

LAMPIRAN

Lampiran 1. Kuesioner

KUESIONER PENELITIAN

**PENGARUH *SERVICE QUALITY* DAN *EXPERIENTIAL MARKETING*
TERHADAP *CUSTOMER LOYALTY* DENGAN *CUSTOMER*
SATISFACTION SEBAGAI VARIABEL INTERVENING
(Studi pada Konsumen Obat Anti Masuk Angin Tolak Angin
di Kecamatan Demak)**

Pelanggan / Responden yang terhormat,

Berkenaan dengan penelitian mengenai “ **Pengaruh *Service Quality* Dan *Experiential Marketing* Terhadap *Customer loyalty* dengan *Customer Satisfaction* sebagai *Variable Intervening* (Studi Pada Pelanggan Obat Anti masuk angin kemasan Tolak Angin Di Kecamatan Demak)**” Saya mohon kesediaan Bapak/Ibu untuk mengisi kuesioner berikut ini. Kerahasiaan identitas Bapak/Ibu dijamin dan hanya dipergunakan untuk kepentingan dan sumbangan pemikiran dalam penyusunan skripsi di Jurusan Manajemen Universitas Sultan Agung Semarang. Agar data dapat diolah lebih lanjut, maka saya mohon agar keseluruhan pertanyaan/pernyataan diisi dengan lengkap.

Karakteristik Responden :

1. Nama :
2. Jenis Kelamin : Pria Wanita *)
3. Usia :
4. Pekerjaan :

Atas perhatian dan partisipasi Bapak/Ibu, saya ucapkan terima kasih.

Hormat saya,

(Fachrur Rizal)

No	Pertanyaan	SS	S	N	TS	STS
	Loyalitas Pelanggan (<i>Customer Loyalty</i>)					
1.	Saya selalu menggunakan produk Tolak Angin saat masuk angin					
2.	Saya Menyediakan <i>stock</i> produk Tolak Angin di rumah					
3.	Saya Merekomendasikan produk Tolak Angin di lingkungan rumah					
No	Pertanyaan	SS	S	N	TS	STS
	Kepuasan Pelanggan (<i>Customer satisfaction</i>)					
1.	Saya puas dengan khasiat produk Tolak Angin					
2.	Menggunakan produk Tolak Angin memberikan saya nilai lebih					
3.	Produsen Tolak Angin menjaga kepercayaan saya dengan mengutamakan perhatian pada pelanggan					

No	Pertanyaan	SS	S	N	TS	STS
	Kualitas Pelayanan (<i>Service Quality</i>)					
1.	Mudah mencari produk Tolak angin saat saya sedang butuh					
2.	Tolak angin menggunakan bahan berkualitas sehingga menjadi pilihan utama saya					
3.	Saya mudah menyimpan produk Tolak angina di rumah					
No	Pertanyaan	SS	S	N	TS	STS
	<i>Experiential Marketing</i>					
1.	Tenggorokan saya merasa lega setelah mengkonsumsi produk Tolak Angin					
2.	Badan saya merasa lebih enak setelah mengkonsumsi Tolak Angin saat masuk angin					
3.	Ketika saya masuk angin saya langsung teringat pada produk Tolak Angin					

Lampiran 2. Tabulasi Data

Tabulasi Data Variabel *Sercive Quality*

No	<i>Sercive Quality</i>			Total
1	4	5	5	14
2	4	4	4	12
3	4	4	5	13
4	5	5	5	15
5	4	5	4	13
6	5	4	5	14
7	4	4	3	11
8	3	4	4	11
9	4	4	4	12
10	3	5	3	11
11	3	4	5	12
12	3	3	4	10
13	4	4	4	12
14	3	3	3	9
15	4	5	4	13
16	4	4	3	11
17	4	5	5	14
18	4	3	4	11
19	5	5	5	15
20	4	4	4	12
21	4	4	3	11
22	4	5	5	14
23	3	4	4	11
24	3	3	4	10
25	4	3	3	10
26	3	5	4	12
27	4	4	4	12
28	4	5	4	13
29	4	5	5	14
30	5	5	5	15
31	3	3	4	10
32	4	4	3	11
33	3	3	4	10
34	3	3	4	10
35	4	4	5	13

