LAMPIRAN 1 KUESIONER

Lampiran 1. Kuesioner Penelitian

No. Responden :.....

KUISIONER PENELITIAN

Kepada Yth,
Konsumen J.CO *Donuts and Coffe* di Kota Semarang
Ditempat
Dengan hormat,

Sehubungan dengan pengumpulan data untuk penelitian Skripsi dengan judul

"**STRATEGI *EXPERIENTIAL MARKETING* dan *WOM (WORD OF MOUTH*) TERHADAP LOYALITAS KONSUMEN DENGAN KEPUTUSAN PEMBELIAN SEBAGAI VARIABEL *INTERVENING*"(Studi Kasus Pada Pembelian Produk J.CO di Kota SEMARANG).** Maka peneliti mohon kerjasamanya pada konsumen J.CO *Donuts and Coffee* di Kota Semarang untuk mengisi kuisioner dibawah ini.

Dari jawaban saudara/i sangat bermanfaat untuk kelancaran penelitian ini, sehingga kejujuran saudara/i dalam menjawab pertanyaan-pertanyaan sangat peneliti harapkan, agar keabsahan dan kebenaran dalam penelitian ini bisa dipertanggung jawabkan.

Identitas responden

Nama : .....
Alamat : .....
Pekerjaan : .....
Jenis kelamin : L / P

Mohon diisi dengan memberikan tanda silang (X) pada jawaban yang sesuai dengan pendapat anda.

1. Berapa usia anda saat ini?
   a. Kurang dari 20 tahun
   b. 20 tahun – 25 tahun
   c. Lebih dari 25 tahun

2. Pendapatan pribadi yang anda terima setiap bulan
   a. Di bawah Rp 1,000.000,00
   b. Rp 1,000.000.00 – Rp 2.000.000.00
   c. Rp 2.000.000.00 – Rp 4.000.000.00
   d. Diatas Rp 4.500.000.00

3. Apakah anda merupakan penggemar kopi?
   ( ) Ya
   ( ) Tidak

Jika ya, sebutkan merek kopi yang anda sukai dan sering dibeli (bisa lebih dari satu)

( ) Starbuck
( ) Kopi Luwak
( ) Janji Jiwa
( ) Peacockoffie
( ) Anak Panah
( ) Excelso
( ) J.CO
( ) Coffee Toffe

Jika tidak, apakah anda berencana untuk membeli kopi berdasarkan rekomendasi dari teman atau sahabat ?

( ) Ya

( ) Tidak..... (sebutkan alasannya)

4. Menurut anda apa manfaat rekomendasi produk dari teman atau sahabat
   a. Meyakinkan produk tersebut ( )
   b. Mengurangi minat beli ( )
   c. Memperkenalkan produk ( )
   d. Lainya.....

Jika Ya maka (✓), jika Tidak (X)

5. Apakah anda sering mengkonsumsi Kopi ?
   ( ) Ya
   ( ) Tidak

Sebutkan alasannya.....

6. Apakah anda pernah mengkonsumsi produk J.CO ?

   ( ) Ya

   ( ) Tidak

❖ Petunjuk Pengisian Kuisioner

Saya mengharapkan anda untuk menjawab setiap butir pertanyaan dalam daftar kuisoner ini sesuai dengan pengalaman yang anda hadapi.

Untuk setiap pertanyaan, sudah disediakan pilihan jawaban, anda cukup memberikan tanda (✓) pada jawaban yang anda inginkan dan diharapkan hanya memilih satu jawaban.

Keterangan :

No	Alternatif Jawaban	Skor
1.	Sangat Setuju (SS)	5
2.	Setuju (S)	4
3.	Cukup Setuju (CS)	3
4.	Tidak Setuju (TS)	2
5.	Sangat Tidak Setuju (STS)	1

A. KUISIONER *EXPERIENTIAL MARKETING* (X1)

No.	*Experiential marketing*	STS	TS	CS	S	SS
1.	Kopi yang disajikan J.CO memiliki cita rasa yang tinggi.					
2.	Pelayanan yang diberikan J.CO sangat ramah.					
3.	Kesesuaian harga produk kopi J.CO dengan kualitasnya menjawab kebutuhan konsumen.					
4.	Reputasi J.CO membuat konsumen nyaman saat membeli kopi di gerai J.CO.					
5.	Saya membeli produk kopi di J.CO atas rekomendasi orang lain.					

