

LAMPIRAN

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN

No Responden:

Assalamualaikum Warahmatullahi Wabarakatuh

Saya mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Yogyakarta. Dalam rangka penyusunan laporan penelitian dengan judul “Pengaruh *Experiential Marketing* Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Pelanggan Restoran *Roaster and Bear*)”

Saya sangat mengharapkan bantuan saudara/i untuk bersedia mengisi kuesioner penelitian sesuai dengan pengalaman dan memberikan jawaban sejujur-jujurnya sesuai dengan keadaan sesungguhnya. Identitas saudara akan terjamin kerahasiaannya sesuai dengan etika penelitian. Jawaban dari kuesioner ini semata-mata ditujukan untuk kepentingan penelitian. Demikian atas waktu dan ketersediaan yang telah anda berikan saya ucapkan terimakasih.

Wassalamualaikum warahmatullahi wabarakatuh

Hormat saya

Nor Izzatul Ummah

Apakah anda telah melakukan pembelian dua kali dalam enam bulan terakhir di Restoran Roaster and Bear?

- a. Ya (**jika ya maka lanjut ke pertanyaan berikutnya**)
 b. Tidak (**jika tidak maka pertanyaan berhenti sampai sini**)

I. Identitas Responden

Nama : (Boleh tidak diisi)
 Jenis Kelamin : Laki-laki Perempuan
 Pekerjaan :
 Usia :
 Asal Kabupaten :

II. Petunjuk Pengisian

Pilihlah jawaban (pernyataan) yang sesuai dengan pendapat anda dengan memberi tanda checklist (√) pada kolom yang tersedia

Kode	Keterangan
(STS)	Sangat Tidak Setuju
(TS)	Tidak Setuju
(N)	Netral
(S)	Setuju
(SS)	Sangat Setuju

III. Daftar Pernyataan

Variabel *Experiential Marketing*

No.	Pernyataan	STS	TS	N	S	SS
1.	Tata letak Restoran <i>Roaster and Bear</i> menarik.					
2.	Konsep Restoran <i>Roaster and Bear</i> istimewa.					
3.	Saya merasa senang dan tertarik membeli di Restoran <i>Roaster and Bear</i> .					
4.	Banyak tempat foto yang membuat saya merasa senang.					
5.	Makanan dan minuman yang ditawarkan membuat saya berpikir tentang keunikan proses pembuatannya.					
6.	Jumlah tempat foto yang ditawarkan membuat saya tertarik untuk berfoto.					
7.	Web dan media sosial membuat saya tertarik datang ke Restoran <i>Roaster and Bear</i> .					
8.	Saya bisa berkumpul dengan teman-teman di Restoran <i>Roaster and Bear</i> .					
9.	Saya bisa bertemu orang baru di Restoran <i>Roaster and Bear</i> .					

Variabel Kepuasan Pelanggan

No.	Pernyataan	STS	TS	N	S	SS
1.	Saya merasa nyaman dengan suasana dan lingkungan Restoran <i>Roaster and Bear</i> .					
2.	Ada tempat parkir yang nyaman dan aman.					
3.	Karyawan Restoran <i>Roaster and Bear</i> memiliki sikap yang baik dalam melayani.					
4.	Karyawan melayani dengan cepat.					
5.	Layanan Restoran <i>Roaster and Bear</i> dikemas dengan baik dan menarik.					
6.	Saya merasa puas dengan layanan yang diberikan					
7.	Promosi oleh Restoran <i>Roaster and Bear</i> sesuai dengan yang ada di restoran.					
8.	Daftar produk dan harga jelas tercetak.					
9.	Kualitas layanan sesuai dengan harga yang diberikan.					
10.	Harga yang ditetapkan oleh Restoran <i>Roaster and Bear</i> layak.					

Variabel Loyalitas Pelanggan

No.	Pernyataan	STS	TS	N	S	SS
1.	Saya tidak tertarik untuk datang ke tempat lain yang serupa					
2.	Saya tidak akan pindah ke tempat lain bahkan ketika Restoran <i>Roaster and Bear</i> menaikkan harga.					
3.	Saya akan kembali ke Restoran <i>Roaster and Bear</i>					
4.	Saya akan merekomendasikan Restoran <i>Roaster and Bear</i> kepada orang lain.					