No	<i>Sercive Quality</i>			Total
36	3	3	4	10
37	3	4	4	11
38	4	5	4	13
39	3	4	3	10
40	3	3	3	9
41	3	2	3	8
42	2	2	3	7
43	4	4	4	12
44	3	3	4	10
45	4	3	3	10
46	4	4	4	12
47	5	5	4	14
48	3	4	3	10
49	4	5	3	12
50	4	4	5	13
51	4	5	3	12
52	3	4	4	11
53	3	5	4	12
54	4	4	5	13
55	3	4	3	10
56	4	4	5	13
57	3	4	3	10
58	5	4	5	14
59	4	5	4	13
60	4	4	4	12
61	3	3	3	9
62	5	5	3	13
63	4	4	4	12
64	5	5	5	15
65	5	4	3	12
66	3	3	3	9
67	4	4	5	13
68	4	5	4	13
69	3	4	4	11
70	4	4	4	12

No	<i>Sercive Quality</i>			Total
71	4	5	5	14
72	3	3	4	10
73	3	3	4	10
74	4	4	4	12
75	3	4	3	10
76	3	3	4	10
77	3	3	3	9
78	5	5	4	14
79	5	5	5	15
80	3	5	5	13
81	4	5	5	14
82	4	3	4	11
83	3	4	3	10
84	5	5	4	14
85	4	4	3	11
86	3	3	3	9
87	4	4	4	12
88	3	4	4	11
89	4	4	4	12
90	3	4	3	10
91	4	3	3	10
92	3	2	3	8
93	2	2	2	6
94	4	4	4	12
95	4	5	5	14
96	4	3	3	10
97	3	3	4	10
98	4	4	4	12
99	3	4	4	11
100	5	5	5	15

Tabulasi Data variable *Experiential Marketing*

No	<i>Experiential Marketing</i>			Total
1	5	5	5	15
2	4	4	3	11
3	4	4	4	12
4	5	4	5	14
5	5	4	4	13
6	4	5	4	13
7	3	3	3	9
8	3	4	4	11
9	4	4	4	12
10	3	3	3	9
11	4	4	5	13
12	3	4	4	11
13	3	3	3	9
14	4	4	4	12
15	4	4	3	11
16	3	4	4	11
17	4	4	5	13
18	4	4	4	12
19	5	5	5	15
20	4	3	4	11
21	3	3	3	9
22	4	5	4	13
23	4	4	4	12
24	4	3	4	11
25	4	5	4	13
26	4	5	5	14
27	5	5	5	15
28	3	3	4	10
29	4	4	4	12
30	5	4	4	13
31	4	3	4	11
32	5	4	4	13
33	4	3	4	11
34	4	4	4	12
35	5	5	5	15

No	<i>Experiential Marketing</i>			Total
36	3	4	4	11
37	4	5	4	13
38	5	4	5	14
39	4	4	4	12
40	3	3	3	9
41	3	3	2	8
42	2	2	3	7
43	4	4	4	12
44	4	3	4	11
45	5	3	4	12
46	5	4	5	14
47	5	5	5	15
48	4	3	4	11
49	3	5	4	12
50	4	3	4	11
51	3	4	3	10
52	3	3	3	9
53	5	4	4	13
54	4	5	5	14
55	3	2	3	8
56	3	3	4	10
57	4	4	4	12
58	5	4	5	14
59	4	5	3	12
60	4	3	4	11
61	3	3	3	9
62	5	4	5	14
63	4	4	4	12
64	5	5	4	14
65	3	4	4	11
66	3	3	3	9
67	5	4	5	14
68	4	4	4	12
69	3	3	4	10
70	4	5	5	14

No	<i>Experiential Marketing</i>			Total
71	5	5	5	15
72	4	4	4	12
73	4	3	4	11
74	5	4	5	14
75	4	4	4	12
76	3	3	4	10
77	3	3	3	9
78	5	4	4	13
79	5	5	5	15
80	4	4	3	11
81	4	5	5	14
82	3	3	4	10
83	3	3	3	9
84	4	4	5	13
85	4	3	3	10
86	3	3	3	9
87	4	5	5	14
88	3	4	4	11
89	4	4	4	12
90	4	3	4	11
91	3	3	4	10
92	3	3	3	9
93	3	2	3	8
94	5	4	5	14
95	5	5	5	15
96	5	4	4	13
97	3	4	4	11
98	5	4	5	14
99	4	4	4	12
100	5	5	5	15

