi Responden



Description (optional)

Usia *

- ☐ 18-20 tahun
- ☐ 21-23 tahun
- ☐ 24-26 tahun

Jenis Kelamin *

- ☐ Perempuan
- ☐ Laki-Laki

Pendapatan/uang saku perbulan *

- ☐ < Rp 1.000.000
- ☐ Rp 1.000.001 - Rp 3.000.000
- ☐ Rp 3.000.001 - Rp 6.000.000
- ☐ Rp 6.000.001 - Rp 9.000.000
- ☐ > Rp 9.000.000

Kesadaran Merek



Kesadaran merek adalah tingkat pengetahuan konsumen tentang sebuah merek dan kemampuan mereka untuk membedakannya ketika disajikan dengan elemen, kategori, atau isyarat produk.

Kriteria Penelitian

- 1= Sangat Tidak Setuju
- 2= Tidak Setuju
- 3= Netral
- 4= Setuju
- 5= Sangat Setuju

Saya tahu banyak tentang CW Coffee Yogyakarta *

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

Saya merasa sangat akrab dengan CW Coffee Yogyakarta yang sering saya kunjungi *

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

Saya merasa mengenal CW Coffee Yogyakarta yang saya kunjungi dengan baik *

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

Kualitas Layanan Yang Dirasakan



Kualitas layanan yang dirasakan merupakan sebagai keseluruhan fitur dan karakteristik produk atau layanan yang berkaitan dengan kemampuan produk atau layanan untuk memenuhi kebutuhan pelanggan

Kriteria Penelitian

1= Sangat Tidak Setuju

2= Tidak Setuju

3= Netral

4= Setuju

5= Sangat Setuju

Karyawan di CW Coffee Yogyakarta cepat dalam menanggapi keluhan saya. *

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

Karyawan di CW Coffee Yogyakarta memberikan layanan dengan cepat. *

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

Karyawan di CW Coffee Yogyakarta sangat baik. *

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

Saya merasa bebas untuk tinggal di CW Coffee Yogyakarta selama yang saya inginkan. *

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

Kualitas Produk Yang Dirasakan



Kualitas produk yang dirasakan adalah penilaian konsumen secara keseluruhan mengenai suatu produk atau jasa dari keunggulan-keunggulan yang dimiliki dan merek produk atau jasa yang bersangkutan.

Kriteria Penelitian

1= Sangat Tidak Setuju

2= Tidak Setuju

3= Netral

4= Setuju

5= Sangat Setuju

Rasa minuman di CW coffe Yogyakarta sangat enak. *

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

Produk di CW Coffee Yogyakarta memiliki konsistensi kualitas yang tinggi pada setiap kunjungan. *

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

Secara keseluruhan, kualitas produk CW Coffee Yogyakarta termasuk tinggi *

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

Saya menyukai kualitas produk yang ditawarkan di CW Coffee Yogyakarta *

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

Lingkungan Fisik

Lingkungan fisik merupakan karakteristik yang dapat memengaruhi persepsi psikologis pelanggan terhadap kepuasan mereka dalam jangka waktu yang lama untuk menikmati atmosfer yang ada di lokasi tersebut.

Kriteria Penelitian

1= Sangat Tidak Setuju

2= Tidak Setuju

3= Netral

4= Setuju

5= Sangat Setuju

CW Coffee Yogyakarta menawarkan manfaat tambahan seperti diskon atau fasilitas tambahan lainnya. *

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

Pengaturan di CW Coffee Yogyakarta nyaman, dengan meja, kursi, dan koneksi internet (Wi-Fi) yang baik. *

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

CW Coffee Yogyakarta selalu bersih dan nyaman untuk dikunjungi. *

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

Saya menyukai suasana di CW Coffee Yogyakarta yang sering saya kunjungi *

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

Kepuasan Konsumen



Kepuasan konsumen adalah perasaan puas atau tidak puas yang didasarkan pada perbandingan kualitas produk yang dirasakan konsumen dengan harapan mereka.

Kriteria Penelitian

1= Sangat Tidak Setuju

2= Tidak Setuju

3= Netral

4= Setuju

5= Sangat Setuju

CW Coffee Yogyakarta memberikan pengalaman yang menyenangkan *

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

CW Coffee Yogyakarta yang sering saya kunjungi memenuhi harapan saya *

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

Setiap kali saya mengunjungi CW Coffee Yogyakarta, saya merasa puas dengan waktu dan usaha yang saya keluarkan *

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

Kebiasaan Konsumen



Kebiasaan konsumen adalah suatu perilaku konsumen yang melakukan pembelian terhadap satu merek tertentu secara berulang-ulang dan konsumen mempunyai keterlibatan tinggi dalam proses pembeliannya.

Kriteria Penelitian

1= Sangat Tidak Setuju

2= Tidak Setuju

3= Netral

4= Setuju

5= Sangat Setuju

Saya sering mengunjungi CW Coffee Yogyakarta karena saya sudah terbiasa dengan tempat ini *

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

Membeli kopi di CW *coffee* Yogyakarta sudah menjadi suatu kebiasaan bagi saya *

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

Jika saya ingin minum kopi lokal, saya pergi ke cw *coffee* Yogyakarta terlebih dahulu

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

Membeli kopi di CW *Coffee* Yogyakarta adalah hal yang biasa bagi saya

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

Niat Berkunjung Kembali



Niat untuk berkunjung kembali adalah penilaian subjektif individu terhadap kemungkinan melakukan kunjungan ulang ke suatu destinasi. Ini mencakup berbagai aspek, seperti kepuasan pengalaman sebelumnya dan harapan untuk mendapatkan pengalaman serupa di masa depan.

Kriteria Penelitian

1= Sangat Tidak Setuju

2= Tidak Setuju

3= Netral

4= Setuju

5= Sangat Setuju

Jika diberikan pilihan saya akan memilih CW *Coffee* Yogyakarta lagi *

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

Saya berencana untuk terus mengunjungi CW Coffee Yogyakarta di masa depan. *

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

Saya suka mengunjungi CW Coffee dengan rutin *

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

Saya akan membeli minuman lagi dari CW Coffee Yogyakarta *

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

Ucapan Terimakasih



Terima kasih telah meluangkan waktu untuk mengisi kuesioner ini. Partisipasi Anda sangat berarti bagi penulis dan akan membantu penulis dalam menyelesaikan penelitian ini. Jawaban kuesioner ini hanya akan digunakan sebagai kebutuhan akademik dan akan dijaga kerahasiaannya. Sekali lagi, terima kasih atas dukungan dan kerjasamanya Anda 🍷👉

Lampiran 2 Hasil Data Kuesioner

No	Timestamp	Apakah anda generasi Z yang lahir tahun 1997-2012	Apakah anda pernah melakukan pembelian produk (makanan / minuman) secara dine in di Coffee Shop CW Yogyakarta	Usia	Jenis Kelamin	Pendapatan / uang saku perbulan
1	12/4/2025 20.58.07	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
2	12/4/2025 20.59.46	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
3	12/4/2025 21.02.39	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
4	12/4/2025 21.04.40	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 6.000.001 - Rp 9.000.000
5	12/4/2025 21.06.09	Ya	Pernah	21-23 tahun	Perempuan	< Rp 1.000.000
6	12/4/2025 21.09.47	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
7	12/4/2025 21.12.23	Ya	Pernah	21-23 tahun	Perempuan	< Rp 1.000.000
8	12/4/2025 21.54.40	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
9	12/4/2025 22.10.22	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
10	12/4/2025 22.13.26	Ya	Pernah	21-23 tahun	Laki-Laki	< Rp 1.000.000
11	12/4/2025 22.17.54	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
12	12/4/2025 22.21.11	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
13	12/4/2025 22.28.21	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
14	12/4/2025 22.38.07	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
15	12/4/2025 22.45.07	Ya	Pernah	21-23 tahun	Perempuan	< Rp 1.000.000
16	12/4/2025 22.50.44	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
17	12/4/2025 22.54.23	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
18	12/4/2025 23.01.07	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
19	12/4/2025 23.08.51	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
20	12/4/2025 23.16.09	Ya	Pernah	18-20 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
21	12/4/2025 23.20.03	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
22	12/4/2025 23.22.10	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 6.000.001 - Rp 9.000.000
23	12/4/2025 23.30.31	Ya	Pernah	21-23 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000

No	Timestamp	Apakah anda generasi Z yang lahir tahun 1997-2012	Apakah anda pernah melakukan pembelian produk (makanan / minuman) secara dine in di Coffee Shop CW Yogyakarta	Usia	Jenis Kelamin	Pendapatan / uang saku perbulan
24	12/4/2025 23.34.23	Ya	Pernah	24-26 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
25	12/4/2025 23.37.23	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 6.000.001 - Rp 9.000.000
26	12/4/2025 23.43.30	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
27	12/4/2025 23.46.28	Ya	Pernah	24-26 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
28	12/4/2025 23.51.21	Ya	Pernah	21-23 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
29	12/4/2025 23.59.35	Ya	Pernah	21-23 tahun	Laki-Laki	< Rp 1.000.000
30	4/13/2025 0.04.08	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 6.000.001 - Rp 9.000.000
31	4/13/2025 9.54.10	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
32	4/13/2025 9.59.10	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 6.000.001 - Rp 9.000.000
33	4/13/2025 10.08.28	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
34	4/13/2025 10.14.36	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
35	4/13/2025 10.23.11	Ya	Pernah	18-20 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
36	4/13/2025 10.26.55	Ya	Pernah	18-20 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
37	4/13/2025 10.31.35	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
38	4/13/2025 10.34.33	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
39	4/13/2025 10.45.15	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
40	4/13/2025 10.50.00	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
41	4/13/2025 10.59.03	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
42	4/13/2025 11.24.10	Ya	Pernah	21-23 tahun	Perempuan	< Rp 1.000.000
43	4/13/2025 11.31.01	Ya	Pernah	21-23 tahun	Laki-Laki	< Rp 1.000.000
44	4/13/2025 13.05.34	Ya	Pernah	24-26 tahun	Perempuan	> Rp 9.000.000
45	4/13/2025 13.11.01	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 6.000.001 - Rp 9.000.000
46	4/13/2025 13.15.22	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
47	4/13/2025 13.20.31	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
48	4/13/2025 13.27.21	Ya	Pernah	21-23 tahun	Laki-Laki	< Rp 1.000.000

No	Timestamp	Apakah anda generasi Z yang lahir tahun 1997-2012	Apakah anda pernah melakukan pembelian produk (makanan / minuman) secara dine in di Coffee Shop CW Yogyakarta	Usia	Jenis Kelamin	Pendapatan / uang saku perbulan
49	4/13/2025 13.30.34	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
50	4/13/2025 20.36.17	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
51	4/13/2025 20.37.44	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
52	4/13/2025 20.45.30	Ya	Pernah	21-23 tahun	Perempuan	> Rp 9.000.000
53	4/13/2025 20.52.35	Ya	Pernah	21-23 tahun	Laki-Laki	> Rp 9.000.000
54	4/13/2025 20.54.34	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
55	4/13/2025 20.58.52	Ya	Pernah	21-23 tahun	Laki-Laki	< Rp 1.000.000
56	4/13/2025 21.01.32	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
57	4/13/2025 21.03.06	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
58	4/13/2025 21.03.35	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
59	4/13/2025 21.10.02	Ya	Pernah	21-23 tahun	Perempuan	< Rp 1.000.000
60	4/13/2025 21.13.18	Ya	Pernah	21-23 tahun	Perempuan	< Rp 1.000.000
61	4/13/2025 21.15.55	Ya	Pernah	21-23 tahun	Laki-Laki	< Rp 1.000.000
62	4/13/2025 21.19.26	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
63	4/13/2025 21.21.29	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
64	4/13/2025 21.31.38	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
65	4/13/2025 21.33.03	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
66	4/13/2025 21.37.30	Ya	Pernah	21-23 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
67	4/13/2025 21.38.51	Ya	Pernah	21-23 tahun	Perempuan	< Rp 1.000.000
68	4/13/2025 21.40.25	Ya	Pernah	21-23 tahun	Perempuan	< Rp 1.000.000
69	4/13/2025 21.44.29	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
70	4/13/2025 21.46.03	Ya	Pernah	24-26 tahun	Perempuan	< Rp 1.000.000
71	4/13/2025 21.49.13	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
72	4/13/2025 21.51.06	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
73	4/13/2025 21.53.15	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000

