



**LAMPIRAN-LAMPIRAN**

## Lampiran 1 Kuesioner Penelitian

### Kuesioner

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

*Assalamualaikum Wr. Wb*

Dengan hormat,

Sehubung dalam rangka untuk memenuhi skripsi saya pada Program Sarjana Fakultas Ekonomi Universitas Islam Sultan Agung, maka saya:

Nama : Nugroho Ardiyansah

Nim : 30401700178

Dengan segala kerendahan hati saya mohon kesediaan Bapak/Ibu/Saudara untuk membantu saya dalam memberikan jawaban dari beberapa pertanyaan yang tersedia dalam kuesioner ini. Kesediaan dan kerjasama yang Bapak/Ibu/Saudara berikan dalam bentuk informasi yang benar dan lengkap akan sangat mendukung keberhasilan dalam penelitian ini

Akhir kata saya mengucapkan terima kasih atas kesediaan dan kerjasama Bapak/Ibu/Saudara yang telah meluangkan waktu dalam pengisian kuesioner ini.

*Wassalamualaikum Wr. Wb*

Hormat saya

Nugroho Ardiyansah

## KUESIONER PENELITIAN

### PENGARUH *EXPERIENTIAL MARKETING* DAN *BRAND IMAGE* TERHADAP *REPURCHASE INTENTION* DENGAN *CUSTOMER* *SATISFACTION* SEBAGAI VARIABEL INTERVENING (Studi Pada Konsumen Getuk Goreng Makanan Khas Kabupaten Semarang)

#### A. Identitas Responden

1. Nama Responden : .....
2. Domisili (Kab/Kota) : .....
3. Jenis Kelamin : Pria  Wanita
4. Pekerjaan : .....
5. Umur (Tahun) : .....
6. Berapa kali membeli/mengonsumsi :
- Getuk Goreng Bandungan 1 x
- 2 x
- 3 x
- Lebih dari 3 x
7. Darimana mengetahui produk : Media Sosial
- Getuk Goreng Bandungan Langsung di lapangan
- Orang lain

## B. Petunjuk Pengisian

1. Sebelum mengisi pertanyaan/ Pernyataan berikut, saya memohon kesediaan untuk membaca terlebih dahulu petunjuk pengisian kuesioner ini.
2. Setiap pertanyaan pilihlah salah satu jawaban yang paling sesuai dengan keadaan, kemudian berikan tanda centang (√) pada kolom yang tersedia.
3. Contoh Pengisian

No	Pertanyaan/Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
1					√	

Keterangan :

Skor 1 : Sangat Tidak Setuju

Skor 2 : Tidak Setuju

Skor 3 : Netral

Skor 4 : Setuju

Skor 5 : Sangat Setuju

4. Mohon setiap pertanyaan/ pernyataan dapat diisi seluruhnya.

## REPURCHASE INTENTION

No	Pernyataan	Skala				
		1	2	3	4	5
<b><i>(Minat untuk membeli kembali produk)</i></b>						
1	Saya ingin sekali membeli kembali produk Getuk Goreng Bandung					
<b><i>(Minat membeli ulang dengan jumlah yang bertambah)</i></b>						
2	Saya akan membeli kembali produk getuk goreng dengan jumlah yang lebih banyak dari pembelian sebelumnya					
<b><i>(Minat membeli kembali dimasa depan)</i></b>						
3	Di masa yang akan datang atau jauh-jauh hari, apabila berkesempatan saya akan membeli kembali produk getuk goreng					
<b><i>(Minat membeli ulang dengan jangka waktu yang pendek)</i></b>						
4	Saya akan membeli ulang produk tersebut dengan selisih waktu yang pendek					

Faktor yang membuat anda melakukan repurchase intention (minat beli ulang) adalah?
Jawaban :