Data Tabulasi Variabel *Customer Satisfaction*

No	<i>Customer Satisfaction</i>			Total
1	5	4	5	14
2	4	3	4	11
3	4	4	5	13
4	5	5	4	14
5	4	4	3	11
6	5	4	4	13
7	4	3	3	10
8	4	4	3	11
9	4	4	5	13
10	4	3	3	10
11	4	4	4	12
12	3	3	3	9
13	4	4	5	13
14	3	3	4	10
15	4	5	5	14
16	3	3	3	9
17	5	4	4	13
18	3	4	4	11
19	5	4	4	13
20	3	3	3	9
21	2	2	2	6
22	4	4	4	12
23	4	4	3	11
24	3	3	4	10
25	4	5	4	13
26	4	5	5	14
27	5	4	4	13
28	4	3	3	10
29	4	4	3	11
30	3	3	3	9
31	4	5	4	13
32	4	3	3	10
33	4	4	4	12
34	4	4	5	13
35	5	5	5	15

No	<i>Customer Satisfaction</i>			Total
36	4	4	4	12
37	4	5	4	13
38	5	4	5	14
39	4	4	4	12
40	4	3	3	10
41	3	3	3	9
42	3	2	3	8
43	3	4	4	11
44	4	3	3	10
45	3	3	3	9
46	5	4	4	13
47	5	5	5	15
48	4	4	5	13
49	3	4	4	11
50	5	5	4	14
51	4	4	5	13
52	4	3	4	11
53	5	5	3	13
54	4	5	5	14
55	3	3	3	9
56	4	5	4	13
57	5	4	5	14
58	5	5	5	15
59	5	4	4	13
60	4	3	5	12
61	3	3	3	9
62	5	4	4	13
63	4	4	3	11
64	5	4	5	14
65	4	4	4	12
66	3	4	4	11
67	4	5	4	13
68	5	4	3	12
69	4	3	4	11
70	4	4	4	12

No	<i>Customer Satisfaction</i>			Total
71	5	5	5	15
72	4	3	3	10
73	3	4	4	11
74	5	5	4	14
75	4	4	3	11
76	3	4	3	10
77	3	3	3	9
78	4	4	4	12
79	5	5	4	14
80	3	3	4	10
81	5	5	3	13
82	4	4	3	11
83	3	3	3	9
84	4	4	4	12
85	3	4	3	10
86	3	3	3	9
87	5	5	4	14
88	4	4	4	12
89	4	4	5	13
90	3	3	4	10
91	3	3	3	9
92	2	3	3	8
93	2	2	3	7
94	3	4	5	12
95	5	5	5	15
96	4	4	3	11
97	3	3	4	10
98	5	5	4	14
99	3	3	4	10
100	5	5	5	15

Data Tabulasi Vriabel *Customer Loyalty*

No	<i>Customer Loyalty</i>			Total
1	5	4	5	14
2	4	3	4	11
3	4	4	3	11
4	5	4	4	13
5	4	3	4	11
6	4	4	5	13
7	3	4	3	10
8	4	3	3	10
9	4	4	5	13
10	4	4	4	12
11	4	4	5	13
12	3	3	4	10
13	4	3	4	11
14	3	4	3	10
15	5	4	5	14
16	4	3	4	11
17	4	5	4	13
18	4	3	4	11
19	5	5	5	15
20	4	3	4	11
21	3	3	2	8
22	5	4	5	14
23	4	3	4	11
24	4	3	3	10
25	3	5	5	13
26	5	4	4	13
27	5	5	5	15
28	4	3	4	11
29	4	4	4	12
30	4	4	5	13
31	4	3	4	11
32	4	3	4	11
33	3	3	4	10
34	4	4	5	13
35	4	5	4	13

