



**LAMPIRAN 1**  
**Pengantar Kuesioner**

## **Pengantar Kuesioner**



### **PENGARUH DIMENSI EXPERIENTIAL MARKETING TERHADAP MINAT BELI ULANG KONSUMEN KAFE PONDOK ALAM GLENMORE**

Kepada Yth.

Sdr/i. Konsumen Kafe Pondok Alam Glenmore

di tempat

Berkaitan dengan kegiatan penelitian yang saya lakukan dengan judul “Pengaruh Dimensi Experiential Marketing Terhadap Minat Beli Konsumen Kafe Pondok Alam Glenmore” sebagai salah satu syarat untuk memperoleh gelar Sarjana Ekonomi pada Universitas Muhammadiyah Jember, maka dengan ini saya mengharapkan bantuan saudara untuk mengisi daftar Pernyataan yang saya sertakan di bawah ini.

Agar memperoleh masukan yang berarti, saya berharap kuisioner ini diisi dengan keadaan yang sebenarnya. Semua sumber dan data yang diperoleh dijamin kerahasiaannya.

Atas perhatian dan bantuannya saya mengucapkan banyak terima kasih.

**Silviatus Diantari**

**NIM. 16.1041.1224**



**LAMPIRAN 2**  
**Kuesioner Penelitian**

## KUESIONER PENELITIAN

### PENGARUH DIMENSI EXPERIENTIAL MARKETING TERHADAP MINAT BELI ULANG KONSUMEN KAFE PONDOK ALAM GLENMORE

#### Identitas Responden

1. Nama : .....
2. Jenis Kelamin : .....
3. Usia : .....
4. Pendidikan Terakhir : ..... (silahkan pilih dengan tanda silang (X))
  - a. SD
  - b. SMP
  - c. SMA
  - d. Akademi/Perguruan Tinggi (D3/D4/S1/S2/S3)
5. Pekerjaan : .....
  - a. Pegawai Negeri
  - b. Pegawai Swasta
  - c. Wiraswasta
  - d. Pedagang
  - e. Pelajar/Mahasiswa
  - f. Lainnya:.....

**Petunjuk Pengisian :** anda dapat memilih salah satu jawaban yang menurut anda paling tepat dengan memberikan tanda (✓) pada kolom tersedia.

Keterangan:

- |    |                 |     |                       |
|----|-----------------|-----|-----------------------|
| SS | = Sangat Setuju | TS  | = Tidak Setuju        |
| S  | = Setuju        | STS | = Sangat Tidak Setuju |
| KS | = Kurang Setuju |     |                       |

## Experiential Marketing

1. Panca Indera/Sense		Jawaban				
No.	Pernyataan	SS	S	KS	TS	STS
1.	Saya merasa tertarik pada desain dan <i>layout</i> Kafe Pondok Alam Glenmore					
2.	Kesejukan dan kebersihan di area Kafe Pondok Alam Glenmore membawa rasa nyaman					
3.	Rasa masakanan dan minuman yang disajikan oleh Kafe Pondok Alam Glenmore memiliki cita rasa sesuai dengan selera					
2. Perasaan/Feel		Jawaban				
No.	Pernyataan	SS	S	KS	TS	STS
1.	Karyawan Kafe Pondo Alam Glenmore bersikap ramah dan sopan kepada konsumen					
2.	Karyawan Kafe Pondok Alam Glenmore memberikan pelayanan yang cepat					
3.	Saya percaya bahwa makanan dan minuman di Kafe Pondok Alam Glenmore terjamin keamanannya untuk dikonsumsi					
3. Berfikir/Think		Jawaban				
No.	Pernyataan	SS	S	KS	TS	STS
1.	Harga yang ditawarkan sesuai dengan kualitas produk yang diberikan Kafe Pondok Alam Glenmore					
2.	Lokasi Kafe Pondok Alam Glenmore cukup strategis sehingga mudah dijangkau					
3.	Promosi yang diadakan Kafe Pondok Alam Glenmore menarik					

4. Bertindak/Act		Jawaban				
No.	Pernyataan	SS	S	KS	TS	STS
1.	Saya tertarik untuk mencoba beragam macam menu makanan dan minuman lain yang ditawarkan Kafe Pondok Alam Glenmore					
2.	Saya mendapatkan ganti rugi apabila makanan atau minuman yang disajikan ternyata gosong, kurang matang, hambar dan lain-lain					
3.	Adanya interaksi yang baik antara karyawan dengan konsumen Kafe Pondok Alam Glenmore					
5. Berhubungan/Relate		Jawaban				
No.	Pernyataan	SS	S	KS	TS	STS
1.	Kafe Pondok Alam Glenmore cocok untuk tempat berkumpul dengan teman dan keluarga					
2.	Saya merasa senang ketika karyawan Kafe Pondok Alam Glenmore menyapa pengunjung yang datang					
3.	Merasa diperhatikan karena Kafe Pondok Alam Glenmore selalu menanggapi komplain dalam bentuk saran dan kritik					
6. Minat Beli Konsumen		Jawaban				
No.	Pernyataan	SS	S	KS	TS	STS
1.	Saya akan mengunjungi kembali Kafe Pondok Alam Glenmore di waktu dan kesempatan yang akan datang					
2.	Saya akan merekomendasikan Kafe Pondok Alam Glenmore kepada orang lain					
3.	Saya akan mencari informasi terbaru mengenai Kafe Pondok Alam Glenmore					