**EXPERIENTIAL MARKETING**

No	Pernyataan	Skala				
		1	2	3	4	5
<b>(Sense)</b>						
1	Saya tertarik dengan produk getuk goreng karena tampilannya yang unik, menarik kemudian aroma dan cita rasa yang sesuai selera.					
<b>(Feel)</b>						
2	Menurut saya pelayanan getuk goreng bandungan cepat dan tepat.					
<b>(Think)</b>						
3	Saya berpikir bahwa getuk goreng merupakan makanan terenak yang terbuat dari bahan dasar singkong/ketela pohong					
<b>(Act)</b>						
4	Setelah membeli/mengonsumsi getuk goreng bandungan, saya membagikan pengalaman saya dengan orang lain					
<b>(Relate)</b>						
5	Getuk goreng merupakan makanan yang paling cocok dimakan bersama dan juga dijadikan sebagai oleh-oleh untuk keluarga, teman, pasangan maupun rekan kerja					

**BRAND IMAGE**

No	Pernyataan	Skala				
		1	2	3	4	5
<b><i>(Mudah dikenali)</i></b>						
1	Saya mudah membedakan produk getuk goreng dengan produk lain yang berasal dari bahan dasar singkong/ketela pohong					
<b><i>(Reputasi yang baik)</i></b>						
2	Menurut saya produk getuk goreng layak dikonsumsi oleh semua orang					
<b><i>(Mudah diingat)</i></b>						
3	Saya merasa bahwa produk getuk goreng mudah diingat dalam benak saya, baik nama, tampilan, hingga rasa aroma dan sajian					

**CUSTOMER SATISFACTION**

No	Pernyataan	Skala				
		1	2	3	4	5
<b><i>(Terpenuhinya harapan pelanggan)</i></b>						
1	Menurut saya produk getuk goreng memiliki rasa yang enak					
<b><i>(Kepuasan dan kesenangan pelanggan)</i></b>						
2	Saya merasa puas dan senang setelah membeli produk getuk goreng					
<b><i>(Terkait pelayanan yang baik)</i></b>						
3	Saya merasa senang karena pelayanan pada produk getuk goreng baik dan ramah					

## Lampiran 2 Tabulasi Data Penelitian

<i>Experiential Marketing (X1)</i>						
No	X1.1	X1.2	X1.3	X1.4	X1.5	Total
1	4	4	4	4	4	20
2	4	4	3	4	4	19
3	5	4	4	4	5	22
4	4	4	4	4	4	20
5	4	5	4	4	5	22
6	4	4	3	4	4	19
7	4	4	4	4	4	20
8	5	5	4	4	4	22
9	5	5	4	4	4	22
10	4	4	2	4	4	18
11	4	4	4	5	4	21
12	4	4	4	3	3	18
13	4	4	3	3	3	17
14	4	4	4	4	4	20
15	5	5	5	4	5	24
16	4	4	5	4	4	21
17	5	5	5	5	5	25
18	4	4	4	4	5	21
19	4	4	4	4	5	21
20	5	5	5	5	4	24
21	4	4	4	4	4	20
22	5	4	4	4	4	21
23	5	4	3	4	5	21
24	3	3	3	4	3	16
25	4	3	3	4	4	18
26	4	3	2	2	3	14
27	4	3	3	3	3	16
28	4	5	3	4	4	20
29	5	5	4	4	4	22
30	3	3	3	3	3	15



31	5	4	4	4	4	21
32	5	4	4	4	4	21
33	4	4	3	3	4	18
34	4	4	4	4	4	20
35	5	5	5	4	5	24
36	5	4	5	4	4	22
37	4	4	4	3	4	19
38	3	4	3	3	4	17
39	5	5	4	4	4	22
40	4	4	4	4	4	20
41	4	4	4	3	4	19
42	5	5	5	5	5	25
43	5	5	3	4	5	22
44	3	3	3	4	3	16
45	5	5	5	5	5	25
46	4	4	4	4	4	20
47	5	4	4	4	5	22
48	5	5	5	5	5	25
49	4	4	4	4	4	20
50	5	4	5	5	5	24
51	4	4	5	4	4	21
52	3	3	3	3	3	15
53	5	5	5	5	5	25
54	5	5	5	5	5	25
55	5	4	5	3	4	21
56	5	5	5	5	5	25
57	5	4	3	4	3	19
58	5	5	5	2	5	22
59	5	4	3	4	5	21
60	3	4	3	3	4	17
61	4	4	4	4	4	20
62	5	5	3	5	4	22
63	5	5	5	5	5	25
64	4	4	2	2	4	16
65	5	5	5	5	4	24