No	<i>Customer Loyalty</i>			Total
36	4	4	4	12
37	4	5	5	14
38	5	5	5	15
39	5	4	5	14
40	4	4	5	13
41	3	4	4	11
42	3	3	2	8
43	5	3	3	11
44	4	3	3	10
45	4	4	4	12
46	5	4	4	13
47	4	4	5	13
48	4	4	4	12
49	5	5	4	14
50	5	4	5	14
51	4	4	5	13
52	3	4	3	10
53	4	4	3	11
54	5	5	5	15
55	4	3	3	10
56	3	5	4	12
57	4	3	4	11
58	5	5	5	15
59	4	4	4	12
60	3	4	3	10
61	4	3	3	10
62	4	4	5	13
63	3	3	4	10
64	4	5	5	14
65	3	4	4	11
66	3	4	3	10
67	4	4	5	13
68	4	4	4	12
69	4	3	4	11
70	4	5	5	14

No	<i>Customer Loyalty</i>			Total
71	5	5	5	15
72	4	5	4	13
73	4	3	5	12
74	4	5	5	14
75	3	4	4	11
76	4	3	3	10
77	3	3	3	9
78	4	4	4	12
79	4	4	5	13
80	4	4	5	13
81	5	5	5	15
82	3	3	3	9
83	3	3	3	9
84	5	5	5	15
85	4	4	4	12
86	2	3	2	7
87	5	3	3	11
88	3	3	5	11
89	4	4	4	12
90	3	4	3	10
91	3	3	3	9
92	3	2	3	8
93	2	2	3	7
94	3	3	4	10
95	4	5	5	14
96	4	4	4	12
97	4	4	4	12
98	4	5	5	14
99	3	2	3	8
100	5	5	5	15

Lampiran 3. Hasil Pengolahan Data

Hasil Uji Validitas

Service Quality Correlations

		X1.1	X1.2	X1.3	Service Quality
X1.1	Pearson Correlation	1	.587**	.439**	.815**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.587**	1	.483**	.857**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.439**	.483**	1	.780**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Service Quality	Pearson Correlation	.815**	.857**	.780**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Experiential Marketing Correlations

		X2.1	X2.2	X2.3	Experiential Marketing
X2.1	Pearson Correlation	1	.562**	.675**	.865**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.562**	1	.617**	.847**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.675**	.617**	1	.877**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Experiential Marketing	Pearson Correlation	.865**	.847**	.877**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Customer Satisfaction

Correlations

		Y1.1	Y1.2	Y1.3	Customer Satisfaction
Y1.1	Pearson Correlation	1	.680**	.454**	.853**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y1.2	Pearson Correlation	.680**	1	.528**	.879**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y1.3	Pearson Correlation	.454**	.528**	1	.782**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Customer Satisfaction	Pearson Correlation	.853**	.879**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Customer Loyalty

Correlations

		Y2.1	Y2.2	Y2.3	Customer Loyalty
Y2.1	Pearson Correlation	1	.450**	.543**	.785**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y2.2	Pearson Correlation	.450**	1	.591**	.827**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y2.3	Pearson Correlation	.543**	.591**	1	.870**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Customer Loyalty	Pearson Correlation	.785**	.827**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Hasil Uji Reliabilitas

Service Quality

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.751	3

Experiential Marketing

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.827	3

Customer Satisfaction**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.789	3

Customer Loyalty**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.771	3

Hasil Uji Multikolinearitas***Service Quality, Experiential Marketing terhadap Customer Satisfaction Coefficients^a***

Model		Collinearity Statistics	
		Tolerance	VIF
1	Service Quality	.495	2.022
	Experiential Marketing	.495	2.022

a. Dependent Variable: Customer Satisfaction

Service Quality, Experiential Marketing, Customer Satisfaction terhadap

**Customer Loyalty
Coefficients^a**

Model	Collinearity Statistics	
	Tolerance	VIF
1 Service Quality	.458	2.183
Experiential	.365	2.736
Marketing		
Customer Satisfaction	.424	2.360

a. Dependent Variable: Customer Loyalty

**Hasil Uji Heteroskedastisitas
Service Quality, Experiential Marketing terhadap Customer Satisfaction
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.148	.530		2.166	.033
Service Quality	.072	.060	.171	1.196	.234
Experiential	-.082	.058	-.203	-1.423	.158
Marketing					

a. Dependent Variable: AbsRes1

**Service Quality, Experiential Marketing, Customer Satisfaction terhadap
Customer Loyalty
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.103	.490		2.250	.027
Service Quality	-.060	.057	-.158	-1.055	.294
Experiential	.070	.061	.193	1.153	.252
Marketing					
Customer Satisfaction	-.023	.056	-.065	-.420	.676

a. Dependent Variable: AbsRes2

**Hasil Uji Normalitas
Service Quality, Experiential Marketing terhadap Customer Satisfaction
One-Sample Kolmogorov-Smirnov Test**