No	Timestamp	Apakah anda generasi Z yang lahir tahun 1997-2012	Apakah anda pernah melakukan pembelian produk (makanan / minuman) secara dine in di Coffee Shop CW Yogyakarta	Usia	Jenis Kelamin	Pendapatan / uang saku perbulan
74	4/13/2025 22.01.41	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
75	4/13/2025 22.05.01	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
76	4/13/2025 22.06.46	Ya	Pernah	21-23 tahun	Perempuan	< Rp 1.000.000
77	4/13/2025 22.11.58	Ya	Pernah	21-23 tahun	Laki-Laki	< Rp 1.000.000
78	4/13/2025 22.15.35	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
79	4/13/2025 22.18.31	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
80	4/13/2025 22.22.05	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
81	4/13/2025 22.28.27	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
82	4/13/2025 22.33.20	Ya	Pernah	21-23 tahun	Laki-Laki	< Rp 1.000.000
83	4/13/2025 22.37.19	Ya	Pernah	21-23 tahun	Laki-Laki	< Rp 1.000.000
84	4/13/2025 22.42.20	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
85	4/13/2025 22.48.45	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
86	4/13/2025 22.55.38	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
87	4/13/2025 23.00.34	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
88	4/13/2025 23.04.01	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
89	4/13/2025 23.10.50	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
90	4/13/2025 23.13.50	Ya	Pernah	18-20 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
91	4/13/2025 23.20.13	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
92	4/13/2025 23.24.36	Ya	Pernah	21-23 tahun	Perempuan	< Rp 1.000.000
93	4/13/2025 23.31.08	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
94	4/13/2025 23.36.39	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
95	4/13/2025 23.41.01	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
96	4/13/2025 23.44.59	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
97	4/13/2025 23.47.14	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
98	4/13/2025 23.52.40	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000

No	Timestamp	Apakah anda generasi Z yang lahir tahun 1997-2012	Apakah anda pernah melakukan pembelian produk (makanan / minuman) secara dine in di Coffee Shop CW Yogyakarta	Usia	Jenis Kelamin	Pendapatan / uang saku perbulan
99	4/13/2025 23.57.58	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
100	4/14/2025 0.03.20	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
101	4/14/2025 0.10.04	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
102	4/14/2025 0.17.19	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
103	4/14/2025 0.31.27	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
104	4/14/2025 12.20.34	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
105	4/14/2025 12.32.25	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
106	4/14/2025 12.34.15	Ya	Pernah	24-26 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
107	4/14/2025 13.02.48	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
108	4/14/2025 13.38.45	Ya	Pernah	21-23 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
109	4/14/2025 14.11.41	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
110	4/14/2025 14.11.48	Ya	Pernah	24-26 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
111	4/14/2025 17.19.23	Ya	Pernah	24-26 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
112	4/14/2025 17.22.29	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
113	4/14/2025 17.26.40	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
114	4/14/2025 17.27.23	Ya	Pernah	21-23 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
115	4/14/2025 17.30.06	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 6.000.001 - Rp 9.000.000
116	4/14/2025 17.34.55	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
117	4/14/2025 17.38.20	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
118	4/14/2025 17.40.31	Ya	Pernah	21-23 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
119	4/14/2025 17.44.46	Ya	Pernah	21-23 tahun	Perempuan	Rp 6.000.001 - Rp 9.000.000
120	4/14/2025 17.45.23	Ya	Pernah	24-26 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
121	4/14/2025 17.48.57	Ya	Pernah	24-26 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
122	4/14/2025 17.50.09	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 6.000.001 - Rp 9.000.000
123	4/14/2025 17.51.40	Ya	Pernah	24-26 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000

No	Timestamp	Apakah anda generasi Z yang lahir tahun 1997-2012	Apakah anda pernah melakukan pembelian produk (makanan / minuman) secara dine in di Coffee Shop CW Yogyakarta	Usia	Jenis Kelamin	Pendapatan / uang saku perbulan
124	4/14/2025 17.53.47	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
125	4/14/2025 17.55.08	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
126	4/14/2025 18.23.41	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
127	4/14/2025 18.27.54	Ya	Pernah	21-23 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
128	4/14/2025 18.43.26	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
129	4/14/2025 18.48.29	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
130	4/14/2025 18.52.33	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
131	4/14/2025 18.59.34	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
132	4/14/2025 19.03.54	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
133	4/14/2025 19.21.23	Ya	Pernah	18-20 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
134	4/14/2025 19.35.03	Ya	Pernah	21-23 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
135	4/14/2025 19.45.36	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
136	4/14/2025 19.52.24	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
137	4/14/2025 19.55.30	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
138	4/14/2025 19.56.23	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
139	4/14/2025 19.59.25	Ya	Pernah	24-26 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
140	4/14/2025 20.00.44	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
141	4/14/2025 20.07.25	Ya	Pernah	21-23 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
142	4/14/2025 20.13.10	Ya	Pernah	24-26 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
143	4/14/2025 20.16.51	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 6.000.001 - Rp 9.000.000
144	4/14/2025 20.21.45	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
145	4/14/2025 20.23.18	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
146	4/14/2025 20.27.09	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 6.000.001 - Rp 9.000.000
147	4/14/2025 20.30.46	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
148	4/14/2025 20.35.23	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000

No	Timestamp	Apakah anda generasi Z yang lahir tahun 1997-2012	Apakah anda pernah melakukan pembelian produk (makanan / minuman) secara dine in di Coffee Shop CW Yogyakarta	Usia	Jenis Kelamin	Pendapatan / uang saku perbulan
149	4/14/2025 20.39.11	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 6.000.001 - Rp 9.000.000
150	4/14/2025 20.41.26	Ya	Pernah	18-20 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
151	4/14/2025 20.52.18	Ya	Pernah	24-26 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
152	4/14/2025 20.58.30	Ya	Pernah	21-23 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
153	4/14/2025 21.02.16	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
154	4/14/2025 21.07.14	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
155	4/14/2025 21.09.05	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
156	4/14/2025 21.13.05	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
157	4/14/2025 21.19.23	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
158	4/14/2025 21.24.29	Ya	Pernah	21-23 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
159	4/14/2025 21.34.48	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
160	4/14/2025 21.37.05	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
161	4/14/2025 21.45.07	Ya	Pernah	24-26 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
162	4/14/2025 21.50.28	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
163	4/14/2025 21.58.11	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
164	4/14/2025 22.00.59	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
165	4/14/2025 22.10.38	Ya	Pernah	21-23 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
166	4/14/2025 22.13.01	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
167	4/14/2025 22.19.25	Ya	Pernah	24-26 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
168	4/14/2025 22.26.47	Ya	Pernah	21-23 tahun	Perempuan	Rp 1.000.001 - Rp 3.000.000
169	4/14/2025 22.33.26	Ya	Pernah	18-20 tahun	Laki-Laki	Rp 1.000.001 - Rp 3.000.000
170	4/14/2025 22.34.53	Ya	Pernah	18-20 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
171	4/14/2025 22.39.32	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
172	4/14/2025 22.45.05	Ya	Pernah	18-20 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
173	4/14/2025 22.48.14	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000

No	Timestamp	Apakah anda generasi Z yang lahir tahun 1997-2012	Apakah anda pernah melakukan pembelian produk (makanan / minuman) secara dine in di Coffee Shop CW Yogyakarta	Usia	Jenis Kelamin	Pendapatan / uang saku perbulan
174	4/14/2025 22.51.17	Ya	Pernah	24-26 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
175	4/14/2025 22.54.19	Ya	Pernah	21-23 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
176	4/14/2025 22.58.22	Ya	Pernah	24-26 tahun	Laki-Laki	Rp 3.000.001 - Rp 6.000.000
177	4/14/2025 23.25.24	Ya	Pernah	18-20 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
178	4/14/2025 23.36.26	Ya	Pernah	21-23 tahun	Perempuan	Rp 6.000.001 - Rp 9.000.000
179	4/14/2025 23.37.28	Ya	Pernah	21-23 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000
180	4/14/2025 22.47.30	Ya	Pernah	21-23 tahun	Perempuan	Rp 3.000.001 - Rp 6.000.000

Lampiran 3 Jawaban Pertanyaan Kuesioner

No	KM 1	KM 2	KM 3	KL 1	KL 2	KL 3	KL 4	KP 1	KP 2	KP 3	KP 4	LF 1	LF 2	LF 3	LF 4	KE 1	KE 2	KE 3	KK 1	KK 2	KK 3	KK 4	NB 1	NB 2	NB 3	NB 4
1	5	5	4	5	5	4	4	5	5	4	4	5	4	4	5	4	5	5	5	5	4	4	5	4	4	5
2	5	4	4	5	4	4	4	5	4	4	5	4	5	5	4	4	5	5	4	5	5	4	4	5	4	4
3	5	4	4	4	5	5	4	5	4	5	5	4	5	5	4	4	5	5	4	5	5	4	4	5	5	4
4	4	5	5	4	4	5	5	4	5	5	4	5	4	5	4	5	4	4	4	5	4	4	5	5	4	4
5	5	4	4	4	5	5	5	4	5	5	4	5	5	4	4	5	4	4	5	5	4	4	4	4	5	5
6	5	4	4	4	5	5	4	4	5	5	4	4	5	4	5	5	5	4	4	5	4	5	5	4	4	5
7	5	4	4	4	5	5	5	4	5	4	4	5	5	4	4	4	5	5	5	5	4	4	5	5	4	4
8	4	5	4	4	5	4	4	4	4	4	5	4	5	4	4	5	4	5	5	4	4	5	5	4	5	4
9	4	5	5	5	4	4	5	4	5	5	4	4	5	4	4	5	4	5	4	5	5	4	5	4	4	5
10	5	5	4	5	4	4	5	5	4	4	5	4	5	5	5	5	4	4	5	4	4	5	5	4	4	5
11	5	4	4	4	5	5	4	4	5	5	5	5	4	4	5	4	5	4	4	5	5	4	5	4	4	5
12	4	5	5	4	5	5	4	5	5	4	4	5	4	4	5	4	5	5	5	4	4	5	5	4	5	4
13	3	3	3	5	4	5	4	5	4	4	5	5	4	5	5	4	5	5	5	4	5	5	5	4	5	5
14	4	5	5	4	4	4	4	3	3	4	4	4	4	4	4	3	4	4	3	4	4	3	4	3	3	4
15	4	5	5	5	4	4	4	5	4	4	5	4	5	5	4	5	5	4	5	4	4	5	5	4	4	5
16	5	5	5	4	5	4	4	4	5	4	4	5	4	4	4	5	5	5	4	5	4	5	5	4	4	5
17	4	5	4	5	4	5	4	4	5	5	4	5	4	5	5	5	5	4	5	5	5	5	5	4	5	5
18	5	5	4	5	4	4	5	4	5	4	4	5	4	5	4	5	5	4	5	4	4	5	5	4	4	5
19	5	4	4	4	4	5	5	5	4	4	5	4	5	5	4	5	4	5	4	4	5	4	5	4	4	5
20	5	4	5	5	4	5	5	5	5	5	4	4	5	5	4	5	4	5	5	5	4	5	4	5	5	4
21	4	4	4	5	4	5	5	4	5	4	5	5	4	4	5	5	4	5	4	5	4	5	5	4	4	4