B. KUISIONER *WORD OF MOUTH* (X2)

No.	Pernyataan	STS	TS	CS	S	SS
1.	Saya mendapat rekomendasi tempat ngopi yang enak dengan situasi yang nyaman di J.CO.					
2.	Informasi yang saya terima merupakan salah satu dasar keputusan saya membeli kopi di J.CO.					
3.	Menurut saya informasi yang saya dapat merupakan informasi positif mengenai produk kopi di J.CO.					

C. KUISIONER KEPUTUSAN PEMBELIAN (Y1)

No.	PERNYATAAN	STS	TS	CS	S	SS
1.	Saya membeli produk kopi di J.CO karena adanya kebutuhan.					
2.	Saya mencari informasi tentang menu kopi yang disuguhkan di J.CO.					
3.	Saya memutuskan memilih J.CO berdasarkan perbandingan tempat kopi lainnya.					
4.	Saya sudah yakin mengambil keputusan yang tepat untuk membeli produk kopi di J.CO.					
5.	Saya merasa puas setelah melakukan pembelian produk kopi di J.CO.					

KUISIONER LOYALITAS KONSUMEN (Y2)

No.	Pernyataan	STS	TS	CS	S	SS
	Pengenalan Masalah					
1.	Saya akan kembali mengunjungi gerai J.CO dalam waktu dekat.					
2.	Saya ingin mencobasetiap produk yang ditawarkan oleh J.CO.					
3.	Saya akan merekomendasikan kepada orang lain/keluarga saya untuk membeli produk kopi di J.CO.					
4.	Saya tidak akan beralih kepada gerai kopi lainnya selain produk J.CO.					

LAMPIRAN 2 TABULASI DATA

x1.1	x1.2	x1.3	x1.4	x1.5	x1	x2.1	x2.2	x2.3	x2
4	4	3	4	4	19	4	4	4	12
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5	4	5	5	5	24	4	5	4	13
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4	4	4	4	4	20	4	4	5	13
3	4	4	3	3	17	3	3	3	9
4	4	5	4	4	21	4	4	4	12
3	4	3	4	4	18	3	3	3	9
2	3	3	3	3	14	3	3	3	9
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LAMPIRAN 3 HASIL ANALISIS DATA

ANALISIS DESKRIPTIF

```
FREQUENCIES VARIABLES=x1.1 x1.2 x1.3 x1.4 x1.5 x1
  /STATISTICS=STDDEV MEAN
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		x1.1	x1.2	x1.3	x1.4	x1.5	Experiential Marketing
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3.9500	3.9700	4.0500	3.9800	3.8300	19.7800
Std. Deviation		.70173	.70288	.74366	.73828	.73930	2.79458

Frequency Table

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	21	21.0	21.0	23.0
	4.00	57	57.0	57.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

x1.2

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	2.00	1	1.0	1.0	1.0
	3.00	23	23.0	23.0	24.0
	4.00	54	54.0	54.0	78.0
	5.00	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	22	22.0	22.0	23.0
	4.00	48	48.0	48.0	71.0
	5.00	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	22	22.0	22.0	24.0
	4.00	52	52.0	52.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

x1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	28	28.0	28.0	31.0
	4.00	52	52.0	52.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

```
FREQUENCIES VARIABLES=x2.1 x2.2 x2.3 x2
  /STATISTICS=STDDEV MEAN
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		x2.1	x2.2	x2.3	Word of Mouth
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.8500	3.8700	3.8900	11.6100
Std. Deviation		.74366	.83672	.73711	1.96893

Frequency Table

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	27	27.0	27.0	30.0
	4.00	52	52.0	52.0	82.0
	5.00	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0

	3.00	30	30.0	30.0	34.0
	4.00	41	41.0	41.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	27	27.0	27.0	29.0
	4.00	51	51.0	51.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

```
FREQUENCIES VARIABLES=y1.1 y1.2 y1.3 y1.4 y1.5 y1
  /STATISTICS=STDDEV MEAN
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		y1.1	y1.2	y1.3	y1.4	y1.5	Keputusan Pembelian
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3.8700	3.9500	3.9400	3.8400	3.9200	19.5200
Std. Deviation		.64597	.70173	.70811	.73471	.67689	2.62267

y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	25	25.0	25.0	26.0
	4.00	60	60.0	60.0	86.0
	5.00	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	24	24.0	24.0	25.0
	4.00	54	54.0	54.0	79.0
	5.00	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	28	28.0	28.0	28.0
	4.00	50	50.0	50.0	78.0
	5.00	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	33	33.0	33.0	34.0
	4.00	47	47.0	47.0	81.0
	5.00	19	19.0	19.0	100.0

	Total	100	100.0	100.0	

y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	27	27.0	27.0	27.0
	4.00	54	54.0	54.0	81.0
	5.00	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