	Unstandardized Residual

N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.29365145
Most Extreme Differences	Absolute	.064
	Positive	.056
	Negative	-.064
Kolmogorov-Smirnov Z		.639
Asymp. Sig. (2-tailed)		.809

a. Test distribution is Normal.

b. Calculated from data.

Service Quality, Experiential Marketing, Customer Satisfaction terhadap Customer Loyalty

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.20118443
Most Extreme Differences	Absolute	.094
	Positive	.094
	Negative	-.062
Kolmogorov-Smirnov Z		.935
Asymp. Sig. (2-tailed)		.346

a. Test distribution is Normal.

b. Calculated from data.

Hasil Uji Regresi Linier Berganda

Service Quality, Experiential Marketing terhadap Customer Satisfaction

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Experiential Marketing, Service Quality ^b	.	Enter

a. Dependent Variable: Customer Satisfaction

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.759 ^a	.576	.568	1.30692
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a. Predictors: (Constant), Experiential Marketing, Service Quality

b. Dependent Variable: Customer Satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	225.360	2	112.680	65.970	.000 ^b
	Residual	165.680	97	1.708		
	Total	391.040	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Experiential Marketing, Service Quality

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.865	.875		2.133	.035
	Service Quality	.277	.099	.262	2.786	.006
	Experiential Marketing	.556	.095	.550	5.857	.000

a. Dependent Variable: Customer Satisfaction

Service Quality, Experiential Marketing, Customer Satisfaction terhadap Customer Loyalty

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Customer Satisfaction, Service Quality, Experiential Marketing ^b	.	Enter

a. Dependent Variable: Customer Loyalty

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 ^a	.622	.610	1.21981

a. Predictors: (Constant), Customer Satisfaction, Service Quality, Experiential Marketing

b. Dependent Variable: Customer Loyalty

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	235.158	3	78.386	52.681	.000 ^b
	Residual	142.842	96	1.488		
	Total	378.000	99			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction, Service Quality, Experiential Marketing

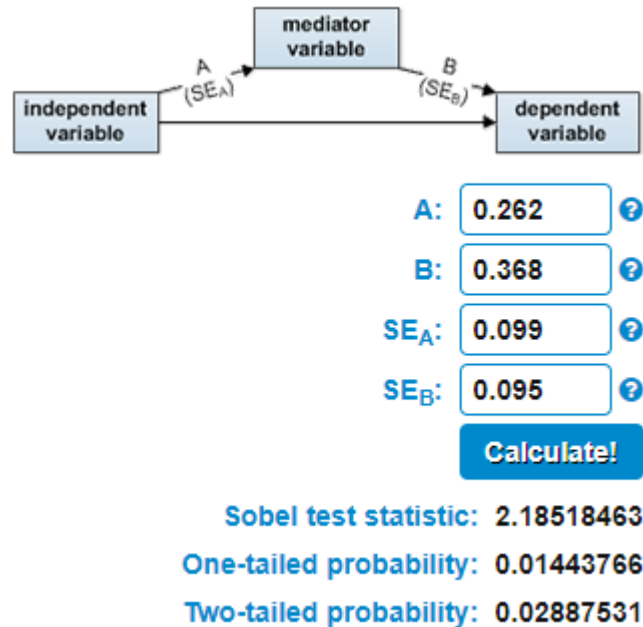
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.518	.835		1.817	.072
	Service Quality	.241	.096	.232	2.504	.014
	Experiential Marketing	.277	.103	.279	2.686	.009
	Customer Satisfaction	.362	.095	.368	3.820	.000

a. Dependent Variable: Customer Loyalty

Hasil Uji Sobel

Service Quality terhadap *Customer Loyalty* melalui *Customer Satisfaction*



Experiential Marketing terhadap *Customer Loyalty* melalui *Customer Satisfaction*