No	KM 1	KM 2	KM 3	KL 1	KL 2	KL 3	KL 4	KP 1	KP 2	KP 3	KP 4	LF 1	LF 2	LF 3	LF 4	KE 1	KE 2	KE 3	KK 1	KK 2	KK 3	KK 4	NB 1	NB 2	NB 3	NB 4
22	4	5	4	5	4	5	4	4	5	5	5	4	4	4	5	4	5	5	5	5	5	5	5	5	4	4
23	5	4	4	4	5	4	4	4	5	5	4	5	4	4	5	4	5	4	5	4	4	5	4	5	5	4
24	4	5	5	5	4	5	4	4	5	4	5	5	4	4	5	5	5	5	4	5	5	4	4	5	5	4
25	4	5	5	4	5	4	5	5	5	4	5	4	4	4	4	5	5	5	4	4	4	4	5	5	4	5
26	5	4	5	4	5	5	5	5	5	4	5	5	4	5	4	5	4	4	5	5	4	4	5	5	5	4
27	4	4	3	4	4	3	3	4	3	3	4	4	3	3	4	4	3	3	4	4	3	3	4	4	3	3
28	5	5	5	4	5	4	4	4	4	4	5	4	5	5	4	4	5	5	4	5	5	5	4	4	5	4
29	4	5	5	4	5	5	5	4	4	5	5	5	5	4	5	5	5	4	4	5	4	5	4	5	4	4
30	4	5	5	4	5	5	4	4	5	4	4	4	5	5	5	5	4	4	4	5	5	4	5	5	4	4
31	2	3	2	3	3	2	2	2	3	3	3	2	3	3	2	2	3	3	2	3	2	2	2	3	3	2
32	5	4	5	5	4	5	5	5	4	5	5	5	4	5	5	5	4	5	5	4	5	5	4	4	5	5
33	4	5	5	5	5	4	5	5	4	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	4
34	4	4	5	5	4	4	5	4	4	5	5	5	4	4	5	5	4	4	4	5	5	4	4	5	4	5
35	5	4	4	4	5	4	4	4	5	5	4	5	4	5	4	5	5	4	4	5	4	5	4	4	5	5
36	3	4	4	4	4	4	3	3	4	4	3	4	3	4	3	3	4	4	3	4	4	3	4	3	3	4
37	5	5	5	5	5	5	5	4	4	4	4	5	4	4	5	5	5	4	5	5	5	5	5	5	5	5
38	5	4	5	5	4	5	5	5	4	5	5	5	4	5	4	5	4	4	5	5	4	4	5	4	5	5
39	5	5	5	4	5	4	5	5	5	4	5	4	4	5	5	5	4	5	5	5	5	5	5	4	4	5
40	5	5	5	4	5	4	5	4	4	5	5	4	5	4	4	5	4	4	4	5	5	4	5	4	4	5
41	5	5	5	5	4	5	5	4	5	4	5	5	5	4	5	5	5	5	5	4	5	4	5	5	5	5
42	5	5	5	5	5	4	4	5	5	4	4	4	5	5	4	5	4	4	5	5	4	4	4	4	5	4
43	5	5	4	4	4	5	4	4	4	5	5	4	5	5	5	4	5	5	4	5	5	5	4	5	5	4
44	4	5	5	4	5	4	5	5	4	5	4	4	5	5	4	4	5	4	4	5	5	4	5	4	4	5

No	KM 1	KM 2	KM 3	KL 1	KL 2	KL 3	KL 4	KP 1	KP 2	KP 3	KP 4	LF 1	LF 2	LF 3	LF 4	KE 1	KE 2	KE 3	KK 1	KK 2	KK 3	KK 4	NB 1	NB 2	NB 3	NB 4
45	5	4	5	4	5	5	5	4	4	4	4	4	5	5	5	5	5	5	4	5	4	5	5	5	4	5
46	4	5	5	4	5	4	5	5	5	4	4	5	4	4	5	5	4	5	4	5	5	5	4	5	5	5
47	4	5	5	5	4	5	5	4	5	5	5	5	5	4	5	4	5	5	4	4	5	4	5	4	5	5
48	5	4	4	4	5	5	4	5	5	5	5	4	5	5	4	4	4	5	5	5	5	5	5	5	5	5
49	5	4	5	5	5	4	5	5	4	5	5	5	4	5	4	4	5	4	5	4	4	4	5	4	5	5
50	5	4	4	4	5	4	5	5	4	4	4	4	5	4	4	4	5	5	5	4	4	5	5	4	4	5
51	4	4	5	4	4	5	4	5	4	5	5	5	4	4	4	5	4	4	5	5	4	5	4	5	4	5
52	5	4	4	4	5	4	4	5	4	5	5	5	4	5	5	4	5	4	4	4	4	5	5	5	5	5
53	4	5	4	4	4	5	5	5	4	4	4	5	4	4	5	5	4	4	4	5	5	4	5	4	4	5
54	4	5	5	5	5	4	4	5	5	4	4	4	5	5	5	4	4	5	4	4	4	5	5	4	5	4
55	5	5	4	5	5	4	4	5	5	4	5	4	4	5	4	5	5	4	4	5	5	5	4	5	4	4
56	4	4	4	4	4	4	5	5	4	4	4	3	5	4	4	5	5	5	4	4	4	4	5	4	4	4
57	5	5	4	5	5	4	5	4	5	4	5	4	5	4	5	5	4	5	5	4	5	5	5	4	4	5
58	5	5	4	5	4	5	5	5	5	4	5	5	4	4	5	4	5	5	5	4	4	4	5	5	5	5
59	5	4	4	5	4	4	5	4	4	5	4	5	4	4	5	4	5	4	4	5	4	5	5	4	4	5
60	4	5	5	5	4	5	4	5	5	5	5	5	4	4	5	4	4	5	5	5	5	5	5	5	4	4
61	5	4	5	5	4	5	4	4	5	5	5	5	3	4	5	4	5	4	4	4	4	4	5	4	5	5
62	5	5	5	4	5	5	4	5	5	4	4	5	5	5	4	5	5	4	4	5	5	4	5	5	4	5
63	5	4	4	4	5	4	4	4	5	4	4	4	4	5	4	4	5	4	5	4	4	5	4	5	5	5
64	5	4	5	5	5	4	5	4	5	5	5	5	5	5	5	4	4	4	4	5	4	5	4	5	5	5
65	5	4	4	4	5	5	4	5	4	4	5	4	4	5	5	5	4	5	4	5	4	4	3	4	3	3
66	4	5	5	5	4	4	4	5	4	4	4	5	5	5	4	4	5	5	5	5	4	4	5	4	4	5
67	5	4	4	4	5	4	4	5	4	4	5	4	4	5	5	5	4	4	4	4	5	5	4	5	4	5

No	KM 1	KM 2	KM 3	KL 1	KL 2	KL 3	KL 4	KP 1	KP 2	KP 3	KP 4	LF 1	LF 2	LF 3	LF 4	KE 1	KE 2	KE 3	KK 1	KK 2	KK 3	KK 4	NB 1	NB 2	NB 3	NB 4
68	5	5	5	5	5	5	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	5	5	4	5
69	5	4	4	5	5	4	5	4	5	4	4	5	4	4	5	4	5	5	5	5	4	4	4	5	5	5
70	4	4	5	4	5	5	4	4	5	5	4	5	4	4	5	4	5	4	5	4	4	5	4	5	4	5
71	5	5	5	4	5	4	4	4	5	4	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5
72	4	4	4	4	4	5	5	5	4	4	5	4	5	4	4	4	4	5	5	4	5	4	4	5	5	4
73	5	4	5	4	5	5	5	5	4	5	5	4	5	5	4	5	5	4	4	4	5	5	4	5	5	4
74	4	5	5	4	5	5	5	5	5	4	4	5	5	5	5	5	4	5	5	5	4	5	4	4	5	5
75	4	4	4	4	5	4	4	4	4	5	4	4	4	5	5	4	5	4	4	5	4	5	4	5	4	5
76	4	5	4	4	5	4	4	4	5	4	4	4	4	5	4	4	5	5	4	5	5	4	5	4	4	5
77	4	4	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5	5	4	4	5	5	5	5	5
78	5	4	4	4	5	5	4	5	4	4	4	5	4	4	5	4	4	5	4	5	4	5	5	4	5	5
79	4	3	3	4	3	3	3	4	4	4	3	4	4	3	4	3	4	4	4	3	3	4	4	3	3	4
80	4	4	5	5	5	4	4	4	5	4	5	5	5	5	5	3	4	4	4	5	5	5	5	5	5	5
81	4	5	5	5	5	4	4	5	5	5	4	5	4	5	5	5	5	4	5	5	5	5	3	5	4	4
82	3	4	4	4	5	5	4	4	3	4	3	4	3	3	4	4	4	3	5	5	5	5	4	3	3	3
83	5	5	4	4	5	5	4	5	4	4	5	4	4	5	4	5	4	4	5	5	4	4	5	4	5	4
84	4	5	5	5	4	4	5	4	5	5	5	4	3	5	4	5	5	4	5	4	5	4	4	4	4	5
85	5	5	5	5	5	5	5	5	4	5	5	5	5	4	4	5	4	5	5	4	5	5	5	5	4	5
86	5	4	4	5	5	4	4	4	4	5	5	4	4	5	5	5	5	4	4	5	4	4	5	4	4	5
87	4	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	4	3	3	4	4	5	4	5
88	4	4	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5	5	4	5	5	4	5	4	5	5
89	4	5	4	3	5	5	4	5	5	5	5	4	3	4	5	5	5	5	5	5	5	5	5	4	5	5
90	5	4	4	4	5	4	4	4	3	5	4	4	4	4	4	4	4	5	5	4	5	5	4	5	5	5

