

## Uji reliabilitas variabel experiential marketing

### Reliability

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

##### Reliability Statistics

Cronbach's Alpha	N of Items
.944	24

## Uji validitas variabel kepuasan konsumen

### Correlations

		Correlations								
		X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_7	X2_8	TotalX2
X2_1	Pearson Correlation	1	.527**	.312**	.402**	.237*	.535**	.321**	.409**	.646**
	Sig. (2-tailed)		.000	.002	.000	.018	.000	.001	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2_2	Pearson Correlation	.527**	1	.419**	.517**	.279**	.579**	.292**	.385**	.704**
	Sig. (2-tailed)	.000		.000	.000	.005	.000	.003	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2_3	Pearson Correlation	.312**	.419**	1	.634**	.506**	.329**	.298**	.436**	.709**
	Sig. (2-tailed)	.002	.000		.000	.000	.001	.003	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2_4	Pearson Correlation	.402**	.517**	.634**	1	.537**	.504**	.423**	.521**	.812**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2_5	Pearson Correlation	.237*	.279**	.506**	.537**	1	.408**	.449**	.461**	.694**
	Sig. (2-tailed)	.018	.005	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2_6	Pearson Correlation	.535**	.579**	.329**	.504**	.408**	1	.382**	.450**	.730**
	Sig. (2-tailed)	.000	.000	.001	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2_7	Pearson Correlation	.321**	.292**	.298**	.423**	.449**	.382**	1	.395**	.632**
	Sig. (2-tailed)	.001	.003	.003	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
X2_8	Pearson Correlation	.409**	.385**	.436**	.521**	.461**	.450**	.395**	1	.719**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
TotalX2	Pearson Correlation	.646**	.704**	.709**	.812**	.694**	.730**	.632**	.719**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

\* . Correlation is significant at the 0.05 level (2-tailed).

## Uji reliabilitas variabel kepuasan konsumen

### Reliability

#### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.856	8

## Uji validitas variabel loyalitas konsumen

### Correlations

Correlations										
		Y_1	Y_2	Y_3	Y_4	Y_5	Y_6	Y_7	Y_8	TotalY
Y_1	Pearson Correlation	1	.580**	.475**	.508**	.523**	.580**	.465**	.508**	.770**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y_2	Pearson Correlation	.580**	1	.456**	.440**	.445**	.448**	.399**	.514**	.710**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y_3	Pearson Correlation	.475**	.456**	1	.379**	.632**	.522**	.484**	.423**	.725**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y_4	Pearson Correlation	.508**	.440**	.379**	1	.496**	.568**	.505**	.569**	.727**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y_5	Pearson Correlation	.523**	.445**	.632**	.496**	1	.660**	.563**	.483**	.802**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y_6	Pearson Correlation	.580**	.448**	.522**	.568**	.660**	1	.557**	.594**	.810**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y_7	Pearson Correlation	.465**	.399**	.484**	.505**	.563**	.557**	1	.636**	.755**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
Y_8	Pearson Correlation	.508**	.514**	.423**	.569**	.483**	.594**	.636**	1	.769**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
TotalY	Pearson Correlation	.770**	.710**	.725**	.727**	.802**	.810**	.755**	.769**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

## Uji reliabilitas variabel loyalitas konsumen

### Reliability

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

##### Reliability Statistics

Cronbach's Alpha	N of Items
.893	8

## Regression

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	X1 <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: X2

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467 <sup>a</sup>	.218	.210	.50106

a. Predictors: (Constant), X1

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.877	1	6.877	27.394	.000 <sup>a</sup>
	Residual	24.604	98	.251		
	Total	31.481	99			

a. Predictors: (Constant), X1

b. Dependent Variable: X2

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.792	.362		4.948	.000
	X1	.495	.095	.467	5.234	.000

a. Dependent Variable: X2

## Regression

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	X2, X1 <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 <sup>a</sup>	.529	.520	.41231

a. Predictors: (Constant), X2, X1

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.544	2	9.272	54.540	.000 <sup>a</sup>
	Residual	16.490	97	.170		
	Total	35.034	99			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.647	.333		1.944	.055
	X1	.181	.088	.162	2.058	.042
	X2	.673	.083	.637	8.090	.000

a. Dependent Variable: Y