**LAMPIRAN 3**  
**Rekapitulasi Kuesioner Penelitian**



32	4	4	3	11	3	4	4	11	3	4	4	11	4	3	3	10	4	4	3	11	3	4	4	11
33	3	3	4	10	2	3	3	8	3	3	3	9	3	4	3	10	3	3	3	9	3	3	4	10
34	4	4	4	12	4	4	4	12	4	4	5	13	4	4	4	12	4	4	4	12	4	4	4	12
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36	4	4	4	12	4	4	4	12	4	4	4	12	4	4	5	13	4	4	4	12	4	4	4	12
37	5	5	5	15	5	5	5	15	4	5	5	14	5	5	5	15	5	5	5	15	5	5	5	15
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89	5	4	4	13	4	5	4	13	4	4	4	12	5	4	4	13	4	4	5	13	5	4	4	13
90	4	4	5	13	5	5	5	15	4	5	5	14	4	5	5	14	5	5	5	14	4	5	5	14

Sumber: Data yang Diolah 2020



**LAMPIRAN 4**

**Hasil Output Karakteristik Responden**

## 1. Jenis Kelamin

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	L	48	53,3	53,3	53,3
	P	42	46,7	46,7	100,0
	Total	90	100,0	100,0	

## 2. Usia

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>30	2	2,2	2,2	2,2
	17-20	11	12,2	12,2	14,4
	21-25	71	78,9	78,9	93,3
	26-30	6	6,7	6,7	100,0
	Total	90	100,0	100,0	

## 3. Pendidikan Terakhir

Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	8	8,9	8,9	8,9
	Sarjana	13	14,4	14,4	23,3
	SMA	61	67,8	67,8	91,1
	SMP	8	8,9	8,9	100,0
	Total	90	100,0	100,0	

#### 4. Pekerjaan

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Negeri	7	7,8	7,8	7,8
	Pegawai Swasta	20	22,2	22,2	30,0
	Pelajar/Mahasiswa	30	33,3	33,3	63,3
	TNI/Polri	9	10,0	10,0	73,3
	Wiraswasta	24	26,7	26,7	100,0
	Total	90	100,0	100,0	





### **1. Sense**

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	5,6	5,6
	4	59	65,6	65,6
	5	26	28,9	28,9
Total	90	100,0	100,0	100,0

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7,8	7,8
	4	52	57,8	57,8
	5	31	34,4	34,4
Total	90	100,0	100,0	100,0

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	5,6	5,6
	4	55	61,1	61,1
	5	30	33,3	33,3
Total	90	100,0	100,0	100,0

## **2. Feel**

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,1	1,1	1,1
	3	2	2,2	2,2	3,3
	4	61	67,8	67,8	71,1
	5	26	28,9	28,9	100,0
	Total	90	100,0	100,0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4,4	4,4	4,4
	4	53	58,9	58,9	63,3
	5	33	36,7	36,7	100,0
	Total	90	100,0	100,0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	5,6	5,6	5,6
	4	59	65,6	65,6	71,1
	5	26	28,9	28,9	100,0
	Total	90	100,0	100,0	

### 3. Think

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8,9	8,9
	4	57	63,3	63,3
	5	25	27,8	27,8
Total	90	100,0	100,0	100,0

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3,3	3,3
	4	58	64,4	64,4
	5	29	32,2	32,2
Total	90	100,0	100,0	100,0

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3,3	3,3
	4	59	65,6	65,6
	5	28	31,1	31,1
Total	90	100,0	100,0	100,0

#### 4. Act

X4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	5,6	5,6
	4	66	73,3	73,3
	5	19	21,1	21,1
Total	90	100,0	100,0	100,0

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7,8	7,8
	4	56	62,2	62,2
	5	27	30,0	30,0
Total	90	100,0	100,0	100,0

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	14,4	14,4
	4	38	42,2	42,2
	5	39	43,3	43,3
Total	90	100,0	100,0	100,0

**5. Relate**

X5.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4,4	4,4
	4	59	65,6	65,6
	5	27	30,0	30,0
Total	90	100,0	100,0	100,0

X5.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3,3	3,3
	4	61	67,8	67,8
	5	26	28,9	28,9
Total	90	100,0	100,0	100,0

X5.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7,8	7,8
	4	58	64,4	64,4
	5	25	27,8	27,8
Total	90	100,0	100,0	100,0

## 6. Minat Beli Ulang

Y.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6,7	6,7
	4	54	60,0	60,0
	5	30	33,3	33,3
Total	90	100,0	100,0	100,0

Y.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2,2	2,2
	4	62	68,9	68,9
	5	26	28,9	28,9
Total	90	100,0	100,0	100,0

Y.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2,2	2,2
	4	64	71,1	71,1
	5	24	26,7	26,7
Total	90	100,0	100,0	100,0



### 1. Sense

**Correlations**

		X1.1	X1.2	X1.3	X1
X1.1	Pearson Correlation	1	,501**	,228*	,723**
	Sig. (2-tailed)		,000	,031	,000
	N	90	90	90	90
X1.2	Pearson Correlation	,501**	1	,549**	,878**
	Sig. (2-tailed)	,000		,000	,000
	N	90	90	90	90
X1.3	Pearson Correlation	,228*	,549**	1	,756**
	Sig. (2-tailed)	,031	,000		,000
	N	90	90	90	90
X1	Pearson Correlation	,723**	,878**	,756**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	90	90	90	90