66	5	4	4	4	5	22
67	4	3	3	4	4	18
68	5	5	3	5	5	23
69	5	5	4	3	3	20
70	5	5	5	3	4	22
71	4	5	4	4	4	21
72	4	4	3	3	4	18
73	5	5	5	5	5	25
74	5	4	4	4	5	22
75	4	5	3	4	5	21
76	5	5	3	3	3	19
77	4	4	4	4	4	20
78	5	4	2	4	5	20
79	5	5	5	4	5	24
80	3	5	4	4	5	21
81	4	4	4	4	5	21
82	5	5	4	5	5	24
83	5	5	5	5	5	25
84	5	5	4	4	5	23
85	4	4	3	3	3	17
86	5	4	5	3	5	22
87	4	3	3	3	3	16
88	5	5	4	5	4	23
89	4	3	5	4	4	20
90	3	4	4	4	5	20
91	5	5	5	5	5	25
92	5	5	4	4	5	23
93	4	4	4	3	4	19
94	4	3	3	4	4	18
95	3	3	4	3	3	16
96	4	5	4	5	4	22
97	4	4	4	4	4	20
98	4	5	4	4	5	22
99	4	4	3	4	4	19
100	4	5	4	3	5	21

<b>Brand Image (X2)</b>				
No	X2.1	X2.2	X2.3	Total
1	4	4	4	12
2	4	4	5	13
3	4	5	5	14
4	5	5	5	15
5	4	4	4	12
6	4	4	4	12
7	4	4	4	12
8	5	5	5	15
9	4	4	5	13
10	4	4	4	12
11	4	4	5	13
12	4	3	4	11
13	4	4	4	12
14	4	4	4	12
15	5	5	5	15
16	4	4	4	12
17	5	5	5	15
18	5	4	5	14
19	4	4	4	12
20	4	5	5	14
21	4	4	4	12
22	4	4	4	12
23	4	4	4	12
24	4	4	5	13
25	2	4	4	10
26	5	4	4	13
27	4	4	4	12
28	5	4	4	13
29	4	4	4	12
30	4	3	3	10
31	4	4	4	12
32	4	4	4	12

33	4	4	4	12
34	5	5	5	15
35	4	5	4	13
36	5	4	5	14
37	4	4	4	12
38	3	3	4	10
39	4	3	5	12
40	4	3	4	11
41	4	4	4	12
42	5	5	5	15
43	4	4	4	12
44	3	3	3	9
45	5	5	5	15
46	4	4	4	12
47	5	5	5	15
48	5	5	5	15
49	5	4	4	13
50	5	5	4	14
51	4	4	4	12
52	3	3	3	9
53	4	5	5	14
54	5	5	5	15
55	4	4	4	12
56	5	5	5	15
57	3	2	4	9
58	5	5	5	15
59	4	5	5	14
60	4	4	4	12
61	4	5	4	13
62	4	5	4	13
63	5	5	5	15
64	5	5	5	15
65	4	5	5	14
66	4	5	5	14
67	4	3	4	11

68	5	5	5	15
69	4	5	5	14
70	5	5	4	14
71	5	5	5	15
72	4	4	4	12
73	5	5	5	15
74	4	4	4	12
75	4	4	4	12
76	4	4	4	12
77	4	4	4	12
78	4	4	4	12
79	5	5	5	15
80	5	5	5	15
81	5	4	4	13
82	4	5	5	14
83	5	5	5	15
84	5	4	4	13
85	5	5	4	14
86	5	4	5	14
87	4	4	4	12
88	5	4	4	13
89	3	3	3	9
90	4	5	4	13
91	5	5	5	15
92	5	5	5	15
93	3	3	4	10
94	5	5	4	14
95	3	3	3	9
96	3	5	4	12
97	4	4	4	12
98	4	5	5	14
99	3	3	4	10
100	4	4	5	13

