ANALISA PENGARUH SOCIAL MEDIA MARKETING, EXPERIENTAL MARKETING TERHADAP REVISIT INTENTION MELALUI CUSTOMER SATISFACTION SEBAGAI VARIABEL INTERVENING

I.   KARAKTERISTIK RESPONDEN

Berilah tanda (√) pada lingkaran yang sesuai dengan pendapat anda:

1. Nama Lengkap :

2. Jenis Kelamin

   ○ Perempuan

   ○ Laki-laki

3. Usia

   ○ 18 tahun – 23 tahun

   ○ 24 tahun – 29 tahun

   ○ 30 tahun – 35 tahun

   ○ 36 tahun – 40 tahun

4. Status/Pekerjaan

   ○ Mahasiswa/i

   ○ Pegawai Negeri

   ○ Pegawai Swasta

   ○ Wiraswasta

   ○ Lain-lainnya

5. Darimana anda tahu adanya coffeeshop Banter Coffee di Semarang ?

   ○ Teman atau keluarga.

   ○ Social Media (contoh: Instagram)

6. Sudah berapa kali anda mengunjungi dan melakukan transaksi pembelian di Banter Coffee?

   ○ >2 kali

   ○ Belum pernah

7. Saya memiliki social media Instagram:

○ Iya

○ Tidak

8. Saya sudah mengikuti (followers) social media dari Banter Coffee:

○ Sudah

○ Belum

II. PETUNJUK

Berilah tanda centang (√) pada 5 pilihan jawaban yang sesuai pilihan saudara/i

Social Media Marketing

No	Pertanyaan	STS	TS	KS	S	SS
1.	Banter Coffee selalu menjaga hubungan baik dengan pelanggan.					
2.	Banter Coffee selalu menjawab pertanyaan yang saya ajukan dengan ramah dan sopan.					
3.	Saya merasa foto produk dan informasi (caption) di social media Banter Coffee sangat menarik dan mudah dipahami.					
4.	Saya merasa isi konten di social media Banter Coffee sangat luas dan menarik, tidak hanya foto produk namun juga sharing pengetahuan tentang kopi.					
	Apakah promo (buy 1 get 1, discount, dll) yang di iklankan di Instagram Banter Coffee menarik? Jika iya, berikan alasannya….					

Experiental Marketing

No	Pertanyaan	STS	TS	KS	S	SS
1.	Saya merasa desain interior Banter Coffee menarik dan unik.					
2.	Karyawan Banter Coffee melayani dengan ramah.					
3.	Banter Coffee menawarkan variasi rasa yang beragam sehingga membangkitkan rasa ingin tahu saya.					
4.	Saya berkunjung ke coffeeshop karena bagian dari					

	gaya hidup saat ini.					
5.	Saya merasa Banter Coffee merupakan tempat *hang out* yang banyak diminati oleh banyak komunitas.					
	Pengalaman apa yang sudah anda rasakan saat mengunjungi Banter Coffee? (dapat meliputi: design interior, karyawan, fasilitas, pelayanan dll)					

Customer Satisfaction

No	Pertanyaan	STS	TS	KS	S	SS
1.	Setelah menikmati produk yang ditawarkan, harapan saya terpenuhi.					
2.	Banter Coffee memiliki kinerja yang baik dalam melayani.					
3.	Saya merasa senang menikmati kopi di Banter Coffee.					
4.	Produk dan pelayanan yang diberikan Banter Coffee sesuai dengan biaya yang saya keluarkan.					
5.	Saya selalu mengerjakan deadline tugas di Banter Coffee karena sangat nyaman.					
	Apakah anda merasa puas menikmati produk dan layanan yang diberikan Banter Coffee? Jika iya, berikan alasannya…					

Revisit Intention

No.	Pertanyaan	STS	TS	KS	S	SS
1.	Saya memiliki keinginan untuk berkunjung kembli ke Banter Coffee.					
2.	Saya bersedia merekomendasikan Banter Coffee kepada teman atau orang-orang terdekat.					
3.	Saya ingin menceritakan pengalaman saya saat berkunjung ke Banter Coffee kepada orang lain.					
	Apakah anda bersedia untuk berkunjung kembali di waktu mendatang? Jika iya, berikan alasannya…					

Lampiran 2 : Hasil Uji Penelitian

Uji Validitas

Scale : All Variables

Correlations

		X1.1	X1.2	X1.3	X1.4	social media marketing
X1.1	Pearson Correlation	1	.183*	.191*	.357**	.632**
	Sig. (1-tailed)		.034	.028	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.183*	1	.389**	.295**	.656**
	Sig. (1-tailed)	.034		.000	.001	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.191*	.389**	1	.518**	.748**
	Sig. (1-tailed)	.028	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.357**	.295**	.518*	1	.768**
	Sig. (1-tailed)	.000	.001	.000		.000
	N	100	100	100	100	100
social media marketing	Pearson Correlation	.632**	.656**	.748**	.768**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

*. Correlation is significant at the 0.05 level (1-tailed).

**. Correlation is significant at the 0.01 level (1-tailed).

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	Experimental marketing
X2.1	Pearson Correlation	1	.106	.121	.143	.107	.453**
	Sig. (1-tailed)		.147	.114	.078	.145	.000
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	.106	1	.390*	.340*	.166*	.626**
	Sig. (1-tailed)	.147		.000	.000	.049	.000
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	.121	.390*	1	.573*	.320*	.745**
	Sig. (1-tailed)	.114	.000		.000	.001	.000
	N	100	100	100	100	100	100
X2.4	Pearson Correlation	.143	.340*	.573*	1	.405*	.767**
	Sig. (1-tailed)	.078	.000	.000		.000	.000
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	.107	.166*	.320*	.405*	1	.624**
	Sig. (1-tailed)	.145	.049	.001	.000		.000
	N	100	100	100	100	100	100
Experimental marketing	Pearson Correlation	.453**	.626**	.745**	.767**	.624**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (1-tailed).