No	KM 1	KM 2	KM 3	KL 1	KL 2	KL 3	KL 4	KP 1	KP 2	KP 3	KP 4	LF 1	LF 2	LF 3	LF 4	KE 1	KE 2	KE 3	KK 1	KK 2	KK 3	KK 4	NB 1	NB 2	NB 3	NB 4
91	5	5	4	5	4	4	4	4	5	4	5	4	5	5	4	4	5	5	5	4	5	5	4	5	5	4
92	5	5	4	4	4	3	3	4	5	5	4	5	4	5	4	4	5	5	4	4	4	5	4	4	5	5
93	4	5	5	4	5	5	4	4	5	5	4	4	4	5	5	5	4	4	4	5	4	5	5	4	5	4
94	5	5	4	3	5	5	5	5	5	4	4	4	4	3	4	5	4	4	5	5	4	4	5	5	4	4
95	4	5	5	5	4	4	4	5	5	4	4	4	5	5	4	4	5	4	4	5	5	4	5	4	4	5
96	5	5	4	4	4	5	5	5	5	4	5	5	4	4	5	5	5	4	5	4	4	5	5	5	4	5
97	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4
98	4	4	4	4	4	4	4	5	4	4	5	5	4	5	5	4	5	4	4	4	4	4	4	4	4	5
99	4	4	3	3	4	2	3	3	2	2	2	2	3	4	2	2	3	2	4	4	2	4	1	1	1	1
100	4	4	4	4	4	4	4	2	2	2	3	4	4	4	4	4	3	2	4	4	4	4	4	3	4	4
101	4	4	4	5	4	5	4	5	4	5	4	4	4	4	4	5	5	4	5	4	5	4	4	4	4	5
102	2	3	2	4	4	5	4	4	3	4	4	3	1	4	3	2	2	1	3	3	3	3	3	3	4	5
103	4	5	4	2	3	3	3	3	3	3	3	3	4	3	4	5	5	4	5	4	4	5	4	5	5	5
104	4	4	3	4	3	4	5	4	4	3	4	4	4	5	5	4	4	3	3	3	4	5	3	1	2	1
105	3	4	4	3	3	3	3	3	3	3	3	2	2	2	2	2	2	2	3	5	5	5	2	2	2	2
106	4	3	1	4	3	3	3	3	4	3	4	4	3	4	5	4	3	4	3	3	3	3	3	3	5	4
107	4	3	4	2	3	2	2	4	3	3	3	3	3	2	3	3	3	5	2	3	1	2	3	3	4	5
108	3	3	4	4	3	4	4	4	3	3	3	3	3	4	3	4	3	5	4	3	4	3	3	3	4	3
109	4	4	3	3	3	4	4	4	3	4	3	3	3	3	3	4	3	4	4	3	4	3	4	3	4	3
110	4	3	4	3	3	3	3	3	3	4	3	3	3	4	5	5	3	4	4	3	4	4	3	3	4	5
111	4	3	4	3	3	4	5	3	4	3	4	4	3	4	4	4	3	4	5	5	5	5	2	4	5	3
112	3	3	3	3	3	4	3	3	3	4	4	4	3	4	5	4	3	4	3	3	3	4	3	3	4	3
113	4	4	4	4	3	4	3	5	3	4	3	3	3	4	3	4	3	4	4	3	4	5	3	3	4	5

No	KM 1	KM 2	KM 3	KL 1	KL 2	KL 3	KL 4	KP 1	KP 2	KP 3	KP 4	LF 1	LF 2	LF 3	LF 4	KE 1	KE 2	KE 3	KK 1	KK 2	KK 3	KK 4	NB 1	NB 2	NB 3	NB 4
114	4	4	4	3	3	4	4	4	3	4	5	4	3	4	5	3	4	3	3	4	3	4	4	3	4	4
115	3	3	2	3	3	4	5	3	3	4	3	4	2	4	4	3	3	3	3	3	3	5	4	4	3	4
116	4	4	4	3	3	4	4	4	4	3	4	4	4	3	4	3	3	4	4	3	4	5	4	3	3	5
117	4	4	4	3	3	4	4	3	3	4	4	3	3	4	5	4	3	4	4	3	4	3	3	3	4	3
118	3	3	4	4	3	4	3	3	3	4	3	4	3	4	5	3	4	3	3	3	4	5	3	3	3	3
119	4	3	4	3	3	3	3	4	3	4	4	3	3	4	5	4	3	4	4	4	3	4	4	5	3	4
120	4	3	4	3	3	3	3	3	3	4	4	4	4	4	4	4	4	3	4	3	4	5	3	3	3	3
121	3	4	3	4	4	3	4	3	3	4	4	3	3	4	5	4	3	4	4	3	4	5	4	4	4	4
122	3	3	3	4	3	4	4	4	3	4	4	4	3	3	3	3	3	4	3	3	3	3	3	2	2	2
123	4	3	4	3	4	3	3	3	3	4	4	2	3	4	4	3	3	4	3	3	4	3	3	3	4	5
124	2	3	3	4	3	4	5	2	3	3	3	3	3	4	4	3	3	4	3	3	4	3	3	3	4	5
125	2	3	2	3	5	3	4	5	4	4	4	3	3	4	3	3	3	4	3	3	4	3	3	3	2	4
126	3	3	3	4	4	4	4	3	3	3	3	3	2	4	3	3	3	4	3	3	3	3	3	3	4	5
127	4	5	5	4	5	4	4	3	3	2	3	3	3	4	5	4	3	4	2	3	4	3	3	3	4	5
128	5	3	4	3	3	3	3	3	3	3	3	3	3	2	2	3	2	2	3	3	4	5	3	3	5	5
129	4	3	4	4	4	4	4	3	2	3	3	3	3	4	5	3	4	3	3	3	4	5	4	3	3	4
130	4	4	4	3	3	4	4	4	4	4	4	3	3	4	3	3	3	4	3	2	3	3	3	3	4	5
131	4	3	3	3	3	4	4	3	3	3	3	3	3	2	2	4	4	4	3	3	3	4	3	3	3	4
132	3	3	4	3	3	4	3	3	3	4	3	4	4	4	5	4	4	4	3	3	4	4	3	2	3	3
133	3	3	3	3	3	3	4	3	3	3	4	3	3	4	5	2	2	3	3	2	3	3	3	5	3	4
134	3	3	4	5	5	4	5	3	4	3	4	3	3	4	4	5	5	5	4	4	3	4	3	4	4	5
135	3	3	4	4	3	3	3	4	3	4	4	5	5	4	4	4	3	4	4	3	2	3	3	3	3	3
136	3	4	4	2	3	4	3	4	4	4	4	3	2	3	3	2	3	3	3	3	4	3	3	3	4	4

No	KM 1	KM 2	KM 3	KL 1	KL 2	KL 3	KL 4	KP 1	KP 2	KP 3	KP 4	LF 1	LF 2	LF 3	LF 4	KE 1	KE 2	KE 3	KK 1	KK 2	KK 3	KK 4	NB 1	NB 2	NB 3	NB 4
137	4	4	4	3	3	4	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2	3	3
138	4	4	3	3	3	4	3	5	5	5	5	4	5	5	5	3	3	3	2	3	2	2	3	3	2	2
139	3	3	4	4	4	4	3	3	2	4	4	3	3	3	3	4	4	4	3	3	4	4	3	3	3	3
140	4	2	4	3	3	3	3	2	3	3	3	2	3	3	3	3	3	3	3	3	4	3	4	4	4	5
141	4	3	4	3	2	3	3	3	3	3	3	2	3	4	5	4	3	3	3	3	4	3	3	3	2	4
142	4	4	4	3	3	4	4	4	4	4	4	4	3	4	4	3	3	3	4	3	4	4	5	3	4	3
143	4	3	4	2	3	4	4	4	3	4	3	3	3	4	5	4	4	4	3	3	4	4	3	3	4	5
144	5	4	4	4	4	4	4	3	3	4	3	3	2	3	3	3	3	4	4	4	3	4	4	3	4	3
145	4	4	4	3	3	3	3	3	2	3	2	4	3	3	3	3	3	4	4	5	5	4	3	2	3	3
146	3	3	4	3	3	4	4	3	3	4	3	3	4	4	5	4	5	3	4	3	4	4	4	4	3	2
147	4	3	4	3	3	3	3	3	2	4	4	3	2	3	2	3	2	4	5	4	5	5	4	4	4	5
148	4	3	4	3	2	4	4	4	3	3	3	2	2	3	2	4	5	4	3	3	3	3	5	3	4	3
149	4	3	4	3	2	3	3	4	3	3	4	3	3	3	4	4	3	4	4	5	3	4	3	3	4	5
150	5	4	4	3	3	3	3	4	4	4	5	3	3	4	3	3	3	4	5	4	5	5	4	4	5	4
151	4	4	5	5	4	4	5	4	5	4	5	4	4	5	5	4	5	4	4	4	5	4	4	5	4	4
152	4	4	3	4	5	4	4	4	4	4	4	5	4	4	5	4	4	5	4	5	4	4	4	5	4	4
153	4	5	4	5	4	4	5	4	4	5	4	4	4	5	4	4	5	4	4	4	4	5	5	5	4	4
154	4	5	4	5	5	4	4	4	4	5	5	4	4	5	5	4	4	5	3	2	3	3	4	4	5	5
155	5	4	4	4	5	4	4	4	4	4	5	5	4	4	5	5	4	4	5	4	4	5	4	4	4	4
156	4	4	5	4	4	5	5	4	4	5	4	5	4	5	4	4	5	3	5	4	4	4	5	4	3	4
157	5	3	4	4	5	3	4	4	5	4	4	4	4	3	4	4	5	4	5	4	3	4	5	4	3	4
158	4	4	4	4	5	3	4	4	4	4	4	5	4	4	5	4	5	4	4	4	4	4	4	4	4	4
159	4	4	3	4	5	4	4	4	5	4	4	4	4	3	4	4	5	5	5	4	3	4	4	5	4	4

No	KM 1	KM 2	KM 3	KL 1	KL 2	KL 3	KL 4	KP 1	KP 2	KP 3	KP 4	LF 1	LF 2	LF 3	LF 4	KE 1	KE 2	KE 3	KK 1	KK 2	KK 3	KK 4	NB 1	NB 2	NB 3	NB 4
160	3	4	4	4	5	4	4	5	4	4	5	4	5	4	4	5	4	4	4	5	4	4	4	5	4	4
161	4	4	5	4	5	4	4	4	4	5	5	5	4	4	5	4	5	4	4	4	4	4	5	4	4	5
162	4	4	5	4	4	4	4	4	4	5	5	5	4	4	5	4	4	5	4	4	5	5	4	4	5	5
163	4	4	5	4	5	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	4	4	5	5
164	3	5	4	4	5	4	4	4	5	4	4	4	5	4	4	4	5	4	5	5	4	4	4	5	4	5
165	5	4	4	4	4	5	4	4	4	5	4	4	4	4	4	4	5	4	4	5	4	5	4	4	4	5
166	4	4	3	5	5	5	5	4	5	4	4	5	4	4	4	5	4	5	4	5	4	5	5	4	4	5
167	4	4	5	4	5	4	5	4	5	5	5	5	4	5	4	4	5	4	5	4	5	4	5	5	5	4
168	3	3	4	4	4	4	5	4	4	5	4	5	4	4	5	4	4	5	5	4	4	5	4	4	5	5
169	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	4
170	4	4	4	4	5	4	4	4	4	5	5	4	4	5	4	5	4	4	4	4	4	4	4	5	4	5
171	4	4	4	4	5	4	4	4	5	4	4	3	4	4	4	3	3	3	4	4	5	5	4	5	4	4
172	4	4	4	3	5	4	5	4	5	4	4	4	4	4	4	5	5	4	4	4	3	4	3	5	4	4
173	4	4	4	4	5	4	4	4	5	4	3	4	4	4	4	4	5	4	4	5	4	4	3	3	3	4
174	4	4	4	4	4	3	3	4	5	3	4	4	4	3	4	4	5	4	4	5	3	4	4	3	4	4
175	4	4	4	4	5	4	4	4	5	4	4	3	4	4	4	5	4	4	3	3	3	4	4	4	4	3
176	4	4	4	4	4	5	5	5	4	5	4	4	5	3	4	4	4	5	3	3	4	4	4	5	3	4
177	4	4	4	4	4	5	4	5	4	4	5	4	4	4	4	4	5	4	5	3	4	5	4	5	3	4
178	4	5	4	4	4	5	5	4	5	4	3	4	5	4	4	5	4	3	4	5	3	4	4	5	4	3
179	3	3	4	5	4	5	5	5	5	4	5	4	3	3	3	4	5	4	4	4	4	4	2	2	3	2
180	4	5	3	4	5	4	5	5	5	5	5	5	3	5	5	4	5	4	5	5	4	5	4	4	4	4