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

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

## 2. Feel

**Correlations**

		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	,476**	,450**	,810**
	Sig. (2-tailed)		,000	,000	,000
	N	90	90	90	90
X2.2	Pearson Correlation	,476**	1	,381**	,786**
	Sig. (2-tailed)	,000		,000	,000
	N	90	90	90	90
X2.3	Pearson Correlation	,450**	,381**	1	,766**
	Sig. (2-tailed)	,000	,000		,000
	N	90	90	90	90
X2	Pearson Correlation	,810**	,786**	,766**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	90	90	90	90

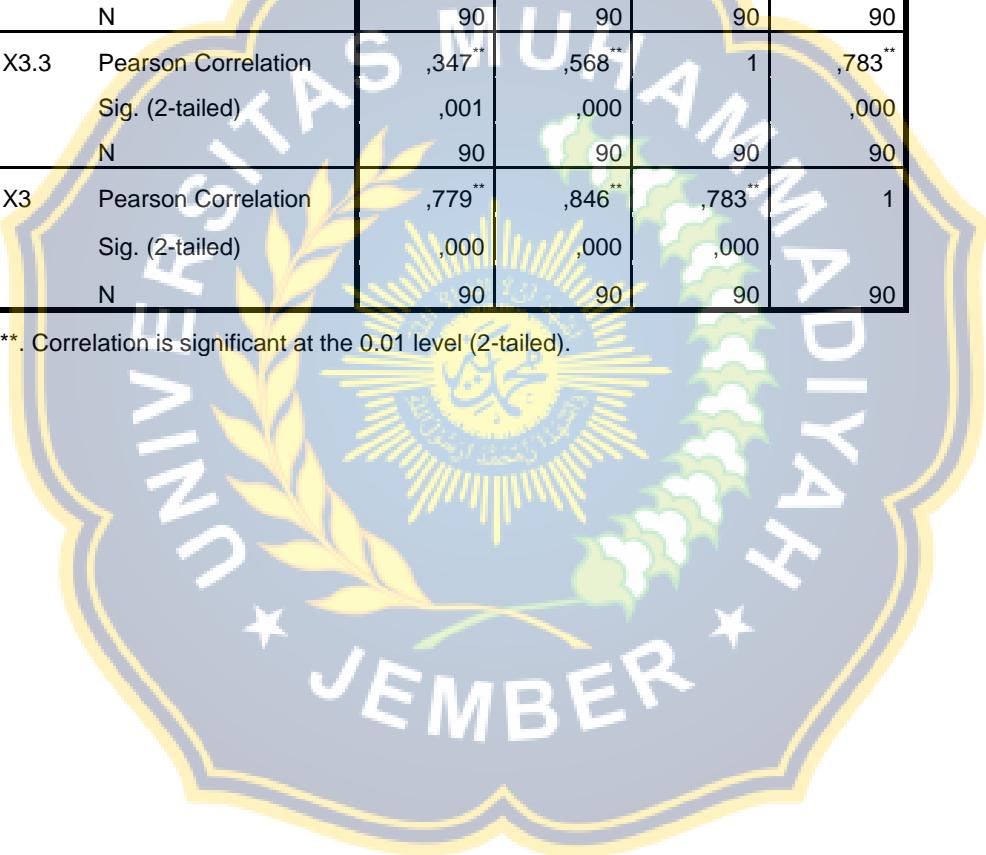
\*\*. Correlation is significant at the 0.01 level (2-tailed).

### 3. Think

**Correlations**

		X3.1	X3.2	X3.3	X3
X3.1	Pearson Correlation	1	,485**	,347**	,779**
	Sig. (2-tailed)		,000	,001	,000
	N	90	90	90	90
X3.2	Pearson Correlation	,485**	1	,568**	,846**
	Sig. (2-tailed)	,000		,000	,000
	N	90	90	90	90
X3.3	Pearson Correlation	,347**	,568**	1	,783**
	Sig. (2-tailed)	,001	,000		,000
	N	90	90	90	90
X3	Pearson Correlation	,779**	,846**	,783**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	90	90	90	90

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



#### 4. Act

**Correlations**

		X4.1	X4.2	X4.3	X4
X4.1	Pearson Correlation	1	,586**	,320**	,745**
	Sig. (2-tailed)		,000	,002	,000
	N	90	90	90	90
X4.2	Pearson Correlation	,586**	1	,475**	,845**
	Sig. (2-tailed)	,000		,000	,000
	N	90	90	90	90
X4.3	Pearson Correlation	,320**	,475**	1	,801**
	Sig. (2-tailed)	,002	,000		,000
	N	90	90	90	90
X4	Pearson Correlation	,745**	,845**	,801**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	90	90	90	90

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

## 5. Relate

**Correlations**

		X5.1	X5.2	X5.3	X5
X5.1	Pearson Correlation	1	,420**	,389**	,763**
	Sig. (2-tailed)		,000	,000	,000
	N	90	90	90	90
X5.2	Pearson Correlation	,420**	1	,484**	,795**
	Sig. (2-tailed)	,000		,000	,000
	N	90	90	90	90
X5.3	Pearson Correlation	,389**	,484**	1	,805**
	Sig. (2-tailed)	,000	,000		,000
	N	90	90	90	90
X5	Pearson Correlation	,763**	,795**	,805**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	90	90	90	90

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

## 6. Minat Beli Ulang

Correlations

		Y.1	Y.2	Y.3	Y
Y.1	Pearson Correlation	1	,419**	,248*	,737**
	Sig. (2-tailed)		,000	,018	,000
	N	90	90	90	90
Y.2	Pearson Correlation	,419**	1	,670**	,863**
	Sig. (2-tailed)	,000		,000	,000
	N	90	90	90	90
Y.3	Pearson Correlation	,248*	,670**	1	,779**
	Sig. (2-tailed)	,018	,000		,000
	N	90	90	90	90
Y	Pearson Correlation	,737**	,863**	,779**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	90	90	90	90