Lampiran 2. Hasil Analisis Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EXMAR1	120	2	5	3.69	.807
EXMAR2	120	2	5	3.82	.745
EXMAR3	120	2	5	3.70	.904
EXMAR4	120	2	5	3.67	.929
EXMAR5	120	2	5	3.63	.869
EXMAR6	120	2	5	3.71	.911
EXMAR7	120	2	5	3.77	.905
EXMAR8	120	2	5	3.68	.842
EXMAR9	120	2	5	3.72	.801
Valid N (listwise)	120				

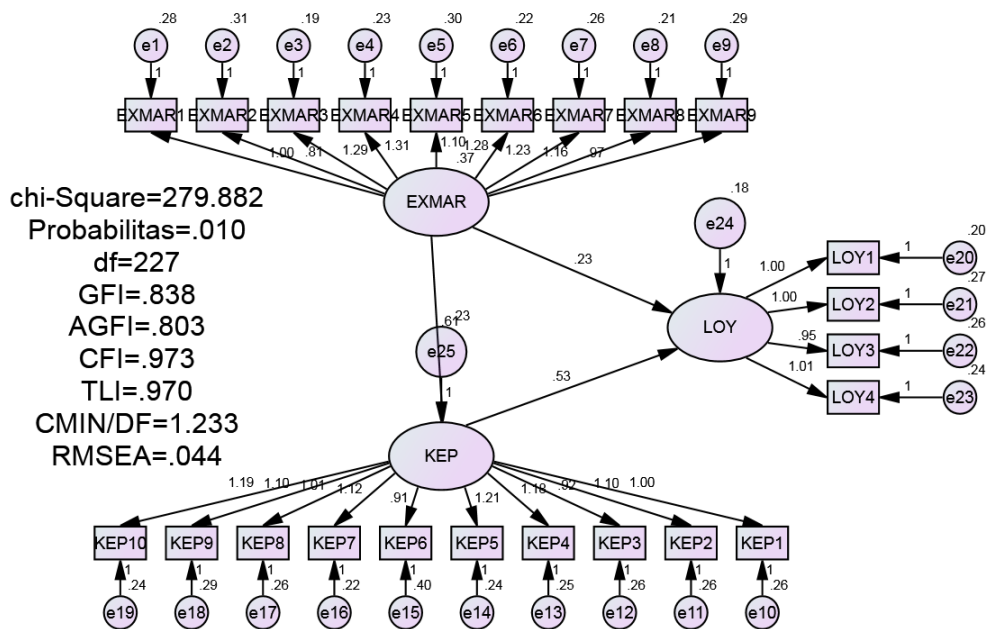
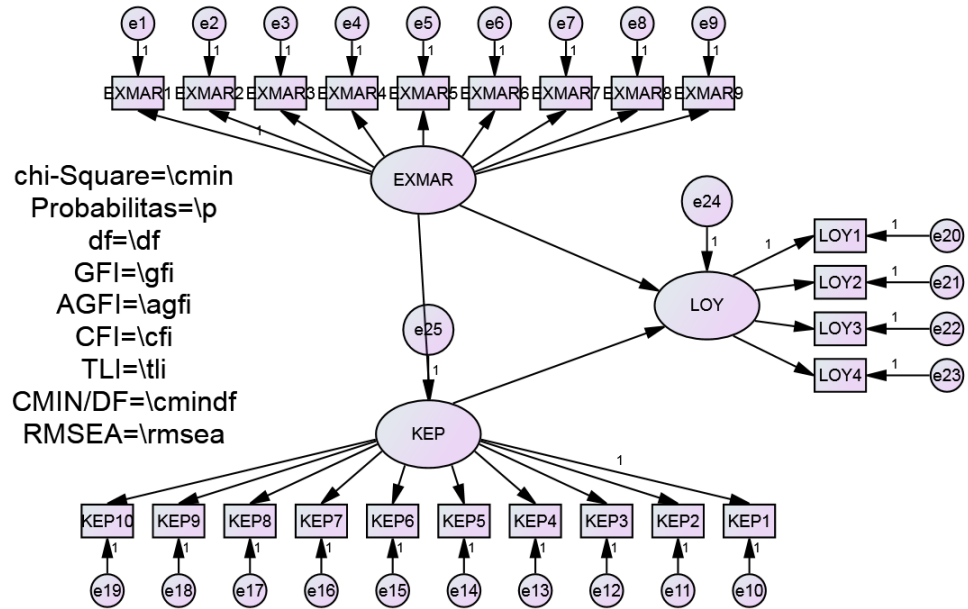
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KEP1	120	2	5	3.98	.793
KEP2	120	2	5	4.03	.845
KEP3	120	2	5	4.03	.761
KEP4	120	2	5	3.99	.874
KEP5	120	2	5	3.98	.884
KEP6	120	2	5	3.90	.844
KEP7	120	2	5	4.01	.825
KEP8	120	2	5	4.06	.802
KEP9	120	2	5	3.97	.859
KEP10	120	2	5	3.98	.874
Valid N (listwise)	120				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
LOY1	120	2	5	3.92	.751
LOY2	120	2	5	3.85	.795
LOY3	120	2	5	3.92	.762
LOY4	120	2	5	3.88	.780
Valid N (listwise)	120				