```
FREQUENCIES VARIABLES=y2.1 y2.2 y2.3 y2.4 y2
  /STATISTICS=STDDEV MEAN
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		y2.1	y2.2	y2.3	y2.4	Loyalitas Konsumen
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.9000	4.0700	3.9000	4.0600	15.9300
Std. Deviation		.65905	.74203	.68902	.74968	2.34523

y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	27	27.0	27.0	27.0
	4.00	56	56.0	56.0	83.0
	5.00	17	17.0	17.0	100.0

	Total	100	100.0	100.0	

y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	24	24.0	24.0	24.0
	4.00	45	45.0	45.0	69.0
	5.00	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	29	29.0	29.0	29.0
	4.00	52	52.0	52.0	81.0
	5.00	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	22	22.0	22.0	23.0
	4.00	47	47.0	47.0	70.0
	5.00	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

HASIL UJI VALIDITAS

```
CORRELATIONS
  /VARIABLES=x1.1 x1.2 x1.3 x1.4 x1.5 x1
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	Experiential Marketing
x1.1	Pearson Correlation	1	.509**	.450**	.544**	.353**	.736**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x1.2	Pearson Correlation	.509**	1	.583**	.661**	.379**	.809**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
x1.3	Pearson Correlation	.450**	.583**	1	.627**	.457**	.812**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x1.4	Pearson Correlation	.544**	.661**	.627**	1	.364**	.830**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
x1.5	Pearson Correlation	.353**	.379**	.457**	.364**	1	.666**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Experiential Marketing	Pearson Correlation	.736**	.809**	.812**	.830**	.666**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

```
CORRELATIONS
  /VARIABLES=x2.1 x2.2 x2.3 x2
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		x2.1	x2.2	x2.3	Word of Mouth
x2.1	Pearson Correlation	1	.634**	.578**	.863**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.634**	1	.533**	.864**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.578**	.533**	1	.819**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Word of Mouth	Pearson Correlation	.863**	.864**	.819**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

```
CORRELATIONS
  /VARIABLES=y1.1 y1.2 y1.3 y1.4 y1.5 y1
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		y1.1	y1.2	y1.3	y1.4	y1.5	Keputusan Pembelian
y1.1	Pearson Correlation	1	.453**	.579**	.467**	.346**	.744**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
y1.2	Pearson Correlation	.453**	1	.441**	.513**	.374**	.739**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
y1.3	Pearson Correlation	.579**	.441**	1	.544**	.390**	.784**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
y1.4	Pearson Correlation	.467**	.513**	.544**	1	.522**	.814**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
y1.5	Pearson Correlation	.346**	.374**	.390**	.522**	1	.695**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Keputusan Pembelian	Pearson Correlation	.744**	.739**	.784**	.814**	.695**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

```
CORRELATIONS
  /VARIABLES=y2.1 y2.2 y2.3 y2.4 y2
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		y2.1	y2.2	y2.3	y2.4	Loyalitas Konsumen
y2.1	Pearson Correlation	1	.613**	.512**	.666**	.838**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y2.2	Pearson Correlation	.613**	1	.448**	.610**	.815**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y2.3	Pearson Correlation	.512**	.448**	1	.598**	.771**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y2.4	Pearson Correlation	.666**	.610**	.598**	1	.876**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Loyalitas Konsumen	Pearson Correlation	.838**	.815**	.771**	.876**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

HASIL UJI RELIABILITAS

```
RELIABILITY
  /VARIABLES=x1.1 x1.2 x1.3 x1.4 x1.5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

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
.829	5

```
RELIABILITY
  /VARIABLES=x2.1 x2.2 x2.3
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

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
.805	3

```
RELIABILITY
  /VARIABLES=y1.1 y1.2 y1.3 y1.4 y1.5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

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
.812	5

```
RELIABILITY
  /VARIABLES=y2.1 y2.2 y2.3 y2.4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