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

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



**LAMPIRAN 7**  
**Hasil Uji Reliabilitas**

**1. Sense**

**Reliability Statistics**

Cronbach's	N of Items
Alpha	
,694	3

**2. Feel**

**Reliability Statistics**

Cronbach's	N of Items
Alpha	
,698	3

**3. Think**

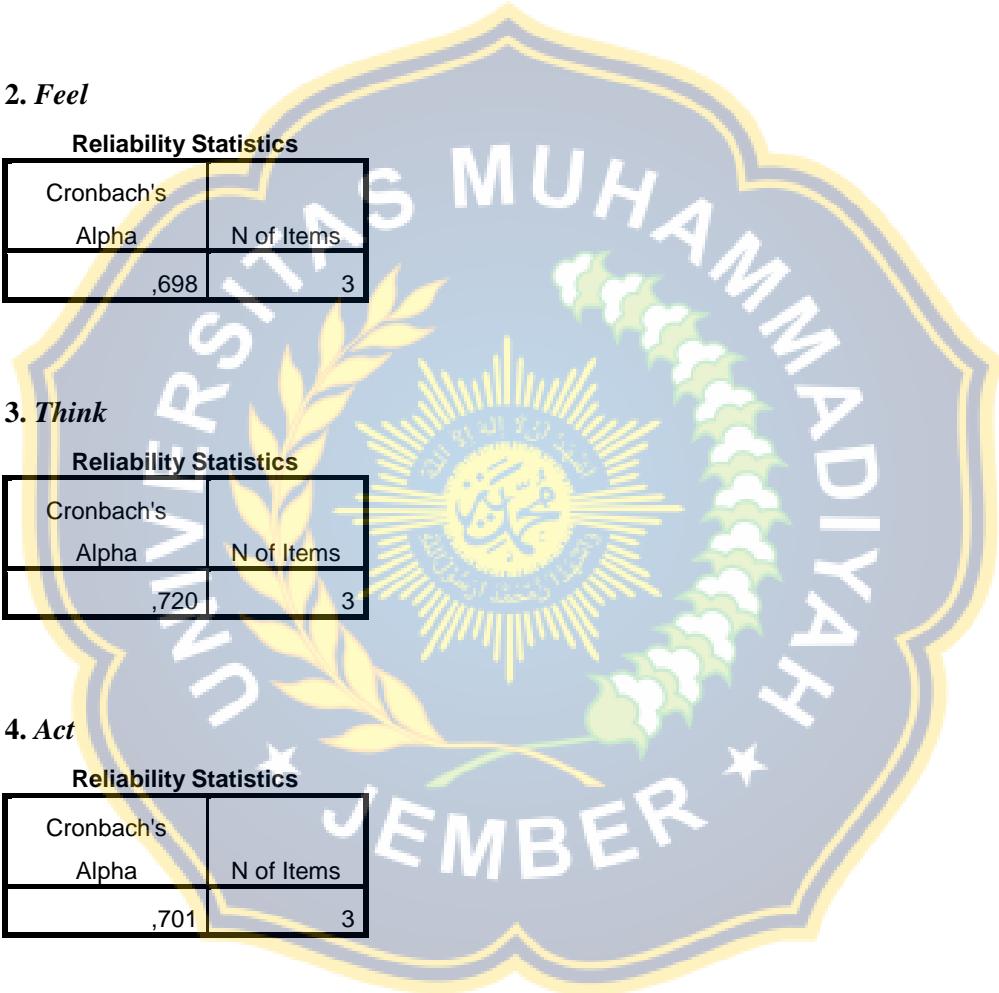
**Reliability Statistics**

Cronbach's	N of Items
Alpha	
,720	3

**4. Act**

**Reliability Statistics**

Cronbach's	N of Items
Alpha	
,701	3



**5. Relate**

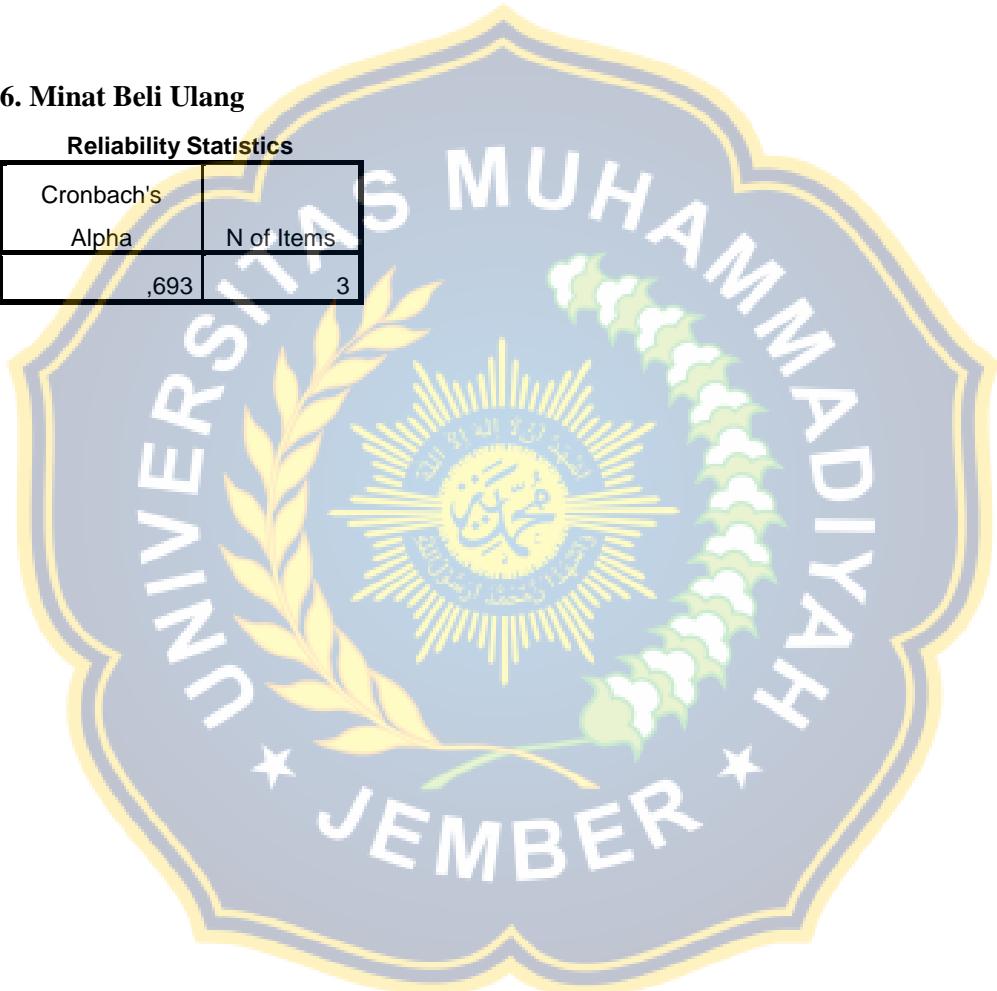
**Reliability Statistics**

Cronbach's	N of Items
Alpha	
,693	3

**6. Minat Beli Ulang**

**Reliability Statistics**

Cronbach's	N of Items
Alpha	
,693	3





```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X1 X2 X3 X4 X5
/SCATTERPLOT=(*SRESID ,*ZPRED)
/RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).

```

## Regression

	Notes	
Output Created		16-APR-2020 22:47:24
Comments		
Input	Active Dataset Filter Weight Split File	DataSet1 <none> <none> <none>
Missing Value Handling	N of Rows in Working Data File Definition of Missing	User-defined missing values are treated as missing.
Syntax	Cases Used	Statistics are based on cases with no missing values for any variable used.
Resources	Processor Time Elapsed Time Memory Required Additional Memory Required for Residual Plots	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X1 X2 X3 X4 X5 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).  00:00:00,89 00:00:00,48  3188 bytes 880 bytes