Lampiran 4 Hasil Olah Data

Distribusi jawaban responden

	Statistics				
	N		Mean	Std. Deviation	Minimum
	Valid	Missing			
KM1	180	0	4.1556	.71553	2.00
KM2	180	0	4.1111	.73149	2.00
KM3	180	0	4.1444	.72561	1.00
KL1	180	0	4.0333	.73917	2.00
KL2	180	0	4.1889	.82414	2.00
KL3	180	0	4.1500	.70493	2.00
KL4	180	0	4.1389	.71507	2.00
KP1	180	0	4.1167	.75690	2.00
KP2	180	0	4.0889	.84753	2.00
KP3	180	0	4.1278	.69339	2.00
KP4	180	0	4.1667	.73614	2.00
LF1	180	0	4.0833	.81792	2.00
LF2	180	0	3.9333	.84298	1.00
LF3	180	0	4.1722	.73104	2.00
LF4	180	0	4.2667	.78818	2.00
KE1	180	0	4.1333	.77963	2.00
KE2	180	0	4.1722	.85763	2.00
KE3	180	0	4.1389	.73814	1.00
KK1	180	0	4.1222	.76703	2.00
KK2	180	0	4.1222	.82323	2.00
KK3	180	0	4.0944	.76001	1.00
KK4	180	0	4.2556	.74085	2.00
NB1	180	0	4.1056	.83564	1.00
NB2	180	0	4.0167	.89365	1.00
NB3	180	0	4.0722	.79826	1.00
NB4	180	0	4.2778	.87201	1.00

Tabel Frekuensi Filter

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 20 Tahun	11	6.1	6.1	6.1
	21 - 23 Tahun	103	57.2	57.2	63.3
	24 - 26 Tahun	66	36.7	36.7	100.0
	Total	180	100.0	100.0	

		Jenis Kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	93	51.7	51.7	51.7
	Perempuan	87	48.3	48.3	100.0
	Total	180	100.0	100.0	

		Pendapatan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 1.000.000	22	12.2	12.2	12.2
	> Rp 9.000.000	5	2.8	2.8	15.0
	Rp 1.000.000 - Rp 3.000.000	80	44.4	44.4	59.4
	Rp 3.000.001 - Rp 6.000.000	60	33.3	33.3	92.8
	Rp 6.000.001 - Rp 9.000.000	13	7.2	7.2	100.0
	Total	180	100.0	100.0	

Nilai Outer Loading

	KE	KK	KL	KM	KP	LF	NB
KE1	0.832						
KE2	0.830						
KE3	0.770						
KK1		0.840					
KK2		0.790					
KK3		0.757					
KK4		0.775					
KL1			0.791				
KL2			0.755				
KL3			0.771				
KL4			0.812				
KM1				0.753			
KM2				0.830			
KM3				0.804			
KP1					0.820		
KP2					0.816		
KP3					0.759		
KP4					0.816		
LF1						0.821	
LF2						0.807	
LF3						0.753	
LF4						0.763	
NB1							0.813
NB2							0.826
NB3							0.793
NB4							0.753

Nilai Cross Loading

	Kebiasaan	Kepuasan	Kesadaran Merek	Kualitas Layanan	Kualitas Produk	Lingkungan Fisik	Niat Berkunjung
KE1	0.543	0.832	0.573	0.610	0.551	0.591	0.548
KE2	0.530	0.830	0.526	0.609	0.614	0.620	0.549
KE3	0.394	0.770	0.419	0.458	0.515	0.479	0.546
KK1	0.840	0.569	0.526	0.539	0.542	0.490	0.583
KK2	0.790	0.527	0.582	0.544	0.503	0.499	0.489
KK3	0.757	0.391	0.494	0.461	0.409	0.398	0.474
KK4	0.775	0.403	0.426	0.408	0.367	0.415	0.426
KL1	0.485	0.561	0.473	0.791	0.567	0.614	0.492
KL2	0.540	0.573	0.532	0.755	0.591	0.576	0.568
KL3	0.463	0.504	0.437	0.771	0.577	0.516	0.482
KL4	0.455	0.530	0.417	0.812	0.525	0.511	0.480

	Kebiasaan	Kepuasan	Kesadaran Merek	Kualitas Layanan	Kualitas Produk	Lingkungan Fisik	Niat Berkunjung
KM1	0.497	0.470	0.753	0.386	0.446	0.450	0.530
KM2	0.542	0.537	0.830	0.565	0.557	0.565	0.520
KM3	0.500	0.491	0.804	0.464	0.439	0.491	0.504
KP1	0.467	0.568	0.494	0.566	0.820	0.547	0.481
KP2	0.508	0.634	0.559	0.651	0.816	0.631	0.580
KP3	0.453	0.487	0.417	0.532	0.759	0.560	0.527
KP4	0.445	0.514	0.459	0.559	0.816	0.601	0.554
LF1	0.564	0.592	0.526	0.667	0.671	0.821	0.576
LF2	0.478	0.640	0.614	0.565	0.594	0.807	0.528
LF3	0.397	0.458	0.462	0.546	0.562	0.753	0.456
LF4	0.333	0.473	0.350	0.441	0.447	0.763	0.445
NB1	0.557	0.601	0.624	0.614	0.599	0.592	0.813
NB2	0.559	0.596	0.523	0.589	0.629	0.597	0.826
NB3	0.498	0.496	0.486	0.438	0.474	0.445	0.793
NB4	0.353	0.420	0.402	0.377	0.375	0.364	0.753

Fornell Larcker

	Kebiasaan	Kepuasan	Kesadaran Merek	Kualitas Layanan	Kualitas Produk	Lingkungan Fisik	Niat Berkunjung
Kebiasaan	0.791						
Kepuasan	0.608	0.811					
Kesadaran Merek	0.645	0.628	0.796				
Kualitas Layanan	0.623	0.695	0.597	0.783			
Kualitas Produk	0.585	0.692	0.606	0.723	0.803		
Lingkungan Fisik	0.573	0.699	0.633	0.711	0.729	0.786	
Niat Berkunjung	0.630	0.674	0.649	0.648	0.668	0.643	0.797

HTMT

	Kebiasaan	Kepuasan	Kesadaran Merek	Kualitas Layanan	Kualitas Produk	Lingkungan Fisik	Niat Berkunjung
Kebiasaan							
Kepuasan	0.768						
Kesadaran Merek	0.848	0.858					
Kualitas Layanan	0.773	0.899	0.787				
Kualitas Produk	0.709	0.879	0.785	0.894			
Lingkungan Fisik	0.700	0.888	0.820	0.885	0.893		
Niat Berkunjung	0.756	0.856	0.842	0.787	0.798	0.772	

Reliabilitas

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Kebiasaan	0.801	0.815	0.870	0.625
Kepuasan	0.741	0.748	0.852	0.658
Kesadaran Merek	0.711	0.716	0.838	0.634
Kualitas Layanan	0.789	0.789	0.863	0.612
Kualitas Produk	0.817	0.824	0.879	0.645
Lingkungan Fisik	0.796	0.810	0.866	0.619
Niat Berkunjung	0.810	0.823	0.874	0.635

F-Square

	Kebiasaan	Kepuasan	Niat Berkunjung
Kebiasaan			0.164
Kepuasan	0.585		0.287
Kesadaran Merek		0.053	
Kualitas Layanan		0.065	
Kualitas Produk		0.046	
Lingkungan Fisik		0.053	
Niat Berkunjung			

R-Square

	R-square	R-square adjusted
Kebiasaan	0.369	0.366
Kepuasan	0.614	0.606
Niat Berkunjung	0.531	0.526

Q-Square

	Q ² predict	RMSE	MAE
KE	0.564	0.671	0.465
KK	0.417	0.775	0.560
NB	0.492	0.729	0.485

Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
KE -> KK	0.608	0.612	0.054	11.293	0.000
KE -> NB	0.462	0.456	0.093	4.976	0.000
KK -> NB	0.350	0.361	0.085	4.095	0.000
KL -> KE	0.252	0.259	0.123	2.053	0.040
KM -> KE	0.195	0.192	0.092	2.130	0.033
KP -> KE	0.219	0.220	0.104	2.112	0.035
LF -> KE	0.236	0.233	0.114	2.074	0.038

Spesifik Indirect Effects (Indirect-Only)

	Original sample (O)	T statistics (O/STDEV)	P values
Kepuasan -> Kebiasaan -> Niat Berkunjung	0.212	3.416	0.001



Lampiran 5 Jurnal Acuan Utama

Article

A Study on the Effect of Customer Habits on Revisit Intention Focusing on Franchise Coffee Shops

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Abstract: As the economy grows in South Korea and the needs of consumers become increasingly diversified, various consumer markets are emerging. In this study, the reasons for customers' intentions to revisit a franchise coffee shop were explored. Many researchers have found that customer satisfaction is a major factor in the intention to revisit, and the factors affecting this satisfaction have been presented as major research topics. However, in this study, in order to examine the consumers' behavior toward revisit intentions, the results were analyzed by dividing the consumer data into a group of college students in their 20s and a group of office workers in their 30s and 40s. The results of this study found that in regard to customers' habitual intentions to revisit, perceived product quality and brand awareness were more influential than service quality or the physical environment. In particular, before returning to a coffee shop, customers habitually recalled the coffee shop they wanted to revisit, suggesting that the taste of the coffee and the quality of the various products had a very important impact on their revisiting habits.

Keywords: intention to revisit; customer habit; customer satisfaction; physical environment; brand awareness



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1. Introduction

Recently, the market war among franchise coffee shops has grown very heated in South Korea. As the economy grows in South Korea and the needs of consumers become increasingly diversified, various consumer markets are emerging. Franchise coffee shops, such as Starbucks, are some of the fastest-growing businesses in recent years [1]. Koreans drink 26.5 billion cups of coffee a year, which is equivalent to 512 cups of coffee per person, and the coffee market continues to grow [1]. In addition, Starbucks Korea's sales are on course to exceed \$1.7 billion in 2021, the largest-ever annual revenue for a coffee franchise operating in the country [2].

Many other coffee shop franchises are entering the Korean market. However, the needs of Korean consumers are becoming more diversified and are constantly changing. In order to satisfy consumers who change their preferences periodically, many companies are interested not only in brand quality but also in forming relationships with consumers.

As a wide variety of products appeared in the market and consumers' choices were expanded, it became necessary to analyze consumer's purchasing behavior from a realistic viewpoint. According to previous research, consumers act on reasonable decisions based on accurate information and knowledge. However, the behavior of actual consumers is limited in terms of economic rationality, and they often make unreasonable decisions.

Thus, this research examined the effects of brand awareness, perceived service quality, perceived product quality, the physical environment, customer satisfaction and mediation of the customer familiarity heuristic on intention to revisit in the franchise coffee shops market. In particular, research on customer psychology is actively underway to secure long-term competitive advantages through favorable relationships between companies and customers. In previous studies, researchers have shown that when customer satisfaction

increases with the superior quality of products and services, they are more willing to revisit. Despite the importance of the intention to revisit, most research focuses on customer satisfaction as a factor of that intent. Therefore, it is necessary to study new factors that deviate from research regarding customer satisfaction-centered revisiting factors.