Lampiran 3. Model Penelitian



Lampiran 4. Uji Validitas

			Estimate
KEP	<---	EXMAR	.609
LOY	<---	EXMAR	.237
LOY	<---	KEP	.542
EXMAR1	<---	EXMAR	.755
EXMAR2	<---	EXMAR	.664
EXMAR3	<---	EXMAR	.873
EXMAR4	<---	EXMAR	.858
EXMAR5	<---	EXMAR	.772
EXMAR6	<---	EXMAR	.858
EXMAR7	<---	EXMAR	.827
EXMAR8	<---	EXMAR	.841
EXMAR9	<---	EXMAR	.739
KEP1	<---	KEP	.768
KEP2	<---	KEP	.794
KEP3	<---	KEP	.736
KEP4	<---	KEP	.822
KEP5	<---	KEP	.832
KEP6	<---	KEP	.655
KEP7	<---	KEP	.825
KEP8	<---	KEP	.768
KEP9	<---	KEP	.779
KEP10	<---	KEP	.830
LOY1	<---	LOY	.798
LOY2	<---	LOY	.757
LOY3	<---	LOY	.745
LOY4	<---	LOY	.772

Construct Reliability

sum est	kuadrat est	1- kuadrat est	meas error	kuadrat sum est		cr
7.187	0.570025	0.429975	3.221307	51.652969	54.87428	0.941297
	0.440896	0.559104				
	0.762129	0.237871				
	0.736164	0.263836				
	0.595984	0.404016				
	0.736164	0.263836				
	0.683929	0.316071				
	0.707281	0.292719				
	0.546121	0.453879				
7.809	0.589824	0.410176	3.874921	60.980481	64.8554	0.940253
	0.630436	0.369564				
	0.541696	0.458304				
	0.675684	0.324316				
	0.692224	0.307776				
	0.429025	0.570975				
	0.680625	0.319375				
	0.589824	0.410176				
	0.606841	0.393159				
	0.6889	0.3111				
3.072	0.636804	0.363196	1.639138	9.437184	11.07632	0.852014
	0.573049	0.426951				
	0.555025	0.444975				
	0.595984	0.404016				

Lampiran 5. *Degree of Freedom*

Computation of degrees of freedom (Default model)

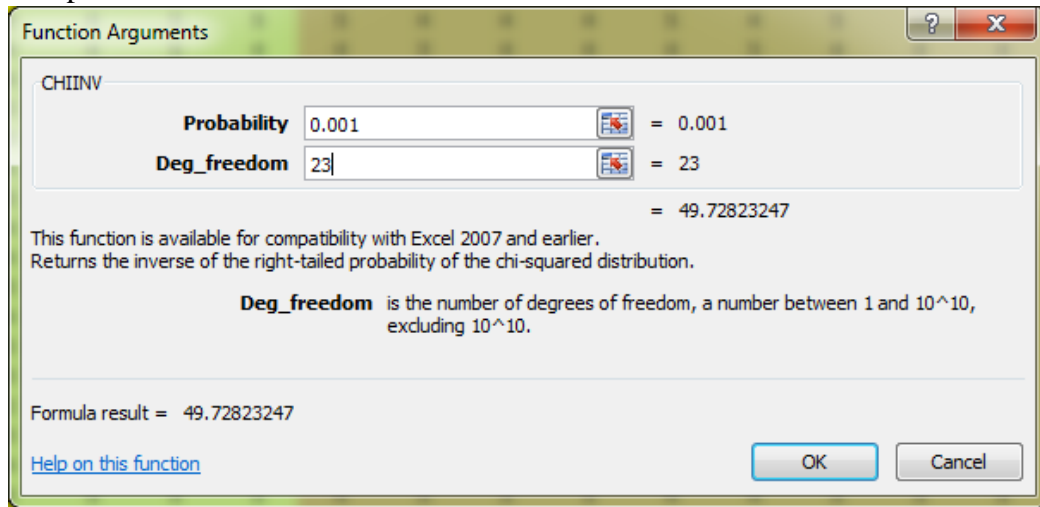
Number of distinct sample moments:	276
Number of distinct parameters to be estimated:	49
Degrees of freedom (276 - 49):	227