		90

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	X5, X1, X3, X4, X2 <sup>b</sup>	.	Enter

- a. Dependent Variable: Y  
b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,969 <sup>a</sup>	,940	,936	,310

- a. Predictors: (Constant), X5, X1, X3, X4, X2  
b. Dependent Variable: Y

Model	Coefficients <sup>a</sup>							
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	,485	,348		1,393	,167		
	X1	,175	,048	,191	3,604	,001	,256	3,910
	X2	,208	,065	,218	3,215	,002	,156	6,421
	X3	,190	,052	,202	3,659	,000	,236	4,239
	X4	,198	,051	,230	3,900	,000	,206	4,844
	X5	,194	,065	,200	3,004	,004	,161	6,205

a. Dependent Variable: Y

Coefficient Correlations <sup>a</sup>							
Model		X5	X1	X3	X4	X2	
1	Correlations	X5	1,000	-,166	-,236	-,256	-,415
		X1	-,166	1,000	-,169	-,266	-,183
		X3	-,236	-,169	1,000	-,143	-,264
		X4	-,256	-,266	-,143	1,000	-,248
		X2	-,415	-,183	-,264	-,248	1,000
	Covariances	X5	,004	-,001	-,001	-,001	-,002
		X1	-,001	-,002	,000	-,001	-,001
		X3	-,001	,000	,003	,000	-,001
		X4	-,001	-,001	,000	,003	-,001
		X2	-,002	-,001	-,001	-,001	,004

a. Dependent Variable: Y

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	X1	X2	X3	X4	X5
1	1	5,985	1,000	,00	,00	,00	,00	,00	,00
	2	,008	27,817	,93	,01	,00	,01	,03	,00
	3	,002	51,005	,01	,69	,03	,34	,03	,02
	4	,002	53,533	,05	,30	,00	,26	,64	,00
	5	,002	60,980	,02	,00	,24	,39	,31	,28
	6	,001	73,905	,00	,00	,73	,00	,00	,68