Thus, this paper addresses new factors affecting intention to revisit. The paper specifically focuses on the mediation effect of customer satisfaction and the familiarity heuristic on intention to revisit, as this is a very important factor in analyzing customers' intention to revisit.

2. Literature Review and Development of Research Hypotheses

Based on previous research, a hypothesis to analyze the causal factors and factors affecting Korean customers' intention to revisit franchise coffee shops has been developed for this study.

2.1. Theory of Reasoned Action (TRA)

Prior to building a research model based on the theory of reasoned action (TRA), a referenced research analysis of customers' intentions to revisit franchise coffee shops was conducted. The TRA is a theoretical research model that many researchers refer to when studying customers' purchasing intentions, and it is an important area in business for researching consumers through attitude and behavioral relationships. In other words, this theory provides a significant basis for understanding consumer behavior; however, it is limited in explaining human intuitive behavior because it is a model based on rational control of reason [3]. Behavior in TRA encompasses actions that can be controlled by will, i.e., through behavioral intentions. In addition, such intentions are influenced by personal factors, such as attitudes and social norms [4]. It is also important to measure behavior intention to predict an individual's behavior, and as most human behavior can be controlled by the will of the actor, it is not the "attitude of action" but the "intention of action" to carry out the action. Thus, this paper will adopt the TRA as a basis from which to study the intention to revisit.

2.2. Heuristics Theory

Heuristic means intuitively thinking through an experience rather than analyzing conclusions based on rational thinking [5]. In other words, it is bias and the heuristic that expresses the human being who is satisfied with bounded rationality rather than pursuing the impossible true rationality [6].

It is necessary to apply the theory of behavioral economics to solve these problems [7]. Behavioral economics utilizes the dual process theory of psychology to analyze the causes of seemingly unreasonable behaviors. According to this theory, human decision-making can be said to be the result of two completely different processes: System I (intuitive decision-making by instinct) and System II (decision based on rational reasoning). The result is that two completely different processes are operated concurrently [7]. Thus, if the choice of low-involvement products and services, such as franchise coffee shops, is always a decision based on rational reasoning, as in System II, the psychological fatigue of a person can be maximized.

Familiarity heuristic means that the customer prefers a familiar brand or product [8]. However, Ouellette (1998) found that the familiarity heuristic might only occur in situations where the target behavior is habitual and occurs in a stable context. Thus, the familiarity heuristic could be limited to habits and behaviors in routine situations [9].

The mathematician, Polya, described the heuristic as "helpful in some discoveries" [10]. In addition, Hsee (1998) explained the irrational behavior of people using ice cream experiments as a heuristic [11]. Therefore, heuristics can be summarized as a convenient discovery method that is used to solve a problem when there is no clear evidence. The rational choice is to choose results based on the information given and on rational analysis. Therefore, it is necessary to consider different variables in the rational decision-making of

consumers, but there are limitations in perfectly understanding decision-making due to lack of information and time constraints. Therefore, a feasible solution considering realistic constraints is required. However, many customers adopt behaviors, such as making decisions based on habits or beliefs or following others' decisions. This is generally heuristic, that is, a process of simplification to avoid complications. Therefore, heuristic means to choose intuitive thinking rather than rational thinking.

2.3. Brand Awareness and Customer Satisfaction

High brand awareness can increase customers' likelihood of choosing a particular brand, which can increase customer loyalty and alleviate the disadvantages of competitive marketing activities [12]. Brakus et al. (2009) studied the effect of brand awareness on customer satisfaction and loyalty [13]. Brand awareness can be a means to encourage customers to use products and services. It can also serve as a foundation for building customer relationships with a company's brand. Therefore, customer brand knowledge is an important factor that should be actively pursued in business activities [14]. In this study, the following research hypothesis was established based on previous studies:

Hypothesis 1 (H1). *Brand awareness positively affects customer satisfaction.*

2.4. Perceived Service Quality and Customer Satisfaction

Parasuraman and Zeithaml (2002) found that consumers' positive perceptions of service quality provide a positive impact on companies and affect customer behavior [15]. In addition, Cronin, Brady and Hult (2000) conducted a large-scale survey of six industries and found that there is a significant relationship between perceived service, customer satisfaction and behavioral intentions. Chow-Chua and Komaran (2002) also found that a high level of service quality could lead to customer satisfaction [16]. Therefore, in this study, the following research hypothesis was established based on previous studies:

Hypothesis 2 (H2). *Perceived service quality has a positive effect on customers' satisfaction.*

2.5. Perceived Product Quality and Customer Satisfaction

Baker and Crompton (2000) found that satisfaction with perceived product quality was positively associated with future intentions, such as customer intention to revisit and intention to portray the product positively to others [17]. Tsiotsou (2006) determined that product quality perceived by customers is positively correlated with customer satisfaction [18]. In this study, the following research hypothesis was established based on previous studies:

Hypothesis 3 (H3). *Perceived product quality has a positive effect on customer satisfaction.*

2.6. Physical Environment and Customer Satisfaction

Brady, Robertson and Cronin (2001) concluded that customer satisfaction increases as satisfaction with the environment in which services are provided increases [19]. Yoo, Park and Macinnis (1998) revealed that environmental factors, such as temperature, lighting, interior decoration, design and facility layout, could directly affect the revisiting of customers in the service space [20]. In addition, Baek et al. (2018) found that a shop's atmosphere influences shoppers' perceptions and behaviors [21]. That is, a warm visual atmosphere can induce psychological warmth between the store and the customer. In this study, the following research hypothesis was established based on previous studies.

Hypothesis 4 (H4). *The physical environment has a positive effect on customer satisfaction.*

2.7. Physical Environment and Customer Satisfaction

Many researchers have studied consumers' revisit behaviors. Um, Chon and Ro (2006) found that as overall consumer satisfaction increases, revisits also increase, resulting in a company's improved performance [22]. Allameh, Khazaei, Jaber, Salehzadeh and Asadi (2015) defined the intention to revisit as visitors recognizing value and satisfaction, returning to the destination in the future and recommending it to others [23]. Ting et al. (2018) defined revisiting as an intention to visit a particular coffee shop again based on consumers' satisfaction in its products, services and empirical quality [24]. Oliver (1997) determined that customer satisfaction had a significant influence on intention to revisit [25]. In addition, customer satisfaction has been studied as a variable that influences the likelihood of customers to repurchase services [26]. In other words, these studies demonstrate that overall customer satisfaction with service is strongly related to behavioral intent to reuse the same service provider [27]. In this study, the following research hypothesis was established based on previous studies.

Hypothesis 5 (H5). *Customer satisfaction has a positive impact on the intention to revisit.*

2.8. Customer Satisfaction and Habitual Behavior

Habit is a "learned sequence of acts that become automatic responses to specific situations which may be functional in obtaining certain goals or end states" [28]. When an individual repeats an action regularly and is satisfied with the outcome, the action then becomes habitual [29]. Triandis (1979) suggested that a habit may develop when it is associated with positive effects, e.g., repeated satisfaction over time [30]. That is, repetitive satisfaction leads to the formation of a habit. In addition, repeated satisfaction increases the likelihood that consumers will repurchase the brand, and such continuous behavior may appear as brand loyalty or habitual use depending on the level of involvement with the product [31]. Based on previous research results, the accumulated satisfaction of customers can make use of the product a habit. In particular, as the use of franchise coffee shops tends to have a higher purchase frequency than other products, it can be inferred that such repeated satisfaction will have a positive effect on habitual use. In this study, the following research hypothesis was established based on previous studies.

Hypothesis 6 (H6). *Customer satisfaction has a positive impact on customer habits.*

2.9. Habitual Behavior and Retention

Khare and Inman (2006) realized that consumers purchase the same brand repeatedly or only try new product types within the same brand, depending on the situation [31]. It has also been determined that there are various types of habitual purchase patterns, such as purchasing various trademarks according to customers' values [32].

Ji Song and Wood (2007) demonstrated similar results that consumers with a strong habit of fast food consumption repeat this behavior even when their intentions for such consumption change when the circumstances are stable [33]. Neill, Wood, Lally and Wu (2010) found that customers with a strong habit of eating popcorn ate the same amount of popcorn at the theater regardless of whether they received fresh or stale popcorn [34]. These results demonstrate that habitual customers repeat their consumption when situational cues are maintained (movie theater) without consulting their evaluation of the product (popcorn). Through the above research results, it can be inferred that habitual use will have a positive effect on repeated use. In this study, the following research hypothesis was established based on previous studies.

Hypothesis 7 (H7). *Customer habits have a positive impact on intention to revisit.*

3. Research Methodology

This study maintains that habit serves as a full mediator that transfers the effect of satisfaction with franchise coffee shop to continuance intention. This paper defines mediation as a situation wherein the satisfaction has a significant influence on the mediator (habit), which in turn has a significant influence on the criterion variable (continuance intention). Based on the hypotheses, the following research model was developed (Figure 1).

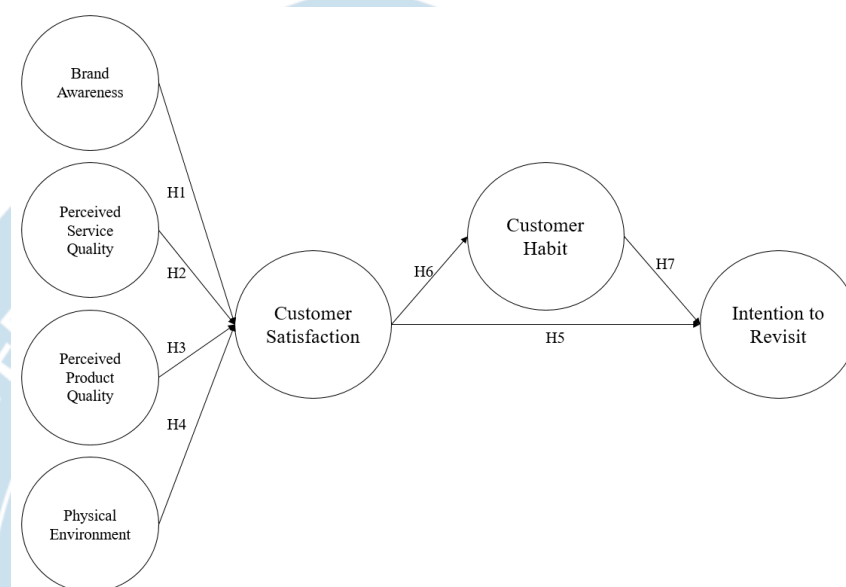


Figure 1. Research model.

3.1. Structural Models

In this study, the structural equation modeling (SEM) analysis method was used to analyze the structural relationship of factors affecting the intention to repurchase. In the social sciences, SEM is used as a research method to analyze the multiple causal relationships between factors. SEM can analyze the theoretical concept of the research model and the complex relationship between concepts. It has potential advantages over linear regression models, which make use of the methods of choice in analyzing path diagrams when these involve latent variables with multiple indicators [35]. Therefore, it contributes to the verification and development of the theory by linking the empirical and theoretical aspects [36]. In addition, the structural equation model is useful in social science research fields, such as management, marketing, psychology, education and health to elucidate the relationship between various constructs [37].

3.2. Sample Size for Structural Equation Models Formulas

This study calculated the appropriate sample size for the analysis within the statistical significance level in the following structural equation model (SEM). According to Cohen (2013) and Westland (2010), the sample size was calculated by the following method [38,39]. Equations (1)–(3) were used to compute a priori sample sizes for structural equation models.

