

LAMPIRAN 1
KUESIONER PENELITIAN

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I. IDENTITAS RESPONDEN

1. Jenis Kelamin : a. Laki-Laki b. Perempuan
2. Pendidikan Terakhir : a. SMU b. D-3 c. S-1 d. S-2 e. S-3
3. Kapan terakhir anda datang ke Warung kopi Klothok Sleman:
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II. PETUNJUK PENGISIAN

1. Mohon memberi tanda silang (X) pada jawaban yang Bapak/Ibu anggap paling sesuai dengan Bapak/Ibu.
2. Setelah mengisi kuesioner ini mohon Bapak/Ibu dapat mengembalikan kuisisioner terhadap pemberi kuisisioner.
3. Adapun makna dari tanda tersebut adalah sebagai berikut :
 - STS : Sangat Tidak Setuju / Sangat Tidak Sesuai (1)
 - TS : Tidak Setuju / Tidak Sesuai (2)
 - N : Netral (3)
 - S : Setuju / Sesuai (4)
 - SS : Sangat Setuju / Sangat Sesuai (5)

1. Konsumen

a. Variabel *Sense Experience* (X1)

No.	Daftar Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Warung Kopi Klothok memiliki disain yang menarik					
2	Warung Kopi Klothok memiliki tempat yang bersih					
3	Warung Kopi Klothok selalu mengalunkan musik yang cocok untuk menemani makan					
4	Warung Kopi Klothok memiliki masakan dengan rasa yang sesuai diharapkan					

b. Variabel *Feel experience* (X2)

No.	Daftar Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Warung Kopi Klothok melakukan pelayanan yang cepat dan tepat.					
2	Pelayanan dan Pemilik Warung Kopi Klothok menciptakan keakraban dengan pelanggan yang datang					
3	Pelayan dan Pemilik Warung Kopi Klothok ramah dan sopan					

c. Variabel *Think Experience* (X3)

No.	Daftar Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Warung Kopi Klothok memiliki masakan yang lebih baik dari yang diharapkan					
2	Warung Kopi Klothok menerima masukan dari pelanggan yang datang					
3	Warung Kopi Klothok terbuka dengan inovasi yang diberikan pelanggan					

d. Variabel *Act Experience* (X4)

No.	Daftar Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Warung Kopi Klothok menawarkan produk makanan dengan menu yang unik dan berbeda					
2	Warung Kopi Klothok memiliki reputasi yang baik di masyarakat					

e. Variabel *Relate Experience* (X5)

No.	Daftar Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Warung Kopi Klothok memberikan pelayanan yang istimewa					
2	Warung Kopi Klothok melayani dengan keakraban dan membuat pengunjung merasa nyaman					
3	Warung Kopi Klothok akan pengunjung rekomendasikan kepada orang lain.					

f. Variabel Keputusan Pembelian Ulang (Y)

No.	Daftar Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Warung Kopi Klothok menjadi tempat yang akan dikunjungi kembali, setelah mendapatkan pengalaman berkunjung ke Warung Kopi Klothok					
2	Warung Kopi Klothok akan menjadi destinasi yang cocok untuk dikunjungi dikemudian hari					

LAMPIRAN 2
KARAKTERISITIK RESPONDEN

1. Karakteristik Jenis Kelamin Responden

jenis_kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perempuan	39	39.0	39.0	39.0
	Laki Laki	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

2. Karakteristik Pendidikan Terakhir Responden

Pendidikan_Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMU	43	43.0	43.0	43.0
	D3	11	11.0	11.0	54.0
	S1	29	29.0	29.0	83.0
	S2	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

3. Karakteristik Terakhir Datang Ke Warung Kopi Klothok

Terakhir_Datang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 minggu yang lalu	50	50.0	50.0	50.0
	2 minggu yang lalu	17	17.0	17.0	67.0
	3 minggu yang lalu	5	5.0	5.0	72.0
	1 bulan yang lalu	17	17.0	17.0	89.0
	2 bulan yang lalu	5	5.0	5.0	94.0
	3 bulan yang lalu	4	4.0	4.0	98.0
	4 bulan yang lalu	1	1.0	1.0	99.0
	5 bulan yang lalu	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 3
UJI VALIDITAS