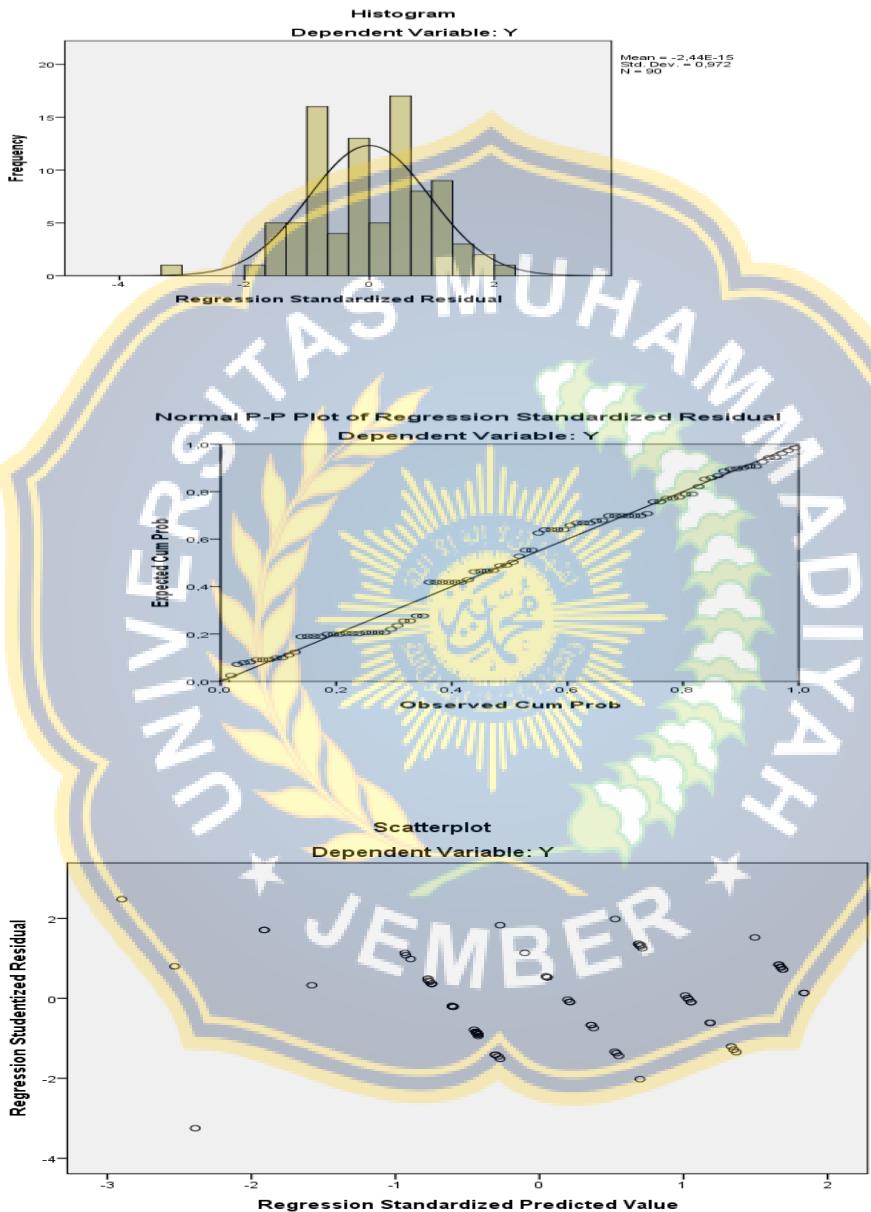
a. Dependent Variable: Y

### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9,33	14,96	12,78	1,187	90
Std. Predicted Value	-2,900	1,837	,000	1,000	90
Standard Error of Predicted Value	,034	,154	,077	,021	90
Adjusted Predicted Value	9,11	14,96	12,77	1,194	90
Residual	-,940	,666	,000	,301	90
Std. Residual	-3,037	2,151	,000	,972	90
Stud. Residual	-3,250	2,480	,005	1,020	90
Deleted Residual	-1,077	,885	,003	,332	90
Stud. Deleted Residual	-3,455	2,561	,004	1,034	90
Mahal. Distance	,076	21,087	4,944	3,331	90
Cook's Distance	,000	,338	,018	,045	90
Centered Leverage Value	,001	,237	,056	,037	90

a. Dependent Variable: Y

## Charts



LAMPIRAN 9

Tabel r *product moment* dan  
Tabel Distribusi t



**Tabel r product Moment (Sig = 0,05)**

df	r	df	r	df	r	df	r
1	<b>0.9969</b>	26	<b>0.3739</b>	51	<b>0.2706</b>	76	<b>0.2227</b>
2	<b>0.9500</b>	27	<b>0.3673</b>	52	<b>0.2681</b>	77	<b>0.2213</b>
3	<b>0.8783</b>	28	<b>0.3610</b>	53	<b>0.2656</b>	78	<b>0.2199</b>
4	<b>0.8114</b>	29	<b>0.3550</b>	54	<b>0.2632</b>	79	<b>0.2165</b>
5	<b>0.7545</b>	30	<b>0.3494</b>	55	<b>0.2609</b>	80	<b>0.2162</b>
6	<b>0.7067</b>	31	<b>0.3440</b>	56	<b>0.2586</b>	81	<b>0.2159</b>
7	<b>0.6664</b>	32	<b>0.3388</b>	57	<b>0.2564</b>	82	<b>0.2146</b>
8	<b>0.6319</b>	33	<b>0.3388</b>	58	<b>0.2542</b>	83	<b>0.2133</b>
9	<b>0.6021</b>	34	<b>0.3291</b>	59	<b>0.2521</b>	84	<b>0.2120</b>
10	<b>0.5760</b>	35	<b>0.3246</b>	60	<b>0.2500</b>	85	<b>0.2108</b>
11	<b>0.5529</b>	36	<b>0.3202</b>	61	<b>0.2480</b>	86	<b>0.2096</b>
12	<b>0.5324</b>	37	<b>0.3160</b>	62	<b>0.2461</b>	87	<b>0.2084</b>
13	<b>0.5140</b>	38	<b>0.3120</b>	63	<b>0.2441</b>	88	<b>0.2072</b>
14	<b>0.4973</b>	39	<b>0.3081</b>	64	<b>0.2423</b>	89	<b>0.2061</b>
15	<b>0.4821</b>	40	<b>0.3044</b>	65	<b>0.2404</b>	90	<b>0.2050</b>
16	<b>0.4683</b>	41	<b>0.3008</b>	66	<b>0.2387</b>	91	<b>0.2039</b>
17	<b>0.4555</b>	42	<b>0.2973</b>	67	<b>0.2369</b>	92	<b>0.2028</b>
18	<b>0.4438</b>	43	<b>0.2940</b>	68	<b>0.2352</b>	93	<b>0.2018</b>
19	<b>0.4329</b>	44	<b>0.2907</b>	69	<b>0.2335</b>	94	<b>0.2006</b>
20	<b>0.4227</b>	45	<b>0.2876</b>	70	<b>0.2319</b>	95	<b>0.1996</b>
21	<b>0.4132</b>	46	<b>0.2845</b>	71	<b>0.2303</b>	96	<b>0.1986</b>
22	<b>0.4044</b>	47	<b>0.2816</b>	72	<b>0.2287</b>	97	<b>0.1975</b>
23	<b>0.3961</b>	48	<b>0.2787</b>	73	<b>0.2272</b>	98	<b>0.1966</b>
24	<b>0.3882</b>	49	<b>0.2759</b>	74	<b>0.2257</b>	99	<b>0.1956</b>
25	<b>0.3809</b>	50	<b>0.2732</b>	75	<b>0.2242</b>	100	<b>0.1946</b>