<i>Customer Satisfaction (Y1)</i>				
No	Y1.1	Y1.2	Y1.3	Total
1	4	4	4	12
2	4	4	4	12
3	4	5	4	13
4	5	5	5	15
5	5	4	4	13
6	4	3	4	11
7	5	5	4	14
8	5	5	5	15
9	5	4	4	13
10	4	4	4	12
11	5	4	4	13
12	4	4	3	11
13	4	4	4	12
14	4	4	4	12
15	5	5	5	15
16	4	4	4	12
17	5	5	5	15
18	5	5	4	14
19	4	4	4	12
20	5	5	5	15
21	5	5	5	15
22	5	4	4	13
23	5	5	5	15
24	4	4	4	12
25	4	4	4	12
26	4	4	4	12
27	4	4	2	10
28	5	4	5	14
29	5	4	5	14
30	5	3	4	12
31	4	4	3	11
32	4	4	4	12
33	4	3	4	11

34	4	4	4	12
35	4	5	5	14
36	4	4	4	12
37	4	4	4	12
38	4	4	4	12
39	5	3	4	12
40	4	4	4	12
41	5	3	3	11
42	5	5	5	15
43	4	4	4	12
44	3	3	3	9
45	5	5	5	15
46	4	4	4	12
47	5	4	5	14
48	5	5	5	15
49	4	4	4	12
50	5	5	5	15
51	5	4	4	13
52	3	3	3	9
53	5	4	5	14
54	5	5	5	15
55	4	4	3	11
56	5	5	5	15
57	4	5	4	13
58	5	5	5	15
59	4	5	3	12
60	4	4	4	12
61	4	4	4	12
62	5	4	4	13
63	5	5	5	15
64	5	5	5	15
65	5	4	5	14
66	5	5	5	15
67	4	4	3	11
68	5	5	2	12

69	5	5	5	15
70	5	4	3	12
71	5	5	5	15
72	4	5	4	13
73	5	5	5	15
74	5	5	4	14
75	5	5	4	14
76	4	4	4	12
77	4	4	4	12
78	4	4	5	13
79	5	5	4	14
80	5	5	5	15
81	4	5	4	13
82	5	5	4	14
83	5	5	5	15
84	5	5	5	15
85	4	4	3	11
86	5	5	5	15
87	4	4	3	11
88	4	5	4	13
89	4	4	3	11
90	4	5	5	14
91	5	5	5	15
92	5	5	5	15
93	4	4	4	12
94	4	5	3	12
95	3	3	3	9
96	3	5	4	12
97	4	4	4	12
98	5	4	5	14
99	4	3	4	11
100	5	4	5	14



<i>Repurchase Intention (Y2)</i>					
No	Y2.1	Y2.2	Y2.3	Y2.4	Total
1	5	4	4	4	17
2	5	5	4	4	18
3	4	5	4	5	18
4	4	4	4	4	16
5	4	4	4	3	15
6	5	4	4	4	17
7	5	4	4	4	17
8	5	5	5	4	19
9	4	4	5	3	16
10	4	4	4	2	14
11	5	4	5	4	18
12	5	4	4	3	16
13	4	3	4	3	14
14	4	4	4	3	15
15	5	4	5	3	17
16	4	4	4	4	16
17	5	5	5	5	20
18	4	4	5	3	16
19	5	3	5	3	16
20	4	4	4	3	15
21	5	5	4	5	19
22	5	3	5	3	16
23	4	4	5	4	17
24	3	3	3	3	12
25	4	3	4	3	14
26	4	3	5	5	17
27	4	3	4	3	14
28	5	3	5	3	16
29	4	4	4	4	16
30	4	3	3	3	13
31	4	3	5	3	15
32	4	3	4	4	15
33	3	3	4	2	12

34	5	4	5	3	17
35	5	4	4	4	17
36	4	4	4	4	16
37	4	3	4	3	14
38	3	3	3	2	11
39	5	3	4	3	15
40	4	3	4	3	14
41	3	3	3	2	11
42	5	5	5	4	19
43	4	3	4	3	14
44	3	3	3	3	12
45	5	5	5	5	20
46	4	4	4	3	15
47	4	4	4	4	16
48	5	4	5	4	18
49	5	1	4	2	12
50	5	5	5	5	20
51	4	3	4	3	14
52	3	3	3	3	12
53	5	5	5	4	19
54	5	5	5	4	19
55	3	1	4	3	11
56	5	4	5	5	19
57	3	4	4	3	14
58	5	5	5	3	18
59	4	4	4	4	16
60	4	2	4	3	13
61	5	3	4	3	15
62	5	5	5	3	18
63	5	5	5	5	20
64	4	3	4	4	15
65	4	4	5	5	18
66	5	4	4	4	17
67	4	4	4	2	14
68	5	5	5	3	18