1. Uji Validitas Variabel *Sense Experience*

Correlations

		Sense_1	Sense_2	Sense_3	Sense_4	Total_Sense
Sense_1	Pearson Correlation	1	.279(**)	.482(**)	.511(**)	.750(**)
	Sig. (2-tailed)		.005	.000	.000	.000
	N	100	100	100	100	100
Sense_2	Pearson Correlation	.279(**)	1	.406(**)	.384(**)	.657(**)
	Sig. (2-tailed)	.005		.000	.000	.000
	N	100	100	100	100	100
Sense_3	Pearson Correlation	.482(**)	.406(**)	1	.452(**)	.789(**)
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Sense_4	Pearson Correlation	.511(**)	.384(**)	.452(**)	1	.804(**)
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Total_Sense	Pearson Correlation	.750(**)	.657(**)	.789(**)	.804(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

2. Uji Validitas Variabel *Feel Experience*

Correlations

		Feel_1	Feel_2	Feel_3	Total_Feel
Feel_1	Pearson Correlation	1	.513(**)	.478(**)	.805(**)
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Feel_2	Pearson Correlation	.513(**)	1	.497(**)	.829(**)
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Feel_3	Pearson Correlation	.478(**)	.497(**)	1	.810(**)
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total_Feel	Pearson Correlation	.805(**)	.829(**)	.810(**)	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

3. Uji Validitas Variabel *Think Experience*
Correlations

		Think_1	Think_2	Think_3	Total_Think
Think_1	Pearson Correlation	1	.385(**)	.434(**)	.762(**)
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Think_2	Pearson Correlation	.385(**)	1	.673(**)	.836(**)
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Think_3	Pearson Correlation	.434(**)	.673(**)	1	.847(**)
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total_Think	Pearson Correlation	.762(**)	.836(**)	.847(**)	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

4. Uji Validitas Variabel *Act Experience*
Correlations

		Act_1	Act_2	Total_Act
Act_1	Pearson Correlation	1	.389(**)	.849(**)
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Act_2	Pearson Correlation	.389(**)	1	.817(**)
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Total_Act	Pearson Correlation	.849(**)	.817(**)	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

5. Uji Validitas Variabel *Relate Experience*
Correlations

		Relate_1	Relate_2	Relate_3	Total_Relate
Relate_1	Pearson Correlation	1	.584(**)	.459(**)	.817(**)
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Relate_2	Pearson Correlation	.584(**)	1	.376(**)	.828(**)
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Relate_3	Pearson Correlation	.459(**)	.376(**)	1	.769(**)
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total_Relate	Pearson Correlation	.817(**)	.828(**)	.769(**)	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

6. Uji Validitas Variabel Keputusan Pembelian Ulang

Correlations

		Y_1	Y_2	Total_Y
Y_1	Pearson Correlation	1	.435(**)	.874(**)
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Y_2	Pearson Correlation	.435(**)	1	.818(**)
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Total_Y	Pearson Correlation	.874(**)	.818(**)	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

LAMPIRAN 4
UJI RELIABILITAS

1, Uji Reliabilitas Variabel *Sense Experience*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.743	.743	4

2. Uji Reliabilitas Variabel *Feel Experience*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.746	.747	3

3, Uji Reliabilitas Variabel *Think Experience*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.741	.748	3