Error function:

$$\text{erf}(\chi) = \frac{2}{\sqrt{\pi}} \int_0^x e^{-t^2} dt \quad (1)$$

Lower bound sample size for a structural equation model:

$$n = \max(n1, n2)$$

where:

$$\begin{aligned}
 n1 &= [50(\frac{j}{k})^2 - 450(\frac{j}{k}) + 1100] \\
 n2 &= \left[\frac{1}{2H} (A(\frac{\pi}{6} - B + D) + H + \sqrt{(A(\frac{\pi}{6} - B + D) + H)^2 + 4AH(\frac{\pi}{6} + \sqrt{A} + 2B - C - 2D)}) \right] \\
 A &= 1 - \rho^2 \\
 B &= \rho \arcsin\left(\frac{\rho}{2}\right) \\
 C &= \rho \arcsin(\rho) \\
 D &= \frac{A}{\sqrt{3-A}} \\
 H &= \left(\frac{\delta}{Z_{1-\alpha/2} - Z_{1-\beta}} \right)^2
 \end{aligned} \tag{2}$$

where j is the number of observed variables, k is the number of latent variables, ρ is the estimated Gini correlation for a bivariate normal random vector, δ is the anticipated effect size, α is the Sidak-corrected Type I error rate, β is the Type II error rate and z is a standard normal score. Normal distribution cumulative distribution function:

$$F(x; \mu, \sigma^2) = \frac{1}{2} \left[1 + \operatorname{erf}\left(\frac{x - \mu}{\sigma\sqrt{2}}\right) \right] \tag{3}$$

where μ is the mean, σ is the standard deviation, and erf is the error function. The study model used had 7 latent variables and 20 observation variables. Therefore, at least 223 samples were required considering a 95% significance level. Therefore, the 460 surveys used in this study were considered to be within the significance level range.

3.3. Data Collection

The survey was conducted among 460 adults who had visited a franchise coffee shop more than twice within a month in Seoul, South Korea. In addition, the two groups (230 college students and 230 office workers) were selected because, even though the customers were the same age, it was thought that students and workers would have different intentions for visiting. The survey employed a five-point Likert-type scale and a 20-item questionnaire. As a result of the survey, data were collected from 494 customers; the data for 34 customers who responded inappropriately were omitted. Then, the data were analyzed by applying statistical analysis and structural equation modeling using the AMOS 24.0 program.

3.4. Research Model Analysis

The research model shown in Figure 2 and its components are based on the experiences of customers using the franchise coffee shop. The research model was developed based on seven factors (brand awareness, perceived service quality, perceived product quality, physical environment, customer satisfaction, customer habits and the intention to revisit). Based on the research model, the effects of customers' satisfaction and habits on the intention to revisit the franchise coffee shop were analyzed.

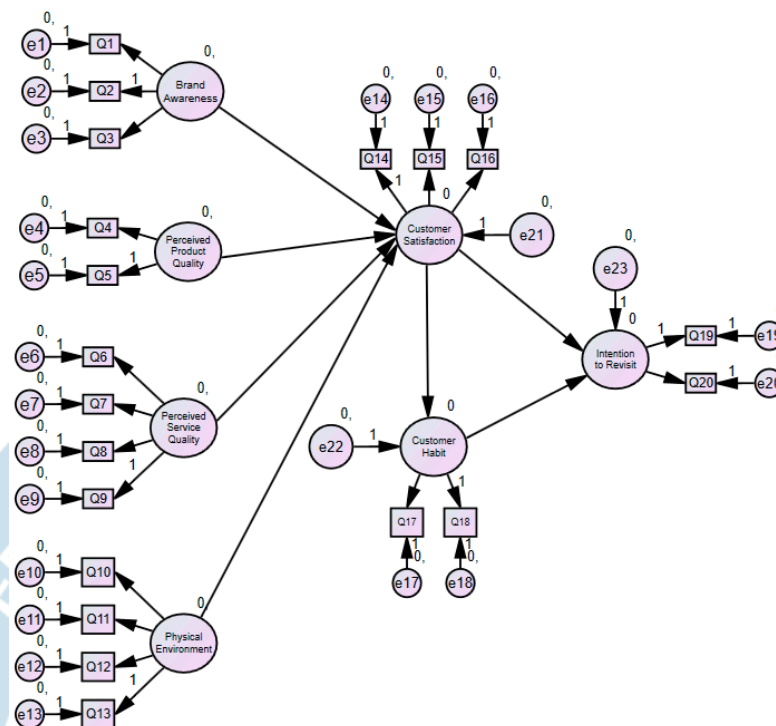


Figure 2. Analysis of the research model.

3.5. Measurement

This study surveys the opinions of customers. Therefore, the research used a verified questionnaire based on previous research analysis. This study tests the research hypotheses and attempts to answer the research questions through the development of a questionnaire as a research instrument. The items of each construct were adopted from previous literature. This study analyzed the behavior of customers for this, the research used verified measurement items found in an analysis of previous research. And the results were summarized in Table 1.

Table 1. Measurement items.

Construct	Measurement Items	Related Studies
Brand awareness	- I know a lot about coffee shop brands. - I think I am very familiar with the franchise coffee shop brand that I frequently visit. - I think I know the brands of franchise coffee shops I visit very well.	[40,41]
Perceived product quality	- The coffee flavor of the franchise coffee shop I visit is very good. - I am satisfied with the products sold at the franchise coffee shop I visit.	[40,42,43]
Perceived service quality	- Employees at the franchise coffee shop I visit respond quickly to customer complaints. - Employees at the franchise coffee shop I visit provide services very quickly. - The employees of the franchise coffee shop I visit are very kind. - Customers are allowed/encouraged to stay for as long as they like.	[40,44]

Table 1. Cont.

Construct	Measurement Items	Related Studies
Physical environment	- The franchise coffee shops I visit offer additional benefits, such as price discounts, event coupons and free upgrades. - The setting is comfortable with tables, chairs, reliable internet connection (Wi-Fi) etc. - The store is convenient and always clean. - I like the atmosphere of the franchise coffee shop that I often visit.	[45]
Customer satisfaction	- The franchise coffee shop I often visit provides a good experience. - The coffee shop I visit often meets my expectations. - When I visit my favorite coffee shop, I am satisfied with my time and effort.	[46]
Customer habit	- I visit a familiar franchise coffee shop. - I will continue to remain in the membership program in franchise coffee shops I often visit.	[47]
Intention to revisit	- I intend to continue revisiting the same coffee shop in the future. - I will repurchase the beverages of my favorite coffee shop.	[48]

4. Research Results

4.1. General Characteristics of the Survey Respondents

In this study, the valid sample (460 respondents) was divided equally into college students (50%) and office workers (50%). Among the respondents, 207 (45%) were males and 253 (55%) were females. Regarding age, 66% were in their 20s, 24% were in their 30s and 10% were in their 40s or older. Table 2 presents the results that explain the characteristics of the respondents who participated in the survey.

Table 2. Analysis of survey respondents.

Gender		
Gender	Frequency	Percentage
Male	207	45.0%
Female	253	55.0%
Total	460	100%
Job		
Job	Frequency	Percentage
College student	230	50.0%
Office worker	230	50.0%
Total	460	100%
Age		
Age	Frequency	Percentage
20s	303	66.0%
30s	110	24.0%
40s	42	9.0%
50s	5	1.0%
Total	460	100%

Table 3 summarizes the arithmetical average of the latent variables of the study model.

Table 3. Descriptive statistics of latent variables (overall customer group responding to the survey).

Latent Variable	Mean		Std. Deviation Statistic
	Statistic	Std. Error	
Brand awareness	3.672	0.053	0.754
Perceived product quality	3.796	0.041	0.582
Perceived service quality	3.745	0.038	0.550
Physical environment	3.987	0.038	0.548
Customer satisfaction	4.058	0.041	0.591
Customer habit	3.393	0.056	0.801
Intention to revisit	3.510	0.052	0.747

Table 4 summarizes the arithmetical average of the latent variables of the study model for two groups (office workers and college students).

Table 4. Descriptive statistics of latent variables (office workers and college students).

Latent Variable	Mean					
	Statistic		Std. Error		Std. Deviation Statistic	
	Office Worker Group	Student Group	Office Worker Group	Student Group	Office Worker Group	Student Group
Brand awareness	3.621	3.723	0.075	0.074	0.759	0.750
Perceived product quality	3.820	3.772	0.054	0.060	0.551	0.613
Perceived service quality	3.689	3.801	0.055	0.053	0.555	0.542
Physical environment	3.881	4.092	0.056	0.050	0.572	0.504
Customer satisfaction	3.964	4.152	0.060	0.055	0.608	0.560
Customer habit	3.364	3.422	0.076	0.082	0.771	0.834
Intention to revisit	3.505	3.515	0.074	0.074	0.749	0.749

4.2. Reliability and Validation of Factor Analysis

Table 5 shows 7 latent variables that represent the properties of observed variables and 20 observed variables by considering the characteristics of the factors with similar properties.

Table 5. Squared multiple correlations.

	Estimate	
	Office Worker Group	College Student Group
Customer habit	0.382	0.267
Customer satisfaction	0.592	0.438
Intention to revisit	0.787	0.470
Q1	0.796	0.738
Q2	0.707	0.625
Q3	0.383	0.314
Q4	0.603	0.595
Q5	0.555	0.723
Q6	0.449	0.515
Q7	0.469	0.335
Q8	0.502	0.455
Q9	0.519	0.512
Q10	0.404	0.434
Q11	0.559	0.469

Table 5. Cont.

	Estimate	
	Office Worker Group	College Student Group
Q12	0.526	0.462
Q13	0.535	0.522
Q14	0.457	0.489
Q15	0.690	0.710
Q16	0.723	0.655
Q17	0.488	0.424
Q18	0.414	0.403
Q19	0.417	0.457
Q20	0.483	0.489

The validity of the survey questionnaire for this study was examined through an analysis of average variance extracted (AVE) and construct reliability (CR). In order to test the validity of the survey questionnaire for statistical analysis, the CR for each item should be at least 1.95; the standardized regression weights should be at least 0.5; the AVE should be at least 0.5; and the constitutive reliability of the latent variables should be at least 0.7. The results are presented in Table 6, and all survey questionnaires in this study were found to be valid.

Table 6. Validation of survey questionnaire (office worker group).

Latent Variable	Variable Number	Estimate	S.E.	C.R.	Sig.	Standardized Regression Weights	AVE	Construct Reliability
Brand awareness	Q2	1				0.841	0.747	0.897
	Q1	1.011	0.063	16.021	***	0.892		
	Q3	0.637	0.057	11.255	***	0.619		
Perceived product quality	Q12	1				0.745	0.784	0.879
	Q11	1.187	0.110	10.767	***	0.777		
	Q16	1				0.721		
Perceived service quality	Q14	0.858	0.108	7.970	***	0.519	0.573	0.841
	Q15	0.861	0.082	10.451	***	0.708		
	Q13	0.912	0.091	10.013	***	0.670		
Physical environment	Q23	1				0.731	0.639	0.875
	Q20	1.249	0.107	11.621	***	0.725		
	Q19	1.285	0.108	11.943	***	0.748		
	Q18	0.928	0.104	8.915	***	0.552		
Customer satisfaction	Q24	1				0.598	0.738	0.892
	Q25	1.415	0.134	10.597	***	0.832		
	Q26	1.341	0.125	10.693	***	0.851		
Customer habit	Q31	1				0.651	0.584	0.737
	Q27	1.371	0.181	7.572	***	0.691		
Intention to revisit	Q34	1				0.544	0.627	0.771
	Q10	0.849	0.179	4.742	***	0.512		

*** $p < 0.001$.

Table 7 is the result of analyzing the survey validation of the college student group.

