

DAFTAR GAMBAR

Gambar 2. 1 Kerangka Pemikiran	27
Gambar 3. 1 Tahapan Penelitian	35
Gambar 3. 2 Garis Kontinum Skor Pengukuran	44
Gambar 3. 3 Decision Tree Diagram	46
Gambar 4. 1 Garis Kontinum Generasi X sub Variabel Merchandise	54
Gambar 4. 2 Garis Kontinum Generasi X sub Variabel Service Personnel	56
Gambar 4. 3 Garis Kontinum Generasi X sub Variabel Convenience	57
Gambar 4. 4 Garis Kontinum Generasi X sub Variabel Store Atmosphere	58
Gambar 4. 5 Garis Kontinum Generasi X sub Variabel Service	60
Gambar 4. 6 Garis Kontinum Generasi X sub Variabel Accessibility	61
Gambar 4. 7 Garis Kontinum Generasi X sub Variabel Price	63
Gambar 4. 8 Garis Kontinum Generasi X sub Variabel Security	64
Gambar 4. 9 Garis Kontinum Generasi X sub Variabel Public Facilities	65
Gambar 4. 10 Garis Kontinum Generasi X sub Variabel Reputation	67
Gambar 4. 11 Garis Kontinum Generasi Z sub Variabel Merchandise	68
Gambar 4. 12 Garis Kontinum Generasi Z sub Variabel Service Personnel	70
Gambar 4. 13 Garis Kontinum Generasi Z sub Variabel Convenience	71
Gambar 4. 14 Garis Kontinum Generasi Z sub Variabel Store Atmosphere	73
Gambar 4. 15 Garis Kontinum Generasi Z sub Variabel Service	74
Gambar 4. 16 Garis Kontinum Generasi Z sub Variabel Accessibility	76
Gambar 4. 17 Garis Kontinum Generasi Z sub Variabel Price	77
Gambar 4. 18 Garis Kontinum Generasi Z sub Variabel Security	79
Gambar 4. 19 Garis Kontinum Generasi Z sub Variabel Public Facilities	80
Gambar 4. 20 Garis Kontinum Generasi Z sub Variabel Reputation	82
Gambar 4. 21 Hasil Uji Mann-Withney U Test Merchandise	84
Gambar 4. 22 Hasil Uji Mann-Withney U Test Service Personnel	85
Gambar 4. 23 Hasil Uji Mann-Withney U Test Convenience	86
Gambar 4. 24 Hasil Uji Mann-Withney U Test Store Atmosphere	87
Gambar 4. 25 Hasil Uji Mann-Withney U Test Service	88
Gambar 4. 26 Hasil Uji Mann-Withney U Test Accessibility	89

Gambar 4. 27 Hasil Uji Mann-Withney U Test Price	90
Gambar 4. 28 Hasil Uji Mann-Withney U Test Security	91
Gambar 4. 29 Hasil Uji Mann-Withney U Test Public Facilities	92
Gambar 4. 30 Hasil Uji Mann-Withney U Test Reputation.....	93