4. Uji Reliabilitas Variabel *Act Experience*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.700	.700	2

5. Uji Reliabilitas Variabel *Relate Experience*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.826	.876	4

6. Uji Reliabilitas Keputusan Pembelian Ulang

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.600	.606	2

LAMPIRAN 5

UJI REGRESI LINIER BERGANDA, UJI F, UJI t , DAN DETERMINASI

1. Uji Regresi Linier Berganda dan Uji t

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta	Lower Bound	Upper Bound	B	Std. Error
1	(Constant)	.607	.514		1.182	.240	-.413	1.627
	Sense_X1	.289	.046	.509	6.327	.000	.198	.380
	Feel_X2	-.132	.058	-.192	-2.293	.024	-.247	-.018
	Think_X3	-.107	.040	-.181	-2.640	.010	-.187	-.026
	Act_X4	.167	.065	.177	2.573	.012	.038	.296
	Relate_X5	.388	.064	.569	6.068	.000	.261	.515

a Dependent Variable: Pembelian_Ulang

2. Uji F

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.445	5	18.289	60.204	.000(a)
	Residual	28.555	94	.304		
	Total	120.000	99			

a Predictors: (Constant), Relate_X5, Act_X4, Think_X3, Sense_X1, Feel_X2

b Dependent Variable: Pembelian_Ulang

3. Uji Determinasi R2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change	R Square Change	F Change	df1	df2
1	.873(a)	.762	.749	.551	.762	60.204	5	94	.000

a Predictors: (Constant), Relate_X5, Act_X4, Think_X3, Sense_X1, Feel_X2

LAMPIRAN 6
DATA KUISIONER

1. Lampiran Data Kuisisioner

No.	Sense 1	Sense 2	Sense 3	Sense 4	Feel 1	Feel 2	Feel 3	Think 1	Think 2	Think 3
1	4	4	5	4	3	3	2	3	3	3
2	4	4	3	3	4	4	3	4	3	4
3	4	5	4	4	4	5	4	4	3	4
4	4	3	3	2	4	3	2	2	3	3
5	4	4	3	4	3	3	3	3	3	3
6	4	4	3	3	3	4	4	3	3	3
7	4	4	4	4	4	4	4	3	4	4
8	4	3	4	4	3	3	3	4	3	3
9	4	4	3	3	4	4	4	3	3	4
10	4	4	3	4	3	4	4	3	3	4
11	4	3	3	3	3	3	3	3	3	3
12	5	4	4	3	3	3	3	4	3	4
13	2	1	2	2	1	1	1	2	1	1
14	4	3	4	4	3	4	4	3	3	3
15	3	3	3	3	3	3	3	2	2	3
16	4	4	4	4	4	4	4	4	4	4
17	4	4	3	4	4	3	3	4	3	3
18	4	4	3	2	4	2	4	2	3	3
19	4	4	4	4	3	3	3	4	4	4
20	4	4	4	4	4	4	4	4	4	4
21	4	4	5	4	3	3	2	4	4	4
22	3	4	2	5	4	2	4	4	2	2
23	5	4	4	4	4	3	3	5	4	4
24	4	4	5	4	5	4	4	5	4	4
25	4	3	4	3	3	3	4	3	3	3
26	4	4	4	5	3	4	4	4	5	5
27	4	4	4	4	4	3	4	4	3	3
28	4	4	3	4	5	4	4	4	4	4

29	4	4	4	4	4	4	4	5	5	4
30	4	5	4	4	5	4	5	4	4	4
31	4	4	5	5	4	5	4	4	4	4
32	4	4	4	4	4	4	4	4	4	5
33	4	4	4	5	4	4	5	4	4	4
34	4	4	4	4	4	4	4	4	4	4
35	5	4	4	4	4	5	4	4	5	4
36	4	5	5	4	5	4	5	5	4	4
37	4	5	4	4	5	4	4	4	4	4
38	4	5	4	4	4	4	5	4	4	4
39	4	5	4	5	4	4	4	4	4	5
40	5	4	4	4	5	4	5	4	4	4
41	5	4	4	5	4	4	4	4	5	3
42	4	5	5	4	5	5	4	5	4	5
43	4	5	4	4	4	4	5	4	4	4
44	5	4	5	5	4	5	4	2	3	3
45	5	4	4	4	4	4	4	3	2	3
46	4	4	4	4	5	4	4	5	5	5
47	5	4	5	5	4	4	4	5	5	4
48	5	4	4	5	4	4	5	5	4	4
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53	5	4	5	4	4	5	4	3	3	4
54	4	4	4	4	4	5	5	4	5	5
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57	5	5	5	5	4	4	4	3	4	3
58	5	4	5	5	4	5	4	3	3	4
59	4	4	5	5	4	4	4	4	4	5
60	5	5	4	5	4	4	4	4	5	4
61	5	4	5	5	4	4	4	4	4	4
62	5	4	4	5	4	4	4	5	4	4
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65	5	4	5	5	3	4	5	4	5	4
66	4	5	5	5	4	4	5	5	3	3