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
.843	4

HASIL UJI REGRESI LINIER BERGANDA

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT y1
  /METHOD=ENTER x1 x2
  /SCATTERPLOT=(*SRESID ,*ZPRED)
  /RESIDUALS NORMPROB(ZRESID).
```

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Word of Mouth, Experiential Marketing[b]	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.676[a]	.457	.446	1.95163

a. Predictors: (Constant), Word of Mouth, Experiential Marketing

b. Dependent Variable: Keputusan Pembelian

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	311.499	2	155.749	40.891	.000[b]
	Residual	369.461	97	3.809		
	Total	680.960	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Word of Mouth, Experiential Marketing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.922	1.422		4.866	.000
	Experiential Marketing	.398	.100	.425	3.990	.000
	Word of Mouth	.406	.142	.305	2.867	.005

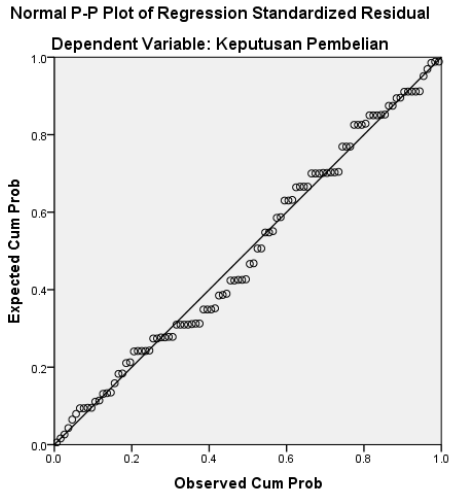
a. Dependent Variable: Keputusan Pembelian

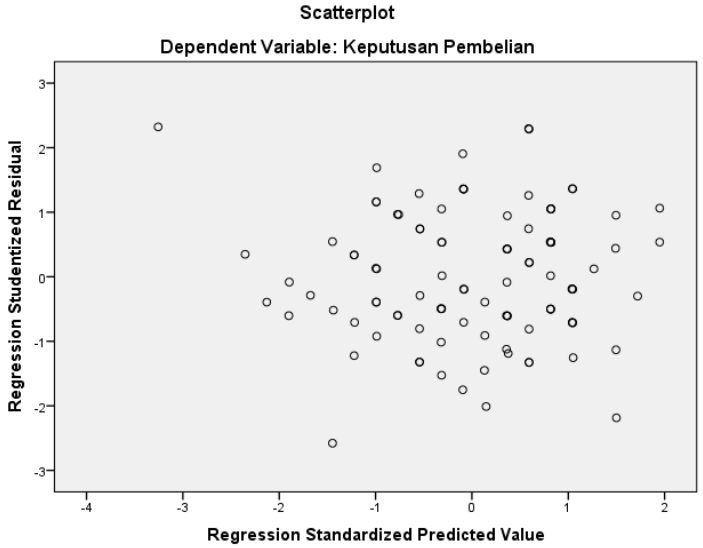
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13.7427	22.9770	19.5200	1.77382	100
Std. Predicted Value	-3.257	1.949	.000	1.000	100
Standard Error of Predicted Value	.205	.669	.325	.093	100
Adjusted Predicted Value	13.1762	22.9250	19.5217	1.79154	100
Residual	-4.95360	4.43707	.00000	1.93182	100
Std. Residual	-2.538	2.274	.000	.990	100
Stud. Residual	-2.579	2.322	.000	1.008	100
Deleted Residual	-5.11304	4.82378	-.00168	2.00279	100
Stud. Deleted Residual	-2.658	2.377	.000	1.017	100
Mahal. Distance	.103	10.636	1.980	1.887	100
Cook's Distance	.000	.239	.012	.028	100
Centered Leverage Value	.001	.107	.020	.019	100

a. Dependent Variable: Keputusan Pembelian

Charts


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Keputusan Pembelian
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0


Scatterplot
Dependent Variable: Keputusan Pembelian
Regression Studentized Residual
Regression Standardized Predicted Value
-4
-3
-2
-1
0
1
2
3

```
NPAR TESTS
  /K-S(NORMAL)=RES_1
  /MISSING ANALYSIS.
```

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.93182030
Most Extreme Differences	Absolute	.074
	Positive	.074
	Negative	-.058
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Experiential Marketing	.494	2.024
	Word of Mouth	.494	2.024

a. Dependent Variable: Keputusan Pembelian

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.744	.799		2.182	.032
	Experiential Marketing	-.008	.056	-.021	-.146	.884
	Word of Mouth	.001	.080	.001	.009	.993

a. Dependent Variable: Absres1

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT y2
  /METHOD=ENTER x1 x2 y1
  /SCATTERPLOT=(*SRESID ,*ZPRED)
  /RESIDUALS NORMPROB(ZRESID).
```

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Keputusan Pembelian , Word of Mouth, Experiential Marketing[b]	.	Enter

a. Dependent Variable: Loyalitas Konsumen

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802[a]	.643	.632	1.42343

a. Predictors: (Constant), Keputusan Pembelian , Word of Mouth, Experiential Marketing

b. Dependent Variable: Loyalitas Konsumen

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	350.000	3	116.667	57.580	.000[b]
	Residual	194.510	96	2.026		
	Total	544.510	99			

a. Dependent Variable: Loyalitas Konsumen

b. Predictors: (Constant), Keputusan Pembelian , Word of Mouth, Experiential Marketing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.205	1.157		1.041	.301
	Experiential Marketing	.234	.079	.279	2.983	.004
	Word of Mouth	.332	.108	.278	3.082	.003
	Keputusan Pembelian	.320	.074	.357	4.316	.000