69	4	4	4	3	15
70	5	5	5	5	20
71	4	4	4	3	15
72	4	4	3	4	15
73	5	5	5	5	20
74	5	3	4	3	15
75	4	3	4	2	13
76	5	4	5	3	17
77	3	3	4	3	13
78	5	4	5	3	17
79	5	4	5	4	18
80	4	4	4	4	16
81	4	3	5	3	15
82	3	3	5	4	15
83	5	4	5	5	19
84	4	4	4	4	16
85	4	3	3	3	13
86	5	4	4	5	18
87	4	3	3	3	13
88	5	4	4	3	16
89	4	4	4	3	15
90	4	4	5	3	16
91	5	5	5	5	20
92	5	5	4	3	17
93	4	3	4	3	14
94	3	3	4	3	13
95	3	3	3	3	12
96	3	4	3	5	15
97	5	4	4	4	17
98	5	4	4	4	17
99	5	3	3	3	14
100	5	4	4	5	18

### Lampiran 3 Uji Instrumen

#### A. Uji Validitas

#### Experiential Marketing (X1) Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	Total
X1.1	Pearson Correlation	1	.589**	.431**	.399**	.460**	.746**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.589**	1	.456**	.436**	.545**	.788**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.431**	.456**	1	.427**	.438**	.752**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.399**	.436**	.427**	1	.481**	.730**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.460**	.545**	.438**	.481**	1	.767**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.746**	.788**	.752**	.730**	.767**	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).

**Brand Image (X2)  
Correlations**

		X2.1	X2.2	X2.3	Total
X2.1	Pearson Correlation	1	.609**	.554**	.844**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.609**	1	.645**	.888**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.554**	.645**	1	.839**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total	Pearson Correlation	.844**	.888**	.839**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

**Customer Satisfaction (Y1)  
Correlations**

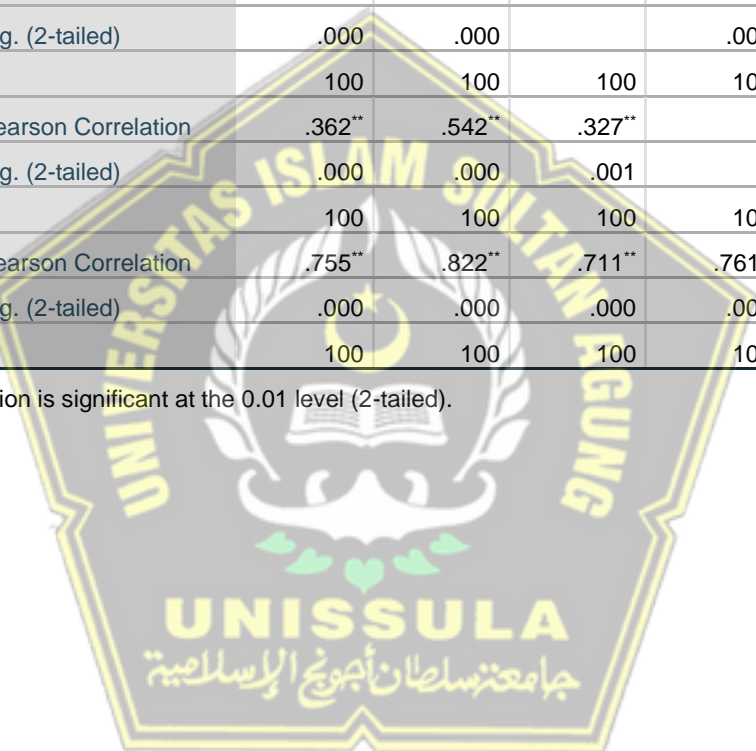
		Y1.1	Y1.2	Y1.3	Total
Y1.1	Pearson Correlation	1	.449**	.559**	.802**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y1.2	Pearson Correlation	.449**	1	.465**	.779**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y1.3	Pearson Correlation	.559**	.465**	1	.854**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total	Pearson Correlation	.802**	.779**	.854**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