Lampiran 6. Normalitas Data

Assessment of normality (Group number 1)

Variable	min	max	Skew	c.r.	kurtosis	c.r.
LOY4	2.000	5.000	-.329	-1.471	-.263	-.588
LOY3	2.000	5.000	-.545	-2.439	.250	.559
LOY2	2.000	5.000	-.431	-1.928	-.114	-.256
LOY1	2.000	5.000	-.222	-.991	-.407	-.910
KEP10	2.000	5.000	-.634	-2.835	-.189	-.423
KEP9	2.000	5.000	-.415	-1.856	-.587	-1.312
KEP8	2.000	5.000	-.595	-2.662	-.056	-.125
KEP7	2.000	5.000	-.647	-2.892	.044	.099
KEP6	2.000	5.000	-.399	-1.784	-.438	-.980
KEP5	2.000	5.000	-.538	-2.408	-.440	-.983
KEP4	2.000	5.000	-.590	-2.637	-.313	-.699
KEP3	2.000	5.000	-.501	-2.241	.015	.033
KEP2	2.000	5.000	-.551	-2.465	-.328	-.732
KEP1	2.000	5.000	-.665	-2.975	.309	.690
EXMAR9	2.000	5.000	-.039	-.173	-.577	-1.290
EXMAR8	2.000	5.000	.075	.338	-.753	-1.683
EXMAR7	2.000	5.000	-.071	-.318	-.954	-2.133
EXMAR6	2.000	5.000	-.196	-.877	-.772	-1.727
EXMAR5	2.000	5.000	.241	1.079	-.877	-1.961
EXMAR4	2.000	5.000	-.115	-.513	-.865	-1.934
EXMAR3	2.000	5.000	-.129	-.577	-.803	-1.795
EXMAR2	2.000	5.000	.062	.276	-.717	-1.604
EXMAR1	2.000	5.000	.133	.594	-.730	-1.633
Multivariate					-13.703	-2.213

Lampiran 7. Outlier Data



Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
101	33.956	.066	1.000
74	32.860	.084	1.000
46	32.703	.086	.999
64	32.536	.090	.995
79	31.961	.101	.995
43	31.668	.107	.991
25	31.551	.110	.982
73	31.402	.113	.968
89	31.218	.118	.952
61	30.594	.133	.966
93	30.339	.140	.958
95	30.238	.143	.935
60	30.221	.143	.892
102	29.890	.153	.892
11	29.538	.163	.899
75	29.131	.176	.915
35	28.687	.191	.936
29	28.498	.198	.927
83	28.435	.200	.897
51	27.814	.223	.948
99	27.676	.228	.937
44	27.169	.249	.965

Observation number	Mahalanobis d-squared	p1	p2
72	27.054	.254	.956
96	26.829	.263	.957
34	26.659	.271	.953
56	26.510	.277	.947
85	26.400	.282	.936
112	26.091	.297	.950
41	26.023	.300	.934
50	26.019	.300	.904
118	25.847	.308	.902
104	25.802	.310	.872
47	25.240	.338	.942
90	25.189	.341	.924
87	25.174	.341	.895
76	25.069	.347	.880
82	25.056	.347	.840
94	25.015	.350	.802
21	24.827	.359	.809
1	24.686	.367	.802
59	24.682	.367	.746
97	24.652	.368	.694
14	24.499	.377	.692
13	24.222	.392	.742
67	24.205	.393	.685
2	24.151	.396	.641
30	24.143	.396	.572
23	24.066	.400	.536
92	23.996	.404	.496
62	23.971	.405	.435
107	23.709	.420	.491
110	23.691	.421	.427
58	23.412	.437	.494
70	23.381	.439	.436
17	23.353	.440	.379
48	23.288	.444	.341
117	23.264	.445	.287
53	23.259	.446	.230
78	23.065	.457	.251
120	23.026	.459	.210
31	22.848	.470	.224