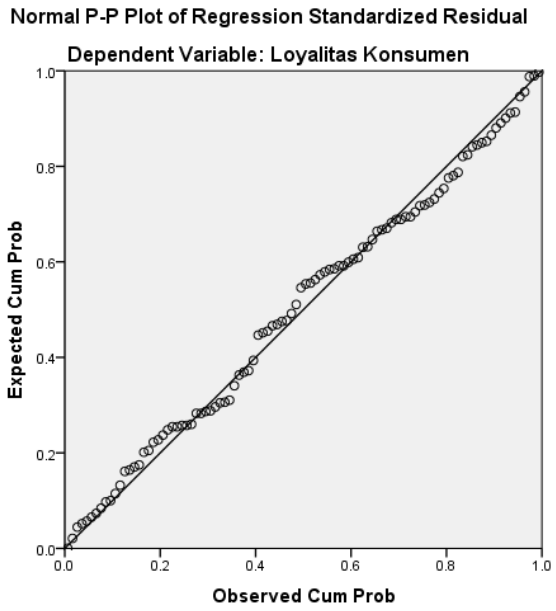
a. Dependent Variable: Loyalitas Konsumen

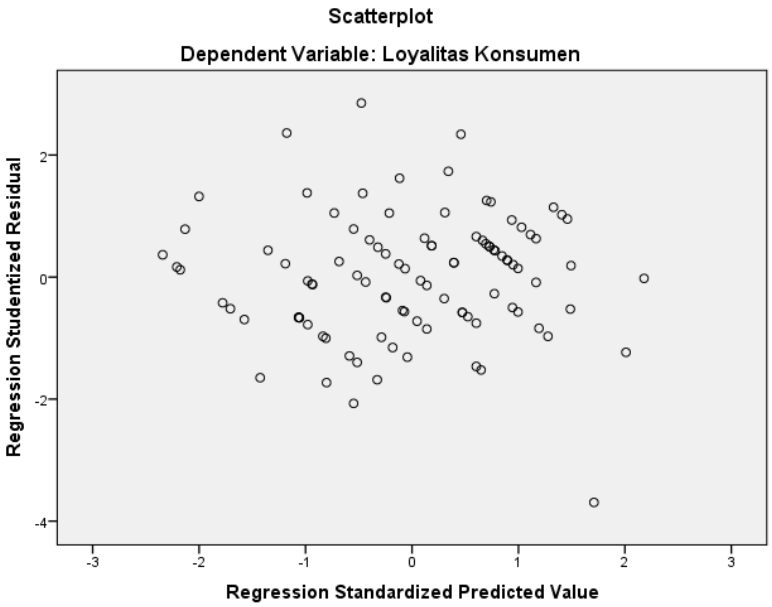
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.5257	20.0293	15.9300	1.88025	100
Std. Predicted Value	-2.342	2.180	.000	1.000	100
Standard Error of Predicted Value	.158	.581	.274	.077	100
Adjusted Predicted Value	11.4309	20.0311	15.9240	1.88357	100
Residual	-5.14359	3.96518	.00000	1.40170	100
Std. Residual	-3.614	2.786	.000	.985	100
Stud. Residual	-3.693	2.852	.002	1.006	100
Deleted Residual	-5.37175	4.15650	.00599	1.46422	100
Stud. Deleted Residual	-3.966	2.966	.001	1.025	100
Mahal. Distance	.223	15.492	2.970	2.467	100
Cook's Distance	.000	.151	.011	.023	100
Centered Leverage Value	.002	.156	.030	.025	100

a. Dependent Variable: Loyalitas Konsumen

Charts






```
NPAR TESTS
  /K-S(NORMAL)=RES_2
  /MISSING ANALYSIS.
```

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.40169604
Most Extreme Differences	Absolute	.057
	Positive	.045
	Negative	-.057
Test Statistic		.057
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Experiential Marketing	.424	2.356
	Word of Mouth	.456	2.195
	Keputusan Pembelian	.543	1.843

a. Dependent Variable: Loyalitas Konsumen

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.753	.718		1.049	.297
	Experiential Marketing	-.019	.049	-.062	-.397	.692
	Word of Mouth	-.048	.067	-.107	-.714	.477
	Keputusan Pembelian	.065	.046	.194	1.417	.160

a. Dependent Variable: Absres2