67	5	4	5	4	4	4	3	4	5	4
68	5	4	4	5	4	4	4	4	3	4
69	4	4	5	5	4	4	4	5	4	3
70	4	4	5	4	4	4	4	4	4	4
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99	5	4	4	5	4	4	4	5	4	4
100	5	4	5	5	4	4	4	5	4	4

No.	Act 1	Act 2	Relate 1	Relate 2	Relate 3
1	5	4	3	2	5
2	4	3	3	4	3
3	4	4	4	5	4
4	2	4	3	3	4
5	4	4	3	4	4
6	4	4	3	4	3
7	4	3	4	4	4
8	4	5	3	3	3
9	3	3	4	4	4
10	3	4	4	4	4
11	3	3	3	3	3
12	4	4	3	3	4
13	1	1	2	1	1
14	3	4	3	3	4
15	3	3	3	3	3
16	4	4	4	4	4
17	4	4	3	3	4
18	4	5	4	4	5
19	4	4	4	4	5
20	4	4	4	4	4
21	4	4	3	3	5
22	4	5	3	2	5
23	5	4	4	4	5
24	5	4	5	4	5
25	3	3	3	3	3
26	4	5	4	5	5
27	4	4	4	4	4
28	5	5	4	4	5
29	4	5	4	4	4
30	4	4	5	4	5
31	4	5	4	4	5
32	5	5	5	5	5
33	5	4	4	4	5
34	4	4	4	4	4
35	4	5	4	4	5
36	5	4	5	4	4

37	4	5	4	4	5
38	4	5	4	4	5
39	4	5	5	4	5
40	4	5	4	4	5
41	4	4	4	4	5
42	4	5	5	4	5
43	5	4	4	5	5
44	4	4	4	4	5
45	4	4	4	5	5
46	4	5	5	5	5
47	4	4	4	4	4
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49	4	5	5	5	4
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53	4	4	4	5	5
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57	5	4	4	5	5
58	5	4	4	5	5
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61	5	4	4	4	5
62	5	5	4	5	5
63	4	5	4	5	5
64	4	5	4	5	5
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66	4	4	4	4	4
67	4	4	5	4	4
68	5	4	4	5	4
69	4	4	4	5	4
70	5	4	4	4	5
71	4	5	4	4	5
72	5	5	3	4	5
73	2	4	5	4	5
74	4	4	4	4	5

75	4	4	4	5	4
76	4	5	4	4	5
77	4	5	4	4	4
78	4	4	4	5	4
79	5	4	4	4	5
80	3	3	4	4	5
81	4	4	4	4	5
82	4	4	4	4	4
83	5	4	4	4	5
84	4	4	4	5	4
85	4	4	4	4	4
86	4	4	4	5	5
87	4	4	4	5	4
88	4	5	4	5	4
89	4	4	4	5	4
90	4	4	4	5	5
91	4	5	4	5	5
92	5	4	4	5	4
93	5	4	4	5	5
94	4	5	4	5	5
95	4	5	4	5	4
96	3	4	4	5	5
97	5	5	4	4	4
98	4	5	4	5	5
99	4	4	3	4	5
100	4	5	4	4	5

No.	Total Sense	Total Feel	Total Think	Total Act	Total Relate	Total Pembelian Ulang
1	17	8	9	9	10	9
2	14	11	11	7	10	7
3	17	13	11	8	13	8
4	12	9	8	6	10	8
5	15	9	9	8	11	8
6	14	11	9	8	10	7

7	16	12	11	7	12	8
8	15	9	10	9	9	7
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