**Repurchase Intention (Y2)**  
**Correlations**

		Y2.1	Y2.2	Y2.3	Y2.4	Total
Y2.1	Pearson Correlation	1	.485**	.530**	.362**	.755**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y2.2	Pearson Correlation	.485**	1	.422**	.542**	.822**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y2.3	Pearson Correlation	.530**	.422**	1	.327**	.711**
	Sig. (2-tailed)	.000	.000		.001	.000
	N	100	100	100	100	100
Y2.4	Pearson Correlation	.362**	.542**	.327**	1	.761**
	Sig. (2-tailed)	.000	.000	.001		.000
	N	100	100	100	100	100
Total	Pearson Correlation	.755**	.822**	.711**	.761**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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



## B. Uji Reliabilitas

### Experiential Marketing (X1) Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded <sup>a</sup>	1	1.0
	Total	101	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.809	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	16.34	5.015	.603	.771
X1.2	16.44	4.815	.659	.754
X1.3	16.81	4.539	.560	.788
X1.4	16.78	4.860	.557	.784
X1.5	16.47	4.837	.623	.764

**Brand Image (X2)**  
**Case Processing Summary**

		N	%
Cases	Valid	100	99.0
	Excluded <sup>a</sup>	1	1.0
	Total	101	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.817	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	8.61	1.351	.643	.774
X2.2	8.59	1.174	.709	.709
X2.3	8.50	1.485	.670	.755



### Customer Satisfaction (Y1) Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded <sup>a</sup>	1	1.0
	Total	101	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.738	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	8.52	1.404	.593	.630
Y1.2	8.64	1.364	.517	.703
Y1.3	8.80	1.071	.599	.617

### Repurchase Intention (Y2) Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded <sup>a</sup>	1	1.0
	Total	101	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.758	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	11.52	3.404	.570	.695
Y2.2	12.08	2.882	.630	.657
Y2.3	11.61	3.634	.522	.721
Y2.4	12.31	3.085	.520	.725

## Lampiran 4 Uji Asumsi Klasik

### A. Uji Normalitas

#### Model 1

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.00106196
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.040
Test Statistic		.085
Asymp. Sig. (2-tailed)		.075 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

#### Model 2

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.52273119
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.063
Test Statistic		.075
Asymp. Sig. (2-tailed)		.191 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## B. Uji Multikolinearitas

### Model 1

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
1	(Constant)	2.360	.875		2.695	.008		
	Experiential Marketing	.236	.049	.396	4.801	.000	.596	1.676
	Brand Image	.446	.079	.464	5.630	.000	.596	1.676

a. Dependent Variable: Customer Satisfaction

### Model 2

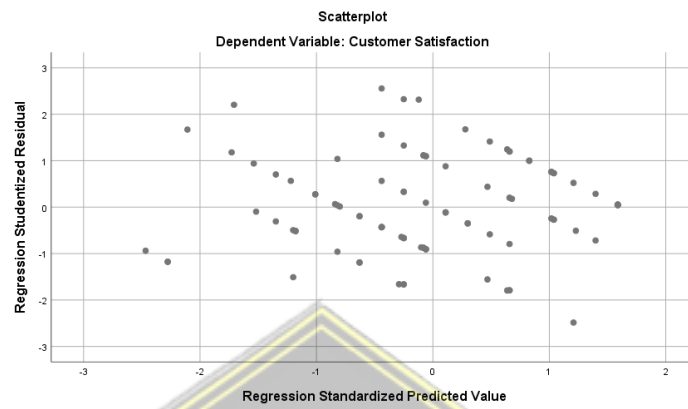
#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
1	(Constant)	.531	1.388		.383	.703		
	Experiential Marketing	.351	.084	.407	4.201	.000	.482	2.075
	Brand Image	.324	.140	.233	2.322	.022	.450	2.224
	Customer Satisfaction	.398	.155	.206	1.922	.038	.394	2.540