Sumber: Ghozali (2016).

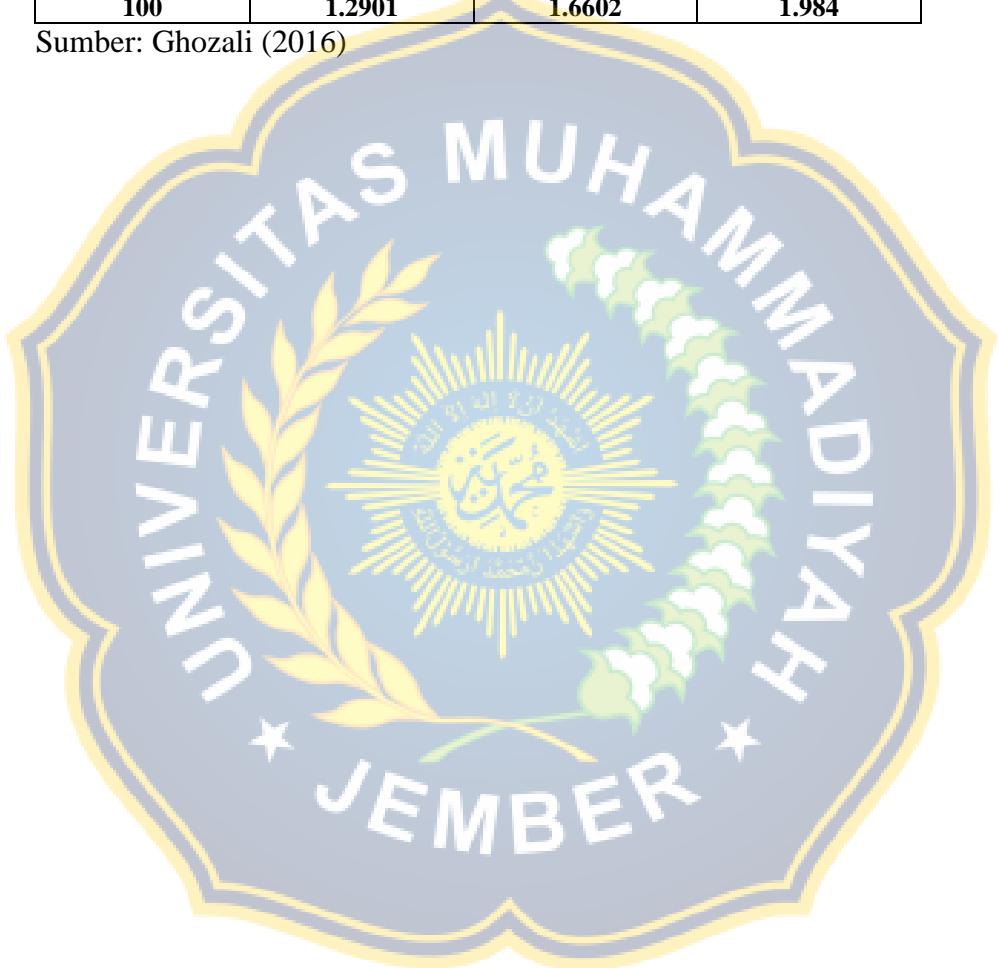
**Tabel Distribusi t**

Df	0,1	0,05	0,025
1	3.0777	6.3138	12.7062
2	1.8856	2.9200	4.3027
3	1.6377	2.3534	3.1824
4	1.5332	2.1318	2.7764
5	1.4759	2.0150	2.5706
6	1.4398	1.9432	2.4469
7	1.4149	1.8946	2.3646
8	1.3968	1.8595	2.3060
9	1.3830	1.8331	2.2622
10	1.3722	1.8125	2.2281
11	1.3634	1.7959	2.2010
12	1.3562	1.7823	2.1788
13	1.3502	1.7709	2.1604
14	1.3450	1.7613	2.1448
15	1.3406	1.7531	2.1314
16	1.3368	1.7459	2.1199
17	1.3334	1.7396	2.1098
18	1.3304	1.7341	2.1009
19	1.3277	1.7291	2.0930
20	1.3253	1.7247	2.0860
21	1.3232	1.7207	2.0796
22	1.3212	1.7171	2.0739
23	1.3195	1.7139	2.0687
24	1.3178	1.7109	2.0639
25	1.3163	1.7081	2.0595
26	1.3150	1.7056	2.0555
27	1.3137	1.7033	2.0518
28	1.3125	1.7011	2.0484
29	1.3114	1.6991	2.0452
30	1.3104	1.6973	2.0423
31	1.3095	1.6955	2.0395
32	1.3086	1.6939	2.0369
33	1.3077	1.6924	2.0345
34	1.3070	1.6909	2.0322
35	1.3062	1.6896	2.0301
36	1.3055	1.6883	2.0281
37	1.3049	1.6871	2.0262
38	1.3042	1.6860	2.0244
39	1.3036	1.6849	2.0227
40	1.3031	1.6839	2.0211
41	1.3025	1.6829	2.0195
42	1.3020	1.6820	2.0181
43	1.3016	1.6811	2.0167
44	1.3011	1.6802	2.0154

45	1.3006	1.6794	2.0141
46	1.3002	1.6787	2.0129
47	1.2998	1.6779	2.0117
48	1.2994	1.6772	2.0106
49	1.2991	1.6766	2.0096
50	1.2987	1.6759	2.0086
51	1.2984	1.6753	2.0076
52	1.2980	1.6747	2.0066
53	1.2977	1.6741	2.0057
54	1.2974	1.6736	2.0049
55	1.2971	1.6730	2.0040
56	1.2969	1.6725	2.0032
57	1.2966	1.6720	2.0025
58	1.2963	1.6716	2.0017
59	1.2961	1.6711	2.0010
60	1.2958	1.6706	2.0003
61	1.2956	1.6702	1.9996
62	1.2954	1.6698	1.9990
63	1.2951	1.6694	1.9983
64	1.2949	1.6690	1.9977
65	1.2947	1.6686	1.9971
66	1.2945	1.6683	1.9966
67	1.2943	1.6679	1.9960
68	1.2941	1.6676	1.9955
69	1.2939	1.6672	1.9949
70	1.2938	1.6669	1.9944
71	1.2936	1.6666	1.9939
72	1.2934	1.6663	1.9935
73	1.2933	1.6660	1.9930
74	1.2931	1.6657	1.9925