Table 7. Validation of survey questionnaire (college student group).

Latent Variable	Variable Number	Estimate	S.E.	C.R.	Sig.	Standardized Regression Weights	AVE	Construct Reliability
Brand awareness	Q2	1				0.790	0.656	0.848
	Q1	1.099	0.096	11.397	***	0.859		
	Q3	0.713	0.078	9.181	***	0.561		
Perceived product quality	Q12	1				0.850	0.810	0.895
	Q11	0.934	0.123	7.622	***	0.771		
	Q16	1				0.716		
Perceived service quality	Q14	1.039	0.120	8.667	***	0.579	0.617	0.865
	Q15	0.900	0.091	9.849	***	0.675		
	Q13	1.038	0.101	10.280	***	0.717		
	Q23	1				0.723		
Physical environment	Q20	1.001	0.116	8.610	***	0.602	0.556	0.828
	Q19	0.634	0.103	6.146	***	0.411		
	Q18	1.128	0.123	9.203	***	0.659		
	Q24	1				0.537		
Customer satisfaction	Q25	1.608	0.176	9.142	***	0.842	0.733	0.888
	Q26	1.503	0.166	9.056	***	0.809		
	Q31	1				0.711		
Customer habit	Q27	1.502	0.281	5.340	***	0.751	0.535	0.697
	Q34	1				0.696		
Intention to revisit	Q10	1.590	0.388	4.093	***	0.561	0.556	0.712

*** $p < 0.001$.

4.3. Research Model Fit

The criterion used for determining the fitness of the research model was the fit index, which is most commonly used in the social sciences. Table 8 shows the results of analyzing the fit of the research model.

Table 8. Analysis of the fit of the research model.

Model	NFI	GFI	AGFI	CFI	X2/d.f	RMSEA
Reference value	≥0.9	≥0.9	≥0.8	≥0.9	≤3.0	≤0.100
Measurement value	0.902	0.907	0.866	0.945	1.744	0.060

For this study, the research model and hypotheses were analyzed through statistical analysis, and the results are presented in Tables 9 and 10.

Table 9. Research model analysis (office workers).

		Standardized Regression Weigh	Regression Weights	S.E.	C.R.	Sig.	Research Hypothesis
Brand awareness	Customer satisfaction	0.093	0.058	0.052	1.127	0.269	H1 Reject
Perceived service quality		0.370	0.303	0.086	3.513	***	H2 Accept
Perceived product quality		0.576	0.578	0.111	5.188	***	H3 Accept
Physical environment		0.143	0.140	0.142	0.983	0.326	H4 Reject

Table 9. Cont.

		Standardized Regression Weigh	Regression Weights	S.E.	C.R.	Sig.	Research Hypothesis	
Customer satisfaction	Intention to revisit	0.106	0.108	0.145	0.746	0.456	H5	Reject
Customer satisfaction	Customer habit	0.618	0.613	0.096	6.387	***	H6	Accept
Customer habit	Intention to revisit	0.841	0.838	0.189	4.444	***	H7	Accept

*** $p < 0.001$.

Table 10. Research model analysis (college students).

		Standardized Regression Weigh	Regression Weights	S.E.	C.R.	Sig.	Research Hypothesis	
Brand awareness		0.223	0.124	0.037	3.322	***	H1	Accept
Perceived service quality		0.188	0.143	0.068	2.101	0.036	H2	Accept
Perceived product quality	Customer satisfaction	0.185	0.117	0.045	2.606	0.009	H3	Accept
Physical environment		0.306	0.252	0.085	2.975	0.003	H4	Accept
Customer satisfaction	Intention to revisit	0.408	0.362	0.127	2.848	0.004	H5	Accept
Customer satisfaction	Customer habit	0.517	0.584	0.120	4.887	***	H6	Accept
Customer habit	Intention to revisit	0.379	0.297	0.124	2.396	0.017	H7	Accept

*** $p < 0.001$.

4.4. Research Hypothesis Test (Multi-Group Analysis)

In this study, the customers who visited the franchise coffee shop were divided into two groups (office workers and college students). The results in Tables 9 and 10 proved that the reasons the two groups intend to revisit the coffee shop differ. Table 9 displays the results of the research model analysis of office workers.

As a result, H2, H3, H6 and H7 in office workers group were accepted in the research hypotheses presented. Additionally, satisfaction with the franchise coffee shop did not affect the intention to revisit of office workers. The analysis further showed that the habits of office workers had a greater influence on their intention to revisit, more so than satisfaction. Satisfaction intention to revisit was rejected in statistical significance.

Table 10 displays the results of the research model analysis of college students.

All research hypotheses were accepted in the college students group. According to the analysis of the collected data, both customers' habitual revisiting behavior and customers' satisfaction had a positive effect on their intention to revisit. The analysis indicated that the intention to revisit due to customer satisfaction was greater than their intention to revisit due to habit.

Specifically, customers responded that they revisited a familiar coffee shop habitually to maintain their coffee shop loyalty program (membership program). Customers also responded that the excellent service of franchise coffee shop, brand awareness and their overall satisfaction with the physical environment affected their satisfaction. Customers' preference for coffee and overall satisfaction with the product habitually induced revisiting. In addition, the analysis demonstrated that remaining at the coffee shop for extended periods posed no inconvenience to customers, and that various amenities (free Wi-Fi, décor of the coffee shop, comfortable seating, etc.) and cleanliness of the shop were all factors

affecting customer satisfaction. Furthermore, it is evident that the attributes of the coffee shop's environment had a greater influence on customer satisfaction than product quality.

College students preferred to enjoy good coffee in a shop that was easy to visit, clean and comfortable and one that offers a variety of additional amenities, such as Wi-Fi. In considering these reasons, college students' intention to revisit the coffee shop was analyzed. This suggests that in order to encourage the intention to repurchase of low-involvement products, such as revisiting coffee shops, it is important to provide the factors that the customer can immediately think of when deciding to consume the product.

Perceived product quality as a positive influence on customers' habits was also analyzed. Customer satisfaction caused the repurchasing of familiar brands among the various franchise coffee-shop brands they knew. Overall satisfaction with products, such as coffee taste, product diversity and brand awareness, as major factors influencing customer satisfaction, were also analyzed.

According to the findings discussed above, it is necessary to provide customers with a positive image by ensuring quality and convenience using various amenities in order to continuously encourage customers to revisit. In addition, this positive image results in the brand of the franchise coffee shop being perceived positively. Therefore it can be deduced that customers will habitually revisit the shop. This leads franchise coffee shops to infer that customers need to continually and consistently recognize their brand through ongoing public relations.

4.5. Analysis of Mediation Effect (Multi-Group Analysis)

In Table 11, the college student group was analyzed, and it was found that the mediating effect of habit on customer satisfaction and revisit intention was considered statistically significant. From this, it is evident that among the college student group, habits play a mediating role in customer satisfaction and revisit intentions.

Table 11. Indirect effects—two-tailed significance (college students).

	Perceived Service Quality	Perceived Product Quality	Brand Awareness	Physical Environment	Customer Satisfaction
Habit	0.040	0.024	0.006	0.024	
Revisit	0.064	0.018	0.024	0.031	0.046

Table 12 shows the results of analyzing the mediating effect of customer habits.

Table 12. Analysis of mediating effect of customer habits.

Path	Estimate	S.E.	95% Significance Level
Customer satisfaction-> customer habit-> intention to revisit	0.174	0.100	0.025~0.401

5. Conclusions

This research explored the reasons for customers' intentions to revisit a franchise coffee shop. Many researchers have found that customer satisfaction is a major factor in the intention to revisit, and the factors affecting customer satisfaction have been presented as major research topics. Previous research has also identified the convenience of the space and friendly service as main factors of customer satisfaction.

This paper results demonstrate that coffee quality and satisfaction with the service quality have important roles in revisiting. Therefore, a coffee shop should respond quickly to customer complaints and provide services very quickly. Furthermore, the quality of the product should be continually maintained.

In addition, as a result of this multi-group analysis, it was determined that satisfaction with franchise coffee shops creates familiarity, and this affects revisits.

5.1. Research Implications

Consumers are limited in terms of economic rationality and often make irrational decisions. This is especially true for products that are not expensive and are consumed in everyday life. Through the research, it was studied that habits play an important role as well as satisfaction in consumers' intention to repurchase. This study indicates that if a customer is satisfied with a franchise coffee shop (price, quality, space, etc.), there is a probability of purchasing the same brand again. From the customer's point of view, purchasing products of the same brand is a means of reducing the risk of product failure [31]. Thus, habits become a means of reducing the risk of purchasing [31]. This is also consistent with the analysis of previous studies. However, a different research result was found in the college student group. In particular, it was studied that satisfaction with the physical environment of a coffee shop is important, and that customers of this group spend a lot of time in information search for new products and physical environment even though this involves a complex decision-making process. This is a different study result from the results of previous studies, in which the habitual behavior of the consumer is mainly applied to low-priced products and daily decision-making. In other words, this means that the characteristics of consumer behavior differ by generation.

5.2. Managerial Implications

Before revisiting a coffee shop, customers habitually recalled the coffee shop they wanted to revisit, suggesting that the taste of the coffee and the quality of the various products have a very important impact on customer habits. In other words, the franchise coffee shop needs to improve its brand awareness through continual promotion. In addition, ensuring coffee and beverage quality and the diversity of coffee sold are key points for attracting repeat customers. In addition, it is necessary to maintain a customer inducement program to make customers feel familiar with the coffee shop.

Moreover, the results of the present study indicate that office workers and college students have different intentions to revisit coffee shops. Office workers' satisfaction is based on the quality of coffee, brands awareness and familiarity of the coffee shop, and these are the main factors for revisiting.

The satisfaction and habits of college students were observed to have an effect on revisiting. Of course, satisfaction was determined to be a greater factor than habits when deciding to revisit. In addition, it is the quality of the coffee and beverages sold at the shop that influences students' revisiting habits.

6. Discussion

This study divided customers into groups of office workers and college students, but the fact that there were only 460 valid survey subjects remains a limitation of the study. Therefore, it is necessary to examine these questions with a larger sample and to study customers' intention to revisit through various types of surveys, such as questionnaires and interviews.

In addition, it is necessary to consider the limitations of SEM applied as a research method in this study. In other words, latent variables and unmeasured variables that are not considered when developing a research model can create a more suitable research model than the current research model. In addition, an error in data measurement and an error in causality caused by it may be raised as problems. Moreover, even if the direction of the causal relationship between latent variables in SEM is changed, the effect on the fit of the research model is limited.

Further research is needed on the causal relationship between customer satisfaction and customer habits. The study found that customers' habits influenced their intention to revisit. Therefore, companies need to identify strategies for creating and maintaining new habits. In addition, it is necessary to study how changes in customers' habits affect repurchasing. A comprehensive study on customers' purchase habits by analyzing their habitual purchase types, the factors influencing these habits and the role played by variables

in influencing changes in habits is suggested. In addition, it is necessary to analyze the repurchase characteristics of consumers by diversifying the purchased product groups and the age groups of consumers.

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