Observation number	Mahalanobis d-squared	p1	p2
45	22.781	.474	.197
115	22.720	.477	.169
119	22.406	.496	.233
68	22.369	.498	.194
24	22.209	.508	.201
40	22.005	.520	.227
9	21.906	.526	.212
109	21.804	.532	.198
38	21.801	.532	.152
4	21.781	.534	.118
105	21.635	.542	.120
10	21.627	.543	.088
66	21.459	.553	.095
113	21.430	.555	.072
5	21.345	.560	.063
20	21.333	.561	.044
12	21.289	.563	.034
37	21.191	.569	.029
8	21.183	.570	.019
80	20.862	.590	.034
106	20.767	.595	.029
33	20.588	.606	.033
36	20.526	.610	.026
52	20.404	.617	.024
84	20.391	.618	.015
55	20.366	.620	.010
88	20.310	.623	.007
86	20.086	.637	.010
32	19.540	.669	.035
108	19.386	.679	.036
63	19.197	.690	.040
19	19.138	.693	.030
65	18.995	.701	.029
6	18.893	.707	.024
57	18.848	.710	.017
91	18.809	.712	.011
39	18.625	.723	.012
116	18.604	.724	.007
16	18.349	.738	.009

Lampira 8. Multicollinearity dan Singularity

Sample Covariances (Group number 1)

	LOY4	LOY3	LOY2	LOY1	KEP10	KEP9	KEP8	KEP7	KEP6	KEP5	KEP4	KEP3	KEP2	KEP1	EXMAR9	EXMAR8	EXMAR7	EXMAR6	EXMAR5	EXMAR4	EXMAR3	EXMAR2	EXMAR1	
LOY4	.603																							
LOY3	.365	.576																						
LOY2	.316	.338	.627																					
LOY1	.349	.326	.396	.560																				
KEP10	.372	.281	.313	.298	.758																			
KEP9	.296	.222	.253	.256	.432	.732																		
KEP8	.323	.213	.275	.205	.485	.377	.638																	
KEP7	.309	.234	.268	.276	.550	.417	.433	.675																
KEP6	.305	.275	.293	.292	.381	.388	.331	.359	.707															
KEP5	.322	.281	.271	.306	.491	.516	.426	.500	.439	.774														
KEP4	.324	.241	.282	.274	.516	.500	.442	.450	.341	.550	.758													
KEP3	.220	.177	.179	.194	.401	.401	.349	.400	.294	.376	.400	.574												
KEP2	.303	.202	.254	.235	.459	.476	.415	.450	.361	.484	.484	.408	.708											
KEP1	.280	.223	.271	.240	.441	.424	.343	.384	.348	.466	.450	.317	.401	.624										
EXMAR9	.225	.201	.182	.201	.276	.224	.150	.244	.172	.243	.281	.149	.207	.260	.636									
EXMAR8	.220	.223	.251	.156	.309	.231	.294	.294	.226	.284	.297	.233	.258	.267	.400	.703								
EXMAR7	.314	.264	.265	.256	.327	.284	.280	.310	.268	.378	.323	.239	.289	.286	.417	.533	.812							
EXMAR6	.291	.242	.273	.226	.318	.315	.309	.352	.288	.368	.298	.241	.299	.334	.459	.547	.615	.823						
EXMAR5	.241	.194	.237	.211	.399	.321	.305	.328	.305	.357	.397	.276	.292	.299	.429	.448	.464	.518	.749					
EXMAR4	.319	.272	.342	.239	.350	.339	.294	.336	.350	.350	.364	.275	.300	.342	.431	.567	.597	.628	.486	.856				
EXMAR3	.315	.267	.280	.242	.342	.332	.284	.311	.270	.301	.381	.241	.282	.301	.473	.553	.580	.596	.523	.658	.810			
EXMAR2	.129	.168	.173	.168	.229	.194	.177	.210	.140	.254	.307	.171	.188	.229	.356	.365	.374	.372	.408	.322	.353	.550		
EXMAR1	.181	.174	.162	.141	.192	.173	.143	.153	.211	.226	.214	.124	.174	.192	.371	.450	.428	.452	.445	.497	.474	.302	.647	