*. Correlation is significant at the 0.05 level (1-tailed).

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Customer satisfaction
Y1.1	Pearson Correlation	1	.293**	.294**	.024	.185*	.557**
	Sig. (1-tailed)		.002	.002	.407	.033	.000
	N	100	100	100	100	100	100
Y1.2	Pearson Correlation	.293**	1	.304**	.243**	.074	.580**
	Sig. (1-tailed)	.002		.001	.007	.234	.000
	N	100	100	100	100	100	100
Y1.3	Pearson Correlation	.294**	.304**	1	.461**	.399**	.769**
	Sig. (1-tailed)	.002	.001		.000	.000	.000
	N	100	100	100	100	100	100
Y1.4	Pearson Correlation	.024	.243**	.461**	1	.456**	.675**
	Sig. (1-tailed)	.407	.007	.000		.000	.000
	N	100	100	100	100	100	100
Y1.5	Pearson Correlation	.185*	.074	.399**	.456**	1	.655**
	Sig. (1-tailed)	.033	.234	.000	.000		.000
	N	100	100	100	100	100	100
Customer satisfaction	Pearson Correlation	.557**	.580**	.769**	.675**	.655**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (1-tailed).

*. Correlation is significant at the 0.05 level (1-tailed).

Correlations

		Y2.1	Y2.2	Y2.3	Revisit intention
Y2.1	Pearson Correlation	1	.368**	.268**	.695**
	Sig. (1-tailed)		.000	.004	.000
	N	100	100	100	100
Y2.2	Pearson Correlation	.368**	1	.398**	.725**
	Sig. (1-tailed)	.000		.000	.000
	N	100	100	100	100
Y2.3	Pearson Correlation	.268**	.398**	1	.736**
	Sig. (1-tailed)	.004	.000		.000
	N	100	100	100	100
Revisit intention	Pearson Correlation	.695**	.725**	.736**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (1-tailed).

Uji Reliabilitas

Scale : All Variables

1. **Social Media 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
.652	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.43	.590	100
X1.2	4.54	.540	100
X1.3	4.41	.570	100
X1.4	4.25	.539	100

2. **Experiental 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
.647	5

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.45	.520	100
X2.2	4.49	.541	100
X2.3	4.35	.520	100
X2.4	4.29	.537	100
X2.5	4.29	.537	100

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
.655	5

Item Statistics

	Mean	Std. Deviation	N
Y1.1	4.40	.586	100
Y1.2	4.59	.552	100
Y1.3	4.54	.610	100
Y1.4	4.48	.577	100
Y1.5	4.52	.577	100

4. Revisit Intention

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
.610	3

Item Statistics

	Mean	Std. Deviation	N
Y2.1	4.48	.643	100
Y2.2	4.46	.593	100
Y2.3	4.41	.605	100

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Experimental marketing, social media marketing[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Customer satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611[a]	.374	.361	1.505

a. Predictors: (Constant), Experimental marketing, social media marketing

b. Dependent Variable: Customer satisfaction

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.106	2	65.553	28.929	.000[a]
	Residual	219.804	97	2.266		
	Total	350.910	99			

a. Predictors: (Constant), Experimental marketing, social media marketing

b. Dependent Variable: Customer satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.781	2.239		2.582	.011		
	social media marketing	.498	.102	.414	4.857	.000	.887	1.127
	Experimental marketing	.365	.094	.331	3.881	.000	.887	1.127

a. Dependent Variable: Customer satisfaction

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.49004770
Most Extreme Differences	Absolute	.076
	Positive	.038
	Negative	-.076
Kolmogorov-Smirnov Z		.762
Asymp. Sig. (2-tailed)		.606

a. Test distribution is Normal.

b. Calculated from data.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.485	1.521		2.949	.004
	social media marketing	-.054	.070	-.081	-.769	.444
	Experimental marketing	-.103	.064	-.171	-1.620	.108

a. Dependent Variable: Abs_res1

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Customer satisfaction, Experimental marketing, social media marketing[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Revisit intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764[a]	.583	.570	.879

a. Predictors: (Constant), Customer satisfaction, Experimental marketing, social media marketing

b. Dependent Variable: Revisit intention

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.658	3	34.553	44.745	.000[a]
	Residual	74.132	96	.772		
	Total	177.790	99			

a. Predictors: (Constant), Customer satisfaction, Experimental marketing, social media marketing

b. Dependent Variable: Revisit intention

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.396	1.351		-1.033	.304		
	social media marketing	.165	.067	.193	2.478	.015	.713	1.402
	Experimental marketing	.162	.059	.207	2.753	.007	.768	1.302
	Customer satisfaction	.369	.059	.519	6.231	.000	.626	1.596

a. Dependent Variable: Revisit intention

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.86533791
Most Extreme Differences	Absolute	.086
	Positive	.086
	Negative	-.071
Kolmogorov-Smirnov Z		.856
Asymp. Sig. (2-tailed)		.457

a. Test distribution is Normal.

b. Calculated from data.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.076	1.096		2.807	.006
	social media marketing	.055	.054	.117	1.013	.314
	Experimental marketing	-.087	.048	-.203	-1.815	.073
	Customer satisfaction	-.065	.048	-.167	-1.351	.180

a. Dependent Variable: Abs_res2