a. Dependent Variable: Repurchase Intention

## C. Uji Heterokedastisitas

### Model 1



### Model 2



## Lampiran 5 Uji Hipotesis

### A. Analisis Regresi Linier Berganda dan Uji t

Model 1

		Coefficients <sup>a</sup>			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	2.360	.875		2.695
	Experiential Marketing	.236	.049	.396	4.801
	Brand Image	.446	.079	.464	5.630

a. Dependent Variable: Customer Satisfaction

Model 2

		Coefficients <sup>a</sup>			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	.531	1.388		.383
	Experiential Marketing	.351	.084	.407	4.201
	Brand Image	.324	.140	.233	2.322
	Customer Satisfaction	.398	.155	.206	1.922

a. Dependent Variable: Repurchase Intention

## B. Uji F

### Model 1

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.750	2	76.375	74.673	.000 <sup>b</sup>
	Residual	99.210	97	1.023		
	Total	251.960	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Brand Image, Experiential Marketing

### Model 2

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	299.888	3	99.963	41.805	.000 <sup>b</sup>
	Residual	229.552	96	2.391		
	Total	529.440	99			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Customer Satisfaction, Experiential Marketing, Brand Image

### C. Uji Koefisien Determinasi

#### Model 1

##### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 <sup>a</sup>	.606	.598	1.011

a. Predictors: (Constant), Brand Image, Experiential Marketing

b. Dependent Variable: Customer Satisfaction

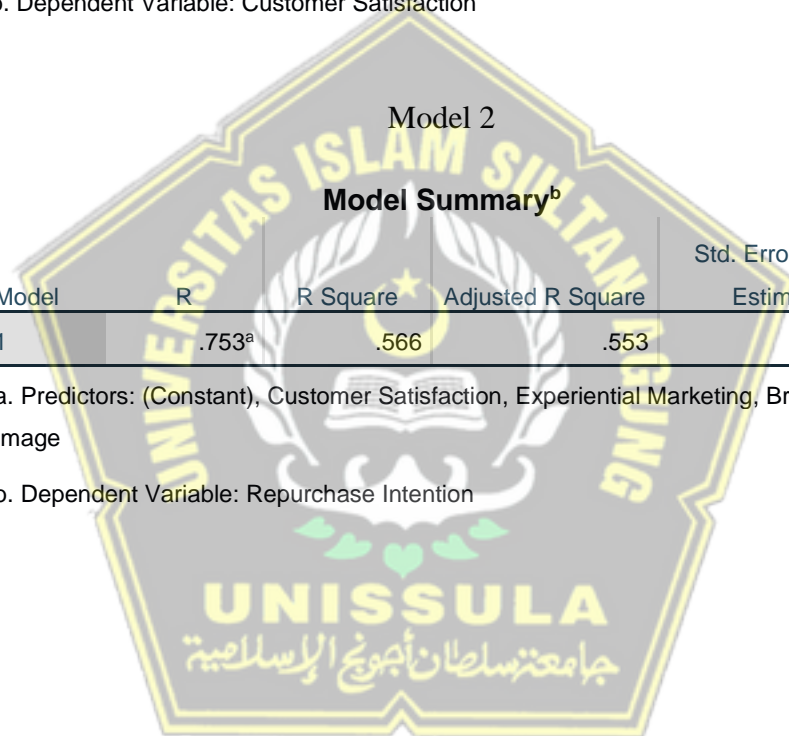
#### Model 2

##### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 <sup>a</sup>	.566	.553	1.546

a. Predictors: (Constant), Customer Satisfaction, Experiential Marketing, Brand Image

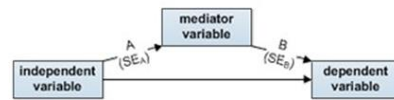
b. Dependent Variable: Repurchase Intention





## D. Uji Sobel

### Sobel 1



A:

B:

SE<sub>A</sub>:

SE<sub>B</sub>:

**Calculate!**

Sobel test statistic: 2.26584323

One-tailed probability: 0.01173049

Two-tailed probability: 0.02346098

### Sobel 2



A:

B:

SE<sub>A</sub>:

SE<sub>B</sub>:

**Calculate!**

Sobel test statistic: 2.33734064

One-tailed probability: 0.00971074

Two-tailed probability: 0.01942148