Condition number = 82.210

Eigenvalues

7.944 1.988 .917 .520 .470 .391 .362 .348 .316 .303 .278 .262 .247 .223 .212 .183 .177 .156 .151 .133 .114 .110 .097

Determinant of sample covariance matrix = .000

Lampiran 9. Hipotesis

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
KEP	<---	EXMAR	.609	.104	5.830	***	par_21
LOY	<---	EXMAR	.233	.103	2.272	.023	par_22
LOY	<---	KEP	.533	.114	4.680	***	par_23
EXMAR1	<---	EXMAR	1.000				
EXMAR2	<---	EXMAR	.811	.109	7.436	***	par_1
EXMAR3	<---	EXMAR	1.295	.127	10.212	***	par_2
EXMAR4	<---	EXMAR	1.307	.131	10.016	***	par_3
EXMAR5	<---	EXMAR	1.101	.124	8.875	***	par_4
EXMAR6	<---	EXMAR	1.282	.129	9.963	***	par_5
EXMAR7	<---	EXMAR	1.229	.129	9.542	***	par_6
EXMAR8	<---	EXMAR	1.161	.118	9.800	***	par_7
EXMAR9	<---	EXMAR	.971	.115	8.411	***	par_8
KEP1	<---	KEP	1.000				
KEP2	<---	KEP	1.100	.118	9.312	***	par_9
KEP3	<---	KEP	.919	.108	8.481	***	par_10
KEP4	<---	KEP	1.180	.121	9.761	***	par_11
KEP5	<---	KEP	1.205	.122	9.909	***	par_12
KEP6	<---	KEP	.906	.122	7.434	***	par_13
KEP7	<---	KEP	1.117	.115	9.714	***	par_14
KEP8	<---	KEP	1.010	.113	8.899	***	par_15
KEP9	<---	KEP	1.098	.120	9.136	***	par_16
KEP10	<---	KEP	1.191	.121	9.831	***	par_17
LOY1	<---	LOY	1.000				
LOY2	<---	LOY	1.005	.116	8.690	***	par_18
LOY3	<---	LOY	.948	.117	8.126	***	par_19
LOY4	<---	LOY	1.005	.120	8.359	***	par_20

Standardized Direct Effects (Group number 1 - Default model)

	EXMAR	KEP	LOY
KEP	.609	.000	.000
LOY	.237	.542	.000
LOY4	.000	.000	.772
LOY3	.000	.000	.745
LOY2	.000	.000	.757
LOY1	.000	.000	.798
KEP10	.000	.830	.000
KEP9	.000	.779	.000
KEP8	.000	.768	.000
KEP7	.000	.825	.000
KEP6	.000	.655	.000
KEP5	.000	.832	.000
KEP4	.000	.822	.000
KEP3	.000	.736	.000
KEP2	.000	.794	.000
KEP1	.000	.768	.000
EXMAR9	.739	.000	.000
EXMAR8	.841	.000	.000
EXMAR7	.827	.000	.000
EXMAR6	.858	.000	.000
EXMAR5	.772	.000	.000
EXMAR4	.858	.000	.000
EXMAR3	.873	.000	.000
EXMAR2	.664	.000	.000
EXMAR1	.755	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	EXMAR	KEP	LOY
KEP	.000	.000	.000
LOY	.330	.000	.000
LOY4	.438	.418	.000
LOY3	.422	.404	.000
LOY2	.429	.410	.000
LOY1	.452	.432	.000
KEP10	.506	.000	.000
KEP9	.474	.000	.000
KEP8	.467	.000	.000
KEP7	.503	.000	.000
KEP6	.398	.000	.000
KEP5	.506	.000	.000
KEP4	.501	.000	.000
KEP3	.448	.000	.000
KEP2	.483	.000	.000
KEP1	.468	.000	.000
EXMAR9	.000	.000	.000
EXMAR8	.000	.000	.000
EXMAR7	.000	.000	.000
EXMAR6	.000	.000	.000
EXMAR5	.000	.000	.000
EXMAR4	.000	.000	.000
EXMAR3	.000	.000	.000
EXMAR2	.000	.000	.000
EXMAR1	.000	.000	.000