75	1.2929	1.6654	1.9921
76	1.2928	1.6652	1.9917
77	1.2926	1.6649	1.9913
78	1.2925	1.6646	1.9908
79	1.2924	1.6644	1.9905
80	1.2922	1.6641	1.9901
81	1.2921	1.6639	1.9897
82	1.2920	1.6636	1.9893
83	1.2918	1.6634	1.9890
84	1.2917	1.6632	1.9886
85	1.2916	1.6630	1.9883
86	1.2915	1.6628	1.9879
87	1.2914	1.6626	1.9876
88	1.2912	1.6624	1.9873
89	1.2911	1.6622	1.987
90	1.291	1.662	1.9867
91	1.2909	1.6618	1.9864

<b>92</b>	<b>1.2908</b>	<b>1.6616</b>	<b>1.9861</b>
<b>93</b>	<b>1.2907</b>	<b>1.6614</b>	<b>1.9858</b>
<b>94</b>	<b>1.2906</b>	<b>1.6612</b>	<b>1.9855</b>
<b>95</b>	<b>1.2905</b>	<b>1.6611</b>	<b>1.9853</b>
<b>96</b>	<b>1.2904</b>	<b>1.6609</b>	<b>1.985</b>
<b>97</b>	<b>1.2903</b>	<b>1.6607</b>	<b>1.9847</b>
<b>98</b>	<b>1.2902</b>	<b>1.6606</b>	<b>1.9845</b>
<b>99</b>	<b>1.2902</b>	<b>1.6604</b>	<b>1.9842</b>
<b>100</b>	<b>1.2901</b>	<b>1.6602</b>	<b>1.984</b>

Sumber: Ghozali (2016)





LAMPIRAN 10

Surat Izin Penelitian



## **KAFE PONDOK ALAM GLENMORE**

Jln. Raya Jember Timur Pom Bensin Krikilan Telp. 085336536999  
Glenmore-Banyuwangi

### **SURAT KETERANGAN PENELITIAN**

Yang bertanda tangan dibawah ini pemilik/ Manager Kafe Pondok Alam Glenmore, menyatakan bahwa:

Nama : Silviatus Diantari  
Nim : 1610411224  
Fakultas : Ekonomi Universitas Muhammadiyah Jember  
Judul Penelitian : Pengaruh Dimensi Experiential Marketing Terhadap Minat Beli Ulang Konsumen Pada Kafe Pondok Alam Glenmore

Mahasiswa tersebut telah melaksanakan penelitian meliputi observasi dan kuesioner sebagai bahan penyusunan skripsi di Kafe Pondok Alam Glenmore.

Demikian surat pernyataan ini dibuat dengan sebenarnya agar dapat dipergunakan sebagai mestinya.

Banyuwangi, 7 April 2020

Manager Kafe Pondok Alam-Glenmore





LAMPIRAN 11

Dokumentasi Penelitian

**Foto bersama manajer kafe Pondok Alam Glenmore**



**Foto dilokasi Kafe Pondok Alam Glenmore**



**Foto pengisian kuesiner**

